

Factors Affecting Destination Loyalty: The Case of An Ecotourism Farm

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ABSTRACT

The study has explored the behavioral patterns of the large number of visitors to the trending ecotourism destination that emerged during the Covid-19 pandemic, the SVD *Laudato Si* Farm. The study considered two constructs: "destination loyalty," which refers to visitors' intention to return and recommend the destination to others, and the "motivational factors" that drive destination loyalty, such as 'spiritual and religious,' 'fun and social contact,' 'nature,' and 'wellness and healing.' The focus of the study was on the question: how do the 'motivational factors' influence the 'destination loyalty' of the visitors of an ecotourism farm such as *Laudato Si* Farm? The study used a quantitative survey design and analyzed data from 326 valid responses using descriptive and linear regression statistics. The results showed that all four motivational factors have positively and significantly predicted visitors' destination loyalty. The study recommended the practical implications of these motivational variables that ecotourism managers can consider in enhancing visitors' destination loyalty. The study further recommended that similar studies be conducted at different times of the year and then compare the results to identify similarities and differences. Also, to increase the generalizability of the results, it was recommended to replicate a similar study in other ecotourism destinations. Furthermore, future researchers should consider factors related to visitors' travel to the destination.

1.0 Introduction

Tourism fulfills a vital role in the economic development of developing countries (Joshi et al., 2017; Martín et al., 2019). In the Philippines alone, the tourism sector has a significant share in the domestic economy as revealed in the data of the Philippine Statistics Authority (PSA), asserted by Caynila et al. (2022):

Before the pandemic, the tourism industry was one of the key contributors to the sustained growth of the Philippine economy. Over the past decade, the country's tourism direct gross value added (TDGVA) in current prices grew by almost five-fold. From P460 billion (5.7 percent of GDP) in 2008, it reached P2.5 trillion (12.8 percent of GDP) in 2019 (Caynila et al., 2022).

As such, the fall of tourism due to the Covid-19 pandemic strongly impacted the economy (Fernandez et al., 2022). Like other countries, the contribution of the Philippines' Travel and

Tourism sector to the Gross Domestic Product (GDP) got badly hit by the pandemic and dropped at a significant scale from 22.5% to 4.8% (World Travel and Tourism Council (WTTC), 2022).

When the Covid-19 pandemic ushered in the new normal in 2021, the travel and tourism sector was recovering well underway with its improved 10.4% share of the country's total economy (WTTC, 2022). Also, travel and tourism jobs in the Philippines increased by 20.5% in 2021 (WTTC, 2022).

Given such a role of the tourism sector, it's important to look at its positive contribution from a more holistic perspective as it goes beyond just its economic impact and adds value to nation-building and the welfare of local communities.

One famous tourist destination in the Philippines that is contributing a great impact on the tourism sector is Tagaytay City. It ranks very high in tourism potential and remains one of the leading tourist areas in the country (Tagaytay City, 2016). A recent and trending destination in the said city is the SVD *Laudato Si* Farm which is regarded as an ecotourism farm, having a land area of five point eight (5.8) hectares. The said farm was conceived, in the last quarter of 2020, upon the inspiration of Pope Francis' encyclical entitled *Laudato Si* – a call to all peoples of any age or gender, color or culture, nation or religion to join minds, hearts, and hands in caring for the only cosmic home of humankind in the vast universe: the planet earth (Farm Administrator, personal communication, October 28, 2022). Its inception was a fruit of the communal discernment, in the spirit of prayer, of the SVD community, a religious missionary community in the area, during the height of the widespread lockdowns. The farm thrives on two intents: (1) serving as a school and showcase of sustainable organic farming and livestock raising; and (2) offering a welcoming oasis for restful solitude and serene prayer – a spiritual oasis for contemplative communion with the Creator of Mother Nature (Farm administrator, personal communication, October 28, 2022).

The SVD *Laudato Si* Farm has been attracting a significant number of visitors of various ages. This phenomenon is likely due to people's motivations for traveling, which can include cultural and heritage, wellness and healing, pleasure-seeking, attractions, novelty, social contacts, and so on (Liutikas, 2017; Terziduo et al., 2018; Wang et al., 2021). It may also be related to the declaration by the Adventure Trade Association that one of the drivers that will impact global travel over the next decade is "increased interest in wellness, mindfulness, and transformation as travelers seek opportunities to get back to nature, exert independence, and seek silence" (Nikolova, 2017). Whatever the reason, this phenomenon undoubtedly contributes to a favorable impact on the tourism sector and the local economy.

The researchers were interested in exploring this phenomenon further and conducted an inquiry on the behavioral patterns of people visiting the SVD *Laudato Si* Farm. This is crucial in developing effective marketing strategies and enhancing the overall tourism experience.

In the process of inquiry, 'destination loyalty' and the 'motivational factors' of the people visiting a destination were considered. Destination loyalty is the intention or behavior of the visitors to visit again and recommend the destination to others (Yoon and Uysal, 2005). It is an important indicator used to develop both the competitive advantages of a destination and an effective marketing strategy (Yoon and Uysal, 2005). It is a concept that has been widely considered in developing effective ways of attracting more tourists to destinations and is thus extensively examined by scholars (Kim and Brown, 2012; Toyama and Yamada, 2012; Mechinda et al., 2009). 'Motivational factors,' on the other hand, include those advocated by Rybina and Lee (2020) such as spiritual & religious motives, fun & social contact, nature, and wellness & healing. With these factors, the present study focused on this question: how do these motivational factors influence the 'destination loyalty' of the visitors of an ecotourism farm such as *Laudato Si* Farm? To deal with the question, the study had the following specific objectives:

- i. To determine the degree of the motivational factors of the visitors/tourists in each of the four factors such as (a) spiritual & religious motives, (b) fun & social contact, (c) nature, and (d) wellness & healing;

- ii. To determine the degree of the 'destination loyalty' of the visitors/guests to an ecotourism farm;
- iii. To identify which among the motivational factors (spiritual & religious motives, fun & social contact, nature, and wellness & healing) could serve as a significant predictor of the 'destination loyalty' of the visitors/guests to an ecotourism farm; and
- iv. To determine the degree of influence of the identified variable-predictor on the 'destination loyalty' of the visitors/guests.

2.0 Literature review

Studies have shown that there is a relationship between 'destination loyalty' and 'motivational factors' of tourists, which can include spiritual & religious motives, fun & social contact, nature, and wellness & healing. Research conducted by Rybina et al. (2020) indicated that spiritual & religious and healing motivations are related to destination loyalty, while nature and fun & social contact motivations are not significantly related to destination loyalty.

Other literature has used the term 'tourist satisfaction' to demonstrate the relationship between motivational factors and destination loyalty. Although this term is not exactly the same as the motivational factors considered in the present study, it does encompass them as it pertains to the individual attributes of a destination which include but are not limited to nature, relaxation, well-being, and fun and socials (Chi and Qu, 2008; Yoon and Uysal, 2005). Thus, 'tourist satisfaction' may serve as an indicator of the motivational factors examined in the present study.

Several studies, including those by Sangpikul (2018), Yoon and Uysal (2005), Chi and Qu (2008), and Wu (2016), have shown a significant relationship between tourist satisfaction and destination loyalty. Seyitoglu (2020) used the term 'escape and relaxation' as a motivational factor, which is similar in definition to the 'wellness & healing' factor used in the present study. Seyitoglu's findings indicated a significant relationship between 'escape and relaxation' and destination loyalty, and it was found to be one of the highest motivations for tourists to visit a place. Additionally, Ismail et al. (2022) have identified 'relaxation' as the primary motivation factor for senior tourists, while 'escape' was the third-highest motivation factor.

Given the above relationship between 'destination loyalty' and 'motivational factors,' a conceptual framework (figure 1) for the present study was developed based on the Theory of Planned Behavior (TPB). TPB was established by Fishbein and Ajzen (1991) to clarify an individual's voluntary and terminal behavior. TPB consists of four constructs: behavioral intention, attitude toward a behavior, subjective norm, and perceived behavioral control. Behavioral intention is a function of an individual's attitude in relation to the behavior, to the subjective norms, and to the individual's perception if the behavior can be performed. Attitude toward a behavior is one's feeling either negative or positive about doing a behavior. Subjective norm involves individual perception and motivation assessments for all referents. And, behavioral control is the perception of an individual on the trouble of carrying out a behavior. (Ajzen, 1991)

The conceptual framework (figure 1) developed has five main variables, namely: destination loyalty, spiritual & religious motives, fun & social contact, nature, and wellness & healing. 'Destination loyalty' was generally applied as a dependent variable. The other variables served as independent variables. They served as predictors of destination loyalty.

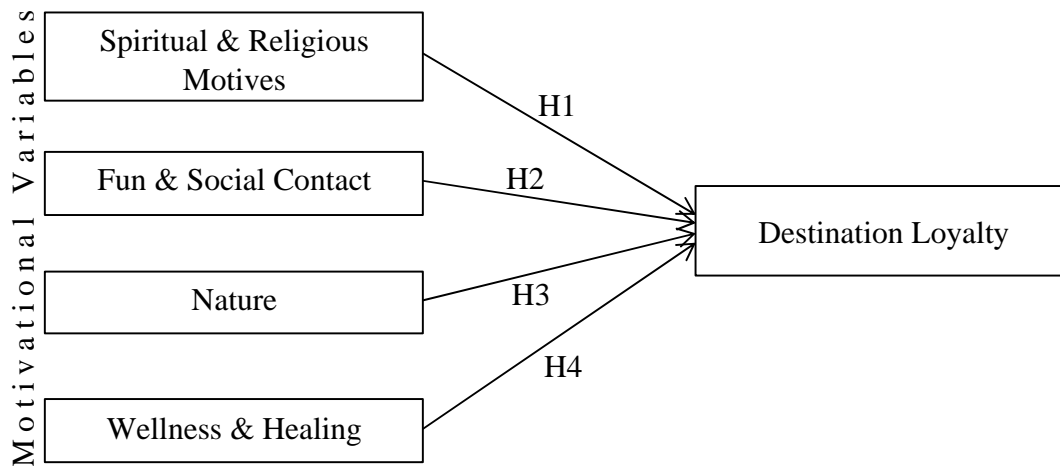


Figure 1: Conceptual framework to explore the motivational factors and destination loyalty among tourists of an ecotourism farm.
Authors' own illustration

The variables indicated in the framework are defined and described in the context of the present study as follows:

- i. **Destination Loyalty.** Loyalty, in general, is the intention or behavior of the customer to buy again or patronize a certain product or service (Hawkins et al., 1995; Oliver, 1999). In the tourism literature, destination loyalty is the intention of the tourists to visit again the same destination and their intention to recommend the destination to others like friends or relatives (Toyama and Yamada, 2012).
- ii. **Spiritual and Religious Motives.** This variable reflects both the spiritual and religious needs of the visitors (Rybina and Lee, 2020) which imply that travelers are motivated to visit SVD *Laudato Si* Farm to release their spiritual potential, seek the meaning of life and being, feel closeness and attachment to something sacred, and to pray and express love and respect for God (Rybina and Lee, 2020). This variable is taken into consideration because SVD *Laudato Si* Farm is also a sacred site. It offers a welcoming oasis for restful solitude and serene prayer – a spiritual oasis for contemplative communion with the Creator of Mother Nature (Farm administrator, personal communication, October 28, 2022). It has a Chapel where anyone can spend time praying or join in the schedules of the celebration of the Holy Mass. It has other specific areas conducive for solitude praying.
- iii. **Fun and Social Contact.** This variable addresses the motivation of the visitors of *Laudato Si* Farm to meet other people, participate in various activities, and enjoy the food and drinks served on the farm (Rybina and Lee, 2020).
- iv. **Nature.** This variable displays the love of the visitors for beautiful eco landscapes and the beauty of nature (Rybina and Lee, 2020). This also includes the motivation of the visitor to move out of the city's setting to breathe fresh air.
- v. **Wellness and Healing.** This variable exhibits the motivation of the visitors to spend time at SVD *Laudato Si* Farm for wellness and healing of body, mind, and emotions. They visit *Laudato Si* Farm to balance the interdependence of mental, physical, and emotional experiences vital for their well-being (Rybina and Lee, 2020).

From the framework, the researchers deduced the following hypotheses to be tested:

HO1. Spiritual & Religious Motives do not significantly predict the destination loyalty of the tourists/visitors.

HO2. Fun & Social Contact motives do not significantly predict the destination loyalty of the tourists/visitors.

HO3. Nature does not significantly predict the destination loyalty of the tourists/visitors.

HO4. Wellness and healing do not significantly predict the destination loyalty of the tourists/visitors.

3.0 Methodology

The study used the survey design quantitative method in determining the individual degree of the motivational factors (spiritual & religious motives, fun & social contact, nature, and wellness & healing) and destination loyalty of the people visiting an ecotourism farm, the SVD *Laudato Si* Farm. The same method is utilized in exploring the influence of each of the motivational factors on destination loyalty.

The survey design was the preferred approach because of its rapid turnaround for data collection which was conducted through a google survey. There is a printed QR (quick response) code on the instrument which a potential respondent can scan to view the link to the survey form. Cross-sectional was employed in the survey. The single-stage sampling procedure was employed as the researchers were able to sample the respondents directly in coordination with a Farm staff who showed the printed QR code to the visitors who in turn willingly scanned it and responded to the survey. The sampling aimed to draw a random sample to give each visitor an equal probability to be chosen.

The respondents of the study were the visitors of SVD *Laudato Si* Farm in Tagaytay City, Philippines. They are of different ages from different parts of the Philippines, with some even from outside the Philippines.

The research instrument used in the study has three sections. The first is the introductory part where the research ethics approach and 'opt-out option' are integrated. It is structured in a consent form stating that the participant's answer will remain confidential, be kept secured, and be discarded as soon as the data is analyzed. If the visitor agrees to participate in the study, he/she can proceed to answer the survey questionnaire. Otherwise, he/she can just disregard the instrument. The second section is a self-developed set of questions to get the participant's demographic information, such as age, gender, educational attainment, religion/affiliation, marital status, and professional or employment status. The third section is composed of key questions about motivational factors associated with destination loyalty. It was adopted from the instrument used by Rybina and Lee (2020) which they developed based on 14 semi-structured interviews they conducted to explore motivations to visit tourism sites. Their semi-structured interviews included three topics, namely: (1) 'travel motivations' that include questions such as: why do people travel to the site, what is the motivation of the person to visit the place, and does the person have any motives to travel related to religious / heritage / cultural / personal / educational / social / natural; (2) 'experience and satisfaction' that include questions such as: how the person describes his/her experience at the site he/she is visiting, what does the person like about the site, what does the person get satisfied with within site, what does the person dislike of the site. The person is asked to share his/her opinion on what travelers like about the place; and (3) 'Destination loyalty' which includes questions about the intention to revisit and recommend the site to others. The variable on 'destination loyalty' was measured by three items adopted from the study of Yoon and Uysal (2005). The questions are a self-scoring questionnaire with a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). They were modified slightly to correspond to the context of SVD *Laudato Si* Farm. For example, "travel to SVD farm relieves stress and harmonizes my emotions." The third section of the instrument can be viewed in Appendix A.

Considering that the present study was conducted with another kind of population and destination, the instrument was pre-tested in October 2022. This is to identify the instrument's internal consistency reliability for the study. Cronbach's alpha was the method used to measure the consistency of responses to a sub-set of questions (scale items) that are combined as a scale to measure a particular concept (Saunders et al., 2019, p. 518) in the present study, such as destination loyalty, spiritual & religious motives, fun & social contact, nature, and wellness & healing. A Cronbach alpha value of 0.70 or above indicates that the questions combined in the scale are internally consistent in their measurement (Saunders et al., 2019, p. 518). There were 55 completed responses, but only 40 were considered valid for testing the instrument's reliability. The other 15 were found to be void for they are not giving consistent answers as indicated by the two survey items that were reverse coded. Using a Jamovi statistical software version 2.3.22, the result indicated that the scales demonstrate acceptable reliability with the following Cronbach's alpha value: destination loyalty = 0.77; spiritual and religious motives = 0.93; fun and social contact = 0.75; nature = 0.87; and wellness and healing = 0.87.

For the sampling for the present study, data collection was done in November and December 2022 especially during weekends. There were 486 completed responses to the survey but only 326 were found to be valid for further analysis. The invalid responses are detected through the two items in the survey that were reverse coded – their responses to such two items indicated inconsistency. The researchers got access to the visitors of SVD *Laudato Sì* Farm through permission granted by the farm management after a formal communication of the request to conduct the study. One challenge in the data collection is the inaccessibility of an internet connection considering that the survey can only be accessed electronically using the Internet. This prompted an unfavorable impact on the total number of responses. Many visitors have no access to mobile data for internet connection and thus they cannot proceed with responding to the survey.

The data collected were entered and analyzed using Jamovi Statistical Software Version 2.3.22. Descriptive and linear regression were the statistical tools utilized. Descriptive was used in establishing the profile of the visitors of *Laudato Sì* Farm. Descriptive was further used in determining the degree of destination loyalty, spiritual & religious motives, fun & social contact, nature, and wellness & healing. Regression was used to identify which motivational factors can serve as a determinant of destination loyalty and to what degree. Destination loyalty was generally applied as a dependent variable while the other variables served as predictors.

4.0 Discussion of analysis and findings

This section discusses the results and findings of the study. It describes the respondents' demography (Table 1) and their level of motivational factors and destination loyalty. It also presents the relationship between the motivational factors (i.e. spiritual & religious motives, fun & social contact, nature, and wellness & healing) and destination loyalty.

There were 486 completed responses to the survey but only 326 were found to be valid for further analysis. Of this, 69.6% were female (n = 227) and 30.4% were male (n = 99). Moreover, most of this, at 51.8%, got to know the *Laudato Sì* Farm 'via friends and relatives' – the number is much higher than the group of those who knew it 'via social media' at 14.7% only. The other four means of knowing the farm indicated a percentage of 14.4%, 11.7%, 4%, and 3.4% respectively.

Table 1: Demography of the respondents (N=326)

	Frequency	% of Total
Gender		
Female	227	69.6
Male	99	30.4
Age		
75 years old and above	1	0.3
65-74 years old	9	2.8
55-64 years old	29	8.9
45-54 years old	61	18.7
35-44 years old	71	21.8
25-34 years old	104	31.9
18-24 years old	42	12.9
12-17 years old	8	2.5
below 12 years old	1	0.3
Highest level of education completed		
Doctorate Degree	14	4.3
Master's Degree	53	16.3
Bachelor's Degree	218	66.9
Senior High School Graduate	19	5.8
Junior High School Graduate	6	1.8
Grade School Graduate	3	0.9
Other	13	4.0
Religion / Affiliation		
Christian Catholic	304	93.2
Christian Non-Catholic (e.g. Protestants, INC, Aglipayan, 7th Day Adventist, Born Again, etc.)	20	6.1
Non-Christian (e.g. Islam, Buddhism, Hinduism, Jews, etc.)	0	0
Unaffiliated (e.g. agnostic, atheist, etc.)	2	0.6
Marital Status		
Single	189	58.0
Married (a couple living together legally or consensually)	120	36.8
Widowed	6	1.8
Separated	6	1.8
Consecrated Life (i.e. Priest, Brother, Nun)	5	1.5
Profession or Employment Status		
A Student	41	12.6
Employed for wages	185	56.7
Self-employed	53	16.3
Out of work & looking for work	7	2.1
Out of work but not currently looking for work	13	4.0
Religious (i.e. Priest, Brother, Nun)	6	1.8
Retired	21	6.4
Unable to work	0	0
Source of information of knowing the SVD Farm		
via Social Media / Website / Web page	48	14.7
via friends / relatives	169	51.8
via announcement in Churches/Convents	13	4.0
via SVD Priests/Brothers	47	14.4
via Religious Sisters / non-SVD Priests/Brothers	11	3.4
others means	38	11.7

Descriptive results indicated that the 'destination loyalty' and the motivational factors such as 'spiritual & religious,' 'fun & social contact,' 'nature,' and 'wellness & healing' of the visitors have a strong degree. In finding this out, the scores of the visitors were transformed into average logarithms. The result was a scale of one to five, where three served as the scale's midpoint and signified a neutral position. Any score above three suggested a positive association with a particular question, idea, or concept related to the construct. Any score below three suggested a weaker or negative association with a particular question, idea, or concept related to the construct. Based on the mean of the average logarithms, participants are positively associated with all the variables. They all indicated a very strong score as shown by the following results:

destination loyalty at 4.82, spiritual & religious at 4.6, fun & social contact at 4.62, nature at 4.82, and wellness & healing at 4.64.

The result of the linear regression analysis (Table 2) revealed that each of the four motivational factors has a positive and significant impact on destination loyalty: spiritual & religious ($p < .001$), fun & social contact ($p = .006$), nature ($p < .001$), and wellness & healing ($p < .001$). Thus, all four motivational factors can significantly predict the destination loyalty of visitors. This result rejected the null hypotheses 1, 2, 3, and 4.

Table 2: Result of linear regression

Overall Model Test				
Model	R	R ²		
	0.507	0.257		
Model Coefficients – Destination loyalty				
Predictor	Estimate	SE	t	p
Spiritual_&_Religious_Motives	0.269	0.0378	7.12	< .001
Fun_&_Social_Contact	0.394	0.0432	9.14	0.006
Nature	0.536	0.056	9.56	< .001
Wellness_&_Healing	0.301	0.0377	7.98	< .001

Linear regression further revealed the degree of the significant impact of the motivational factors to destination loyalty as follows: the estimate of the 'spiritual & religious motives' towards 'destination loyalty' is .269, indicating that 'destination loyalty' is expected to increase by 26.9% for every unit increase in the 'spiritual & religious motives,' everything else is held constant; the estimate of the 'fun & social contact' towards 'destination loyalty' is .394, indicating that 'destination loyalty' is expected to increase by 39.4% for every unit increase in the 'fun & social contact,' everything else is held constant; the estimate of the 'nature' towards 'destination loyalty' is .536, indicating that 'destination loyalty' is expected to increase by 53.6% for every unit increase in the 'nature,' everything else is held constant; and the estimate of the 'wellness & healing' towards 'destination loyalty' is .301, indicating that 'destination loyalty' is expected to increase by 30.1% for every unit increase in the 'wellness & healing,' everything else is held constant. The result also showed a significantly moderate positive model fit ($R = 0.51$, $p < .001$).

5.0 Conclusion and Implications

The study revealed that visitors of the *Laudato Sì* Farm exhibit a strong level of 'destination loyalty,' 'spiritual & religious motives,' 'fun & social contact motives,' 'nature motives,' and 'wellness & healing motives.' This is indicated by the values of 4.82, 4.6, 4.62, 4.82, and 4.64, respectively, on a scale of one to five, with five being the highest score.

Interestingly, the study found that the four motivational factors (i.e., spiritual & religious, fun & social contact, nature, and wellness & healing) had a significant and positive impact on destination loyalty. All four factors can predict destination loyalty. This conforms to the findings of Rybina et al. (2020) that 'healing' and 'spiritual & religious' motivations are related to destination loyalty. It disagrees, though, with the other findings of Rybina et al. (2020), wherein 'nature' and 'fun & social contact' motivations are not significantly related to destination loyalty.

It's also worth noting that the results of the present study conform with several studies that have found a positive correlation between 'tourist satisfaction' and 'destination loyalty.' They used the term 'tourist satisfaction' which context implies as an indicator of the 'motivational factors' used in the present study. One is the study of Sangpikul (2018) whose findings indicated a significant relationship between tourist satisfaction and destination loyalty in a positive direction. Another is the findings of Yoon and Uysal (2005) about the significant relationship between tourist satisfaction and destination loyalty. Also, the study of Chi and Qu (2008) which revealed that tourism destination loyalty has a causal relationship with satisfaction. Additionally,

the findings of Wu (2016) showed that destination satisfaction has a positive and significant effect on destination loyalty.

The present study's result also agrees with Seyitoglu's (2020) findings about a significant relationship between 'escape & relaxation' and 'destination loyalty.' That 'escape and relaxation' can positively predict tourists' destination loyalty (Seyitoglu, 2020). Seyitoglu used the term 'escape and relaxation' which context has a similar definition to the factor 'wellness & healing' in the present study.

The findings of this study have important implications for tourism managers and marketers, especially those involved in ecotourism farms. First of all, regression revealed that visitors' motivational factors of 'spiritual & religious,' 'fun & social contact,' 'nature,' and 'wellness & healing' can predict 'destination loyalty.' Ecotourism managers are advised to consider the practical implications of these motivational variables because they can be fundamental factors in enhancing visitors' destination loyalty, which includes revisiting the site and recommending it to others. In particular, the managers should keep nurturing the site's aptness that cultivates visitors' spiritual potential and experience of closeness to and with something sacred. They should also ensure that the farm maintains a desirable and welcoming atmosphere. Moreover, managers must continually develop the natural beauty of the farm, the scenic beauty of the vegetable farm, and the beautiful eco-landscape. Ecotourism managers must also strive to develop an ambiance that relieves stress and harmonizes one's emotions.

Another important finding was that most visitors learned about *Laudato Sì* Farm through 'friends and relatives' at 51.8%, while only 14.7% learned about it through social media. In this digital age, social media is a significant source of information for many people. People rely on social media as their source of information and to verify a destination's value before making a commitment to visit. Therefore, it is recommended that managers be aggressive in promoting and presenting ecotourism farms via a website and social media channels to attract a larger population of visitors.

6.0 Limitations and future research

This study has several limitations that present opportunities for further research.

Firstly, due to the survey being conducted during November and December on weekends and holidays, the findings were only representative of travelers during this period. Tourists who travel at different times may form different opinions about a destination. As seasonality can limit the generalizability of tourism research findings (Chi and Qu, 2008), it is recommended that future researchers conduct similar studies at different times of the year, such as March and April, especially during Lent and Holy Week. This would allow for a comparison of the results and identification of similarities and differences.

Another limitation of the study is that it only included visitors to *Laudato Sì* Farm, preventing the results from being generalized to other ecotourism destinations. To increase the generalizability of the results, a similar study should be conducted in other ecotourism destinations. Additionally, only visitors with an internet connection (i.e., using mobile data) responded to the survey, so the findings may not be representative of all visitors.

A further limitation of the study was that it only explored the motivational factors of visitors to a destination or site. It did not consider the factors related to their travel to the destination. This could be a subject for future research.

Further research is also recommended to investigate the relative impact of *Laudato Sì* Farm services and facility performance on overall visitor satisfaction and destination loyalty to improve its attractiveness and competitive advantage in the long run.

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Author Contributions

D.B. Testado: Conceptualization, Methodology, Software, Statistical Analysis, Writing- Original Draft Preparation and final draft; **S.N. Agcaracar:** Data Collection, Supervision, Validation, Writing-Reviewing and Editing.

Conflict of Interest

The manuscript has not been published elsewhere and is not under consideration by other journals. The authors have approved the review, agree with its Submission and declare no conflict of interest in the manuscript.

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Appendix A

Research Instrument: To answer the question, a five-point Likert-type scale was used as the response format: 1 being "strongly disagree" and 5 being "strongly agree."

a. Destination Loyalty Variable

- In the next three months, I will definitely take another trip to the SVD Farm.
- I plan to revisit SVD Farm in the future. REVERSE CODING (I do not plan to revisit SVD Farm in the future.)
- I will recommend SVD Farm to my friends/relatives to visit.

Motivational Variables

b. Spiritual & Religious Motives

- I do enjoy my trips to SVD Farm because it releases my spiritual potential.
- When I visit SVD Farm, I seek the meaning of my life and my being.
- When I travel to the SVD Farm, I feel a closeness to and with something sacred.
- Travel to SVD Farm offers me a new reality that replaces my existing reality.
- Visiting SVD Farm allows me to express love and respect for God.
- I always pray at the SVD Farm.

c. Fun and Social Contact

- I enjoy time with my family and friends during a trip.
- Travel to SVD Farm allows me for meeting new and interesting people.
- Nice and helpful local residents really make me feel welcome.
- I like to choose between many different activities on an ecotourist destination like SVD Farm
- I like participating in activities and rituals at SVD Farm.
- I enjoy local food and drinks in SVD Farm.

d. Nature

- I enjoy the beautiful landscape and the beauty of the nature at the SVD Farm.
- I like to escape from the city to breathe fresh air.
- Travel to the SVD Farm offers nice views.
- I like the mix of picturesque vegetable farm and eco landscape at SVD farm. REVERSE CODED (I do not like the mix of scenic vegetable farm and eco landscape.)
- On the trip, I enjoy watching animals and birds.

e. Wellness and Healing

- Travel to the SVD Farm purifies my mind and improves my mental health.
- Travel to the SVD Farm relieves stress and harmonizes my emotions.
- At the SVD Farm, God is closer to help with problems incurable by traditional medicine.
- Travel to the SVD Farm heals my body.