

ASSESSING THE TOURIST DESTINATIONS REPUTATION ON TOURIST PERCEPTION IN SELECTING DESTINATION

ABSTRACT

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This study examines how a destination's reputation influences tourist perception during destination selection, with Baguio City as the focal case. As competition among travel destinations intensifies, reputation—shaped by attractions, infrastructure quality, and transport accessibility—plays a pivotal role in traveler decision-making. Previous research indicates that a favorable destination image enhances tourist satisfaction, loyalty, and intention to revisit. Known for its cool climate, cultural heritage, and ease of access, Baguio City provides an ideal context to assess how these reputation factors affect travel experiences and revisit intentions. A descriptive quantitative design is employed to evaluate the effect of Baguio City's destination image on tourist satisfaction and behavioral intentions. Fifty tourists who have visited Baguio City are selected via purposive sampling to ensure relevant experience. A validated, structured questionnaire gathers information on demographics and perceptions of attractions, infrastructure, and transport using a four-point Likert scale. Data are analyzed through frequency distributions, percentages, and weighted means to interpret tourist perceptions comprehensively. Respondents were predominantly aged 21 to 25 (32 percent) and female (60 percent), with 84 percent married. Among pull factors, attractions received the highest mean score (3.42), followed by infrastructure (3.35) and transport (3.19), all indicating agreement on their positive contribution to satisfaction. Scenic views (mean = 3.52) and perceived safety (mean = 3.40) emerged as top image elements. Historical and cultural tours (mean = 3.54) and accessibility of attractions (mean = 3.50) enhanced travel experiences. The balanced mix of urban and natural offerings (mean = 3.56) most strongly influenced revisit intentions and recommendations. Findings indicated that Baguio City's attractions and overall reputation strongly shaped tourist perceptions. Infrastructure and transport also influenced satisfaction, albeit to a lesser degree. As a result, a robust destination image was associated with higher satisfaction, enriched travel experiences, and stronger revisit intentions. It was recommended that tourism stakeholders reinforce marketing for signature attractions, upgrade infrastructure, and improve transport services to bolster Baguio City's competitiveness.

RECOMMENDED CITATION

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