

BARRIERS ENCOUNTERED BY THE FOREIGN TOURISTS ALONG INTRAMUROS, MANILA

ABSTRACT

AUTHORS

Dominic Luis Bernas
Roger Coralde
Patricia May Manio
Christine Mae Ombao
Sofhia Angela Robles

RESEARCH ADVISER

Rosalie Q. Jacinto

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

*intramuros; tourist
experience; heritage site
management; multilingual
information; cultural tourism;
visitor assistance*

ARTICLE ID

AASGBCPJMRA-B50759

Intramuros, popularly known as the "Walled City," is one of the Philippines' most significant historical and cultural heritage sites. Despite its renowned status and strong tourist appeal, foreign visitors often face several challenges that impede their overall experience. This study aims to identify and evaluate the key difficulties encountered by foreign tourists in Intramuros, focusing on navigational obstacles, financial constraints, and limited availability of up-to-date travel information. This study utilized a quantitative descriptive research design to collect data from fifty (50) foreign tourists, who were randomly selected during their visit to Intramuros. Data were gathered through a structured survey questionnaire aimed at capturing tourists' experiences and perceptions regarding their visit. The demographic profiles of respondents, including age, gender, and nationality, were also documented. To analyze the data, statistical methods such as frequency distribution, percentages, and weighted means were employed, enabling a detailed and systematic examination of the tourists' responses. The findings indicate that tourists generally found the local staff to be accommodating and considered the prices for guided tours and souvenirs to be fair. Nonetheless, several obstacles were highlighted, including challenges in navigating the area, limited availability of affordable transportation options, and a lack of updated or comprehensive travel information. Most respondents were between 26 and 30 years old, with an almost equal split between male and female tourists, and Americans constituted the largest group among the nationalities represented. The study emphasizes that while Intramuros remains a highly attractive cultural and historical destination, there is a pressing need to enhance tourist support services, improve directional signage, increase accessibility, and expand multilingual information resources. Addressing these issues will not only elevate visitor satisfaction but also foster deeper cultural understanding and inclusivity among diverse tourists. To this end, the study recommends the implementation of more effective and strategically placed signage, the development of interactive and mobile-friendly navigational tools, and the provision of comprehensive, multilingual informational materials. These measures are vital to enriching the overall visitor experience and advancing sustainable tourism practices in Intramuros.

RECOMMENDED CITATION

Bernas, D. L., Coralde, R., Manio, P. M., Ombao, C. M., & Robles, S. A. (2025). Barriers Encountered by the Foreign Tourists Along Intramuros, Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 178.