

UNVEILING THE POTENTIALS OF DARK TOURISM AT FORT SANTIAGO: BASIS FOR PROPOSED MARKETING STRATEGIES TO ENHANCE TOURIST EXPERIENCE

ABSTRACT

AUTHORS

Jenny Babe Bastida
Genevive Jane Cuanico
Crexia Mae Dejucas
Alyka Ann Maquirang
Vicky Mae Vaay

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

*fort santiago; dark tourism;
visitor experience; tourism
potential; historical reflection;
cultural preservation*

ARTICLE ID

AASGBCPJMR-B88987

This study investigates the potential of Fort Santiago as a dark tourism destination, with the goal of enhancing tourist experiences through improved site management and curated activities. While tourism is often associated with leisure and entertainment, this research underscores the role of dark tourism in shaping Philippine history and cultural identity. It explores tourist motivations, identifying the desire for historical knowledge as a key push factor and the site's authenticity as a significant pull factor. Although fascination with death is not a primary motivator, social influences contribute to visitation decisions. The study aims to gather tourist feedback to improve visitor satisfaction and promote Fort Santiago as a compelling destination for both local and international travelers. A descriptive research design and survey method were employed to examine the experiences of visitors to Fort Santiago. A total of 100 participants—comprising both domestic and international tourists—were selected through purposive sampling to ensure alignment with the study's objectives. Data were collected using a structured questionnaire, and responses were analyzed using statistical tools such as the Likert scale, weighted mean, ranking, and percentage to accurately interpret and quantify visitor feedback. The study revealed that all visitors surveyed at Fort Santiago were Filipino, underscoring the site's strong appeal to local tourists. Key factors contributing to its attractiveness as a dark tourism destination include its cultural richness, historical significance, and strategic location within Intramuros. Visitors expressed a deep appreciation for the site's heritage, with its dark tourism elements enhancing the emotional impact and memorability of the experience. While tourists valued the presence of clear signage and maps, some noted that guided tours felt rushed, limiting opportunities for reflection and deeper historical engagement. The study underscores the substantial potential of Fort Santiago as a prominent dark tourism destination. By addressing the identified limitations and implementing the recommended improvements, the site can offer a more immersive and meaningful visitor experience. These enhancements would not only enrich cultural appreciation and historical reflection but also support cultural preservation efforts and stimulate local economic growth.

RECOMMENDED CITATION

Bastida, J. B., Cuanico, G. J., Dejucas, C. M., Maquirang, A. A., & Vaay, V. M. (2025). Unveiling the Potentials of Dark Tourism at Fort Santiago: Basis for Proposed Marketing Strategies to Enhance Tourist Experience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 186.