

Suggestions on Tourism Policymaking for the Case of Manila in the Philippines: Reflecting the Preference on Tourism Development Activities and Urban Environment Improvements

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ABSTRACT

Background/Objectives: During the second half of past decade the Philippines has experienced relatively high-paced growth in tourism sectors. Nevertheless when considering tourism's realistic concerns, it is regrettable to say that the city of Manila can be regarded as a hotbed. So, the purpose of the study is to explore environmental issues in tourism industry, find a type of tourism development at which the city of Manila in the Philippines has to aim. Methods/Statistical Analysis: To accomplish an aim of this study, econometrics model was applied to analyze the data collected from foreign visitors to Manila. MNL (multinomial logit) model is gradually becoming more widely available for market segmentation in hospitality and tourism fields due to its high availability. Findings: As a result, it is revealed that the majority of foreign visitors want the city to be developed with eco-friendly tourism policy rather than mass tourism. Accordingly, the city of Manila should be focused on seeking appropriate management of environmental impacts, planning more projects related with environment protection, and joining in Eco-Management & Audit Scheme (EMAS) and so forth. Improvements: This study can also be improved by applying other effective models than MNL.

Keywords: Development Activities, Environmental Improvements, Multinomial Logit, Tourism Policy

Introduction

During the second half of past decade the Philippines has experienced relatively high-paced growth in both inbound and international tourism (Virgilio MM 2013). The country is one of the most attractive countries as a destination in Southeast Asia with a

population of 103 million people and an annual per capita GDP of US\$4100. The services sector accounts for more than 50% of the country's GDP and the tourism sector contributes approximately 6% to GDP annually (NSCB 2012). More specifically, the sector creates employment for more than 3.3 million people, providing approximately 12% of the country's total employment (Ted P Torres 2011). The Philippines was endowed with an abundance of tourism attractions such as cultural and historic sites, volcanoes, diverse festivals reflecting each community's culture, other unique tourism oriented amenities, and also nicely warm and rainy climate all year round. Subsequently, it has taken up a favorable position required to activate inbound tourism. However, it should be noted that the Philippines offers overly sun, sea, and sand destinations, namely 3s tourism, which are usually located in coastal areas or in small islands. Nevertheless, it is fortunate in recent years that 'Special Interest Tourism (SIT) types of tourism on therapy-aimed medical or conference purpose has increasingly played a crucial role to boost up country's economy since it was believed that such types of tourism would be able to facilitate the destination as one of the most prosperous leading destinations in the global trend toward eco-friendly tourism.

On the contrary to this hopeful outlook, there are some negative aspects against its tourism invigoration. Traditionally the performance of the tourism sector has been linked to natural endowments, tourism infrastructure, amenities, crime and safety, accessibility to transport, and marketing campaigns (Henderson J, 2011 & Rodolfo M, 2009). Considering tourism's realistic concerns from a regional perspective, it is regrettable to say that the city of Manila can be regarded as a hotbed which encompasses all kinds of negative social, environmental, and moral aspects such as a high crime rate, air and sea water pollution, many informal settlers on the streets, child prostitution. Moreover, it would not be an exaggeration to say that poor road conditions, lack of electricity and more or less narrow and untidy streets are degrading the reputation of this city as the prestigious destination. It is absolutely sure that such an awful surrounding will bring the formation of an unfavorable image to the city. It doesn't mean that Manila has a solely dark vision for the future in terms of tourism since it has quite a little resource that could be useful as a catalyst of its tourism industries. In some cases, those resources comprise an Intramuros standing for Spanish colonial age, Rizal park, Pasig river, marina on Manila Bay, super large scale of shopping malls, coastal road along Manila Bay, and residents' optimistic hospitalities that is one of the most appealable tourism amenities. But unfortunately these tourism amenities are not working well as much as expected due to poor infrastructures. In other words, there is a limitation to a role that they can play as a driving force for the city's economy without being equipped with proper infrastructures. In this context, tourism policymaking in this city needs to be carefully implemented in consideration of structural and environmental aspects of the infrastructures.

There are many existing literatures that point to a common thread where institutions and predictable systems of policymaking (Choy DJL 1991 & Trousdale WJ 1997), planning and development for tourism are vital to a sustainable tourism industry

Future (Henderson JC 2001 & Ong LTJ, Storey D, Minnery J 2011), especially for a country that has identified tourism as a major engine for development (Wallace P 2007 & Elena ET 2015). However, previous studies explored from consumer's point of view pertaining to tourism in the Philippine have hardly found. Two of the latest studies concerning tourism planning, Tourism Planning in archipelagic Philippines and Volunteer Tourism were also conducted by qualitative method that isn't necessary to hear consumers' opinion. In other words, it is on a subjective oriented study and more useful to reflect comprehensive implications on the position of suppliers comparing with an empirical study more focused on considering potential consumer's awareness. In the case of the study conducted by (Banjo R, Doren C, 2013), effects of formal institutions on the performance of the tourism sector in the Philippines was carried out with data gathered through self-administrated questionnaire, but the focus of the study were selected from a list of 1600 firms obtained from the local government's business registry. In addition (Banjo R, Doren C, 2013), conducted a study on evaluation of special project performed with questions to the residents, not consumers who decide the tourism demand of a region. It is convinced that more studies on a consumer side are required to directly grasp visitors' needs and wants for the future of tourism industry in the Philippines.

Literature Review

Some Aspects of the Country

The country is the second largest archipelago in the world and has immense potential for tourism. An effective governance system and an institutionalized system of planning are important ingredients to harness its potentials for tourism. Nevertheless, it could be easily recognized that the most critical matter with politics of the Philippines is corruption of governors on local, regional and even in the higher positions in the government. The public think that the main reason why the country can't proceed forward to social, economic and environmental improvements is associated with the political failures and government inability. There is no confidence between government and people. It makes the country developed in a slower phase not only for the tourism section but also for others like infrastructures that are necessary for the progress of the overall development over communities.

Obviously the Philippines have a variety of tourism offerings and its visitor arrivals have gradually increased since the year 2003. On the other hand, the contribution of the tourism sector to the country's GDP and export revenues have declined steadily during this period and employment has been also downward since it reached the 15 percent mark. With relation to this deformed phenomenon, ¹⁴pointed out that the overall performance of firms in the tourism sector in the Philippines has deteriorated over the last decade. In addition, the country has been on incomprehensible track in terms of the growth rates of gross value added of tourism industries. It means that as the volume of visitor arrivals is getting bigger, on the contrary, the sizes of other related industries are not being balanced with it in spite of that it also has to be expanded to meet visitors' delicate needs and wants. As a result of putting these two materials together, it could be

advised that the country has to encourage itself to have updated information regarding consumer behavior and to establish essential infrastructures required for better political, economic and social concerns as well. Otherwise, this abnormal growth of tourism infrastructures might act as a critical deterrent to overall development of the country.

Urban Environment Improvement

In developed countries, urban areas commonly underwent a rapid growth as they proved to be a better location with diversified infra. Cities attracted people from the countryside that are looking for a better quality of life and a job. However, uncontrolled urbanization brought many issues to the cities. And the provoked urban problems made urban residents yearning for rural life and perceive necessity of their improvements because they have already recognized that a good environment and well-organized social conditions would promote effective production. In the case of Manila, many negative issues such as urban pollution, vandalism over the streets and walls, poverty as seen in the squatter areas, loitering, no assurance on securities, and lack of confidence of the government haven't been helpful for the enhancement of its image. It also could lead to the giving up of visitors' willingness to revisit and reluctance of potential visitors to be in Manila. Most of cities are normally inclined to have those issues as mentioned above. A thing that matters the most is their level of severity.

The recent topics related with cities which have been commented on, are about globalization and sustainability(Chitra L 2010).Globalization is a widely spread phenomenon of world trend becoming competitive among cities and it is absolutely true that cities that develop a particular urban resource or become specialized in providing a concrete good or environment have more chances of success in the global market. The other topic is regarding its sustainable development. It has become a key challenge for cities as it provides a higher quality of life for its inhabitants and represents a chance for investments in a global market of cities. Sustainable development might be related with the concepts of "Sustainable Cities" and "Healthy Cities", which are an expression of the tendency for environmental issues to be solved under local government development programs and strategies based on sustainable development policies(Elzbieta S 2008).Hence, cities are struggling to grab two necessary factors to be competitive among them.

With relation to the academic efforts regarding urban environment developments, there are various ranges of papers in the international¹⁸ and domestic journals(Romeo P, Elaine de G 2002, Richard SS 2004, Romeo G Jr, Akira K, Reynaldo M, Hideo A, Naoko N, Duong DB 2013), as well. Some instances of the issues discussed by those studies are regarding a solid waste management system, flood mitigation measures, costal resource management programs and projects, energy efficiency policy, water environment, the contribution of urban green spaces to the improvement of environment, urban street configuration, and battery recycling. Besides, in a study applying the city of Kwangju in Korea(Joo Yu Min 2011),the author suggested that the urban environment improvements can be classified into several aspects such as an improvement of housing conditions,

amplification of cultural contents, maintenance of road circumstances, industrial development, and environment preservation. He gave careful consideration to the impacts of each types of urban development on the image formation of the city in the study.

Tourism Development Activities

Tourism development activities planned and produced by a destination reflect its potential willingness to a direction of tourism development. Its intended development directions could be classified into mass tourism that has known as a form of tourism development generating comparatively negative environmental impacts in comparison to the rest of three types, green tourism that actually incorporates the principles of ecotourism, and develops the environmentally responsible travel and visitation of natural area (Cavaliere C 2010 & Hidinger LA 1996), Special Interest Tourism (SIT) thought to reflect the continuously increasing diversity of leisure interests of the late-modern leisure society (Douglas N, Douglas N, Derret R 2001), and alternative tourism that emerged as the antithesis to conventional mass tourism which has endured sustained criticism over the past 20 years on economic, socio-cultural, and environmental grounds (Lea J 1988).

A type of tourism that a city or even all destinations must aim at should be decided depending on the kinds and volume of resources it retains. From one's point of view, it attributes to the matter of its sustainability and identification. Undoubtedly, cultural tourism might be included in the form of sustainable tourism one of current global tourism trend. Tourists would be in the city with some great expectations wherein they will be able to experience something unique, beneficial and weird as generally perceived. Hence, not only a city itself but also other destinations need to create its own unique weapon to attract people outside, based on diversified utilizations of the resources possessed.

The city of Manila has the variety of tourism resources such as historical, cultural and social. Walled city-Intramuros that had been one of the world's best preserved medieval cities, a magnificent view of the world-famous Manila bay, San Agustin Church that is a Baroque Church inscribed in UNESCO's Heritage, Five-star hotels and restaurants in historic buildings, National museum, gigantic shopping malls like Robison Mall and Mall of Asia, communities' culture, and so forth. However it is more or less controversial that its prestige acquired from such a precious tourism resources has been reflected on visitors' image formation to Manila. Accordingly, for the best utilization of such natural and built resources, the city is need of not only political and social reforms but also environmental improvements that will enable them to play their roles as valuable attractions.

In addition, maritime tourism activities like island hoping, wind surfing, enjoyment of night view of the city and some activities on cruise ship and yacht sailing in Manila Bay have a lot of potential to be successful as long as the bay can be maintained eco-friendly. Inner city tourism might be able to be encouraged by securing safe walking routes through the formation of auto restricted area and the exploration of cultural traditions into communities could be possible if those are gradually developed and

environmentally improved with the creation of tourism software's utilizing their own unique resources respectively. Besides, various events and festivals that have been held regularly will contribute to the city to be affluent in numbers of quality attractions and the diversification of tourism resources.

Some studies were examined in the process of a literature review regarding forms of tourism development activities. In a study of (Aref Fariborz, Redzuan Ma'rof 2009), the author exploited 13 items of tourism development activities to find the forms of tourism development using exploratory factor analysis (EFA). The author stated that a form of mass tourism was represented by the tourism development activities such as the building up of a large scale of resort, hotel complex, golf course and amusements, for a form of eco-friendly tourism, by items of the protection of rare marine animals and plants, conservation of undeveloped area, and lastly items for alternative tourism included some tourism development activities such as encouragement of international conference, infra expansion for sports events and marine sports (Nefta-Eleftheria PV, Antonios DM, Athanasios SK, John DP 2014).

Also it was stated that green tourism is focused on sustainable development supporting the use of environment-friendly technology, promoting the socio-cultural initiatives and achieving conservation targets in areas of high biodiversity value. Some supportive items for the statement could include the proper management of environmental impacts, alternatives for water and energy saving and prevention of the use of non-biodegradable items, and so forth. Cultural tourism gives aboriginal people the opportunity to provide tourists with an educational experience, one that is most often influenced by the type of activity offered and its level of interactivity with indigenous hosts as well as its authenticity (Boyd S 2002, Colton J, Harris S 2002). The related tourism development activities with this type of tourism could be represented with the following practices such as development of its traditional cuisine as tourist product purposes, conservation of a traditional way of living of communities, and rebuilding of cultural and historical sites.

Methodology

Sampling and Questionnaire

The author attempted to conduct a survey with structured questionnaires to obtain primary data from foreign visitors to Manila and it was scheduled to carry out in NAIA airport and some of establishments in Manila such as hotels, restaurants, and immigrations. However it wasn't complied with our schedule due to their declination for security concerns. As a result of this limitation, the survey was conducted in public places like giant shopping malls, churches well known as a historical heritage around the city. The translated questionnaires (Korean and English versions) were thoroughly reviewed and improved by an author from Korea. Trained third years of college students delivered questionnaires to international visitors in some places mentioned above, who had stayed for more than three days in the city. A detailed description of the survey was provided to them. They were selected using a convenience sampling approach, one of non-probability sampling methods.

A total of 400 questionnaires were given and retrieved onsite. After checking for completeness, a small local souvenir was provided to the participants. Of which, 387 cases were used for data analysis since 13 cases were excluded due to insincerity. An explanation was required for the makeup of survey items since there were two study constructs cited in this study, which are “urban environmental improvements” and “tourism development activity”. With relation to the urban environmental improvements reviewed from a study of Oh, it consists of 24 items reflected on five aspects mentioned earlier. Secondly, as to types of tourism development activity, 23 question items were also constructed referring to previous studies(Ahn BY, Lee BK, Shafer CS 2002, Kathleen LA, and Vogt CA 2000).Some of those items were cited with the original form of items or arranged appropriately for the study.

An Application and Multinomial Logit (MNL) Model

MNL model is one of the most commonly applied consumer discrete choice models in empirical studies and theoretical researches because there are some advantages to using the multinomial logit approach. Parameter estimation is easy and also relatively flexible even though most notably, the model relies on a restrictive error distribution so that the model suffers from the well-known “independence of irrelevant alternatives (IIA)” problem³⁶ and coefficient estimates in the model are also somewhat difficult to interpret³⁷.

MNL model is gradually becoming more widely available for market segmentation in hospitality and tourism fields(Alebaki Maria, Iakovidou Olga 2011, Lee Bob, Groves David 2014, Soh KS, Kim H 2007, Frochot I 2005, Angelika E, Gerd R 1997),due to its high availability. This model allows independent variables to be inputted regardless of their measurement scale as long as the variables can be transformed into a form of dummy variable. In this study clusters, a categorical variable, are used as a dependent variable, and demographic, travel behavior, and psychological characteristic as explanatory variables will compose determinants for each cluster, depending on the level of their significance. More examples of studies which use this model are(Luzar EA, Diagne CE, Henning B 1998),who investigates the socioeconomic and psychographic factors that influence Louisiana tourists’ decisions to participate in nature-based tourism, and(Morley C 1994),who assesses the independent effects of tourists from Kuala Lumpur to Australia with eight contexts, in which the prices of the Sydney alternative vary.

Empirical Results

First Stage of Data Analysis - EFA

Exploratory Factor Analysis (EFA) was executed to proceed to further analyses. EFA is commonly used to explore the dimensionality of a measurement instrument by multivariate data structures. The main idea behind the analysis is that the latent variables (referred to also as factors) account for the dependencies among the observed variables (referred to also as items or indicators) in the sense that if the factors are held fixed, the observed variables would be independent.

Factors extracted are inputted as independent variables into MNL model or used as base attributes to cluster visitors. 24 items were reviewed to explain a study construct of “environment improvements (EI)”, but only 20 items of which were utilized for the analysis in consideration of communality and cut-off level for a factor loadings, by which items with a loading below 0.4 were discarded. Five factors were extracted after all, ‘cultural EI’, ‘street EI’, ‘environment protective EI’, ‘housing EI’, and ‘industry EI’ (Table 1). Generally, EFA model’s appropriateness would be judged by reviewing with some criteria such as the total variance (at least 60%), KMO values (greater than 0.8) evaluating the sampling adequacy, and Bartlett’s test of Sphericity for checking the homogeneity of variances (<0.05).

Results of the EFA are presented in Tables 1 and 2, along with the Cronbach’s coefficient alpha (Cronbach’s α) measures of reliability indicating internal consistency in measurement items. All indexes were satisfied with minimum requirement to be an ideal model. For another study construct of “tourism development activities”, 7 items were removed since the same process as above was taken and only 16 items were utilized to analyze. As a result, four types of “tourism development activities” were extracted and such types of activities include ‘green tourism development’, ‘mass tourism development’, ‘cultural tourism development’, and ‘eco-tourism development oriented activity’ (Table 2) and were utilized as base attributes for cluster analysis (Table 3).

Second Stage of Data Analysis - Cluster Analysis

As the first step in clustering foreign visitors with four factors extracted from a study construct of “tourism development activity”, an author applied two-step cluster analysis. This method has the advantage of convenience in comparison to the previous one required to pass through two processes in a row, K-means and hierarchical agglomerative procedure based on Ward’s method, as it enables researchers to get to the final clustering with one time click. By implementing one-way ANOVA with the clusters, if differences exist among the means, Post hoc range tests and pairwise multiple comparisons are required to determine which means differ. And then, denominating was done by making a comparison with the mean scores of four factors included in respective clusters.

Table 1: Factor analysis of Environmental Improvements (EI)

Environmental Improvements(EI)		Factor loading	Eigen Value	Variance (%)	Cronbach's (α)
F1 : Cultural EI	1.Enlargement of cultural activity spaces	.811	3.179	15.894	.843
	2.Maintenance of sculptures cultural scenic view	.786			
	3.EI of cultural heritage	.741			
	4.Securing of more cultural infrastructures	.736			
	5.Securing of outdoor stages for local cultural art performance	.697			
F2 : Street EI	6.Keeping streets clean	.752	3.011	15.055	.802
	7.Improvements of roads and traffic flow	.710			
	8.Improvements of the drainage of streets	.702			
	9.Improvements of street lights	.670			
	10.Restriction of sharing street with all transport	.600			
F3 : Environment Protective EI	11.Improvement of signboard and building appearance	.540	2.439	12.197	.767
	12.Improvement toward eco rivers	.755			
	13.Enhancement of residents' environmental awareness	.750			
	14.Ecological restoration of Manila Bay	.714			
	15.Securing more parks and green zones	.709			
F4 : Housing EI	16.Remodeling of structures on both sides of street	.794	2.077	10.383	.760
	17.Remodeling of old buildings	.725			
	18.Adjustment of informal settlers' squatters	.693			
F5 : Industry EI	19.Securing of land for industrial use	.823	1.539	7.683	.659
	20.Attracting of new industry and business	.800			
Total Variance (%) : 61.223 Kaiser-Meyer-Olkin : .858 Bartlett's test of sphericity : 2779.080 (.000)					

Deleted items: F1, F3: None, F2: Improvement of the appearance of Jeepney, F4: Expansion of public convenient facilities, F5: Securing of adequate public transports/Transferring factories to suburb area.

CL1 (Cluster1) which comprised the largest group with 150 respondents had significantly higher mean scores over all four factors comparing with other groups and was named “A positive group to all types of tourism development” accordingly. CL2 which included 93 respondents had overall lower mean scores over all four factors. It means that members of CL2 aren’t much favorable to tourism development in Manila, so this cluster was named “An uninterested group in all types of tourism development”. CL3 which included 144 respondents was significantly lower (1.69) in the mean score of a factor of ‘mass tourism development activities’ comparing to the other three factors. That’s why an author named it “A group toward eco-friendly tourism development” (Table 3).

Third Stage of Data Analysis - MNLModel Estimation

Clusters and factors generated from first and second stage of data analysis are used as dependent or explanatory variables in this final stage of data analysis. A total of 17 variables were operated in this MNL model. Descriptive statistics of the variables are reported in Table 4. Each of mean values is indicating the occupied ratio of a variable operated in a category. For instance, the mean value of ‘MALE’ in a category of gender is interpreted as follows.

Table 2: Factor analysis by preference on tourism development activities

Tourism development activities		Factor loading	Eigen Value	Variance (%)	Cronbach's (α)
F1 : Green tourism	1.Seek the proper management of environmental impacts	.808	3.137	19.604	.834
	2.Propose projects related with environmental preservation	.787			
	3.Seek alternatives for water and energy saving	.749			
	4.inhibit the use of non-biodegradable items	.742			
	5.Encourage to join EcoManagement & Audit Scheme(EMAS)	.638			
F2 : Mass tourism	6.Build up lager accommodations	.874	2.859	17.868	.840
	7.Construction of large resort complex	.868			
	8.Construction of large scale amusement parks	.788			
	9.Enlargement of golf courses	.722			
F3 : Cultural tourism	10.Develop and use its traditional cuisine as tourist product	.782	2.229	13.931	.717
	11.conserve a traditional way of living of communities	.700			
	12.Rebuild cultural and historical sites	.681			
	13.Secure more diverse theme museums	.580			
F4: Eco Tourism	14.Clean up the Pasic river and use it as a pleasure place	.841	1.847	11.541	.711
	15.Find natural resources and utilize as tourism attractions	.755			
	16.Protect rare marine animals and plants	.525			
Total Variance (%) : .62.944 Kaiser-Meyer-Olkin : .845 Bartlett's test of Sphericity : 2406.320(.000)					

Deleted items: F1, F2: None, F3: Find out and globalize more traditional festivals and cultural events, F4: Formulate eco-friendly-oriented policies for tourism development. Others: Attract many possible tourism conferences to Manila/hold many dragon boat races and other event/expand marina's carrying capacity/retain private institutions to revitalize educational tourism/specialize food and beauty and medical tourism.

Table 3: Cluster Analysis by types of tourism development activities (n=387)

	Cluster 1(n=150)	Cluster 2(n=93)	Cluster 3(n=144)	F-value	p-value
Green Tourism	4.39*(0.58) **	3.25(0.65)	4.21(0.75)	113.844	.000
Mass Tourism	3.33(0.61)	2.61(0.87)	1.69(0.52)	229.673	.000
Cultural Tourism	4.06(0.54)	3.03(0.66)	3.55(0.67)	81.652	.000
Eco Tourism	4.67(0.41)	3.29(0.58)	4.48(0.47)	263.760	.000
Denomination	A positive group to all types of tourism development	An uninterested group in all types of tourism development	A group toward eco-friendly tourism development		

*Means for the factors of tourism development policy measured on a 5 point Likert scale with 1—unimportant to 5 — very important

**standard deviation

That its mean value is 0.64 indicates that 'MALE' accounts for 64% of the total, female does 46%. For another example, in a category of civil status which has four choices given to respondents, which are married, single, widowed and divorced, 'MARRIED' was coded as '1' by syntax and its mean value is 0.25. It represents that 25% of total respondents (100%) got married and the rest of 75% consists of three other civil statuses but married. By the way, it is expected to have a better prediction of market segmentation by including a psychological variable of 'SATIS' other than the EI factors.

Estimation results from the MNL model appear in Table 5. In the procedure of estimating the MNL model, all 16 explanatory variables mentioned in Table 5 were tested by an acceptable level of significance (0.01%, 0.05%, and 0.10%). Theoretical and statistical testing process is required for the reliability test to estimated results for respective segmented clusters. The theoretical testing is done with the theoretical consistency between the actual and expected sign of estimated parameter (+ or -) and t-test to independent variables, and likelihood test for the model were used as the statistical testing method. Model X2 199.8999 indicating the appropriateness of the MNL model appeared to be significant at a level of 1%.

As informed in chapter III, there is a little trouble with the interpretation of estimation results from MNL model. First of all, it should be advised that all variables to be used in the MNL model have to be transformed into a form of dummy variable, but a continuous variable can be used with either an original form or a form of dummy variable. With relation to the interpretation, it can be found which explanatory variables influence the likelihood to be part of one of the rest of the groups with respect to a baseline group coded as '0'. Also, a relative influence of '1' with respect to '0' can be estimated if the '1' came out to be significant. Lastly, '0' includes remaining choices aside from a choice coded as '1' within a category.

Table 4: Summary statistics of variables included in MNL model

Variable classification	Variables	Description	Mean (S.D)
Dependent Variable	CLUSTERS	Cluster 3=0	.85(.78)
Independent Variable	Demographic characteristics	MALE Gender : Male=1, Female=0	0.64(0.48)
		MARRIED Civil status : Married=1, otherwise=0	0.25(0.44)
		AGE In years	33.1(12.8)
		EDU Education : in years	15.9(2.45)
		STUDENT Occupation : Student=1, otherwise=0	0.37(0.48)
		ASIAN Nation : Asian=1, otherwise=0	0.30(0.46)
	Travel behavior	EUROPEAN European=1	0.23(0.42)
		FREQUENCY Visit frequency within 2 years	1.71(1.89)
		ACQUAINT Information channel : Acquaint=1, otherwise=0	0.27(0.44)
		FAMILY Company : Family=1, otherwise=0	0.26(0.44)
	Psychological characteristics	BUSINESS Purpose : Business=1, otherwise=0	0.12(0.32)
		SATIS Satisfaction : 5 point Likert scale	3.75(0.85)
		CULENVI F1 : Cultural EI	3.65(0.79)
		STRENV I F2 : Street EI	4.04(0.69)
		ENVIPRE F3 : Environment protective EI	4.08(0.72)
		HOUENVI F4 : Housing EI	3.58(0.93)
		INDENVI F5 : Industry EI	3.23(1.01)

Table 5: Determinants for each of clusters classified by MNL

Name of cluster Input variables	A Positive group to all types of tourism development(CL1)		An uninterested group in all types of tourism development(CL2)		A group toward Eco-friendly tourism development(CL3)	
	Co-efficient	t-value	Co-efficient	t-value	Co-efficient	t-value
MALE	-0.068	-0.920	0.081	1.559	0.014	0.180
MARRIED	0.055	0.550	-0.024	-0.298	-0.032	-0.311
AGE	-0.002	-0.731	-0.001	-0.365	0.003	1.021
EDU	-0.010	-0.655	-0.021	-1.830*	0.031	2.007**
STUDENT	0.021	0.272	-0.036	-0.632	0.015	0.192
ASIAN	0.225	2.544**	0.177	2.953***	-0.402	-4.229***
EUROPEAN	0.188	2.080**	0.004	0.050	-0.191	-2.154**
FREQUENCY	0.064	2.655***	-0.005	-0.319	-0.059	-2.004**
ACQUAINT	-0.124	-1.555	-0.037	-0.626	0.162	2.024**
FAMILY	-0.177	-1.853*	0.051	0.792	0.127	1.333
BUSINESS	-0.153	-1.363	0.031	0.358	0.122	1.107
SATIS	0.160	3.255***	-0.077	-2.311**	-0.083	-1.713*
CULENVI	0.055	1.018	-0.096	-2.518**	0.041	0.751
STRENV I	0.153	2.200**	-0.092	-2.005**	-0.061	-0.910
ENVIPRE	0.024	0.434	-0.217	-5.561***	0.193	3.154***
HOUENVI	0.208	3.910***	-0.030	-0.827	-0.178	-3.422***
INDENVI	0.081	2.132**	0.069	2.357**	-0.150	-3.801***
CONSTANT	-2.305	-5.202***	1.886	5.547***	0.419	0.987
Log likelihood function	-234.1792					
Restricted log likelihood	-333.9211					
Model chi-square	199.4839(.000)					
Degrees of freedom	34					
Number of observation	387					
Average visit frequency	1.95		1.62		1.46	

No significance over all three clusters was found for variables operated within a respective category of gender, civil status, occupation, and a variable of 'age' as well. But a variable of 'EDU' was significant for CL2 and CL3 at a level of respectively 0.1% (negative) and 0.05% (positive) and its interpretation is as follows. For members of each cluster, the higher the level of education, the higher the likely to belong to CL3 while the higher the level of education, the lower the probability to be in CL2. In a category of nationality, one variable of 'ASIAN' had a positive influence on CL1 and CL2 at a significance level of respectively 0.05%, 0.01% while having a negative influence (0.01%) on CL3. The other variable of 'EUROPEAN' also had a positive influence (0.05%) on CL1 and negative influence (0.05%) on CL3 as well. Its way of interpretation is the same as above.

The followings are regarding the estimation results of respondents' characteristic of travel behavior. With relation to a category of information source, respondents on tour who obtained an information about Manila through 'acquaintances' have higher probability (positive, 0.05%) to be in CL3 than in other groups. A variable of 'FAMILY' within a category of company has a negative significance (0.1%) for CL1. 'BUSINESS', one of variables possible to be operated within a category of the purpose of visit didn't come out to be significant for any clusters. It can be interpreted that the visitors wouldn't be segmented by the business purpose. Lastly a variable of 'FREQUENCY' has a positive significance for CL1 at a level of 0.01% while at a level of 0.05%, it was negatively significant for CL3.

An influence of demographic and travel behavior characteristic on each of clusters has been reviewed so far and continuously, factors extracted from factor analysis of the Environment Improvement (EI) that is one of study constructs will be checked with their significance. But here is one thing to make sure that a way of interpretation for continuous variables is a little different from dummy variables. In other words, there are no comparative objects. Accordingly, a simplified way of interpretation needs to be informed for better comprehension. Simply speaking, when it comes to a continuous variable significant negatively for a categorical dependent variable, it can be interpreted that the higher the level of its importance, the lower the likely to be part of this group.

Out of five factors, the first factor of 'CULENVI (cultural EI)' had a negative influence on CL2 at a significance level of 0.01%. It indicates that some respondents who put a stress on a cultural aspect over other four aspects of EI have a lower probability to be in CL2. The second factor of 'STRENVVI (street EI)' was positively significant for CL1 (0.05%) while having a negative influence on CL2 (0.05%). It can be inferred that respondents who belong to CL1 are more likely to give the highest priority to a street one out of all aspects of EI. For the third factor of 'ENVIPRE (environment protective EI)', this factor is jointly significant for CL2 and CL3 at a level of 0.01%. This estimation result can be understood that members of CL3 consider more importantly an environment protective aspect than those in other (EI) required in Manila. On the contrary, in taking a sign of the significance into consideration, the more concerned about it the respondents are, the lower the likely to be CL2 is. The fourth factor of 'HOUENVI (housing EI)' also

is jointly significant for CL1 and CL3 at the 0.01% of significance level but in the opposite direction. Lastly, the factor of 'INDENVI (industry EI)' represents that it has both positive (0.05% on CL1 and CL2) and negative influence (0.01% on CL3) over all three clusters.

Discussion and Implications

This study focuses more on a managerial one than theoretical aspect in suggesting an idea of direction of tourism policymaking for Manila city, based on empirical data gathered from foreign visitors in public places around the city. As an outcome of utilization of the market segmentation technique for materialization of this objective, the visitors to Manila were grouped into three clusters, which are as follows. The two bigger clusters out of them were composed by visitors' who likes Manila to be developed into a city toward eco-friendly tourism (CL3, "A group toward eco-friendly tourism development"), and members of the smallest cluster (CL2, "An uninterested group to all types of tourism development") showed a passive attitude toward all types of tourism development. From a holistic perspective, estimation results can be summarized as follows. Table 5 shows that it was estimated that demographic characteristics are partially playing a key role in market segmentation by preference on tourism development activities. So to speak, some demographic variables related with a category of education and nationality shows their significance on clusters while other demographic ones don't at all. Some variables associated with travel behavior are likewise seen to be partially significant for the clusters. On the contrary, all psychological variables were found to be evenly significant over all clusters. As a result, it could be summarized that a role of visitor's internal elements crucially played more than one's external traits in segmenting the tourist markets of the city of manila today.

For more specific information, an author would like to discuss about the estimation results in consideration of a level of significance of respective explanatory variable. In case of 'EDU' variable, it is expected that the well-educated like the city to be eco-friendly developed while the uneducated are not interested in tourism development in the city. Asians and Europeans were involved in all three clusters. Comparing to other nationals, they demonstrated a more positive attitude toward tourism development in Manila and also were less interested in eco-friendly tourism development in the city. But it was also found that some of Asians didn't give any preference over all four types of the tourism development activities. Besides, visitors who frequently travel to Manila are supportive for all of tourism development activities in the city of Manila while they don't like the city to be developed into it oriented toward eco-friendly tourism development. In addition, members of CL3 have higher probability of visiting Manila by means of information source of acquaintances. Members of CL1 relating to types of company are less apt to travel with family.

With relation to visitors' psychological characteristics, CL1 are more likely to consist of members satisfied with their experience in Manila while CL2 and CL3 is the other way around. As for a study construct of environment improvements (EI), three of

significant factors for CL1 are seen to be positive. This can be justified by the members' propensity of the group, which is that they would like the city to be improved with its external aspects of environments since having taken up very much more a positive attitude toward tourism development in the city than other clusters. Reversely, it is also confirmed that three of four significant factors for CL2 have a negative influence on the cluster because it consists of members who don't take much care of city development in terms of tourism, and therefore, they might not be interested in its environmental improvements. But they perceived the city is required to take an industry aspect into consideration more seriously as a factor to be improved. Lastly comparing to the other two clusters, members of CL3, "A group toward eco-friendly tourism development", have a heightened awareness of environment protection only while revealing a low level of awareness of housing EI and industry EI. It might be inferred here that from an environment protection perspective, industry EI doesn't need to be much considered for urban tourism development and housing EI as well.

The clusters can be described with a summary by group based on estimation results so far. Firstly, CL1 is characterized that its members mainly consist of Asians and Europeans who are apt to visit the city with high frequency and high level of satisfaction and also are inclined to travel with other types of company such as friends, alone or a group more than with family. Besides, the members want the city to be carefully considered with the street, the housing, and the industrial aspects EI in terms of environment improvements. Secondly, CL2, "An uninterested group to all types of tourism development", mainly comprises Asians who have a comparatively poor educational background and satisfaction and also are in a passive position on environment improvement of Manila. Thirdly, members of CL3 are likely to have a high level of education and be from the third countries aside from Asia and Europe. Other than this, they are likely to make a rare visit to Manila depending on only an information channel of acquaintance and also their satisfaction remained at a low level. In addition, it is disclosed that an EI aspect that they do care the most is only the environment Protection.

For the more practical proposal to define a direction of tourism policymaking for the city of Manila, an author would like to proceed to a further discussion in consideration of group size for its role as a core reference to discern the most profitable cluster and applicable tourism policy for the destination as well. Table 3 shows that in terms of size, CL1 and CL3 relatively bigger than CL2 (93members) are composed of respectively 150 and 144 members. It implies that those two clusters need to be targeted potentially when it comes to a realization of the study purpose. However from author's perspective, it is believed firmly that a governmental policy to be applicable should be specific, simple and understandable for better communication and performances. In this context, CL3 might be more recommendable comparing to CL1 because it has no preference for any particular type of tourism development that the city has to head for a target market (Table 5). But, it doesn't mean that members of CL1 should be disregarded as a desirable market for the city of Manila and only means that too much concern isn't

required to be concentrated on CL1 since they already showed a high level of satisfaction with the visit comparing to other members of groups.

According to Table 5, it was found that from a marketing perspective, there are two key elements that need to be kept an eye on, 'frequency' and 'satisfaction'. Members of CL3 are likely to make a rare visit to Manila with low level of satisfaction. It can be inferred that Manila city has many first time visitors because CL3 is almost the same size in number as CL1 even though a variable of 'FREQUENCY' is negatively significant for CL3. This estimation is supported by the 'average visit frequency' that appears in Table 5. In this context, it could be suggested that as it is realized that they are likely to have low level of satisfaction with the experiences in the city, Manila city government needs to consider the expectation of members of CL3 to keep them coming and attract new visitors who has a similar profile and tastes. For instance, they don't like the city to multiply mass tourism oriented facilities such as the building up of lager accommodations, the construction of large resort complex and amusement parks, and the enlargement of golf courses.

In addition, the city government is asked to concentrate on seeking appropriate management of environmental impacts and alternatives for the water and energy saving, planning more projects related with environment preservation, and joining in Eco-Management & Audit Scheme (EMAS) with relation to green tourism policies. Moreover, as for ecotourism, it is considered that some policies pursuing the use of the inner-city river as a pleasure place and of natural resources as an eco-tourism attraction, and so forth need to be adopted. On the other hand, 'ACQUAINT' as one of information sources is likely to be chosen the most among members of CL3. Therefore, Manila city is required to make the best effort to form a favorable image of the city itself and then to bring out good word of mouth since it would be formed by quality service, better environment, rich infrastructure, and residents' authentic hospitality that the city is in need.

Overall, the study highlights some environmental issues required to be improved and presents ideas on a direction of tourism policymaking in the city of Manila. It is revealed that the city needs to head for eco-friendly oriented tourism development and in order to achieve this potential mission, the city government has to make all-out efforts to meet visitors' expectation. Besides, the city also needs to set its tourism policy focused on the settlement of issues on environment protection. By the way, for a better research, comparing with the results of past studies conducted with similar topics is requested to proceed to further study. Nevertheless, it is unfortunate that no studies were found to segment foreign visitors to the Philippines as of now.

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