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Modeling The Determinants Of Man-Made Attraction Selection And Revisit Intention In Alfonso Lista, Ifugao: An Exploratory, Confirmatory And Causal Analysis

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Abstract: *Tourism remains a key driver of local economic development and cultural vitality, yet the sustainability of man-made destinations depends on understanding what attracts visitors. Thus, this study examined the factors influencing tourists' selection and revisit intentions to man-made attractions in Alfonso Lista, Ifugao, Philippines, specifically the 1K Step and Magat Wetland Ecotourism Parks. The objectives were to (1) identify attraction factors, (2) determine visitor challenges, (3) assess the average number of visits, and (4) identify predictors of visitation frequency. Using a descriptive and causal research design, data were gathered from 299 actual tourists through a patterned structured questionnaire. Data were analyzed using Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), descriptive statistics, and Multiple Linear Regression (MLR). EFA revealed five key constructs, accounting for 72.7% of the total variance (KMO = 0.874, p < .001). While CFA validated the model with an excellent fit (CFI = 0.95, RMSEA = 0.052). Tourists strongly agreed on the importance of safety, beauty, and accessibility. Although the potentials were not realized, challenges were noted, including limited accommodation, poor transportation services, and weak infrastructure. Regression results indicated that Environmental and Aesthetic Appeal (β = 0.42, p = .001) and Accessibility and Infrastructure (β = 0.35, p = .003) significantly predicted the average number of visits (R^2 = 0.48). The study confirms that aesthetics and accessibility are powerful drivers to attract visitors to selected attraction sites in Alfonso Lista, Ifugao, Philippines. Results advocate for infrastructure enhancement, digital visibility, and sustainable tourism design to elevate Alfonso Lista's competitiveness in the Cagayan Valley tourism circuit.*
Keywords: *Destination Attractiveness, Tourism Sustainability, Factor Analysis, Causal Research, Alfonso Lista, Philippines.*

INTRODUCTION

Tourism serves as a significant economic driver globally, contributing substantially to GDP and local economies across various regions (Ranasinghe et al., 2021). There is growing demand for man-made attractions as alternatives to natural sites, with millennials particularly drawn to theme parks and amusement facilities that offer technological excitement and challenges (Agfianto

& Rahman, 2020). Research demonstrates that man-made venues for leisure and recreation significantly influence domestic tourists' destination preferences, with increased numbers of such attractions enhancing regional appeal (Camacho-Murillo et al., 2021). These artificial attractions can mitigate the negative effects of travel distance on tourist choices and help reduce monetary poverty in distant destinations (Camacho-Murillo et al., 2021). Economic impact studies show positive multiplier effects, with man-made tourism generating beneficial outcomes for local communities when properly managed through community partnerships (Agfianto & Rahman, 2020).

Community-based tourism (CBT) has emerged as a significant development strategy for rural communities, particularly in the Philippines. **C**BT activities positively affect sustainable tourism development, politico-administrative affairs, and citizen participation, with strong policy support systems being crucial for enhancing tourism programs (Andalecio et al., 2022). CBT implementation models emphasize bottom-up planning where communities serve as both subjects and objects of development (Fafurida et al., 2022). However, CBT initiatives in developing nations operate under different contexts compared to rural tourism in developed countries, with variations in socioeconomic factors, policy frameworks, land ownership, and community cohesiveness influencing their implementation and outcomes (Zielinski et al., 2020).

Research on ecotourism development in the Cordillera Administrative Region demonstrates how indigenous leadership and community empowerment drive sustainable tourism initiatives. In Apayao Province, indigenous phronetic leadership transformed agricultural challenges into opportunities, creating the agri-eco-tourism site that doubled rice production while establishing a national park rich in biodiversity (Gonzales, 2024). In Ifugao Province, the Globally Important Agricultural Heritage System (GIAHS) designation of the rice terraces shows mixed results, with 65.1% of farmers perceiving benefits and 58.7% feeling involved, though those seeing limited tourism benefits report lower involvement (Gonzalvo et al., 2024). Comparative studies from Indonesia highlight that successful ecotourism requires mature organizational structures and political development, with economic empowerment increasing farmers' interest in organic cultivation while social empowerment enables community participation as tourism hosts (Wiyono et al., 2023). Effective collaborative governance between local government, the private sector, and communities remains essential for sustainable ecotourism development (Mulyani et al., 2021).

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Ifugao, one of the best places to commune with nature in the Philippines, is celebrated for its breathtaking landscapes and rich cultural heritage. The province offers ideal locations for sunrise and sunset viewing, picnics, and photography, making it a haven for nature lovers and adventure seekers. Among its municipalities, Alfonso Lista—formerly known as Potia—has recently gained recognition as a promising eco-tourism destination. Strategically located along the borders of the Cagayan Valley Region, the town attracts visitors from neighboring provinces such as Isabela, Cagayan, and Nueva Vizcaya, as well as from the Cordillera highlands. Elevated above the Magat Dam reservoir, Alfonso Lista boasts rugged terrains, scenic river valleys, and panoramic vistas ideal for outdoor recreation and sustainable tourism development.

In recent years, the Local Government Unit (LGU) of Alfonso Lista has prioritized the development of two flagship man-made attractions: the 1,000 Steps Eco-Park (Kalipkip–Busilac Park) and the Magat Wetlands Bird Sanctuary (Eco-Park). The 1,000 Steps Eco-Park, located in Barangay Sto. Domingo, is a 497-meter concrete stairway trail (approximately 1.56 km round trip) that ascends a tree-lined ridge, offering multiple panoramic viewpoints overlooking the Magat River, dam, and surrounding plains. The park was recognized as a finalist in the DOT–CAR "Best Tourism Village" competition in 2024, reflecting its growing prominence. Infrastructure improvements continue under a 2023 development plan, including the construction of a steel zipline with an Eiffel Tower–style launch platform, designed to add an adventure component to the site (Agoot, 2021; Cawis, 2024).

Adjacent to this is the Magat Wetlands Bird Sanctuary, a managed wetland area along the Magat reservoir that attracts thousands of migratory birds such as egrets, herons, and Philippine ducks. The sanctuary, included in the Asian Waterbird Census of 2013, features simple amenities like viewing docks and picnic huts and serves as a venue for birdwatching, nature photography, and environmental education. These two engineered eco-sites—designed to combine recreation, conservation, and community participation—are central to Alfonso Lista's tourism campaign, positioning the municipality as a gateway destination connecting the Cordillera highlands and the Cagayan Valley eco-tourism circuit (Agoot, 2025; LGU – Alfonso Lista, n.d).

Despite their growing popularity, however, the full tourism potential of the 1K Step Park and Magat Wetland Sanctuary remains underutilized. Critical barriers persist, including limited infrastructure, inadequate access roads, insufficient visitor facilities, minimal signage, and low

visibility in broader promotional platforms. Moreover, a notable research gap exists regarding visitors' motivations, satisfaction, and behavioral intentions, factors essential for designing effective marketing strategies and sustainable management policies. Without empirical evidence on what drives tourists to select and revisit these destinations, local tourism development efforts may struggle to achieve long-term sustainability and competitiveness.

To address this gap, the present study aims to model the determinants of man-made attraction selection and revisit intention in Alfonso Lista, Ifugao, by integrating Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Multiple Linear Regression (MLR). Specifically, it seeks to identify and validate the key dimensions influencing tourists' likelihood to revisit, thereby constructing a causal model that reflects the dynamic interactions among these factors. This approach contributes both methodologically and contextually to tourism research by extending behavioral modeling techniques, often applied in urban or natural settings, to emerging rural destinations.

The findings of this study will hold significant academic and practical value. Academically, it expands the theoretical understanding of destination attractiveness and revisit intention by applying a multi-method analytical framework. Practically, the results will serve as a valuable tool for local government units, tourism planners, and policymakers in designing evidence-based strategies for marketing, infrastructure development, and visitor experience enhancement. Upon completion, the study is expected to guide Alfonso Lista's transformation into a competitive and sustainable eco-tourism hub within the Cagayan Valley circuit, contributing to regional economic growth while preserving the ecological and cultural integrity of Ifugao.

METHOD

Research Design

This study adopted a quantitative research approach utilizing a combination of descriptive, exploratory, confirmatory, and causal research designs. The descriptive phase profiled tourist characteristics and perceptions toward man-made attractions in Alfonso Lista, Ifugao. The exploratory phase, through Exploratory Factor Analysis (EFA), identified latent dimensions underlying attraction selection, while the confirmatory phase employed Confirmatory Factor Analysis (CFA) to validate the identified constructs. Finally, the causal phase applied Multiple

Linear Regression (MLR) to determine the significant predictors of revisit intention and average visitation frequency. This multi-stage methodological framework ensured a robust understanding of the structural relationships between attraction factors and tourist behavioral outcomes.

Research Environment

The study was conducted at two key man-made attractions in Alfonso Lista, Ifugao, Philippines**,** the 1K Step Park and the Birdwatching. These sites were chosen due to their increasing tourism potential, accessibility to local and regional visitors, and ongoing efforts by the local government to promote sustainable tourism development. Alfonso Lista forms part of the Cagayan Valley tourism circuit, offering a unique blend of ecotourism, recreation, and cultural experiences.

Figure 1. *1000 Steps*
Source: ***https://alfonsolista.gov.ph/local-attractions/***

The 1,000 steps were constructed in February 2009. The area, known as the Municipal Eco Park – 1,000 steps, is Alfonso Lista's first tourist attraction. The eco park was established vis-à-vis the greening program to increase the watershed on this side of the Magat Dam. It became popular for trekking activity, panoramic viewing, and photoshoots. During the cold months, it is spectacular to view a sea of clouds and experience thick fog from the top of 1,000 Steps.

Figure 2. *Birdwatching Site*
Source: *https://turistaboy.com/alfonso-lista-ifugao/*

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Figure 3. *Birdwatching Site*

Sources: ***https://alfonsolista.gov.ph/local-attractions/***

Maris Wetlands is the sanctuary of thousands of egrets, herons, the migratory tufted ducks, and the endemic Philippine ducks. The Birdwatching Site has been the venue of the annual Asian Waterbird Census (AWC) for the Maris wetlands since 2013.

Research Respondents

The study population comprised actual tourist visitors who visited the 1K Step and Magat Wetland Ecotourism Parks within three months of data gathering. All respondents were individuals who had firsthand experience of the sites during the data collection phase, ensuring that their responses reflected authentic evaluations of the attractions. A total of 299 valid responses were obtained and analyzed. The number of participants met the sample adequacy requirement for factor analysis and regression, following the recommended ratio of at least five respondents per variable (Kyriazos, 2018). The study employed a total enumeration approach for all available tourists encountered within the three-month data collection period, ensuring inclusivity and representativeness of diverse visitor profiles. A purposive sampling technique was employed, focusing on respondents with firsthand experience of the attractions to ensure the reliability of perceptual data regarding destination attributes and revisit intentions.

Research Instrument

Data were collected using a 40-item patterned structured questionnaire developed from relevant tourism behavior and destination attractiveness literature, such as Dela Cruz(2023), Romadi et al. (2023), and Rochman et al. (202). The instrument underwent content validation by three experts in tourism research and sustainable destination management to ensure clarity,

relevance, and construct coverage. A pilot test involving 30 respondents was conducted to evaluate internal consistency, yielding Cronbach's alpha coefficients exceeding the 0.70 threshold, indicating satisfactory reliability. Construct validity was initially assessed through Exploratory Factor Analysis (EFA) using Principal Component Analysis (PCA) with Varimax rotation and revealed 5 constructs, reducing to 20 items. Sampling adequacy was verified through the Kaiser-Meyer-Olkin (KMO) test (KMO = 0.874) and Bartlett's test of sphericity ($p < .001$), confirming factorability of the correlation matrix.

Data Analysis

Data were processed and analyzed using SPSS 26 and JAMOVI. Weighted Means were used to describe attraction attributes and measure revisit intentions. Exploratory Factor Analysis (EFA) was used to identify underlying dimensions influencing attraction selection, extracting factors with eigenvalues greater than 1.00. Confirmatory Factor Analysis (CFA) validated the factor structure and model fitness using indices such as CFI (≥ 0.90), TLI (≥ 0.90), and RMSEA (≤ 0.08). Lastly, the Multiple Linear Regression (MLR) was used to determine causal relationships between attraction factors (independent variables) and average visitation frequency and revisit intention (dependent variables).

Ethical Considerations

The study strictly adhered to research ethics protocols, including voluntary participation, anonymity, confidentiality, and non-disclosure of personal information. All respondents provided informed consent before survey administration, and results were used solely for academic and policy-development purposes.

RESULTS AND DISCUSSION

Attraction Factors

Factor	Items	Factor Loadings	Eigenvalue	% of Variance Explained	Cronbach α
1	2,8,10,12,15,20	0.71 – 0.86	6.24	31.2%	0.91
2	5,7,11,13,17,18	0.68 – 0.84	3.21	16.8%	0.89
3	14,16,19	0.73 – 0.88	2.02	10.1%	0.87
4	2,4,9	0.64 – 0.79	1.62	8.2%	0.83
5	1,6	0.77 – 0.84	1.28	6.4%	0.85

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Total Variance Explained	72.7%

KMO = 0.874; Bartlett's Test of Sphericity: $\chi^2(190) = 1325.47$, $p < .001$ (Extraction Method: Principal Component Analysis; Rotation: Varimax)

Table 1. *Results of Exploratory Factor Analysis (EFA) on Factors Affecting Man-Made Attraction Selection*

The results of the Exploratory Factor Analysis (EFA) on the factors affecting man-made attraction selection in Alfonso Lista, Ifugao, revealed a five-factor structure. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.874, which exceeds the recommended threshold of 0.70, indicating that the sample of 299 tourist respondents was adequate for factor analysis. Bartlett's Test of Sphericity was significant ($\chi^2(190) = 1325.47$, $p < .001$), confirming that the correlations among variables were sufficient to proceed with factor extraction. Collectively, the five extracted factors explained a substantial 72.7% of the total variance, signifying a high degree of explanatory power and internal consistency within the data.

Fit Index	Acceptable Threshold	Obtained Value	Interpretation
χ^2 / df	< 3.00	1.89	Good fit
GFI (Goodness-of-Fit Index)	> 0.90	0.93	Good fit
CFI (Comparative Fit Index)	> 0.90	0.95	Excellent fit
TLI (Tucker–Lewis Index)	> 0.90	0.94	Excellent fit
RMSEA (Root Mean Square Error of Approximation)	< 0.08	0.052	Acceptable fit
SRMR (Standardized Root Mean Square Residual)	< 0.08	0.047	Good fit

All standardized factor loadings were significant ($p < .001$), ranging from 0.68 to 0.87, confirming the construct validity of the five-factor measurement model.

Table 2. *Confirmatory Factor Analysis (CFA) Model Fit Indices*

The results of the Confirmatory Factor Analysis (CFA) further validated the five-factor measurement model initially established through Exploratory Factor Analysis (EFA). As shown in Table 2, the model demonstrated an excellent overall fit, confirming that the identified constructs named Environmental and Aesthetic Appeal, Accessibility and Infrastructure, Safety and Service Quality, Cultural and Educational Value, and Destination Quality and Experience Value are statistically sound representations of the underlying dimensions influencing tourists' attraction selection in Alfonso Lista, Ifugao.

Specifically, the chi-square to degrees of freedom ratio ($\chi^2/df = 1.89$) fell well below the recommended threshold of 3.0, indicating that the model fits the observed data adequately without

overfitting. The Goodness-of-Fit Index (GFI = 0.93) exceeded the acceptable cutoff value of 0.90, supporting the model's capacity to reproduce the empirical data structure. Moreover, both the Comparative Fit Index (CFI = 0.95) and the Tucker–Lewis Index (TLI = 0.94) achieved values above 0.90, denoting an excellent fit and suggesting a strong correspondence between the hypothesized model and the actual data. The Root Mean Square Error of Approximation (RMSEA = 0.052) and the Standardized Root Mean Square Residual (SRMR = 0.047) both satisfied the criterion of being below 0.08, indicating a low level of residual error and further confirming the model's appropriateness.

All standardized factor loadings were significant ($p < .001$) and ranged from 0.68 to 0.87, reflecting strong convergent validity across the constructs. These results affirm that each observed indicator reliably measures its corresponding latent variable. The convergence of high fit indices and significant factor loadings underscores the model's construct validity, reliability, and empirical robustness.

Factors/ Determinants	Mean	Descriptive Interpretation
1. Environmental and Aesthetic Appeal	3.51	Strongly Agree
2. Accessibility and Infrastructure	3.48	Strongly Agree
3. Safety and Service Quality	3.55	Strongly Agree
4. Cultural and Educational Value	3.32	Strongly Agree
5. Destination Quality and Experience Value	3.53	Strongly Agree
Overall Mean	3.48	**Strongly Agree**

Table 3. *Weighted Mean on the Factors Affecting Man-made attraction selection and revisit intention in Alfonso Lista, Ifugao*

The descriptive results revealed that tourists expressed a strongly positive perception toward all five identified attraction factors, as indicated by the overall weighted mean of 3.48. This suggests that visitors to the man-made attractions in Alfonso Lista, Ifugao, specifically the 1K Step and Bird Watching Parks, generally hold favorable attitudes toward the various dimensions of destination attractiveness that influence their decision to visit and revisit.

Among the five factors, Safety and Service Quality obtained the highest mean score of 3.55, implying that tourists highly value feeling secure and receiving courteous, professional service from destination personnel. This indicates that a sense of safety and the reliability of services significantly enhance visitor satisfaction and contribute to a positive destination experience. Additionally, results on Destination Quality and Experience Value (M = 3.53) and Environmental

and Aesthetic Appeal (M = 3.51) affirm that tourists are deeply drawn to destinations that offer scenic beauty, well-maintained facilities, and memorable overall experiences that justify the time and resources invested in their visit.

The factor Accessibility and Infrastructure also received a high mean score (M = 3.48), underscoring the importance of convenience in reaching the site, availability of transportation, and the presence of supportive infrastructure. Although slightly lower in rank, Cultural and Educational Value (M = 3.32) was noted. Reflecting tourists' recognition of the significance of cultural immersion and learning opportunities during their visits.

Generally, these results indicate that tourists perceive the man-made attractions in Alfonso Lista as appealing, safe, and enriching destinations. The consistency interpretations across all dimensions demonstrate that the attractions are meeting visitors' expectations across aesthetic, functional, and experiential domains. Statistically, the high mean values across all constructs reinforce the validity of the factor structure established in the EFA and CFA analyses. Practically, the findings suggest that local tourism managers and policymakers should continue strengthening infrastructure, enhancing visitor experience, and preserving the environmental and cultural integrity of the sites to maintain and increase visitor satisfaction and revisit intentions.

Research on man-made attraction selection and revisit intention reveals several key factors influencing visitor behavior. Architectural design significantly impacts revisit intention through emotional and social values, though direct effects remain limited (Rattanaprichavej, 2019). Both natural and artificial attractions positively influence selfie tourism and revisit intention, with artificial attractions showing stronger effects through social media engagement (Sari & Trinanda, 2020). Visitor segmentation plays a crucial role, with "cultural attraction seekers" and "selective sightseers" demonstrating higher revisit likelihood compared to "city-life lovers" (Karayazı et al., 2024). Affective experiences, including comfort, happiness, and annoyance levels, significantly influence future visit intentions (Karayazı et al., 2024). Specifically, accessibility, variety of on-site attractions, facilities, and service delivery characteristics positively affect revisit intention, while location shows negative effects, and environmental quality and pricing show no significant impact (Masnadi, 2023). Libre et al. (2022) examined factors affecting tourist revisit intentions, finding that tourist experience directly influences revisit intention, while perceived value significantly affects tourist satisfaction at Philippine destinations. Their study of 287 respondents

revealed that tourist satisfaction mediates the relationship between tourist experience and revisit intention. Overall, product attributes and attraction management simultaneously influence revisit intentions across different man-made attraction types.

Visitor Challenges

Visitor Challenges	Weighted Mean	Standard Deviation	Descriptive Interpretation
1. Lack of accommodation	2.28	.796	Agree
2. The location of the destination is too far	2.55	.760	Disagree
3. Bad road to the site	2.61	.740	Disagree
4. Poor transport services	2.44	.798	Agree
5. Lack of options	2.43	.960	Agree
6. Lack of security	2.48	.896	Agree
7. Lack of Safety and Security	2.44	.939	Agree
8. Poor service	2.56	.860	Disagree
9. Weak infrastructures	2.48	.885	Agree
10. Extreme pollution	2.47	.941	Agree
Overall Mean	**2.48**	**.679**	**Agree**

Table 4. *Weighed Mean and Standard Deviation on Visitor Challenges Encountered*

The findings on visitor challenges reveal that tourists generally agree that several issues hinder their experience when visiting man-made attractions in Alfonso Lista, Ifugao, as reflected in the overall mean score of 2.48. Although the mean values do not indicate severe dissatisfaction, they suggest moderate challenges that could negatively influence tourists' overall satisfaction and revisit intentions if left unaddressed.

Among the ten identified challenges, the most frequently cited concern was the lack of accommodation, suggesting that visitors perceive a shortage of lodging facilities within or near the attractions. This limitation constrains tourists' ability to extend their stay and reduces the potential for overnight or multi-day tourism. Poor transport services and weak infrastructure were also notable concerns, implying that accessibility to the attractions was limited**.**

Furthermore, issues related to safety and security appeared consistently, with respondents agreeing that destinations may lack sufficient capability and resources to ensure visitor safety**.** This finding underscores the importance of establishing safety protocols and improving personnel readiness to respond to emergencies, especially in developing ecotourism and adventure-based destinations. The challenge of extreme pollution due to gasoline use in machinery also suggests

environmental management gaps that could undermine the long-term sustainability and aesthetic appeal of the sites.

Interestingly, respondents disagreed that distance or poor road conditions were major deterrents, indicating that most visitors are willing to travel despite some logistical inconveniences. Similarly, service quality issues related to untrained staff were not seen as significant problems, possibly reflecting existing efforts to professionalize tourism personnel at the sites.

While tourists hold favorable perceptions of the destinations' attractiveness, the findings highlight infrastructural, safety, and environmental challenges that constrain the visitor experience. These issues emphasize the need for strategic investment in accommodation facilities, transportation systems, infrastructure maintenance, and sustainable tourism practices. Addressing these constraints would not only improve the comfort and safety of visitors but also enhance the destinations' competitiveness and capacity for repeat visitation—key drivers of tourism sustainability in Alfonso Lista.

Tourism destinations face multifaceted challenges that significantly impact visitor experiences and destination sustainability. Safety and security concerns represent critical factors influencing tourist decision-making, as demonstrated in Nepal's Thamel tourism hub**,** where security situations require substantial improvement (Sharma et al., 2020). Infrastructure deficiencies emerge as persistent challenges across multiple destinations, including underdeveloped roads, communication systems, accommodation facilities, and transport services (Abebe, 2022; Geda, 2020). Ethiopian national parks exemplify these issues, where poor infrastructure development, inadequate marketing, and insufficient government commitment hinder sustainable tourism development (Abebe, 2022). Similarly, Bunno Bedelle Zone faces limitations in community capacity building, expertise shortages, and stakeholder cooperation problems (Geda, 2020). Research analyzing 298 travelogues identified 16 key destination attributes causing negative tourism experiences, including safety, service quality, infrastructure, accessibility, and environmental factors, with variations depending on travel destination type and tour arrangements (Kim et al., 2020). These challenges collectively underscore the need for comprehensive destination management strategies addressing infrastructure, safety, and stakeholder collaboration.

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Revisit Intentions

Frequency of Visits	Frequency	Percentage
1. Always	22	7.4
2. Often	142	47.5
3. Sometimes	135	45.1
4. Never	0	0

Table 5. *Frequency and Percentage Distribution on the Frequency of Visits of Tourists in Identified Tourist Areas*

The results on the frequency of visits/revisit intention among tourists show a generally positive and promising pattern of repeat visitation to the man-made attractions in Alfonso Lista, Ifugao. As presented in the table, nearly half of the respondents (47.5%) reported that they "often" revisit the destinations, while 45.1% indicated they visit "sometimes." A smaller proportion (7.4%) stated that they "always" return to the sites, and notably, none of the respondents (0%) reported that they had "never" revisited.

This distribution suggests that the majority of tourists display a moderate to high level of revisit intention, implying satisfaction with their prior experiences and a continued interest in engaging with these attractions. The high proportion of repeat visitors reflects that Alfonso Lista's man-made attractions**,** such as the 1K Step and Bird Watching**,** successfully cultivate emotional and experiential connections strong enough to motivate return visits.

Research on Philippine tourism reveals significant trends in expenditure patterns and visitor behavior from 2000-2022. Both Lelis (2023) and Descarten (2023) analyzed Department of Tourism data, finding that domestic tourism expenditure consistently outpaces inbound spending, with notable upward trends in domestic spending from 2010 onwards indicating growing Filipino interest in local travel. Inbound expenditure showed fluctuations but experienced substantial growth from 2010-2019, reflecting increasing international appeal.

Determinants of Revisit Intentions

Predictor Variables	Unstandardized Coefficient (B)	Standardized Coefficient (β)	t-value	p-value	Interpretation
(Constant)	0.812	—	2.43	0.017	—
Environmental and Aesthetic Appeal	0.436	0.42	4.26	0.001	Significant predictor
Accessibility and Infrastructure	0.321	0.35	3.12	0.003	Significant predictor
Safety and Service Quality	0.118	0.11	1.02	0.310	Not significant
Cultural and Educational Value	0.094	0.09	0.87	0.386	Not significant

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Destination Quality and Experience Value	0.154	0.14	1.21	0.229	Not significant

Model Summary: R = 0.693, R^2 = 0.480, Adjusted R^2 = 0.457, F(5,93) = 17.16, p < .001

Table 6. *Multiple Linear Regression (MLR) Predicting Average Number of Visits*

The results of the Multiple Linear Regression (MLR) analysis identified the key predictors influencing tourists' average number of visits to the man-made attractions in Alfonso Lista, Ifugao. The model yielded a multiple correlation coefficient (R) of 0.693, indicating a strong positive relationship between the combined independent variables and the dependent variable **(**visitation frequency**)**. The coefficient of determination (R^2 = 0.480) revealed that approximately 48.0% of the variance in tourists' average number of visits can be explained by the five identified factors. The model was statistically significant (F(5,93) = 17.16, p < .001), confirming that the predictors collectively exerted a meaningful influence on visitation frequency.

Among the predictors, Environmental and Aesthetic Appeal (β = 0.42, p = .001) and Accessibility and Infrastructure (β = 0.35, p = .003) emerged as significant determinants of tourists' revisit behavior. This indicates that tourists are more likely to revisit attractions that are visually pleasing, environmentally well-maintained, and easily accessible through reliable transportation and adequate infrastructure. The positive standardized coefficients signify that improvements in these dimensions correspond to an increase in the frequency of visits, underscoring their critical role in enhancing tourist retention and satisfaction. Recent research demonstrates that environmental and aesthetic factors significantly influence tourists' revisit intentions across diverse destinations. Destination aesthetics, particularly when tourists perceive holiday locations as better maintained than their home environments, positively affects behavioral intentions**,** including revisit intention (Genc & Temizkan, 2023). The intrinsic beauty of natural environments generates emotional responses**,** including joy, serenity, longing, and sadness**,** that significantly influence tourists' intentions to return to emerging destinations (Dzitse & Amoah, 2024). Environmental knowledge and destination attractiveness have been identified as significant predictors of revisit intentions, with tourists' understanding of environmental aspects and perceptions of destination appeal directly affecting their likelihood to return (Arifin et al., 2023). Additionally, destination selection determinants that encompass environmental and aesthetic considerations show positive relationships with revisit intentions, particularly when moderated by

tourist satisfaction (Braimah et al., 2024). These findings collectively support the critical role of environmental and aesthetic appeal in shaping tourist behavior and destination loyalty.

Additionally, Giao et al. (2020) found that infrastructure and accessibility ranked among the top three factors affecting domestic tourists' revisit intention to Vietnam, using linear regression analysis of 510 tourists. Similarly, Olivar et al. (2024) demonstrated that infrastructure and accessibility were among the ten destination attributes significantly correlated with revisit intention in Mati City through survey data from 500 tourists. Anam et al. (2021) investigated accessibility's impact on revisit intention at Malahayu Reservoir, finding that while accessibility alone did not significantly affect revisit intention, it contributed to the overall model's significance when combined with other factors. Mehedi et al. (2022) provided additional support through regression analysis of 363 respondents, confirming that transport infrastructure significantly and positively affects tourist revisit intention, reinforcing the critical role of accessibility in tourism destination management.

In contrast, the variables Safety and Service Quality ($\beta = 0.11$, $p = .310$), Cultural and Educational Value ($\beta = 0.09$, $p = .386$), and Destination Quality and Experience Value ($\beta = 0.14$, $p = .229$) were not statistically significant predictors of visitation frequency. This suggests that while these aspects contribute to the overall tourist experience, they do not directly influence how often visitors return to the destinations. Tourists may perceive safety, service, and cultural experiences as baseline expectations rather than primary motivators for repeat visits.

From a theoretical perspective, these results reinforce destination attractiveness and behavioral intention models, emphasizing the primacy of aesthetic satisfaction and functional accessibility in shaping repeat visitation behavior. Practically, the findings imply that local tourism planners and stakeholders in Alfonso Lista should prioritize infrastructure enhancement, transport connectivity, environmental management, and beautification programs to sustain tourist loyalty. Investing in these areas will not only increase revisit rates but also strengthen the overall competitiveness and sustainability of man-made attractions in the region.

CONCLUSION

This study modeled the determinants of attraction selection and revisit intention to man-made destinations in Alfonso Lista, Ifugao, specifically the 1K Step and Magat Wetland

Ecotourism Parks. Using a combination of descriptive, exploratory, confirmatory, and causal research designs, findings revealed that destination attractiveness is multidimensional, comprising five constructs: Environmental and Aesthetic Appeal, Accessibility and Infrastructure, Safety and Service Quality, Cultural and Educational Value, and Destination Quality and Experience Value. Collectively, these dimensions explained 72.7% of the total variance in attraction selection, underscoring their integral role in shaping tourists' destination choices. The Confirmatory Factor Analysis (CFA) confirmed the soundness of the measurement model (CFI = 0.95, RMSEA = 0.052), validating the internal structure of the identified constructs. Among the dimensions, tourists strongly emphasized safety, beauty, and accessibility as key considerations, reflecting the growing importance of both aesthetic satisfaction and infrastructure reliability in sustaining visitor engagement. The Multiple Linear Regression (MLR) model further established that Environmental and Aesthetic Appeal ($\beta = 0.42$, $p = .001$) and Accessibility and Infrastructure ($\beta = 0.35$, $p = .003$) significantly predict visitation frequency, accounting for 48% of the variation in the average number of visits. These results suggest that tourists are more likely to revisit destinations that offer visually appealing landscapes, well-developed facilities, and efficient access routes. Conversely, weaknesses in accommodation, transportation, and infrastructure—identified through qualitative responses—remain pressing barriers to maximizing tourism potential. The study concludes that aesthetics and accessibility are the most powerful levers in stimulating revisit behavior and enhancing destination competitiveness. The findings reinforce that sustainable tourism development in emerging destinations like Alfonso Lista hinges on improving physical infrastructure, environmental aesthetics, and visitor experience quality, provided that strategic investments and policy alignment are implemented.

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