

The pull of Carabao Island: Investigating local tourists' revisit intentions as basis for tourism and hospitality development

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ABSTRACT

This quantitative study investigates factors influencing local tourists' revisit intentions to Carabao Island. Integrating the Theory of Planned Behavior with Customer Satisfaction and Loyalty frameworks, the research analyzed the interplay of perceived risk, satisfaction, and experience among 162 Filipino tourists. Findings identify Tourist Experience (Weighted Mean = 4.44) and Tourist Satisfaction (WM = 4.43) as the primary drivers for returning, both receiving "Strongly Agree" ratings. Specifically, 64.8% of respondents were "Very Satisfied" with attractions, while 62.3% felt the same regarding accommodation. The island's pleasant atmosphere emerged as a top experiential factor (WM = 4.55). Conversely, Perceived Risk exerted the least influence (WM = 3.73). While tourists generally feel transportation is safe (WM = 3.94), statistical analysis reveals that risk sensitivity varies significantly by age and income. Younger travelers and those in lower-income brackets (PHP 15,000–20,000) show higher sensitivity to risks. The study concludes that Carabao Island successfully delivers memorable experiences. Recommendations include maintaining service quality and tailoring marketing to address the specific risk concerns of younger, lower-income demographic segments to ensure long-term viability.

1. INTRODUCTION

Scholarly inquiry into the precursors of tourist revisit intentions has increasingly focused on the pivotal role of perceived risk. A growing body of literature suggests that perceived risks, encompassing financial, physical, psychological, and health concerns, can significantly deter tourists from returning to a destination (Bae & Chang, 2020; Godovykh & Tasci, 2020). These risk perceptions are not static; they are dynamically shaped by personal experiences, media reports, and word-of-mouth communication, which can either mitigate or amplify the perceived severity of potential hazards (Chew & Jahari, 2013; Oktavio et al., 2021; Yuan & Fan, 2022). Furthermore, the post-pandemic landscape has underscored the critical influence of perceived

health risks, highlighting the necessity for destination resilience (Rittichainuwat et al., 2024; Nam & Yang, 2025; Oktavio et al., 2025).

To systematically analyze these complex dynamics on Carabao Island, this study integrates the Theory of Planned Behavior (TPB) with Customer Satisfaction and Loyalty frameworks. TPB provides the foundational structure for the study's design by positioning revisit intention as a planned behavior influenced by an individual's attitude toward the destination, specifically how their perceptions of risk act as a deterrent or facilitator in the decision-making process (Arboleda et al., 2023). By measuring perceived risk across five distinct indicators, including natural disasters and transportation safety, the study evaluates how these subjective assessments impact the behavioral intention to return.

Complementing TPB, the integration of Customer Satisfaction and Loyalty theories allows for a deeper analysis of the experiential drivers that may offset perceived risks. In this study, satisfaction is treated as a critical determinant that fosters emotional attachment, while the overall tourist experience, covering tangible services and intangible atmosphere, is analyzed as the primary driver of long-term loyalty. This theoretical synthesis informs the research instrument, which uses weighted means to compare the relative influence of these factors. For instance, by identifying that Tourist Experience (WM = 4.44) and Tourist Satisfaction (WM = 4.43) outweigh the deterrent effect of Perceived Risk (WM = 3.73), the study demonstrates how positive experiential outcomes can mediate and ultimately override safety concerns in shaping local tourists' intentions.

In the specific context of Romblon, this framework explores how the authentic, less commercialized nature of Carabao Island enhances satisfaction and experience, leading to stronger revisit intentions despite inherent risks such as limited safety infrastructure (Du & Ramli, 2025; Lee et al., 2018). By grounding the analysis in these three intersecting theories, this research provides a more scholarly and comprehensive understanding of the strategic imperatives for developing robust risk management and communication strategies that resonate with evolving tourist expectations.

2. LITERATURE REVIEW

The Role of Tourist Experience, Perceived Risks, and Satisfaction in Shaping Revisit Intentions

Extant literature on tourist revisit intentions consistently underscores the pivotal role of the tourist experience in shaping subsequent visitation behavior. Specifically, the caliber of services, authenticity of cultural encounters, and the emotional gratification derived from a visit are identified as fundamental determinants of revisit intentions (Indrianto et al., 2022). Chen and Rahman (2018) further posit that comprehensive tourist satisfaction, intrinsically linked to the holistic experience, cultivates robust destination attachment, thereby augmenting the

propensity for repeat visitation. Furthermore, Lee et al. (2018) highlight memorable tourist experiences (characterized by their uniqueness, authenticity, and profound meaning) as salient predictors of destination loyalty, consequently elevating the probability of return visits. Beyond experiential attributes, psychological constructs such as perceived value and emotional engagement demonstrably contribute to tourists' propensity for repeat visitation (Su et al., 2020; Oktavio et al., 2023). Complementary scholarship by Prayag, Hosany, and Muskat (2020) corroborates these insights, indicating that experiential dimensions, including aesthetic appeal, opportunities for escapism, and immersion in local culture, foster a profound sense of place attachment, which subsequently mediates revisit intentions. Collectively, these scholarly contributions affirm the imperative of strategically managing and continually enhancing the tourist experience to cultivate robust positive revisit intentions.

The antecedents of tourist revisit intentions, particularly in prominent global destinations such as the Maldives, have become a focal point of scholarly inquiry. Research in this area critically examines the interplay of factors including perceived risk, tourist satisfaction, and the overall destination experience. As posited by Majeed et al. (2018), perceived risk is a significant determinant of tourist behavior, with concerns such as safety, political instability, and environmental threats shaping revisit decisions. Such risks, both actual and perceived, can deter future visits, especially in destinations like the Maldives where climate change poses a significant threat (Shakeela & Weaver, 2018).

Conversely, tourist satisfaction remains a primary determinant of revisit intentions. This satisfaction is often derived from the perceived quality of services, hospitality, and the holistic experience provided by luxury resorts (Rindrasih et al., 2019; Natalia et al., 2025). Furthermore, the affective and psychological fulfillment gained from a unique destination experience profoundly influences the likelihood of return visits (Chen & Rahman, 2018). Tourists who achieve a high level of satisfaction from engaging with the Maldives' pristine natural environment and exclusive experiences, for instance, demonstrate a higher propensity for revisit intention (Fakfare et al., 2025). Ultimately, the dynamic balance between mitigating perceived risks and cultivating memorable, satisfying experiences is pivotal in fostering strong revisit intentions among international tourists.

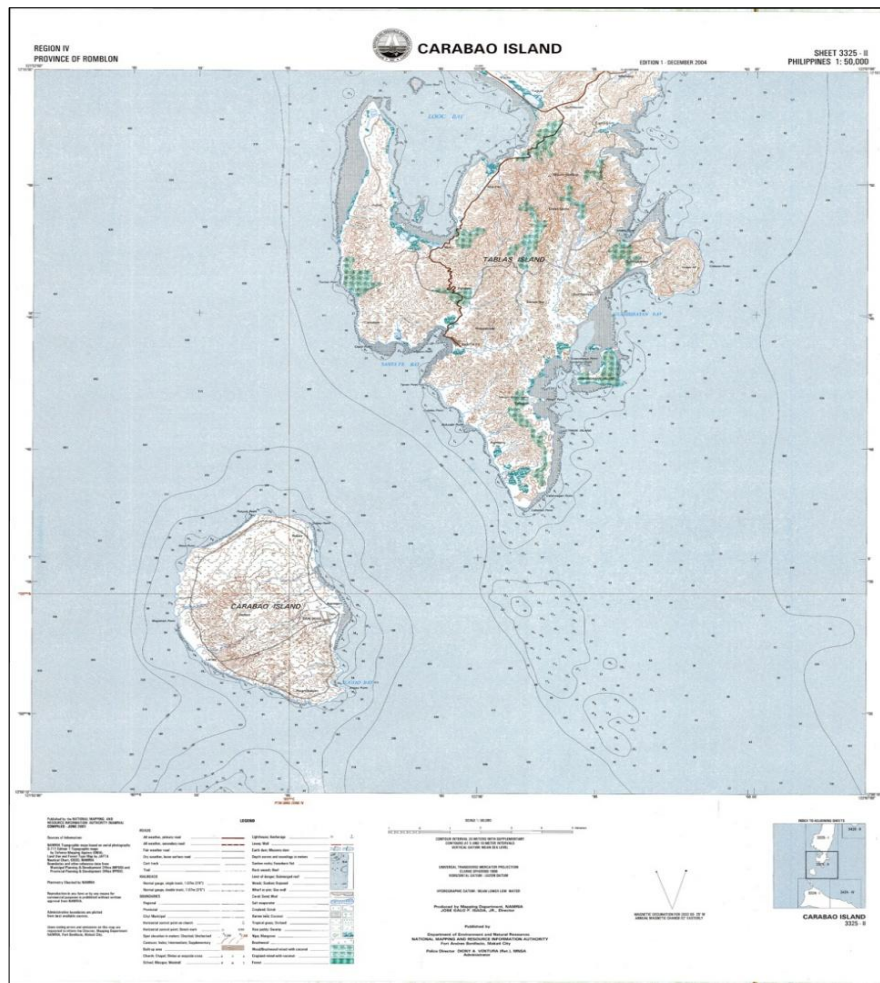


Figure 1. Topographical Map of Carabao Island published by the National Mapping and Resource Information Authority in 2010

Revisit Intention in Global Tourism: Balancing Perceived Risk, Satisfaction, and Unique Experiences

In recent years, academic literature has extensively examined the factors influencing tourist revisit intentions, particularly within premier global destinations such as the Maldives. A key area of focus is the complex interplay among perceived risk, tourist satisfaction, and overall destination experience. Research by Majeed et al. (2018) highlights that perceived risk (encompassing elements like safety, political instability, and environmental threats) is a critical determinant of tourist behavior and can significantly deter repeat visits. This is particularly relevant in the Maldives, where environmental risks, such as those posed by climate change, are a serious concern (Shakeela & Weaver, 2018).

However, tourist satisfaction consistently emerges as a primary driver of revisit intentions. According to Rindrasih et al. (2019), satisfaction is largely a function of high-quality services, hospitality, and the overall experience, especially within the context of luxury resort destinations. The emotional and psychological fulfillment derived from a unique destination

experience further strengthens this effect (Chen & Rahman, 2018), with Fakfare et al. (2025) confirming that tourists who are highly satisfied with the pristine natural beauty and exclusive experiences of the Maldives are more inclined to revisit. Thus, fostering strong revisit intentions among international tourists hinges on a strategic balance where memorable and satisfying experiences effectively counterbalance any perceived risks.

A wide body of research on tourist revisit intentions in prominent beach destinations across various countries has consistently underscored the significance of perceived risk, tourist satisfaction, and the overall tourist experience. For example, a study by Quintal et al. (2010) on Australian beaches found that perceived risks, including safety concerns and environmental hazards, negatively impact revisit intentions; conversely, mitigating these risks leads to greater tourist satisfaction and, in turn, stronger intentions to return.

Similarly, research in Thailand by Sutthijakra (2019) demonstrated that positive tourist experiences (driven by quality services, scenic beauty, and engaging activities) significantly boost the likelihood of a revisit. Further evidence comes from Lee et al. (2018), who studied South Korean beach destinations and concluded that tourist satisfaction is intrinsically linked to their overall experience, encompassing factors like service quality, natural aesthetics, and a sense of personal safety. This pattern is also evident in the Maldives, where Torabi et al. (2021) identified the natural environment and positive tourist experiences as strong predictors of revisit intentions, particularly when tourists perceive the destination as both safe and enjoyable. Collectively, this research from diverse global contexts indicates that effectively managing perceived risk, elevating tourist experiences, and prioritizing satisfaction are crucial for cultivating strong revisit intentions among tourists visiting beach destinations.

Academic inquiry into tourist revisit intentions within Asian destinations has increasingly focused on the dynamic interplay among perceived risk, tourist satisfaction, and the overall tourist experience. Research consistently shows that perceived risk is a significant determinant of revisit behavior, as travelers evaluate factors such as safety, health, and security when deciding whether to return to a location. For instance, a study in Thailand by Nguyen et al. (2020) found that tourists were deterred from revisiting due to perceived health and safety risks during periods of political instability. Conversely, positive experiences (including opportunities for cultural engagement and high-quality services) are critical in shaping tourists' emotional responses and their subsequent willingness to return. In destinations like Japan and South Korea, scholarly work by Um and Yoon (2020) and Lee et al. (2018), respectively, has established a direct link between satisfaction derived from unique cultural experiences and superior service quality and stronger revisit intentions.

Moreover, tourist satisfaction often functions as a crucial mediator between perceived risk and revisit intentions, suggesting that satisfied tourists may be more willing to overlook potential risks. This relationship was demonstrated in a study of Malaysia by Omar et al.

(2021), which found that tourists who reported high levels of satisfaction exhibited stronger revisit intentions despite their concerns about environmental risks. Collectively, these studies highlight that the likelihood of tourists returning to Asian destinations is a complex function of managing perceived risks, cultivating positive and memorable experiences, and ensuring high levels of satisfaction throughout their visit.

Revisit Intention in Philippine Tourism: Exploring the Drivers of Return Visits

Tourists often evaluate a destination's safety and security before committing to a repeat visit, particularly in regions facing socio-political or environmental challenges (Khoo-Lattimore et al., 2018). In the context of the Philippines, perceived risks, such as natural disasters, political instability, and public health issues, have been shown to negatively influence tourists' revisit intentions (Castillo-Manzano et al., 2020). Conversely, tourist satisfaction consistently emerges as a strong positive predictor of revisit intentions. According to Aleshinloye et al., (2020), high levels of satisfaction with a destination's accommodations, services, and attractions directly correlate with a greater likelihood of a return visit. In the Philippines, specifically, local tourists who have positive experiences with hospitality and authentic cultural immersion are more inclined to revisit (Nolasco, 2021).

In a broader view, the overall tourist experience, which includes both tangible and intangible aspects of a visit, significantly shapes future travel decisions. Hwang et al., (2024) contend that memorable and enriching experiences, such as unique local interactions and engaging with the natural environment, foster a deeper emotional connection, which in turn increases the probability of a return visit. Therefore, to encourage repeat tourism in the Philippines, a holistic strategy is required. This approach must simultaneously address and mitigate perceived risks while enhancing tourist satisfaction and providing meaningful, memorable experiences that resonate with visitors.

3. METHODOLOGY

The study employed a descriptive quantitative research design, which facilitated the systematic collection and analysis of numerical data. This approach was selected to ensure the accuracy and reliability of the findings by minimizing researcher bias and enabling an objective interpretation of the results. Using statistical tools, the research measured and compared patterns, relationships, and trends related to the revisit intentions of local tourists to Carabao Island. The study was conducted in the Province of Romblon, with the target population consisting of individuals who met specific criteria: they must have visited Carabao Island at least once between June 2019 and June 2024, resided in the Philippines at the time of the study, and been at least 18 years old during their visit.

Convenience sampling was utilized in this study, a non-probability technique in which participants were selected based on their accessibility to the researchers. Given the practical challenges in controlling the sample size, the survey was administered online with the goal of obtaining responses from over 100 participants

The primary instrument for data collection was a self-administered online survey questionnaire. This instrument was developed by the researchers and its content was directly informed by the study's problem statement and conceptual framework, with specific items designed to measure factors such as Perceived Risk, Tourist Satisfaction, and Tourist Experience. The questionnaire was structured into two main parts: a demographic profile (age, sex, income, origin, and last visit) and a series of Likert-scale statements across three core domains: Perceived Risk (5 items), Tourist Satisfaction (5 items), and Tourist Experience (5 items). To ensure content validity, the items were aligned with existing theoretical frameworks, such as the Theory of Planned Behavior and Customer Satisfaction theories. The internal consistency of the results was later confirmed through the analysis of Weighted Means (WM), which demonstrated distinct and reliable patterns across the variables, such as the high agreement on the island's pleasant atmosphere (WM = 4.55) versus the lower agreement regarding perceived risks (Overall WM = 3.74).

The researchers adhered to strict ethical protocols during the survey stage to protect participant welfare. Informed consent was integrated into the initial page of the online survey; participants were required to read a disclosure statement and voluntarily agree to proceed before accessing the questionnaire items. To ensure confidentiality and anonymity, no personally identifiable information (such as names or contact details) was collected. All demographic data, including age and monthly income, were reported in aggregate form to prevent the identification of individual respondents. Furthermore, participants were informed that their involvement was entirely voluntary and that they could withdraw from the survey at any point without penalty.

4. RESULTS AND DISCUSSION

Table 1. Demographic Profile of the Respondents

Indicators	Frequency	Percentage
Age		
18-30	58	35.8
31-40	84	51.9
41-50	16	9.87
51-60	1	0.6
61 and above	0	0
Total	162	100.00
Sex		
Female	94	58
Male	68	42
Total	162	100.00

Indicators	Frequency	Percentage
Monthly Income		
15,000-20,000	56	34.5
20,000-30,000	42	25.9
30,000-40,000	23	14.2
40,000-50,000	28	17.3
60,000 above	13	8
Total	162	100.00
Place of Origin		
From Romblon	36	22.2
Outside Romblon	126	77.8
Total	162	100.00
Last Time Visited		
4-5 years ago	16	9.9
3-4 years ago	22	13.6
2-3 years ago	38	23.5
1-2 years ago	45	27.8
Less than a year ago	41	25.3
Total	162	100.00

The result of analysis in Table 1, on the profile of the respondents in terms of age shows that there were 58 respondents or 35.8% out of 162 belonging to the age bracket of 18-30 years old, 84 or 51.9% from ages 31-40 years old, 16 or 9.87% from ages 41-50 and 1 or 0.6% from ages 61 and above. In terms of gender, females dominated males with a frequency of 94 or 58% and 68 or 42% respectively. For the monthly income, 56 or 34.5% were in 15,000-20,000 income bracket level, 42 or 25.9% were on 20,000-30,000 income bracket, 23 or 14.2% were on 30,000-40,000 income bracket, 28 or 17.3% were on 40,000-50,000 income bracket, and 13 or 8% were on 60,000 and above income bracket. On the place of origin, 36 or 22.2% were from Romblon and 126 or 77.8% were from outside Romblon. The result of analysis on the last visit to Carabao island show that 16 or 9.9% visits 4-5 years ago, 22 or 13.6% visits 3-4 years ago, 38 or 23.5% visits 2-3 years ago, 45 or 27.8% visits 1-2 years ago, and 41 or 25.3% visits less than a year ago.

Table 2. Level of Local Tourist Revisit Intention

	Frequency	Percentage
5 Very Satisfied	105	64.8
4 Satisfied	53	32.7
3 Neutral	4	2.5
2 Unsatisfied	0	0
1 Very Unsatisfied	0	0
Total	162	100.00

Table 2 reveals that 105 or 64.8% of the respondents are very satisfied, 53 or 32.7% are satisfied, and 4 or 2.5% are neutral with the activities and attractions available on Carabao island.

Table 3. Level of Local Tourist Revisit Intention

	Frequency	Percentage
5 Very Satisfied	101	62.3
4 Satisfied	54	33.4
3 Neutral	5	3.1
2 Unsatisfied	2	1.2
1 Very Unsatisfied	0	0
Total	162	100.00

Table 3 reveals that 101 or 62.3% of the respondents are very satisfied, 54 or 33.4% are satisfied, 5 or 3.1% are neutral, and 2 or 1.2% are unsatisfied with the accommodations on Carabao island.

Table 4. Factors that Influence Local Tourists' Decision to Revisit Carabao Island in Terms of Perceived Risk

Statements	Weighted Mean	Descriptive Interpretation
1. The risk of natural disasters makes me hesitant to plan trips to Carabao Island.	3.58	Agree
2. I consider the current transportation infrastructure a significant factor in my decision to revisit Carabao Island.	3.78	Agree
3. Transportation operators to Carabao Island provide sufficient information during adverse weather conditions.	3.83	Agree
4. I feel that transportation to Carabao Island is safe and well-regulated.	3.94	Agree
5. I believe that transportation schedules to Carabao Island are affected by unforeseen circumstances like natural calamities.	3.58	Agree
Overall Weighted Mean	3.74	Agree

Legend: 1.0-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), 4.21-5.00 (Strongly Agree)

Table 4 shows the statements about the factors that influence local tourists' decision to revisit Carabao island in terms of Perceived Risk. Findings revealed that 1) respondents "agree" that the risk of natural disasters makes them hesitant to plan trips to Carabao Island (WM=3.58), 2) respondents "agree" that they consider the current transportation infrastructure a significant factor in their decision to revisit Carabao Island (WM=3.78), 3) respondents "agree" that transportation operators to Carabao Island provide sufficient information during adverse weather conditions (WM=3.83), 4) respondents "agree" that they feel that transportation to Carabao Island is safe and well-regulated (WM=3.94), and 5) respondents "agree" that they believe that transportation schedules to Carabao Island are affected by unforeseen circumstances like natural calamities. (WM=3.58). Looking at table 3a of the factors that influence local tourists' decision to revisit Carabao island in terms of perceived risk, it can be noted that statement 4 had the highest weighted mean of 3.94 with

a descriptive interpretation of “agree”. This implies that most of the respondents “agree” that they feel that transportation to Carabao Island is safe and well-regulated.

Table 5. Factors that Influence Local Tourists’ Decision to Revisit Carabao Island in Terms of Tourist Satisfaction

Statements	Weighted Mean	Descriptive Interpretation
1. The quality of my experience on Carabao Island has increased my likelihood of returning.	4.46	Strongly Agree
2. I found the island easy to navigate and accessible for tourists.	4.41	Strongly Agree
3. The quality of service (e.g., restaurants, accommodations) was satisfactory.	4.37	Strongly Agree
4. I was satisfied with the hospitality and welcoming gestures of local people in Carabao Island.	4.42	Strongly Agree
5. My satisfaction with my previous visits to Carabao Island influences my intention to return.	4.47	Strongly Agree
Overall Weighted Mean	4.43	Strongly Agree

Legend: 1.0-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), 4.21-5.00 (Strongly Agree)

Table 5 shows the statements about the factors that influence local tourists’ decision to revisit Carabao island in terms of Tourist Satisfaction. Findings revealed that 1) respondents “strongly agree” that the quality of their experience on Carabao Island has increased their likelihood of returning (WM=4.46), 2) respondents “strongly agree” that they found the island easy to navigate and accessible for tourists (WM=4.41), 3) respondents “strongly agree” that the quality of service (e.g., restaurants, accommodations) was satisfactory. (WM=4.37), 4) respondents “strongly agree” that they were satisfied with the hospitality and welcoming gesture of local people in Carabao Island (WM=4.42), and 5) respondents “strongly agree” that their satisfaction with their previous visits to Carabao Island influences their intention to return (WM=4.47). Looking at table 6 of the factors that influence local tourists’ decision to revisit Carabao island in terms of tourist satisfaction, it can be noted that statement 5 had the highest weighted mean of 4.47 with a descriptive interpretation of “strongly agree”. This implies that most of the respondents “strongly agree” that their satisfaction with their previous visits to Carabao Island influences their intention to return.

Table 6. Factors that Influence Local Tourists’ Decision to Revisit Carabao Island in Terms of Tourist Experience

Statements	Weighted Mean	Descriptive Interpretation
1. The activities offered on Carabao Island (e.g., beaches, tours) met my expectations.	4.43	Strongly Agree
2. The recreational activities and attractions in Carabao Island were enjoyable.	4.48	Strongly Agree

3. The <i>habal-habal</i> driver acting as my tour guide in Carabao Island provided a satisfying experience that enriched my visit.	4.34	Strongly Agree
4. The overall atmosphere of Carabao Island was pleasant and relaxing.	4.55	Strongly Agree
5. The environmental management of Carabao Island was up to standard.	4.41	Strongly Agree
Overall Weighted Mean	4.44	Strongly Agree

Legend: 1.0-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), 4.21-5.00 (Strongly Agree)

Table 6 shows the statements about the factors that influence local tourists' decision to revisit Carabao island in terms of Tourist Experience. Findings revealed that 1) respondents "strongly agree" that the activities offered on Carabao Island (e.g., beaches, tours) met my expectations (WM=4.43), 2) respondents "strongly agree" that the recreational activities and attractions in Carabao Island were enjoyable. (WM=4.48), 3) respondents "strongly agree" that the *habal-habal* driver acting as my tour guide in Carabao Island provided a satisfying experience that enriched my visit (WM=4.34), 4) respondents "strongly agree" that the overall atmosphere of Carabao Island was pleasant and relaxing (WM=4.55), and 5) respondents "strongly agree" that the environmental management of Carabao Island were up to standard (WM=4.41). Looking at table 3c of the factors that influence local tourists' decision to revisit Carabao island in terms of tourist experience, it can be noted that statement 4 had the highest weighted mean of 4.55 with a descriptive interpretation of "strongly agree". This implies that most of the respondents "strongly agree" that the overall atmosphere of Carabao Island was pleasant and relaxing.

Table 7. Summary of the Factors that Influence Local Tourists' Decision to Revisit Carabao Island

Factor	Weighted Mean	Descriptive Interpretation
1. Perceived Risk	3.73	Agree
2. Tourist Satisfaction	4.42	Strongly Agree
3. Tourist Experience	4.46	Strongly Agree

Legend: 1.0-1.80 (Strongly Disagree), 1.81-2.60 (Disagree), 2.61-3.40 (Neutral), 3.41-4.20 (Agree), 4.21-5.00 (Strongly Agree)

Table 7 presents the summary of the factors that influence local tourists' decision to revisit Carabao island. The results reveal that among the three factors that influence local tourists' decision to revisit Carabao island, the respondents "agree" on perceived risk (WM=3.73) and "strongly agree" on tourist satisfaction (WM=4.42) and tourist experience (WM=4.46).

5. CONCLUSION

Drawing from the empirical results of this study, several significant conclusions emerge regarding the behavioral intentions of local tourists visiting Carabao Island. The demographic data reveals a predominant profile of female travelers aged 31 to 40, typically earning a monthly income between ₱15,000 and ₱20,000, and predominantly originating from outside the Province of Romblon. A critical synthesis of the variables indicates that while respondents maintain a high level of satisfaction with the island's natural attractions and accommodations, it is the overall tourist experience, characterized by the island's unique atmosphere and hospitality, that serves as the most potent driver of revisit intentions. Conversely, perceived risk was found to have the least influence on the decision to return, suggesting that the positive experiential value of the destination effectively buffers potential concerns regarding infrastructure or safety.

The analysis further identifies nuanced variations in tourist behavior, particularly noting that age and monthly income significantly differentiate how individuals perceive risk. Younger and middle-income segments appear more sensitive to safety and financial considerations compared to other groups. However, these demographic factors do not result in significant variations when evaluating satisfaction or the core tourist experience, and variables such as gender and place of origin appear to have no statistical impact on the likelihood of a return visit. These findings suggest that the "pull" of Carabao Island is largely universal once a positive experience is established, regardless of the visitor's background.

Despite these insights, it is essential to acknowledge the inherent limitations of the research which constrain the generalizability of the findings. The reliance on convenience sampling and a relatively small sample size means that the results may not fully represent the diverse perspectives of the entire domestic tourist population in the Philippines. Furthermore, the use of an online survey may have excluded potential respondents with limited digital access. Recognizing these limitations underscores the study's role as an exploratory baseline for Carabao Island; while the results offer valuable strategic direction for local tourism development and destination resilience, they should be applied with caution to broader geographical or cultural contexts.

Recommendations

To ensure long-term viability and destination loyalty, the local government and tourism stakeholders should prioritize the continuous improvement of service quality and the overall tourist experience. Since this study identifies Tourist Experience (WM = 4.44) and Tourist Satisfaction (WM = 4.43) as the primary drivers of return visits, it is essential to foster "destination fascination." As suggested by Intiar, Damanik, and Wardani (2024), creating perceived enjoyment and memorable tourism experiences is the key to securing destination

loyalty. This can be achieved by preserving the authentic, less commercialized nature of the island while introducing unique local interactions that deepen the emotional connection of visitors.

Although Perceived Risk had the least influence on the overall sample (WM = 3.73), the data reveals that younger travelers and those in lower-income brackets are significantly more sensitive to safety and infrastructure concerns. Therefore, a holistic strategy is required that simultaneously address these apprehensions while enhancing satisfaction. Strategic management should focus on sustainable development that resonates with evolving tourist expectations; Rahadi (2024) emphasizes that developing sustainable management strategies directly impacts tourist satisfaction and subsequent loyalty. Specifically, improving transportation information and infrastructure can mitigate the "Agree" rating (WM = 3.58) regarding hesitancy due to natural disasters or unforeseen circumstances.

The hospitality sector on the island must maintain high service standards to translate satisfaction into repeat visitation. This study found high satisfaction with accommodations (62.3% "Very Satisfied"), and the work of Oryzataiva and Ernungtyas (2025) supports the idea that service quality in the hospitality sector is a vital precursor to both job and customer satisfaction, which ultimately influences the intent to return. Tailored marketing campaigns should be developed to communicate these high safety and service standards specifically to the more risk-sensitive demographic segments identified in this research.

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