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Content

Tourist Behavior and Intention to Revisit the Religious Sites: The Case of Cagayan Valley Region, Philippines

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ABSTRACT

Objective: This study aims to evaluate and assess the tourist behavior and intention to revisit the religious sites in Cagayan Valley Region as related to the social environment, religious sites facilities, food and beverage, service quality, locals' behavior, and religious site tourists' revisit intentions.

Method: A quantitative-descriptive research design was used through a survey method among the 417 tourists who visited the religious sites in Cagayan Valley Region that was administered through an Online Google form survey. Upon retrieval of the data, it was tabulated, interpreted, analyzed, and presented.

Result: Results revealed that respondents strongly agree on the tourist behavior and intention to revisit the religious sites in the social environment, Facilities, local's behavior, and religious site tourist revisit intentions and agreed in terms of food and beverage and service quality

Conclusion: Respondents positively appreciate the ambiance of the religious place as sacred. Respondents strongly agreed that religious site facilities are available, accessible, and conveniently offered to the public. In addition, they also agreed that the food establishments near the religious sites are clean, well-maintained, safe, and pleasant. Based on the result, the respondents can say that the staff in the religious site are tourist-oriented, well-rounded, and interactive. Furthermore, the respondents observed that locals are respectful and friendly. Based on the result of the study, most of the respondents visited the place to discover the religious sites and culture of the provinces in the region

Recommendation & Implication: Based on the results, it is recommended for the local government and the Department of Tourism (DOT) to collaborate with the private sectors for tourism investments and capital attractions within the framework of cooperation to be agreed upon for the development of road networks and transportation, tourism facilities and sponsor training for the local community to be employed in tourism services establishment (e.g., local tour guides, guest

or tourist relation officers, etc.) In addition, the local government, and the Department of Tourism (DOT) may remove visitor uncertainties to recover international leisure tourism. The future researcher may conduct a similar study using different variables such as the religious and cultural interest of tourists, government support and initiatives, and religious sites' destination image.

Keywords: *Facilities, Philippines, Religious sites, Tourist Destination, Intention to Revisit*

INTRODUCTION

Religious travelers should be able to easily access tourist attractions and obtain associated goods and services. The infrastructure of a location and its environs can be built in this way. Additionally, persons interested in visiting a tourist site can be given additional and better modes of transportation. Such proposals include improving airport connectivity and booking direct flights to tourist locations. It also emphasizes the need for hygiene, sanitation, and infrastructure as the most critical aspects of religious site renovation (Kartal, et al, 2015).

Tourists are happy and intend to return to the site, and the community's interest in religious tours is high, as are the chances to do business in this area. A theoretical contribution to religious tourism marketing management, as well as a practical contribution for religious tourism managers. It may be utilized as a consideration for marketing practitioners to continue to develop services in the sphere of religious tourism (Türker, 2016; Handriana et al., 2019). Tourists are strangers to the locals and remain for a brief time only. Nevertheless, residents get used to their relationship with visitors with frequent and sporadic interactions with different targets. The citizens' pride is bolstered by the fact that a big number of people visit their location, indicating that their destination is superior. As a result of the visitor attraction, inhabitants may be able to maintain the destination's rich natural environment and traditional culture (Szromek et. al., 2019) and the Community based (Aulet, & Vidal, 2018).

Many organizations are ready to draw more visitors and express themselves as more sustainable than they are in fact. A contemporary consumer of tourism services is a sophisticated consumer of services, and some ambiguities and skepticism in an organization are set out below. Based on research results provided by these scientists, it was shown that trust in an organization directly affects the intentions of the customer of tourism service to ora the certain service (Ponnapureddy et al., 2017).

The strength of religious tourism branding relies on the inertia derived from existing cultural products. A popular cultural brand can therefore be extended with new religious elements. The predominance of cultural tourism provides suitable geographical characteristics for such an extension. This would contribute to a strong brand identity since syncretism emerged as a major theme for product development in these regions. Religious tourism independency within regions without any pre-existing tourism forms is arguably challenging. This suggests that religious tourism's relational bond with other forms of tourism is focal. The competence and willingness

of those involved in the presentation, sale, and marketing of religious goods and services are critical. As a result, choosing or working with the greatest individuals available is critical. Furthermore, any form of training for these individuals in terms of language, history, hospitality, service marketing, and so on would aid in bringing more tourists to the places and adding value to the religious products and services given (Raj & Griffin, 2015).

There are several religious tourist destinations in the Cagayan Valley region, however, there is a glaring study void in this field (Rebuya et al., 2020). The study's conduct is driven by the researcher's strong desire to drive regional religious branding activities better and authentically. This study aims to evaluate and assess the tourist behavior and intention to revisit the religious sites in Cagayan Valley Region as related to the social environment, religious sites facilities, food and beverage, service quality, locals' behavior, and religious site tourists' revisit intentions. This may be helpful and contribute to the local government and department of tourism as they manage and plan for religious tourism development and improvement.

LITERATURE REVIEW

Religious Tourism

The literature emphasizes the need for local community and organization assistance. This support, as well as an increased local understanding of the value of religious tourism, will not only safeguard religious sites and monuments but will also create a welcoming climate that will attract more visitors. Residents who do not consider themselves to be part of the tourism industry may engage with visitors on a casual basis and have an impact on their pleasure. Tourism marketers do not have direct control over the host community, but they may use public relations and two-way communication to influence locals' behavior (Kartal, et al, 2015). The specific realities of religious pilgrimage in various world religions, concerning economic indicators. Other aspects of religious tourism as it goes beyond the activities of religious pilgrimages have drawn attention to the importance of religious tourism for the development of the regions (Hvizdova, 2017).

The physical appearance of the place is a big factor to attract tourists. The desirable position of the religious site positively influenced r the growth of tourism (Stylidis, 2018). Experience, engagement, and satisfaction are the key determinants of location attachment. Far beyond the emotional link between humans and landscapes, they have a deep and complicated attachment that is articulated as well, via acts of emotion and conduct (Buonincontri et al., 2017; Ramkissoon & Mavondo, 2017; Chen, 2018).

The most important aspects of the religious tourism space and religious landscape are holy sites, which constitute a topic of interest for visitors and pilgrims. Their functioning, form, and boundaries are the product of both the components of the sacrum and the profanes that are commonly understood. Regardless of the complexity and wide variety of the understanding of sacrum in the tourist space, the functioning of some bridges connecting the components and affecting them can be pointed out (Duda, et al., 2019).

There are three classifications of religious sites: pilgrims and shrines where most visitors are either members of religious tour groups or consider themselves to be pilgrims, where tourists tend to outnumber pilgrims, and where pilgrimages are usually held on an annual or biannual basis; religious tourist attractions (Places, usually ecclesiastical structures which are visited by secularly orientated tourists, recreationists, and religious tour groups. They are not considered to be places of pilgrimage and include famous cathedrals and monastic establishments); and Sites of Religious Festivals (Religious festivals and processions which are not thought of as pilgrimage occasions – including Holy Week and Corpus Christi processions, public Christmas, or Easter celebrations, etc. These are usually associated with churches, some of which are important as tourist attractions and historic monuments in their own right) (Griffin & Raj, 2018).

The strength gained from existing cultural items is the power of religious tourist branding. As a result, a popular cultural brand might be expanded to include new religious features. Cultural tourism's prevalence gives adequate regional conditions for such an expansion. Since syncretism has arisen as a prominent subject for product creation in these locations, this would help to build a strong brand identity. Religious tourism independence in areas where there are no pre-existing tourist forms is potentially difficult. This shows that the relationship between religious tourism and other types of tourism is important. On the other hand, religious tourist branding strategies are driven by the commercial attraction and authenticity of shrines. Product success in religious places is further influenced by optimal packaging solutions (Mureti et al., 2018).

The inclusion of religious components in the hospitality offering might be extremely beneficial and necessary. Part of the customer's orientation. The hotel accommodations or restaurant proximity to a church is seen as important. It adds appeal to the tourists that there is a presence of hospitality products like religious ornament, decors, local products, and food and beverages. More so, food and beverage establishments are important in religious places.

It is also stated that tourism is generally perceived to be a double-edged sword for the destination. On the one hand, tourism can generate benefits, including employment opportunities, income, satisfaction with life, infrastructure investment, and local culture preservation. Tourism, on the other hand, may have detrimental effects, including rises in living costs, noise, and even violence. Residents can provide viable information to the tourists as means of helping them create an overview of the place. Tourists' destination selections are heavily influenced by travel agencies and tour operators. In reality, travel agents and tour operators coordinated almost 70% of religious or pilgrimage-motivated travelers to Turkey (Türkiye et al, 2012).

Behavioral Intention and Revisit Intention

In the context of pro-tourism, the behavior of residents may associate with attitudes, personal benefit, the status of the local economy, visitor welcoming behavior, identity, subjective norms, gender, and tourism-related business (Choi & Kim, 2021). Tourism attitudes were favorably related to pro-environmental behaviors (Homsud, 2017). Communities can open themselves up to the secularization process while maintaining the religious doctrine's original goal (Wang et al., 2020). Travel agencies usually assign take tourists to major attractions. Local persons

and organizations who run amateur tours benefit from travel agencies, at least to satisfy legal requirements. For people who want to explore the holy places in a destination, travel bureaus can arrange a trip. Increased religious tourism potential might be considered part of a destination's branding strategy. Tourism organizations can advertise and coordinate the trip portion, but religious leaders must provide some type of aid or effort (Kartal, et al, 2015).

Religious locations, as well as faith tourism products and services, can be provided by a range of tourism subsectors (e.g., hospitality, travel agencies, visitor services), as well as the recreation, leisure, and sports industries. The destination's tourist sector collaborates to control the volume, value, and scope of religious tourism. As a result, religious tourism's potential will be enhanced. Rather than simply visiting the monuments, religious tourists are required to spend their time in meditation, sitting inside stone circles, or investigating the sacred locations. Spiritual leaders that understand the cultural and religious components are also needed to enhance travelers' spiritual experiences (Kartal, et al, 2015).

The accessibility does not influence the sense of the sacredness of the destinations, which is determined by the genius locus of the location depending on the individual characteristics. The sense of the position and the genius loci were determined to recognize moral and religious beliefs. In site creation, the sustainable development of a sacred destination, based on its relationship with local communities and their heritage identity, tends to be more relevant than its commonly understood availability. Religious and spiritual beliefs draw most tourists to such locations, and accessibility is not viewed as an obstacle to visiting the sites (Aulet & Duda, 2020).

The destination sustainability issues, residents are the most important topic, as residents are an essential element required to maintain a destination. For tourist attractions, many areas of the world are finding tourism benefits to sustain the livelihoods of people as conventional industries crumble (Budhiasa & Riana, 2019).

The image of a place from the perspective of its people, and how this, as well as citizens' place connection, influence attitudes toward tourism and subsequent reactions. Residents' attitudes toward tourism have a favorable impact on their pro-tourism intentions. Residents' attitudes toward tourism and place attachment are positively associated, whereas place attachment is also related to attitudes and pro-tourist behavioral intention. Furthermore, attitudes toward tourism affect the links between place image and place attachment, and pro-tourist behavioral intention. Finally, through place attachment, place image has an indirect influence on citizens' attitudes toward tourism and pro-tourist behavioral intentions. As a result, their viewpoint influences their interactions with visitors (Shen, et al, 2019). On the other hand, the negative sentiments toward visitors may be the result of exceeding the area's human size limit. Tourists' actions produce violence, litter, and traffic congestion, which have negative social and cultural effects on locals. Tourists are strangers to the inhabitants and only stay for a short period. Nevertheless, residents get used to their relationship with visitors with frequent and sporadic interactions with different targets. The citizens' pride is bolstered by the fact that a big number of people visit their location, indicating that their destination is superior. The destination's valuable natural environment and traditional culture are carefully protected due to the interest of the tourist (Szromek et. al., 2019).

RESEARCH METHODOLOGY

The researcher employed quantitative-descriptive research designed for a survey method. This design is the most appropriate since the study involves the description of the behavioral intention of residents to visit religious sites, and access to and use pilgrimage sites in the region. Moreover, the researcher utilized and adopted various questionnaires from previously conducted studies both local and foreign. The respondents of the study were 417 tourists who visited the religious sites in Cagayan Valley Region.

The instrument was adapted from Li and Borbon, (2021) and was modified to suit the present situation. The researcher also manages to conduct a pilot test to ensure the reliability of the instrument. Wherein the reliability test result for the Tourist Behavior and Intention obtained a Cronbach's alpha value of 0.959 which signifies that the questionnaire has an excellent internal consistency. Aside from pilot testing the researcher able to consult some experts to validate the adapted questionnaire.

The questionnaire was administered through an Online Google form survey. Some were distributed directly to the respondents since the researcher got a chance to interact with the tourists as he visited the actual place. Upon retrieval of the data, it was tabulated, interpreted, analyzed, and presented.

RESULTS

Table 1
Tourist Behaviour and Intention to Revisit the Religious Sites in Social Environment

Social Environment	WM	VI	Rank
1. The design and decoration of religious places are friendly.	4.61	SA	5
2. The ambiance of a religious place is sacred.	4.69	SA	1
3. The religious site is comfortable.	4.64	SA	2
4. The overall experience with the religious social environment is good.	4.62	SA	4
5. The social environment of the religious place is tolerable for tourists.	4.52	SA	6
6. At the religious sites, the tourists are enjoying the social environment.	4.64	SA	3
Composite Mean	4.62	SA	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 1 indicates the tourist behavior and intention to revisit the religious sites in the Cagayan Valley Region in a social environment with the composite mean of 4.62 as verbally interpreted as strongly agree. All indicators of social environment are highly agreed upon by the respondents. The respondents positively appreciate the ambiance of the religious place as sacred (4.69), comfortable and enjoyed the social environment (4.64), and overall good experience with the religious social environment (4.62). Meanwhile, some agreed that the design and decoration of the religious places are friendly (4.61) and tolerable (4.52).

Primarily the purpose of the visit of tourists to religious sites is to feel the solemnity and sacredness of the place. The intense emotion to connect with God is often relieved the feeling of many devoted religious groups. In this case, the religious places in the Cagayan Valley Region satisfied many visitors as they appreciate the prayer area or room. The place is quiet, the climate also contributes to the overall ambiance of the place. Other factors contribute to the sacredness of the religious sites since the old-fashioned or oldness of the place matters as well. In the religious tourism space and landscape, the sacred place is considered an important element where it functions as a spiritual sanctuary. It is broadly understood that the place helps people to meditate and make connection expressing their spiritual values (Aulet & Duda, 2020).

For the tourists, it is important that the locals in the destination are easy to along with, they feel safe and secure. That way, the locals can connect and help enhance the travel experience of the tourists. The respondents positively agreed that the locals of Cagayan are simple and peace-loving individuals. Local populations' views toward tourism growth can range from exhilaration, in which tourists are warmly welcomed, to apathy, annoyance, and possibly enmity, as anti-tourist sentiment grows among locals. Tourists upset the local inhabitants in a variety of ways, many of which are unintended. Many tourists are utterly oblivious to the harmful social consequences of their conduct. Through tourism-related professional training and the development of business and organizational skills, local people may increase their impact on tourist development while simultaneously improving their employment and earnings prospects (Jaafar, 2015). Citizens' impressions will impact their level of acceptance of tourism rules for their destination and, as a result, their preparedness to welcome the visitors that visit the area. Although it has a large impact, environmental impact ranks last in terms of proportional relevance for inhabitants' happiness. Throughout the year, it attracts tourists and holds a wide range of big events. Another restriction stems from the study's non-longitudinal character (Sanchez del Rio-Vazquez, 2019).

Table 2
Tourist Behaviour and Intention to Revisit the Religious Sites in Religious Sites Facilities

Religious Sites Facilities	WM	VI	Rank
1. It is convenient to find a religious place or prayer area.	4.65	SA	1
2. The religious site facilities are widely offered (parking spaces, resting areas, restrooms, etc.).	4.50	SA	4.5
3. Other religious facilities are offered (gardens, parks, grotto, etc.).	4.54	SA	3
4. Prayer rooms and altars are accessible.	4.57	SA	2
5. Access roads are well maintained.	4.50	SA	4.5
Composite Mean	4.55	SA	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 2 presents the tourist behavior and intention to revisit the religious sites in the Cagayan Valley Region in religious sites facilities with the composite mean of 4.55 as strongly agreed by the respondents. All items were strongly agreed by the respondents that these are available, accessible, and conveniently offered to the public. For instance, the religious place or the prayer area itself is easy to find (4.65), prayer rooms and altars are accessible (4.57) and other religious facilities are also offered to the public (4.54).

In the religious sites, respondents agreed that they have a good assessment of the religious places they visited. Visiting the station of the cross at Calvary Hills helps mountain peace and maintain solemnity while spiritually engaged. Though a lot of people would often visit it, especially in this season, the whole place is wide enough to be crowded. The Tuguegarao Cathedral or St. Peter's Cathedral which is also considered a historical destination in the Cagayan valley has a picturesque view of a Spanish-style church in the province. This Tuguegarao tourist spot's wide compound is a good spot for reflection or meditation. Therefore, every religious site in the region has a place where one can pray and feel solemnity. The sacred places are at one point where it bridges connections between tourism and religion. It attracts tourists to spend their time interpreting their religious aspirations and spiritual values. This serves as a venue between God and man to communicate (Aulet et al., 2020).

Similarly, it has the parking space, resting areas, restrooms, etc. are well visited; also, roads going to religious sites and facilities are maintained (4.50). Because of its distinctive features, visitors to Callao Cave in Tuguegarao City, Cagayan Valley, admire the stunning sights. The cave is divided into seven chambers and features beautiful limestone rock formations that resemble cathedral domes. A stone altar is lighted by a natural skylight in one of the rooms. This is a popular tourist destination. There's also a cave with millions of bats living in it. The holy and sacred properties collectively capture a wide spectrum of cultural and natural diversity, and each may uniquely represent the essence of a certain location (UNESCO, 2021).

Table 3
Tourist Behaviour and Intention to Revisit the Religious Sites in terms of Food & beverage

Food and beverage	WM	VI	Rank
1. Food outlets/restaurants are available on the site.	4.47	A	3.5
2. Food establishments are clean, safe, and hygienic.	4.50	SA	1
3. Food establishments are many to choose from.	4.49	A	2
4. The availability of local food cuisines and products attracted me to visit the religious site.	4.47	A	3.5
Composite Mean	4.49	A	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 3 refers to the tourist behavior and intention to revisit the religious sites in the Cagayan Valley Region in terms of food and beverage with the composite mean of 4.49 as verbally

agreed by the respondents. According to the respondents, they strongly agreed that food establishments are clean, safe, and hygienic (4.50) and there are many to choose from (4.49). Meanwhile, the availability of food outlets or restaurants on the site is observed and local food cuisines and products entice the respondents to visit the religious site (4.47). Food chains and restaurants are approximately within reach of the religious sites.

The respondents highly agreed that the food establishments near the religious sites are clean, well maintained, safe, and pleasant. The food hygiene procedures and practices in different food establishments should be improved to reduce foodborne illnesses related to poor hygiene practices. This can be obtained through improvements in practices during food preparation, storage, and cleaning practices, but also by education and training of food handlers directly involved in the preparation, processing, and service of meals in restaurants are crucial in the prevention of most types of foodborne illness (Djekic, 2014).

Furthermore, these food establishments offered local cuisine and locally produced products. The customers may experience the local dish "pancit batil patung", and "lumot", whereas the popular snacks as souvenirs to buy are the "chicharabao", carabao milk candy, "putoflan" and "pawa". These are few to find and experience local cuisines going around Cagayan Valley Region. The notion of a sacred location and the relationship may have with tourist development to offer spiritual sustainability. The authors sought to separate the factors that influence the tourist and religious (spiritual) appeal of many pilgrimage sites as religious tourism destinations, offering a model for studying the relationship between the two notions (Aulet et al., 2020). To prevent foodborne disease caused by inadequate hygiene practices, food hygiene processes and practices in various food outlets should be improved. This may be accomplished through improving food preparation, storage, and cleaning standards, as well as by educating and training food handlers directly involved in the preparation, processing, and service of meals in restaurants, which is critical in the prevention of most forms of foodborne disease (Djekic, 2014).

Table 4
Tourist Behaviour and Intention to Revisit the Religious Sites in terms of Service Quality

Service Quality	WM	VI	Rank
1. Tourist information desks are visible or accessible.	4.38	A	5
2. Tourist information centers are helpful.	4.46	A	3
3. Tourist desk information officers are friendly and knowledgeable.	4.51	SA	2
4. The staff in the religious site are friendly and can communicate well.	4.53	SA	1
5. Public transport was good and adequate.	4.45	A	4
Composite Mean	4.47	A	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 4 indicates the tourist behavior and intention to revisit the religious sites in the Cagayan Valley Region in terms of service quality with the composite mean of 4.47 verbally

interpreted as agreeing. The service quality refers to the friendly staff of the religious site (4.53); second, to the friendly and knowledgeable tourism desk information (4.51), then to the helpful tourist information center (4.46). Other services are good and adequate public transport (4.45) and the least services are the visibility or accessibility of the tourism information desk (4.38). In the area, a tourist information desk is present; however, they are stationed in a specific municipality not right down there at the religious site.

Based on the result, the respondents can say that the staff in the religious site are tourist-oriented, well-rounded, and interactive. The respondents have a good experience when dealing with staff. The staff is respectful, cheerful, and reliable. Satellite stations of tourist information desk could be of help to assist tourists and can be considered an essential element of every destination. When travelers arrive at a new place, they are typically overwhelmed by the amount of information and alternatives available. Maintaining a visitor information program that provides trustworthy materials about the destination may help the tourist information center foster a favorable traveler experience. By giving more information about the destination's services, tourist information centers may improve visitor experience, encourage them to stay longer, and spend more money.

Employees' role needs include the value-fit between religious identity and job-related concerns, which influence how they work (Héliot, 2019). Tourists are happy when they encounter pleasant locals and vice versa. The vacationers' whole journey becomes more important when they meet new individuals. New relationships provide a sense of security and care for a while, allowing you to create new memories away from home (Apritado & Borbon, 2021). As a result, the residents in the destination bring the trip experience to life.

Table 5
Tourist Behaviour and Intention to Revisit the Religious Sites in Locals' Behaviour

Locals' Behaviour	WM	VI	Rank
1. At the religious site, local staff interacts with the tourist.	4.49	A	3
2. The locals are respectful to others.	4.64	SA	1
3. In the religious site, the local staff is customer service oriented.	4.54	SA	2
Composite Mean	4.55	SA	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 5 is relevant to the tourist behavior and intention to revisit the religious sites in Cagayan Valley Region in terms of local 's behavior with the composite mean of 4.55 highly assessed as strongly agree. The respondents positively agreed that the locals are respectful (4.64); local staff of the religious sites are customer oriented (4.54) and can interact with the tourist (4.49).

The respondents observed that locals are respectful and friendly. It seems that being with tourists is not new to them. Since various religious sites are being visited by several tourists, they are used to it interacting with the respondents. Locals show respect when some respondents ask

for inquiries and information. They show a willingness to assist the tourists. Local communities have an important role in revitalizing and conserving the environment. The engagement of local communities in tourism operations benefits travelers as well because the local community is well-positioned to supply tourists with a variety of accommodations, information, transportation, and other facilities and services. Focusing on the community's perceptions of tourism's positive impacts encourages them to participate in tourism activities and heritage conservation programs, as well as support tourism development, whereas focusing on the community's perceptions of tourism's negative effects reduces their support for tourism development (Jaafar et al., 2015).

Some locals can speak "*Tagalog*" as it is widely used in the country. Communication is not an issue among the locals in dealing tourists' inquiries concerns and other relevant transactions where the tourists are engaged with. Some could speak English as well to foreign nationals. It was used as a medium of communication with local tourists as well. Community engagement enhances communities because it entails forming bonds between members of the community, and these bonds assist to foster feelings of belonging, trust, and trustworthiness. As a result, local governments commit to rising inhabitants' awareness, knowledge, and skills in the areas of tourist development and conservation. Such activities would make it easier for local folks to participate effectively (Jaafar et al., 2015).

Table 6
Religious site tourists revisit intentions

Religious site tourists revisit intentions	WM	VI	Rank
1. I am satisfied with the religious sites.	4.66	SA	3
2. I will recommend to my family & friends to visit the religious sites.	4.70	SA	2
3. I would like to visit other religious sites in Cagayan Valley Region.	4.77	SA	1
Composite Mean	4.71	SA	

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 6 clearly states that the religious site tourist's revisit intentions have a composite mean of 4.71 which means that the respondents strongly agreed with that. Based on the result, the respondents love to visit other religious sites in the Cagayan valley Region (4.77); they will recommend them to their family and friends (4.70) and they are satisfied visiting the religious sites of the Religion (4.66). Therefore, respondents strongly favored revisiting the region specifically the religious sites.

Based on the result of the study, most of the respondents visited the place to discover the religious sites and culture of the provinces in the region. Since Cagayan Valley Region is considered with many natural attractions alongside it the tourists are enticed to visit other places that include religious sites. In fact, in the tour itinerary it is included in the offered package. Visiting sacred spaces is becoming a growing trend in tourism as it is said to have the power to heal the body, enlighten the mind, and inspire the heart. Sacred places are becoming more popular

as tourist destinations because they are considered to have the potential to cure the body, educate the intellect, and inspire the heart. Others would say sacred places have been attracting travelers around the world based on the mysterious and extraordinary experiences people have had while visiting these sites which intensifies the eagerness to visit religious sites (Rybina et al., 2021).

Many among the respondents showed their intention to revisit the region to continue exploring other places within the destinations. Many of them appreciated the natural beauty of the places more so, of its culture and religious activities, old churches, and other relevant features. Such reasons aided them to decide to revisit the Region. Visitors who participate in this activity primarily for religious reasons are happier with their experience. The findings show that repeat visits have a direct link with the amount of tourist satisfaction recorded and that all types of customers are pleased with their visit to this religious tourism site (Canoves & Prat, 2016).

CONCLUSION

Respondents positively appreciate the ambiance of the religious place as sacred. Respondents strongly agreed that religious site facilities are available, accessible, and conveniently offered to the public. In addition, they also agreed that the food establishments near the religious sites are clean, well-maintained, safe, and pleasant. Based on the result, the respondents can say that the staff in the religious site are tourist-oriented, well-rounded, and interactive. Furthermore, the respondents observed that locals are respectful and friendly. Based on the result of the study, most of the respondents visited the place to discover the religious sites and culture of the provinces in the region.

LIMITATION AND RECOMMENDATION

Based on the results, it is recommended for the local government and Department of Tourism (DOT) to collaborate with the private sectors for tourism investments and capital attractions within the framework of cooperation as to be agreed upon for the development of road networks and transportation, tourism facilities and sponsor training for the local community to be employed in tourism services establishment (e.g., local tour guides, guest, or tourist relation officers, etc.) In addition, the local government, and the Department of Tourism (DOT) may remove visitor uncertainties to recover international leisure tourism. The future researcher may conduct a similar study using different variables such as the religious and cultural interest of tourists, government support and initiatives, and religious sites' destination image.

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The Role of Student Satisfaction between TAM and Intentions to Use English Online Dictionary : A Conceptual Review

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ABSTRACT

Objective: This study reviewed the mediating role of student satisfaction between perceived usefulness and perceived ease of use (the TAM model) and intentions to use an English online dictionary.

Method: The researcher modified the questionnaire items based on previous studies that were found to be valid because the reliability and validity of measuring instruments were assessed.

Result: This conceptual review confirmed the role of student satisfaction in mediating between perceived usefulness and perceived ease of use in the TAM model and intentions to use an English online dictionary in the theoretical model.

Conclusion: The perceived usefulness and ease of use of TAM in the conceptual review relate to student satisfaction. Student satisfaction relates to the likelihood of using an online dictionary. Student satisfaction is powerfully influenced by perceived usefulness, and perceived ease of use. Moreover, the TAM model may impact intentions to use an online dictionary by mediating the role of student satisfaction.

Recommendation & Implication: The researchers recommended that future research should be investigated the statistical analysis for mediating the role of student satisfaction between perceived usefulness and perceived ease of use (TAM model) and intentions to use an English online dictionary. It may be beneficial to schools or program directors to develop an appropriate strategy to improve student performance in English in the digital era, technological transformation, and beyond.

INTRODUCTION

The importance of vocabulary in language learning cannot be overstated. A large vocabulary is required for learning to read, speak, write, and listen. People with a limited vocabulary find it difficult to communicate and express themselves effectively, both orally and in writing. The greater one's vocabulary, the more freely one can speak, write, read, and listen. Without grammar, little can be communicated, and nothing can be communicated. It means that good grammar is useless if a person does not have a large vocabulary (Rohmatillah, 2014). It is widely accepted in the field of second or foreign language learning that vocabulary is an important component of the four language skills. Because it supports the four skills of speaking, listening, reading, and writing, vocabulary is an important language element for second language (ESL) or foreign language (EFL) learners. In Asian countries, vocabulary appears to be undervalued. In many classrooms, vocabulary instruction is largely incidental. To put it another way, language teachers may incorporate vocabulary learning into other language learning tasks such as story listening, word meaning through context, and information gap activities. As a result, students gain word knowledge in small increments (Boonkongsaen, 2013). In short, learning vocabulary is a gradual and developmental process that begins with learning a foreign language (Fageeh, 2014). In general, students use dictionaries to learn what words mean and how to use them to understand and communicate in English (McAlpine & Myles, 2003).

The current educational trend is to incorporate technology into the learning process. More researchers will investigate the issue of technology-integrated education as more teachers use information technology to aid instruction. Davis proposed the Technology Acceptance Model (TAM) in 1986, arguing that the ease of use and usefulness of a technology influences users' intent to use it (Liu et al., 2010). Behavioral intention is a person's conscious plans or the likelihood that a person will engage in or refrain from engaging in a specific behavior (Siripipatthanakul et al., 2022). Using the TAM model, researchers can predict users' willingness to accept technology based on their perceptions (Liu et al., 2010). It is critical to investigate an individual's intention to use an English online dictionary (Wei & Satchabut, 2018). Therefore, this study reviewed the mediating role of student satisfaction between perceived usefulness and perceived ease of use in the TAM model and intention to use an English online dictionary.

LITERATURE REVIEW

Intentions to Use English Online Dictionary

Vocabulary is an essential component of learning a foreign language because communication is impossible without a diverse vocabulary (Rohmatillah, 2014). Students learning English as a second language (ESL) must consult dictionaries to gather the information that will help them communicate more effectively in the target language both inside and outside of the classroom. As a result, whether used electronically, online or in print, the dictionary's role is to help learners expand their vocabulary and become more aware of common grammatical errors (McAlpine & Myles, 2003). Dictionaries are now widely available in both paper and electronic formats.

Electronic dictionaries can be found online or as apps for portable devices and smartphones, and they can be used effectively to help learners of a second or foreign language with reading comprehension and vocabulary acquisition (Fageeh, 2014). Furthermore, the World Wide Web (www) is based on the concept of hypertext, which connects texts, documents, and media to form an interconnected network. Online dictionaries, like most other sites, hyperlink, interlink, embed and integrate, and a careful user of online dictionaries will quickly notice that a lot of the same content appears on a variety of dictionary sites (Lew, 2010). The use of electronic dictionaries in foreign language learning settings has been shown to improve reading comprehension and vocabulary, often outperforming paper dictionaries (Fageeh, 2014). Several factors influence an individual's intention to use an English online dictionary. User satisfaction influences the user's intention to continue using an English online dictionary (Wei & Satchabut, 2018). An individual's intention to use a dictionary is heavily influenced by his or her attitude (Issa & Jamil, 2011). Therefore, an individual's intention to use an English online dictionary is a vital topic to study. This study aims to review the mediating role of student satisfaction between perceived usefulness, perceived ease, and intention to use an English online dictionary.

Perceived Usefulness and Perceived Ease of Use in the TAM Model

The Technology Acceptance Model (TAM) is a theoretical model presented by Davis to explain personal acceptance information systems based on improving rational behavior theory. TAM believes that system use is determined by behavioral intention. Behavioral intention is determined by attitude and perceived usefulness. Attitude is determined by perceived usefulness and ease of use, and perceived usefulness is determined by perceived ease of use and external variables. Perceived usefulness and ease of use are important factors in determining a user's behavioral intention, and both have a positive influence on behavioral intention (Shao, 2020). Perceived usefulness is the degree to which a person believes that using a particular system will increase or improve his or her performance. Previous research has found that perceived usefulness is a strong and direct predictor of information system use (Tella et al., 2021). Perceived ease of use is the degree to which a person believes that using a particular system would be free of effort. It refers to the user's perception about the usage of services in that the services used must be easy in their utilization (Junnonyang, 2021). In this study, perceived usefulness is a level to which a

student believes that using an English online dictionary will increase his or her academic performance. Perceived ease of use is the degree to which a student believes that using an English online dictionary would be free of effort.

Tawafak et al. (2018) confirmed a significant relationship between perceived usefulness and perceived ease of use of the TAM model and student satisfaction. Shao (2020) also discovered that perceived usefulness and perceived ease of use have significant positive effects on perceived satisfaction with online learning. Furthermore, Rajeh et al. (2021) found that perceived usefulness influences student satisfaction. Junnonyang (2021) revealed that perceived ease of use influences mobile government (m-Government) users' satisfaction.

Student Satisfaction

Satisfaction was defined as the feelings of disappointment or pleasure that a person feels after comparing the perceived outcome or performance of a product or service to their expectations (Limna & Kraiwanit, 2022; Sitthipon et al., 2022). Student satisfaction was defined as students' evaluations of the services provided by universities and colleges, which included, among other things, the quality of teaching and academic services, support facilities, physical infrastructure, and social climate. A student's overall positive assessment of their learning experience is referred to as learning satisfaction. Only after learning can satisfaction be measured. Furthermore, student satisfaction occurs when performance exceeds the students' expectations (Limna et al., 2022). In short, student satisfaction refers to a student's positive subjective assessments of various educational outcomes and experiences (Limna et al., 2021). In this study, student satisfaction refers to a student's feelings of disappointment or pleasure regarding perceived usefulness, perceived ease of use, and intent to use an English online dictionary.

Tawafak et al. (2018) revealed that there was a significant relationship between student satisfaction and continued intention to use the university communication model. Rajeh et al. (2021) also confirmed a significant relationship between student satisfaction and continued intention toward e-Learning. Furthermore, Shao (2020) concluded that the behavioural intention of online learning mediates perceived usefulness, ease of use, attitude, and satisfaction. Lee (2011) summarised that students' learning satisfaction has a complete mediating effect. Mansori et al. (2014) found a link between student satisfaction and the intention to continue a relationship with an institution.

Conceptual Framework
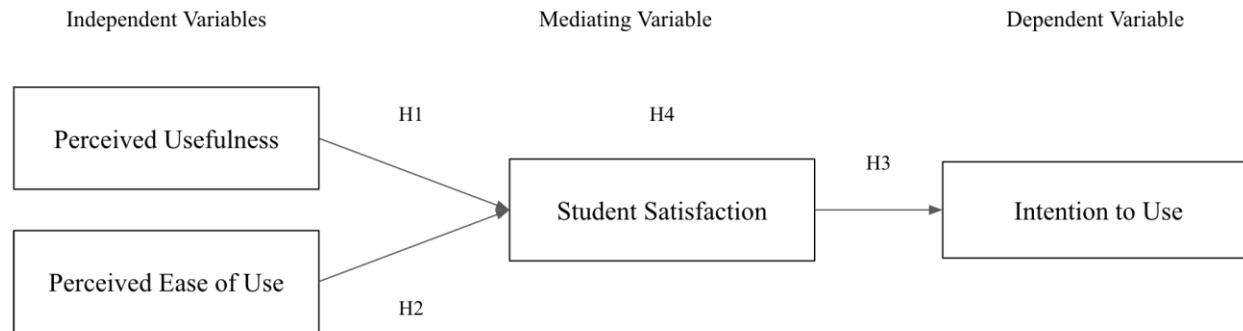
Figure 1. Conceptual Framework

According to Figure 1, the hypotheses were proposed as follows.

> *H1: Perceived usefulness significantly influences student satisfaction.*
> *H2: Perceived ease of use significantly influences student satisfaction.*
> *H3: Student satisfaction significantly influences intentions to use an English online dictionary.*
> *H4: Student satisfaction is a significant mediator between perceived usefulness, perceived ease of use, and intentions to use an online dictionary.*

RESEARCH METHODOLOGY

The questionnaire items were developed by the researcher based on previous research that was found to be valid. Measuring instruments were evaluated in terms of reliability and validity. The original questions and modified survey items are based on the study of Limna et al. (2022). The modified questions are shown as follows.

Perceived Usefulness, based on Limna et al. (2022)

Original Questions	Modified Questions
● Using the Netflix English Subtitle Version improves my English skills.	● Using an English online dictionary improves my English vocabulary skills.
● Using the Netflix English Subtitle Version enhances my English learning	● Using an English online dictionary enhances my English vocabulary

motivation.   learning motivation.

- Using Smart Education Technology is helpful in my study and daily life.
- Using an English online dictionary is helpful in my study and daily life.

Perceived Ease of Use, based on Limna et al. (2022)

Original Questions	Modified Questions
• Using the Netflix English Subtitle Version is easy for me to use.	• An English online dictionary is easy for me to use.
• The Netflix English Subtitle Version makes it easy for me to become English skilful.	• An English online dictionary makes it easy for me to become skillful in vocabulary.
• Netflix English Subtitle Version is clear and understandable.	• An English online dictionary is clear and understandable.

Student Satisfaction, based on Limna et al. (2022)

Original Questions	Modified Questions
• I am satisfied that using Netflix's English Subtitle Version could improve my English proficiency.	• I am satisfied that using an English online dictionary could improve my English learning proficiency.
• Netflix English Subtitle Version is better than I expected.	• An English online dictionary is better than I expected.
• Using Netflix English Subtitle Version is a good decision to learn English.	• Using an English online dictionary is a good decision to learn English vocabulary.
• I enjoy spending more time using Netflix English subtitles.	• I enjoy spending time using an English online dictionary

Intention to Use an English Online Dictionary, based on Limna et al. (2022)

Original Questions	Modified Questions
● I plan to use Netflix English Subtitle Version every month.	● I plan to use an English online dictionary when I want to learn a new vocabulary.
● I would use Netflix English Subtitle Version to improve my English.	● I would use an English online dictionary to improve my English vocabulary skill.
● I intend to continue using Netflix English Subtitle Version in my English learning (reading & listening).	● I intend to continue using an English online dictionary.

RESULTS

This conceptual review confirmed the mediator role of student satisfaction between perceived usefulness and perceived ease of use of the Technology Acceptance Model (TAM model) and intentions to use an English online dictionary in the theoretical model. According to the literature review findings, previous studies in the education sector have supported all hypotheses. Perceived usefulness and perceived ease of use in the TAM model related to student satisfaction. Student satisfaction influences intentions to use an online dictionary. Student satisfaction is a mediator between perceived usefulness, perceived ease of use, and intentions to use an online dictionary.

CONCLUSION

This conceptual analysis confirmed the mediator role of student satisfaction in the theoretical model between perceived usefulness and perceived ease of use in the TAM model and intentions to use an English online dictionary. The perceived usefulness and ease of use of the TAM model in the conceptual review relate to student satisfaction. The relationship between student satisfaction and the likelihood of using an online dictionary's perceived usefulness and perceived usability has a substantial relation to student satisfaction. In addition, the TAM model may influence students' intentions to use an online dictionary by mediating the effect on student satisfaction.

LIMITATION AND RECOMMENDATION

The researchers recommended that future research statistically investigate the mediating role of student satisfaction between perceived usefulness and perceived ease of use of TAM and

an intention to use an English online dictionary should be considered. Also, a qualitative approach, such as interviews, could also provide a clear picture of insight results

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Business Expansion
: A Case Study of Shopee Company in Thailand

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ABSTRACT

Objective: This paper aims to conduct qualitative research (documentary method) to explain the business expansion of Shopee Company in Thailand.

Method: This article contains a systematic literature review. In addition, books and scholarly articles from EBSCO, Google Scholar, Scopus, Web of Science, and ScienceDirect were consulted for the literature and data. Included were studies that were published in English and peer-reviewed. The researcher evaluated search results, extracted data, and assessed the quality of the studies to summarise and report the findings.

Result: This case study used qualitative research using the documentary method and purposive sampling that focuses on the global business expansion of the Shopee multinational company. In addition, the study aims to Identify the impact of the economic crisis, value proposition, risk management, local & global strategies, and the challenges of the worldwide business expansion of Shopee.

Conclusion: Shopee has implemented several superior marketing tactics to promote sellers, including social network and viral marketing, Shopee's marketing mix, search engine optimization, referral programms, Shopee's in-house marketing strategy, and Shopee's marketing strategy. All of the plans are designed to meet the needs of current buyers and sellers, bring in new customers and business partners, build a Shopee community on the company's platform, and grow the size of the Shopee community.

Recommendation & Implication: Qualitative research, such as interviews, or quantitative analysis, such as online questionnaires, may be conducted to provide additional explanations and definitive results.

Keywords: *Business, Expansion, Strategies, Case Study, Qualitative Research*

INTRODUCTION

Nowadays, the digital age of online shopping websites has influenced our society. It has grown in the marketing and advertising industry because it can easily reach people in this era. Advertising companies and various organizations also sell products via online applications. Moreover, we used mobile phones all the time which are high technology are a part of our lifestyle and change our lifestyle a lot. This impact people who are interested in and consume the product and the E-marketplace more and more.

Shopee is the leading e-commerce platform in Taiwan and Southeast Asia, which is a platform customized for the region, providing buyers and sellers with an easy, secure, and fast online shopping experience and strong payment and logistical support. Moreover, with many product categories, Shopee always aims to improve its platform and become the region's e-commerce destination of choice. In addition, Shopee is a platform designed with the combination of features from an online marketplace, a payment system, and logistic support. Then, the online buying/selling of products becomes convenient, safe, and uncomplicated. Shopee is, therefore, a trendy e-marketplace platform (Kawpong, 2021).

In Thailand, Shopee is growing very fast. Its operation started in December 2015, it has more than 23 million downloaders, over 800,000 online shops, and more than 1,000 leading brands that can estimate the number of online shoppers to reach 13.9 million in 2021, and the spending on online shopping will add from 8,000 baht to 12,700 baht per person. In fact, the number of online shoppers will increase due to the increasing use of smartphones by 37% of the total population. Moreover, the number of mobile phone users who use internet connectivity will increase to 27 million. In addition, the number of internet users in Thailand will rise to 41 million people, and Thailand currently has the world's top social media users, including Facebook and Instagram. It has also been found that 67% of online shoppers access shopping via mobile phones, followed by 22% who do online shopping through PC and mobile phones (Terence, 2018).

Shopee can away from other competitors' speed, safety, and less expensive products such as buyers can directly contact sellers through messaging in chat to ask for product details. And for safety, the transaction through a reliable application where Shopee acts as an intermediary can be helpful when problems arise. That is, buyers can directly inquire about Shopee or ask Shopee to be a dispute mediator. In terms of price, Shopee provides discount codes, and sellers can also offer discount codes. Based on these reasons, Shopee has become a trendy platform for online shopping and draws both buyers and sellers to use this application.

RESEARCH OBJECTIVE

Global businesses' opportunities are expanding regarding rapidly emerging product markets, the increasing impact of digitalization, and the worldwide talent competition. In addition, Businesses look to resume global expansion plans following years of pandemic disruption. The

world expo 2022 explored the expansion plans of 100 global businesses, finding that 97 percent were planning to expand into new markets by 2023, and 40 percent of those expanding believe their investments will become profitable within a year (Facility Management Journal, 2022).

In addition, studying the business model, the leadership, and managerial challenges aspiring global companies encounter. (Kerr, 2016) Hence, this study aims to Identify the impact of the economic crisis, value proposition, risk management, local & global strategies, and the challenges of global business expansion of Shopee Multination Company.

Overview of the company

Shopee is a worldwide technology firm headquartered in Singapore that specializes mostly in e-commerce. Sea Ltd founded Shopee in Singapore in 2015 and has since expanded internationally. Shopee is the most popular e-commerce site in Taiwan and Southeast Asia. It offers a customized platform for the area and offers clients a simple, safe, and quick online buying experience thanks to its robust payment and fulfillment capabilities. We think shopping online should be simple, pleasurable, and accessible. This is the outcome Shopee hopes to achieve on the platform every day.

With 343 million monthly visits as of 2021, it is regarded as Southeast Asia's largest e-commerce platform. In addition, the company offers online shopping and selling services to buyers and sellers in numerous European and American nations.

Company Information, Background, and Strategy

Vision, Business Objective, and Core Value

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform that was introduced in 2015 and is specialized for the area, giving clients a simple, safe, and quick online shopping experience through robust payment and fulfillment support. We think it should be simple, pleasurable, and accessible to shop online. This is the goal Shopee strives to accomplish every day on the platform.

> *Company's purpose*: We believe in the transformative power of technology and want to change the world for the better by providing a platform to connect buyers and sellers within one community.

> *Company's Position*: To Internet users across the region, Shopee offers a one-stop online shopping experience that provides a wide selection of products, a social community for exploration, and seamless fulfillment services.

Company's personality: To define who we are - how we talk, behave, or react to any given situation - in essence, we are Simple, Happy, and Together. These key attributes are visible at every step of the Shopee journey.

Company's Value: Serve, Adapt, Run, Commit and Stay Humble

The company serves

- Customers are always right
- Exceed customer expectations, deliver above and beyond

The company adopts

- Anticipate changes and plan ahead
- Accept unanticipated changes and make things happen

Company's run

- Self-driven to deliver, don't need anyone to push
- Always have a sense of urgency to get things done

Company's commit

- Be reliable, do what we say we will do
- Uphold high standards; don't take shortcuts, even when no one is watching
- Act like an owner; proactively find ways to make our organization better

Company stays humble

- The company is always the underdog and seeks to learn from the market and competitors
- Accept that we are not perfect and will never be
- Work hard first, celebrate, and enjoy later

History and Key success

- In 2015, Shopee was launched in 7 markets across the region, which are Singapore, Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines.
- In December 2015, Shopee University held its first session in Taiwan. Today, around 70k sellers across all markets have benefited from these sessions.
- In June 2017, Shopee Mall was launched in Taiwan. We now have more than 11,000 sellers in our seven markets.
- In 2018, our Gross Merchandise Value (GMV) hit US$10 billion with over 600 million transactions on the platform.
- In May 2018, we launched our first Super Brand Day in Indonesia with P&G as our partner. Since then, we have organized 70 Super Brand Days around the region.

- In 2018, we announced BLACKPINK as our regional brand ambassador ahead of Shopee 12.12 Birthday Sale.
- In 2019, we unveiled Cristiano Ronaldo as our brand ambassador ahead of Shopee 9.9 Super Shopping Day.
- In December 2019, Shopee sold 80 million items on a single day at the Shopee 12.12 Birthday Sale.
- In 2019, we had 500 million total views on Shopee Live and over 1 billion plays of Shopee's in-app games.
- The company marked its entry into Latin America in 2019 when it launched a localized site in Brazil. Then, in 2021, it built new operations in Mexico, Chile, and Colombia.
- In September 2021, it introduced a marketplace in Poland, followed by launches in Spain and France in the next two months.
- Shopee launched in India in November 2021

Financial Analysis

Gross orders reached 1.9 billion, up 71.3% from the previous year. GMV increased by 38.7% year over year to US$17.4 billion. Then, the Gross profit margin for e-commerce improved year-on-year as we have seen faster transaction-based fees and advertising income growth, which have higher profit margins than the revenue generated from other value-added services. Hence, the gross margin of revenue generated from other value-added services improved quarter-on-quarter.
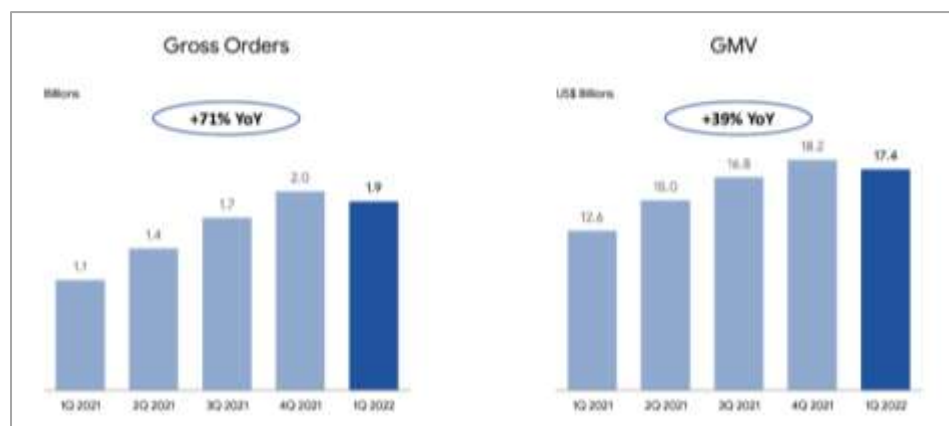

Figure 1: First Quarter 2022 Results of Shopee (Sea Limited, 2022)

- Shopee maintained its top spot in the Shopping category by average monthly active users and overall time spent in-app for the first quarter of 2022 in Southeast Asia and Taiwan, respectively.

- Gross orders increased by almost 77% year over year in Indonesia, where Shopee is the largest e-commerce platform. For the first quarter of 2022, Shopee also retained its top spot in the Shopping category based on average monthly active users and total time spent in-app.
- For the first quarter of 2022, Shopee Brazil maintained its position as the top Shopping app in terms of downloads, time spent in-app, and average monthly active users
- In March and April 2022, Shopee Brazil was also ranked first in the Shopping category by monthly active users.

Shopee's Strategies

Shopee's Marketing strategies are one of the essential factors contributing to the company's current and future success. The crucial attitude of Shopee is customer experience while interacting on the company's platform (EcomEye, 2019). That is why all the marketing strategies of Shopee are taking customers as the central objective. The marketing strategies of Shopee aim to attract new customers, increase the company's brand, and extend the scale and sphere of influence.

SWOT Analysis

Strengths	Weaknesses
- Strong market position - A solid foundation. - Reliable ECommerce platform. - Sense of security - Successful and efficient marketing strategies - Sustainable development	- Fraud - Overload in the "hot" time - Lack of responsiveness
Opportunities	Threads
- Global business expansion - Growing Market - Launch more products - Increasing the brand value	- Security - Competitors - Negative feedbacks - Government regulations

Figure 2: SWOT Analysis (www.coursehero.com)

Strengths: The company's strengths are all the internal competencies and advantages compared to competitors in the same market. Firstly, Shopee is a business that has a strong market position not only in Thailand but also in Southeast Asia. In 2019, Shopee took the lead in various companies in the same market, including Lazada, Tokopedia, Bukalapak, Aliexpress, Sendo, and

Tiki. They conducted to rank the top ECommerce mobile shopping apps and websites. Shopee was always holding the first position. These boards are apps with the highest monthly active users, apps with the highest number of total downloads, and websites with the most visits. The figure below shows the top five E-Commerce platforms in Southeast Asia in 2019.

Figure 3: The top five E-Commerce Platforms in Southeast Asia (EcomEye, 2019)

In addition, Shopee Guarantee is a noteworthy attribute that gives consumers peace of mind about their purchases by protecting them against dealers and counterfeit or faulty goods. Shopee Guarantee operates by withholding payment from a supplier until the buyer agrees that the order has arrived in good condition. If the item proves unsuitable, the customer may return it using the Shopee app.

As a solid foundation from the mother company in Singapore, Sea corporation, and the company's co-founder was ranked in the top ten leaders transforming retail in Asia, which means having many experiences (EcomEye 2019.) Shopee possesses a valuable base compared to other competitors and is the most reliable E-Commerce platform for shopping. According to the author's research survey, the number of people who use the Shopee app for online shopping makes up 85%. It is an overwhelming number in comparison with other competitors.

Weaknesses: Through the development of Shopee, two deficiencies may impact the brand of the company and the satisfaction of Shopee's customers. The first disadvantage is fraud. Fraud is an existing situation that appeared through the development of Shopee. There is no way to solve it entirely, but Shopee is trying its best to limit, restrict and eliminate any frauds or scrams through the process of using Shopee. And intending to solve the frauds and scrams problem, Shopee formed a security function called Shopee Guarantee. Whatever product has the Shopee Guarantee symbol is protected and ensured by Shopee. The reliability of those products and sellers will be much

higher. Shopee Guarantee is the function that helps and mediates the process of buying and selling through the mobile application. It also ensures the platform's users have the best mobile commerce experience and protects the money and faith of buyers and sellers (Milo 2016.) Shopee Guarantee is a tool to reduce frauds and scams as much as possible. However, this situation cannot solve quickly and thoroughly. It is still a weakness that Shopee should notice. The second weak point of Shopee is the overloaded situation of Shopee's application in "hot" times. For example, every significant event has many discount codes and customer benefits. The Shopee application is often overloaded at the time the regulations are provided. It brings an uncomfortable feeling to Shopee's customers.

Opportunities: The first opportunity for Shopee is extending the business scale while developing the business. It can increase the company's margin. Secondly, as many brands are unavailable in one place, global business expansion becomes an opportunity for shops to sell brands of goods in other cities. Next, Shopee will have the opportunity to launch more products under Shopee's brand rather than be a third party for other companies. And by putting a strict and suitable policy on the partners, Shopee can increase the quality of the online shopping process and satisfy the customers. Then the brand value of Shopee will be enhanced.

Threads: Shopee is confronting and will deal with security, competitors, and negative feedback in the future. Security is always the most significant problem that companies must consider with any technology company. That is also the first-rate problem of Shopee. Until now, with the solid and qualified technical team, the strict security policies, and the Shopee Guarantee function, the security issue of Shopee is still ensured. Competitive companies are always a significant thread of Shopee. Besides the domestic competitors such as Sendo, Photo, etc. Shopee is dealing with two strong competitors with colossal support and investment from external corporations from China, Lazada and Tiki. These two companies hold second and third positions on the ranking board of the top ECommerce companies in Vietnam. They are the two redoubtable opponents that Shopee should notice mostly. The final thread that Shopee must be concerned about is customers' negative feedback. After every transaction, Shopee will ask for feedback from customers. Almost all feedbacks are positive. However, some existing negative input and the low rating will directly impact the brand image of Shopee in front of new customers. The brand value will also be affected negatively. These are all the threads that Shopee should notice to protect the position, customers, and the company's brand value.
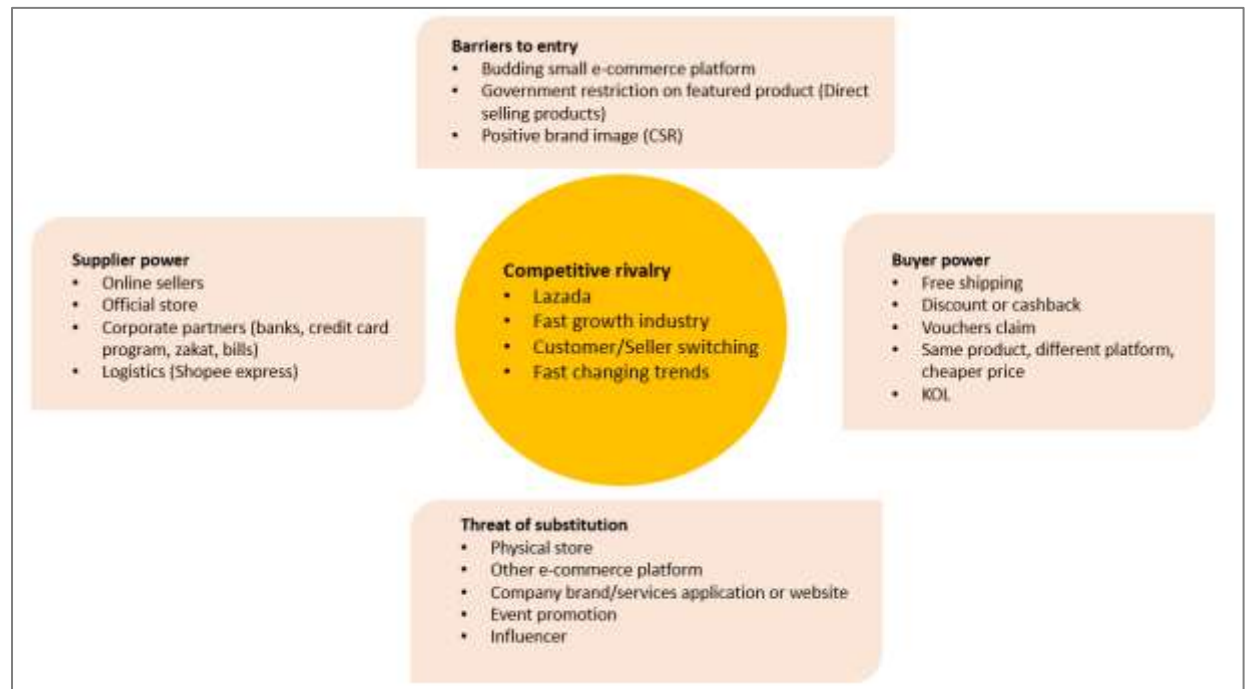
Porter's five forces Analysis

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Figure 4: Five forces Analysis (University Technology Malaysia, 2021)

Global business expansion

With 343 million monthly visitors, Shopee is currently Southeast Asia's largest e-commerce platform. With Shopee's global expansion, we are left wondering if it will be able to reproduce its business model in other countries and overtake Amazon and Alibaba.

There are several significant parallels between Latin America and Southeast Asia. Emerging economies can be found in both regions, including Argentina, Brazil, Brazil, Vietnam, and Indonesia. Their populations are still relatively young, and many people use the mobile Internet. With more than 212 million citizens, Latin America's largest economy is Brazil. Between 2017 and 2021, this is where about half of Latin America's tech investments were made. Over the past few years, the Brazilian e-commerce market has been expanding steadily. Its anticipated 2019 value of USD 22.8 billion is projected to increase with a CAGR of 9.3% through 2023. Mercado Libre, which was founded in Argentina in 1999, has been replaced by Shopee, which has been running in Brazil for two years and is now the top shopping app in 2021 based on downloads and the number of time users spend on the platform. (Morgan, 2022). Additionally, Shopee is the top shopping app in Poland and Spain, competing with regional sites like OLX and German retailer Lidl Plus and local competitors like Allegro. Since several multinational corporations, including Amazon and AliExpress, already have a significant presence in France, it is the most saturated market in Europe. Shopee is now France's eighth-most used mobile shopping app.

Shopee has generally followed a consistent approach while expanding into new markets. To establish themselves at the low end of the e-commerce market, they typically start with long-tail categories and low-ticket items, including electronics accessories. Before bringing on local vendors, the goal is to build a user base to transition users to higher-end products and eventually establish a mainstream platform. Due to the sufficient cultural and economic parallels between the needs, this framework has been successful for Shopee in Southeast Asia. But since India and Europe are very different from Shopee's native country, the company may not be able to implement the same strategy elsewhere. Shopee ought to be acting appropriately. Latin America and India are the natural choices for Shopee because of their immense potential. Europe's Shopee is also pushing in the proper order: Poland first, then Spain, and France last because it is the most challenging market in the region (Wang, 2022).

Figure 5: Momentum Works (World Bank, 2019)

The actions Shopee has taken in Southeast Asia show that it is not afraid to spend a lot of money to become well-known. The e-commerce company, Sea Group, raised USD 6 billion in 2021, so it's probable that it will keep investing substantially to support its expansion in new markets—without worrying too much about turning a profit shortly. Further, a successful multinational business cannot simply replicate its existing model in new markets. Deep localization, managing local teams, and attracting good local talent are the key to success (Wang, 2022).

Localization (Specific in Thailand)

Shopee is a company that came from Singapore. Therefore, at the very beginning of penetrating Thailand's E-Commerce market, Shopee investigated the characteristics of Thailand's E-Commerce market, the existing competitors, and the shopping habit of Thai people. It was then building suitable strategies to approach the consumer and market. With the multi-localization approach, Shopee can reach domestic consumers in Thailand's market. Furthermore, Shopee develops the application platform, the service, and the marketing strategies that adapt and are suitable for the characteristics of consumers with different needs. Shopee catches the trend of Thailand's youth generation by focusing on developing a platform for the le phone.
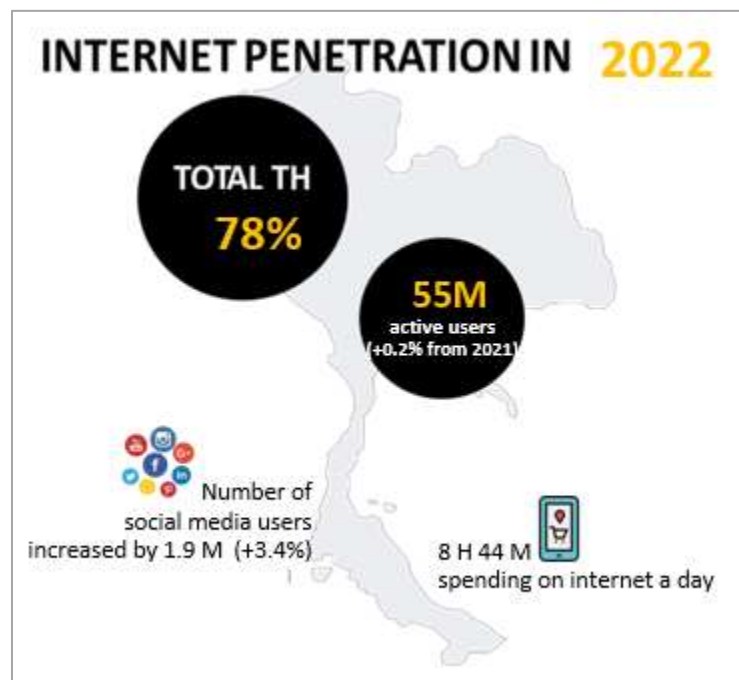
Figure 6: Digital Penetration in Thailand (Data Reportal, 2022)

Using celebrity and influencer brands is also one of the localization strategies of Shopee. Shopee knows that celebrities and KOLs in Thailand have a strong influence channel. Therefore, Shopee tends to use the influence of stars and KOLs to boost and familiarize customers with the company's brand. Besides, Shopee uses Unique Selling Point (USP) in Thailand's E-Commerce marketing to gain customers' attention to Shopee's brand. Shopee successfully developed the Unique Selling Point and created curiosity in its brand. Through the USP strategy, Shopee

successfully induces many potential customers to become loyal customers of Shopee by visiting Shopee's application.

Figure 7: Monthly Active Users in Thailand (iPrice, 2021)

App	Downloads 2021
Shopee	203 million
Shein	190 million
Meesho	153 million
Amazon	148 million
Flipkart	93 million
AliExpress	84 million
Wish	72 million
Pinduoduo	67 million
Lazada	67 million
Alibaba	62 million

Figure 8: Popular downloading Apps in Southeast Asia (Apptopia, 2021)

As the leading e-commerce platform, Shopee is committed to supporting these sellers and businesses in Thailand. The 'Shopee International Platform launch aims to provide local

businesses with more opportunities in the fast-changing digital world. In addition, they would be in partnership with the Department of International Trade Promotion (DITP) and the Ministry of Commerce that offer Thai small and medium-sized enterprises to showcase their quality products to regional consumers conveniently, without additional fees as a particular program putting into practice its commitment to help Thai businesses. And it can take advantage of the borderless digital economy to develop and grow. Moreover, SIP helps Thai sellers and SMEs sell their products to consumers in other countries. Good support from Shopee, from help managing stores and setting up shops in other countries, enables them to expand their businesses (Siwagorn, 2022).

Findings

Shopee increased its market share by introducing products in several nations, including the Philippines, Indonesia, Thailand, Malaysia, Taiwan, and Vietnam. Shopee was recognized as the Southeast Asian e-commerce website with the highest traffic volume. (Mela & Nuri, 2021). Despite being the latecomer in the eCommerce game, Shopee has evolved significantly over the last few years and successfully replaced the biggest competitor – Lazada, to become the dominant leader of e-commerce in the whole SEA region. Why is Shopee successful? It might mention the strategy of focusing on the local market, localizing, and customizing the app to each specific market. Furthermore, constantly updated technology, as well as entertainment feature in conjunction with the parent company's financial support, has enabled Shopee to step up in the e-commerce game and take the lead.

In addition, two significant factors explain why Shopee is successful in the SEA region and eventually replaces the leading position of fellow competitors. Shopee is proud to be a customer-oriented company with a strong philosophy of customer first. Shopee has successfully provided retailers and customers with a customized online shopping experience, creating a proficient and friendly buying and selling environment. Furthermore, one of the competitive advantages of Shopee is the customization in each market. In each market, Shopee operates unique features in culture, language, and marketing strategy, which enable the company to leverage data science to grow sustainably.

In Thailand, the E-Commerce market is a very high penetration rate. Shopee investigated the market characteristics, the existing competitors, and the shopping habit of Thai people. It then built suitable strategies to approach the consumer and market with the multi-localization approach to reach domestic consumers in Thailand's market. Furthermore, celebrity and influencer brands such as KOL is a powerful influence channel to boost and familiarize customers with the company's brand. In addition, Shopee successfully developed the Unique Selling Point and gained the customer's attention to Shopee's brand, which induces many potential customers to become loyal customers of Shopee by visiting Shopee's application. One crucial driver, Shopee develops the application platform, the service, and the marketing strategies that adapt and are suitable for the characteristics of consumers in different markets. Shopee catches the trend of Thailand's youth generation by focusing on developing a platform for mobile phones.

Many articles support that Shopee applies various foreign strategies, one of which is public relations marketing as a strategy for business development. Public relations marketing is a tactic for informing the public, offering education, boosting trust and confidence, and winning their pity and support. (John Wiley & Sons, Inc. Hermawan, 2012). To achieve this goal, public relations marketing strategies (Three Ways Strategy) can be used: push, pull, and pass (Ruslan, 2010). Combining marketing, PR, and advertising can help you achieve more of the desired outcomes, and it's also excellent for raising brand awareness and knowledge among consumers.

Lastly, Shopee operates under the parent company Sea group, and receives tremendous support from Shopee's sister company – Garena. This gaming company is said to generate significant revenue to subside Shopee. The asset-light strategy of the marketplace helps him avoid the risk of managing inventory; that's why Shopee is thriving, unlike Lazada, which has 30+ warehouses across South-East Asia. Its command over the market is evidenced in its growth and the kind of markets it has been able to scale in successfully.

Discussion

This study mainly explored global business expansion and identified the impact of the economic crisis, value proposition, risk management, local & global strategies, and the challenges of global business expansion. Businesses look to resume global expansion plans following years of pandemic disruption. The world expo 2022 explored the expansion plans of 100 global businesses, finding that 97 percent were planning to expand into new markets by 2023, and 40 percent of those expanding believe their investments will become profitable within a year (Facility Management Journal, 2022). Moreover, globalization has become a catchword for several political, sociological, environmental, and economic trends that are supposed to present challenges worldwide. This means the increasing interdependence of markets and production in different countries through trade in goods and services, cross-border flows of capital, and exchanges of technology (Pankaj, 2019).

Several studies analyzing the international expansion of multinational business groups found that the global diversification variable measured by FDI has a positive relationship and significance with performance and that capital structure has a negative effect (Gaur, 2010). Studies have also been developed where the level of internationalization was analyzed, using the theory of resources and capabilities, including variables that affect the internationalization of business groups, which are resources of experience and diversification (Kumar, Gaur, & Pattnaik, 2012). At the same time, in a comparative study where independent companies as subsidiaries of business groups were examined, it was found that international diversification is an essential factor influencing performance.

In addition, technology's role is now very influential in the economic world and its business, especially in sales (Khasanah et al., 2020). The number of people who use the Internet will open great business opportunities as well (Ahmad & Nurhidaya, 2020). Moreover, social media is a combination of sociology and technology to create opportunities for people to connect online both personally and in terms of business (Harahap & Adeni, 2020). E-commerce is now quickly expanding, influencing many industries, and transforming the business models of firms

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(Esmaeilpour, Hoseini, & Jafarpour, 2016). Currently, many e-commerce sites or online buying and selling sites exist and certainly have their advantages and disadvantages (Prastiwi & Fitria, 2021). Hence, consumers can conduct research on items or services via the Internet, including product features, promotions, payment methods, shipping arrangements, pricing information, returns and exchanges, and after-sales assistance (Dewi & Hartono, 2019).

The Shopee promise, free delivery, lowest price guarantee, and the Big Mobile Shopping Day campaign are just a few of the strategic marketing measures that Shopee has put in place to expand its business internationally. Public relations marketing is one of the many global techniques that Shopee uses as a business development strategy. Public relations marketing is a strategy for informing the public, educating them, building their trust and confidence, and winning their compassion and support (John Wiley & Sons, Inc. Hermawan, 2012). Shopee employs three strategies, competition, demonstration, and product placement, all of which are based on Thomas L. Harris' A to Z marketing public relations philosophy (Harris, 1993). Additionally, Shopee offers fresh concepts like discounts, free shipping, and other intriguing deals. Of course, people will be interested in buying goods from Shopee E-Commerce.

Conclusion and Future Challenges

Shopee has applied several ultimate marketing strategies in social network and viral marketing, Shopee's marketing mix, Search Engine Optimization, referral programs, Shopee's In-house marketing strategy, and Shopee's marketing strategy to support sellers. All approaches aim to satisfy existing buyers and sellers, attract new consumers and partners, build a Shopee community on the company's platform and extend the scale of the Shopee community.

Shopee bases all it does as part of its foreign company operations on an international marketing strategy. The goal of international marketing strategies is to enhance performance globally. A corporation's reputation and brand recognition are significantly impacted by its global marketing strategy. An effective marketing strategy will generate marketing benefits and boost sales by drawing in many new clients. Shopee facilitates international commerce transactions and acts as a bridge between national and international economies. The secret to success in global marketing is the company's capacity to comprehend the demands and wants of essential markets and distribute its goods and services in a worldwide business environment. Companies must research foreign consumers' habits, mindsets, and tastes to compete in the global market. Shopee is one of the E-Commerce companies that has successfully penetrated the Asian market

Recommendations and Implementation

Shopee will have the opportunity to launch more products under Shopee's brand rather than be a third party for other companies. And by putting a strict and suitable policy on the partners, Shopee can increase the quality of the online shopping process and satisfy the customers. In addition, Shopee Guarantee is a noteworthy attribute that gives consumers peace of mind about

their purchases by protecting them against dealers and counterfeit or faulty goods. Shopee Guarantee operates by withholding payment from a supplier until the buyer agrees that the order has arrived in good condition. If the item proves unsuitable, the customer may return it using the Shopee app.

Further, to increasingly grow up, Shopee could be an intent study by applying the localized strategy, operating effective campaigns, and providing massive benefits and discounts. Shopee did an excellent job penetrating, dominating, and becoming the top E-Commerce marketplace in Thailand. In addition, Shopee should focus on advertising on other social media is an advantage such as Facebook, YouTube, and Instagram, because most customers are in Gen Y, and they always use social media for daily life. They better see advertising on social media than transportation. Lastly, they would be in partnership with the Local Department of International Trade or any government trading to generate a particular program putting into practice its commitment to help local businesses develop and grow together.

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Shopee Five Force https://www.youtube.com/watch?v=FsBKxi7Opd4&t=18s

Tourist behavioral intention in visiting tourist attraction in Batangas province

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ABSTRACT

Objective: This study aimed to assess the tourist's behavioral intention in visiting the attractions in Batangas province. More specifically to determine the tourists' revisit intention, word of mouth, willingness to pay more, and loyalty; and correlate each variable.

Method: This study utilized descriptive correlational survey research to assess the tourist behavioral intention in visiting tourist attractions in Batangas province. The respondents of the study were 279 tourists and data was computed using the Raosoft Sample size Calculator. This instrument went through expert validation and pilot testing. The questionnaire was considered valid and reliable for use. Further, the result was tallied, encoded, and analyzed gathered data using the SPSS software while Pearson correlation was used to test the significant relationship. The researchers ensured full confidentiality of all the data with respect to the Data Privacy act of 2012 and Ethical considerations.

Result: Further, based on the result of the study, the respondents have a strong intention to visit Batangas and are willing to spend more time and money traveling to different places.

Conclusion: There is a significant relationship between the revisit intention to be willing to pay more and loyalty in visiting the tourist attractions in Batangas province. There is also a significant relationship between intention to recommend and willingness to recommend, and intention to recommend and loyalty as well.

Recommendation: The researchers recommended that the local government may collaborate with Provincial Tourism Culture and Arts Office, a non-governmental organization to create a public celebration to heighten the tourist's behavioral intention. The tourism and hospitality business entities may initiate family engagement activities and offer budget travel expenses. Lastly, the local government, PTCAO, non-governmental organizations, and tourism and hospitality business entities may use these recommendations to encourage repeat visits and increase tourist arrivals in Batangas Province.

Keywords: *Tourist, Revisit Intention, Attraction, Willingness to Recommend, Loyalty*

INTRODUCTION

The goal of tourism is not only a one-time visit of its tourists but the continuous patronage of the tourist sites that they visit. The behavioral intention of tourists after experiencing the place reflects their satisfaction and delight during their stay, and dictates the impact on the tourism destination, may it be either positive or negative. Several studies correlate satisfactory tourism experience to positive behavioral intentions (Ardani, et al., 2019; Dean & Suhartanto, 2019; Kim, et al., 2020; Kim, et al., 2022; Shen, et al., 2019;). Regardless of the type of tourism, post-travel behavior seems too often to be affected by their memory of the place and the value that they attained through the experience.

However, there has been an increasing demand for novelty-seeking tourism where tourists tend to prefer a different experience or destination (Blomstervik, et al., 2020). Studies have proved that regardless of a high level of satisfaction with the destination, tourists may not tend to visit again because of their desire for a different experience than what they already had in the places they visited (Kim & Kim, 2015). This poses a challenge to tourism planners to assess the behavioral intention of the tourists so they can improve their strategies to positively influence their attachment to the destinations they had already visited, or at least recommend them to their friends and relatives.

The behavioral intention may be categorized into revisit intention, intention to recommend, willingness to pay more, and loyalty. Revisit intention pertains to the willingness of the tourists to come back to the destination in the future (Su, et al., 2018). It may be influenced by satisfaction and place attachment. Intention to recommend is the behavior that moves tourists to give positive word of mouth among friends and relatives using various platforms (Kyriakaki, et al., 2017). Willingness to pay more is the tourists' high perception of the value of the experience which makes it acceptable for them to spend additional costs in return (Yuan, et al., 2021). Loyalty equates to the tourists' attachment to the destination which may affect their future decisions when they travel again.

Several studies have already been conducted pertaining to the relationship between satisfaction and behavioral intention, however, there is a scarcity of research that assesses the behavioral intention of tourists in a destination, particularly Batangas province. The majority have assumptions that when tourists are satisfied, it is automatic that they will revisit the place in the future. This may be true considering research proving the relationship between satisfaction and behavioral intention, but it cannot be ultimately concluded because of the possible changes in the motivations among tourists nowadays. Furthermore, behavioral intentions in most studies were limited to simply their revisit intention. The present study utilized the four aspects of behavioral intention in its assessment. It is in this context that the researchers were compelled to assess the tourists of Batangas and identify their behavioral intentions after visiting tourist destinations in the province.

The result of this study could bring to light the current realities among tourists of Batangas. This information may be used by tourism planners, marketers, and private tourism institutions in designing their products and services that can strengthen the resolve of tourists to visit the destinations again. Strategies may be recommended to ensure positive behavioral intention among tourists, thus alleviating the demand for Batangas tourism destinations. Future researchers may also use this study as a model for correlating behavioral intention with other

variables. With this, this study aims to assess the tourist behavioral intention in visiting tourist attractions in Batangas province. More specifically it aims to assess the tourist behavioral intention in visiting tourist attractions in Batangas province in terms of revisit intention, word of mouth, willingness to pay more, and loyalty; and correlate each variable.

RESEARCH METHODOLOGY

This study utilized descriptive correlational survey research to assess the tourist behavioral intention in visiting tourist attractions in Batangas province. By analyzing a sample of a population, survey research may provide a quantitative or numeric overview of the population's patterns, behaviors, or opinions.

The main respondents of the study were the 279 tourists who have visited Batangas tourist attractions. which was computed using the Raosoft Sample size Calculator. A Purposive sampling technique was used, wherein each hotel has an equal size of distribution since the scope of the study is province-wide covering all tourist attractions in Batangas**.**

The instrument of the study was adapted from various studies by Cakici, et al. (2019); Ing et al. (2019); Kement, et al (2021). A 5-point Likert Scale was classified as follows, 5 as strongly agree (SA); 4 as agree (A); 3 as moderately agree (MA); 2 as disagree (D) and 1 as strongly disagree (SD). This instrument has undergone a construct validation and reliability test, where 30 respondents answered the pilot test after it was validated by an expert. Considering the Pearson product-moment correlation using SPSS, the significant value presented in the table, it can be concluded that all items were valid. The result of reliability statistics showed that the computed Cronbach's alpha value for Revisit Intention (0.978), Intention to Recommend (0.950), and Loyalty (0.986) signifies that the instrument has strong or excellent internal consistency while the instrument for Willingness to Pay More (0.868) is good in the rule of thumb. Thus, this set of questionnaires is considered valid and reliable for use.

The researcher utilized an online survey form within 2 months. The research tallied, encoded, and analyzed the gathered data using the SPSS software with the assistance of the statistician. Weighted mean and ranking were used to analyze the behavioral intention while Pearson correlation was used to test the significant relationship. In addition, to further analyze the results, the researcher used a 5-point Likert scale: 5 as strongly agree (SA); 4 as agree (A); 3 as moderately agree (MA); 2 as disagree (D) and 1 as strongly disagree (SD)

With respect to the Data Privacy act of 2012 and Ethical considerations, the research will ensure full confidentiality of all the data to be gathered and will make use of consent to assure that all respondents are freely volunteering to take part in this study. Moreover, no personal information was gathered and all data to be gathered were used solely for academic purposes only.

RESULTS

Table 1
Revisit Intention in visiting tourist attractions in Batangas Province

Revisit Intention		WM	Rank	I
RI1	I am willing to visit Batangas as part of my travel plan	3.52	1	A
RI2	I would like to come back to Batangas in the future	3.42	2	MA
RI3	I would like to come more often to Batangas	3.32	4	MA
RI4	I will make an effort to visit Batangas	3.39	3	MA
	Composite Mean	**3.41**		**MA**

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 1 presents the assessment of the Revisit Intention in visiting tourist attractions in Batangas Province. The composite mean of 3.41 denotes that the respondents agreed that they have the intention to revisit the tourist attractions in the province of Batangas.

Among the items enumerated, willingness to visit the destination as part of the travel plan (3.52) ranked highest and interpreted as strongly agree, followed by would like to come back to the destination in the future (3.42) interpreted as agree. Many respondents expressed positively that they will visit again the province. They will make sure that on their next visit they will explore different places around Batangas like beaches in Calatagan, Mabini, and San Juan; the diving site in Nasugbu, religious and heritage sites in Taal, National Shrine of Padre Pio in Sto. Tomas, Monte Maria in Batangas City, and the famous Caleruega Church in Nasugbu, Batangas. Also, top on their list is to see the majestic Taal Volcano while staying in any lakeshore resort overlooking the beautiful scenery of Taal lake. These are the places that are commonly mentioned by the respondents more so, the reasons for coming back to the province.

Meanwhile, the least rank is the likeness to come more often to the destination (3.32) followed by making effort to visit Batangas (3.39) which was interpreted as agreement. The strategic location of Batangas province strongly holds many tourists from coming back to the province. The accessibility of the province from NCR offers great pleasure to many tourists for their excellent getaway vacation or relaxation. In addition, the natural beauty of Batangas, the variety of tourist activities, and the delightful accommodations catch the interest of many travelers to visit Batangas all over again.

The findings of Chin et al. (2018) revealed a favorable relationship between accessibility quality and lodging quality and visitor satisfaction, as well as a relationship between visitor satisfaction and inclination to return. Moreover, according to Nunez and Borbon, (2022), only those who have had good experiences there want to share that with their social network. Additionally, the fact that the happiness indicator came in second indicates that, overall, most of the respondents felt good about their time in the province. Additionally, the province's lush forests and clear lakes contribute to its pleasant physical landscape.

Table 2
Intention to recommend tourist attractions in Batangas Province

Intention to Recommend		WM	Rank	I
IR1	I will encourage my friends and relatives to visit Batangas	3.39	4	MA
IR2	I would recommend this destination to my friends or others	3.49	3	MA
IR3	I would say positive things about this destination to others	3.72	2	A
IR4	Because of my experiences with this destination, I would convince others to also visit Batangas	3.92	1	A
	Composite Mean	3.63		A

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 2 presents the assessment of the Intention to recommend the tourist attractions in Batangas Province. The composite mean of 3.63 denotes that the respondents strongly agreed that they have the intention to recommend the tourist attractions in the province of Batangas.

Among the items enumerated, because of their experiences with the destination, they would convince others to also visit Batangas (3.92) ranked highest and interpreted as strongly agree, followed by would say positive things about this destination to others (3.72) also, interpreted as strongly agree. The respondents attest based on their experiences here in Batangas that the place is worth visiting and spending time for leisure and relaxation, even spiritual wellness by visiting sacred churches. According to them, they loved to share to others their travel stories in Batangas. They have always the best time and memorable travel every time they visit the place. The more satisfied the visitor is, the more likely they are to return and have good memories of the location. In terms, of place identity, this means that the scenic view of Taal volcano is one of the attractions that Batangas province made special to the tourist. Further are the relaxing beaches and diving sites that are remarkable to visit. And religious sites that offer soul-searching and peace to the tourist. In terms of Place dependence, many destinations in Batangas are budget-friendly even during the holiday season (Barlan & Borbon, 2021).

Meanwhile, the least on rank is that they would encourage their friends and relatives to visit Batangas (3.39) followed by would recommend this destination to my friends or others (3.49) which was interpreted as agree. As observed, the respondents visited the province with their friends and relatives. While enjoying the places and foods in Batangas they got more time to spend with their loved ones. They are practically able to spend most of their time visiting many places in Batangas rather than having long trips to far destinations. Most importantly their travel here in Batangas is practical and affordable. Hence, the findings of Muslim et al (2020) confirmed that sharing of contents of social media experiences has a significant and positive relationship with behavioral intentions (booking decisions and electronic Word of Mouth).

Table 3
Willingness to pay more in visiting tourist attractions in Batangas Province

Willingness to pay more		WM	Rank	I
PM1	It is acceptable to pay more for my visit to Batangas	3.29	3	MA
PM2	I am willing to pay more for a stay in Batangas	3.39	2	MA
PM3	I am willing to spend extra on my travel activities in Batangas.	3.13	4	MA
PM4	Spending more every time I visit Batangas does not bother me	3.52	1	A
	Composite Mean	**3.33**		**MA**

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 3 presents the assessment of the willingness to pay more in visiting the tourist attractions in Batangas Province. The composite mean of 3.33 denotes that the respondents agreed that they are willing to pay more in visiting the tourist attractions in the province of Batangas.

Among the items enumerated, spending more every time they visit doesn't bother them (3.52) ranked highest and interpreted as agree, followed by a willingness to pay more for a stay in Batangas (3.39) also, interpreted as agreeing. The respondents positively agreed that they got quality time traveling in Batangas. It was spent much of it enjoying the places and activities compared to their travels in other places. The province is very accessible, local transportation is always available, the presence of many accommodations located within or nearby the attractions, restaurants and local foods are excellent, and tourism facilities and networks are readily reachable and welcoming. On the other hand, according to them many of the accommodations are pricy as much as they wanted to avail the services and products it is beyond their budget. They are suggesting to the establishment to offer discounts and promos even if it is not peak season.

Meanwhile, the least on the rank is that it is acceptable to pay more in visiting Batangas (3.29) followed by a willingness to spend extra on travel activities (3.13) which was interpreted as agreement. The respondents value their time traveling in Batangas. They treasured their memories as most of the time shared them through social media. As mentioned, Batangas is a perfect place where they can explore, and experience various activities offered by the destinations. Water and inland activities are generally offered and included in the selection of products and service options. In fact, people visited Batangas with varied purposes such as attending pilgrimage, appreciating the historic ancestral houses of political heroes, water sports activities, and nature-based engagement. The respondents are looking forward to seeing through online or social media advertisements for the suggested itineraries or tourist destinations within Batangas Province. In one study by Jolejole and Briones, (2010) they found out that the resort owners will benefit if they take an active role in their local programs to conserve coastal resources because a healthy environment is good for business. The unique and pristine marine and coastal resources of Calatagan, on the other hand, would always draw tourists and scuba divers.

Table 4
Loyalty to visiting tourist attractions in Batangas Province

Loyalty		WM	Rank	I
LO1	I intend to continue choosing Batangas to visit	3.19	1	MA
LO2	I consider this place to be my first choice	3.03	4	MA
LO3	I feel better when I go to this place other than others	3.04	3	MA
LO4	I consider myself loyal to this place.	3.16	2	MA
	Composite Mean	**3.11**		MA

Scale: *1.00-1.49: Strongly Disagree (SD); 1.50-2.49: Disagree (D); 2.50-3.49: Moderately Agree (MA); 3.50-4.49: Agree (A); 4.50-5.00: Strongly Agree (SA)*

Table 4 presents the assessment of loyalty in visiting the tourist attractions in Batangas Province. The composite mean of 3.11 denotes that the respondents agreed that they would be loyal to visiting the tourist attractions in the province of Batangas.

Among the items enumerated, they intend to continue to choose Batangas to visit (3.19) ranked highest and interpreted as agree, followed by considering themselves as loyal to the place (3.16) also, interpreted as agreeing. Many of the respondents express their intention to visit Batangas however, they wished to find something new on their next visit. They wanted to see and experience new tourist activities; more engaging events and more opportunities to travel around the places within the time duration of their staycation.

Meanwhile, the least rank is that they consider the place to be their first choice (3.03) and it feels better when they go to the place than others (3.04) which was interpreted as agreement. The accessibility of the Batangas province is a primary factor for many tourists to visit places with a very short period spending their vacation and holidays. This makes Batangas as their first choice to travel commonly for local tourists from NCR. However, there are also other places that the tourists could choose from, these are the neighboring provinces of Batangas namely: Cavite, Laguna, Quezon, and Rizal, which are equally beautiful and with significant tourist attractions as well. More so, other regions are very near NCR. In addition to the resort's geographic position, the owner values the loyalty of its customers by offering services that are high-quality, innovative, and technologically advanced. Since it enhances the bond between the visitor and the resort, customer loyalty is essential in the hospitality sector. This merely serves to highlight the importance of customer loyalty to a customer's or guest's purchasing behavior (Mones & Borbon, 2021).

Table 5
Correlation Matrix of Tourist Behavioral Intention

Tourist Behavioral Intention		Tourist Behavioral Intention			
		Revisit Intention	Intention to Recommend	Willingness to Pay More	Loyalty
Revisit Intention	R-value	1	0.933**	0.805**	0.933**
	p-value	.	0	0	0
Intention to Recommend	R-value	0.933**	1	0.912**	1.000**
	p-value	0	.	0	0
Willingness to	R-value	.805**	.912**	1	0.912**

Pay more	p-value	0	0	.	0
Loyalty	R-value	0933**	1.000**	0.912**	1
	p-value	0	.	0	.

Significant at p<.01 (2-tailed)

Table 5 presents the correlation matrix among the tourist behavioral intention.

It shows that there is a high positive significant relationship exists between **revisit intention and intention to recommend** as denoted by the computed R-values of 0.933** with p-values less than 0.05 alpha level. This signifies that those respondents with a greater intention to revisit have also greater intention to recommend.

It also shows that there is a high positive significant relationship exists between **revisit intention and willingness to pay more** as denoted by the computed R-values of 0.805** with p-values less than 0.05 alpha level. This signifies that those respondents with greater intention to revisit have also a greater willingness to pay more.

It also shows that there is a high positive significant relationship exists between the **revisit intention and loyalty** as denoted by the computed R-values of 0.933** with p-values less than 0.05 alpha level. This signifies that those respondents with greater intention to revisit have also a greater level of loyalty.

It also shows that there is a high positive significant relationship exists between **Intention to recommend and willingness to recommend** as denoted by the computed R-values of 0.912** with p-values less than 0.05 alpha level. This signifies that those respondents with greater intention to recommend have also greater willingness to pay more.

It also shows that there is a high positive significant relationship exists between **Intention to recommend and loyalty** as denoted by the computed R-values of 0.912** with p-values less than 0.05 alpha level. This signifies that those respondents with greater intention to recommend also have a greater level of loyalty.

The findings of Vada et al (2019) showed that hedonic well-being has a significant effect on revisit intention and positive word-of-mouth, whilst eudaimonic well-being did not have a significant effect on behavioral intentions. In addition, the study of Majeed et al (2020) indicates that tourists' perceptions of tourist destination online content (TDOC) directly influence their behavioral intentions, while tourists' satisfaction exerts a mediating influence between tourists' perceptions of TDOC and their behavioral intentions. Taking advantage of an economical and widespread online environment, destination marketing organizations could attract more tourists by fostering confidence in TDOC and positive electronic word of mouth (e-WOM) to remain competitive in the long run.

CONCLUSION AND RECOMMENDATION

Respondents have strong intentions to visit Batangas in their future travel plans because of their previous experiences where they were able to spend more time traveling in different places. There is a significant relationship between the revisit intention of the respondents to recommend Batangas as a tourist destination, willingness to pay more as they purchase the products and services and becoming loyal to visiting the tourist attractions in Batangas

province.   There is also a significant relationship between intention to recommend and willingness to recommend and intention to recommend and loyalty as well. The researchers are able to propose a model correlating the tourist behavioral intention among revisit intention, word of mouth, willingness to pay more, and loyalty.

The following recommendations were proposed based on the findings: The local government may collaborate with Provincial Tourism Culture and Arts Office, a non-governmental organization to create a public celebration that conveys medley activities or a chain of events focusing on the major components of culture and arts, religious leisure interest, entertainment, and attractions, may also include motion pictures and video exhibitions to social media accounts of tourism and hospitality business entities within the province. Further, highlight or spotlight the celebration of wineries (tamarind wine and "lambanog") and local food of Batangas. This endeavor will create many reasons to revisit Batangas Province.

The tourism and hospitality business entities may initiate hallmark event and imposes family engagement activities like being a host venue for family and friends' day sports festivals, family and friends' dinner parties, and family day theater shows and provide family-themed rooms and teambuilding activities to create Batangas province as a family destination. The tourism and hospitality business entities may offer a budget travel expense for the tourists like inclusions of shuttle bus services, and target activities with low-cost expenses but more engaging like biking, hiking, and camping. Offer healthy and lighter foods for lunch and dinner (conceptualize farm-to-table food distribution and empower the local farmers as well). The local government may also involve the local eateries and provide a better location with strict implementation of safety and sanitation practices for street food vendors.

The local government, PTCAO, non-governmental organizations, and tourism and hospitality business entities may use this recommendation to encourage repeat visits and increase tourist arrivals in Batangas Province. Lastly, the future researcher may conduct a similar study using different variables on marketing and public relations, events, and festival development.

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Standard Languages Teaching and Plurilingual Education: Implications for the Promotion of Multilingualism in Cameroon

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ABSTRACT

Objective: Cameroon is a multilingual country with over 250 languages divided into four groups that determine the linguistic and cultural complexity of the country. In this context, official bilingualism has been preferred as the national language policy to achieve territorial merging. They are creating measures to check factors which may spark national disintegration. Some local languages were introduced at school, mindful of the constitutional provisions that committed the State to promote and protect national languages. The effective inclusion of local identity languages in school curricula drew wide interdisciplinary attention. This paper examines plurilingual education and multilingualism promotion in Cameroon.

Method: The analysis is driven by networking theory which agrees on the dissemination of universal knowledge through all the languages involved in a speech community.

Result: The results discuss the pedagogical, didactical and sociolinguistic challenges related to implementing plurilingual education and examine its implication in promoting linguistic diversity. The empirical data of the research, collected from previous works, surveys and an online interview with informants, reveal that plurilingual education is an asset for inclusive education and linguistic diversity promotion in Cameroon. They represent a holistic approach to all the language and cultural areas in contact with the learning environment and the curriculum.
Recommendation: The paper suggests standard language teaching in each division as an experimental strategy for plurilingual education and local language teaching in Cameroon, considering their impact on integrating autochthonous and halogen communities.

Keywords: *standard languages, plurilingual education, multilingualism, local languages, language teaching*

INTRODUCTION

It is generally admitted that access to education and success at school depends heavily on language competencies. In a linguistically diverse context, access to education implies the definition and implementation of fair and appropriate strategies for effectively forming the main linguistic and cultural areas in the school environment. According to Diboma (2015), family representations and attitudes towards Cameroonian languages affect students' attitudes towards their home languages and their proficiency level. Pupils attach great importance to the status of languages, hence the need to justify the relationship with these mother tongues to promote the success of such an undertaking. Language acquisition and primary language learning are essential for mastering non-language subjects. A pedagogy that consists of making only French and English languages of literacy, education and communication in a school environment is not appropriate to the cultural and linguistic reality of learners in Cameroon. It inevitably reduces their access to quality education and, undoubtedly, to knowledge (Tadadjeu & Mba, 1996). Education in multilingualism and multiculturalism contexts fundamentally involves an inclusive setting. However, Enow Parris & Wemba (2019) identified the root of the difficulty in implementing inclusive education in teacher education. It was found that (1) teachers have insufficient knowledge of effective classroom management strategies in inclusive classrooms (75%); (2) teachers' professional training does not meet the challenges in inclusive classrooms (70%); (3) teachers use abstract materials in teaching pupils in inclusive classrooms (75%) of the 20 teachers in their teaching. It was recommended that all teacher training colleges and universities should include inclusive education in their curriculum to empower the graduates with skills to teach pupils with special needs.

Another challenge of the Cameroon educational system is to help learners acquire language and intercultural skills, enabling them to behave effectively as integrated citizens, get knowledge and develop open attitudes to otherness. This teaching vision of languages and cultures is called plurilingual and intercultural education. As an inclusive-type education model, it covers the languages taught in school, recognised at the national language policy level but not taught. This research examines the implications of plurilingual education in promoting multilingualism in Cameroon. The study uses a corpus-based analysis to explain how teaching the standard languages, a language of wider communication in each division, can promote inclusive, plurilingual education and multilingualism.

LITERATURE REVIEW

Plurilingual, inclusive education and multilingualism promotion in Cameroon have witnessed extensive studies. This paper considers them as the starting point for the analysis and critically examines some of them to roll out the State of the research.

According to Tadadjeu & Mba (1996), a significant proportion of Cameroonian children would continue to lose the benefits of a mother tongue education if the current rate of language development was maintained. Therefore, it is essential to "democratise" mother tongue education. This strong assertion implicitly indicates that reflections on the inclusion of Cameroonian languages in the educational system have been subjected to various analyses since the early days of Cameroon's independence. It was evident that studies conducted by linguists and language specialists highlighted the importance of mother tongue education. Following Anchimbe (2006), it was apparent that from the early days of independence (1960-1965) to the date, the issue of how well native Cameroonian languages could be used in education alongside or in place of the official French and English languages has been central to inclusive education in Cameroon. Despite the findings of scientific publications around the world, there is still no government-approved scheme for using native Cameroonian languages in education. The main reasons are the lack of government support and the impracticability of some of the language teaching schemes proposed. Cameroonian native languages face several socio-pragmatic constraints directly linked to the living conditions of the people that make it difficult for them to be adopted fully as educative languages[1]. This treatment and consideration of Cameroonian languages result from the "linguistic-cultural baggage"[2] brought along by colonialists. In addition, due to the economic strength of foreign or colonial languages, parents prefer to offer their children a broader horizon of jobs and international opportunities through education in the ex-colonial official languages rather than "limiting" them to the indigenous languages.

As indicated by Cenoz & Gorter (2010), education is one of the most important institutions in society. The relationship between schools and the community in they are located bidirectional. Language planning and multilingualism in education are related to society's beliefs, attitudes and discourses. Suppose a language or several languages have a significant symbolic value in culture or a speech community. In that case, it is more likely that they are an essential part of the school curriculum and that the aims of education include multilingualism and multiliteracy in several languages. Thus, multilingualism in education refers to the bi-directionality between language and education. School children may be multilingual because languages spoken outside schools are introduced at schools. Also, the school may promote multilingualism by teaching children different languages to learn and use in the broader society.

Diboma (2015) showed that, on the one hand, the promotion of multilingualism at school is first and foremost a language policy issue, considering the residual promotion of native languages by the State after colonisation and the choice of foreign languages as means of instruction in a Negro-African area. On the other hand, some of the challenges of native languages taught at school are the attitudes and representations of pupils toward their mother

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[1] See Anchimbe (2006) for relevant information on Socio-pragmatic Constraints related to Native or Indigenous Language Education in Cameroon.

[2] This expression is from Samarin (1984:436). It involves the social stigma on native Cameroonian languages, the degradation and prohibition of indigenous language to the profit of the expansion of colonial languages

tongues. Students place great importance on the status of languages. It thus follows the need to justify the relationship with these native languages to promote the success of such an undertaking.

According to Enow Parris &Wemba (2019), Inclusive education focuses on pupils with special needs. They indicated that education aims at producing healthy, happy, well-behaved and well-respected hardworking people while improving their living conditions. In Cameroon, it is challenged by the teaching and management of pupils with special education needs, i.e., essential learning tools, primary learning contents, etc. Since education is the right of every Cameroonian child, special needs pupils and adults need to be educated in pursuance of the National Policy of Education. The government should therefore reform the education system. The reform should give special training to primary school student-teachers.

Despite decades of research and significant contributions to plurilingual education and promoting linguistic diversity in Cameroon, the focus on these issues does not seem to change. It remains relevant in that it suggests a holistic approach that considers all the linguistic and cultural areas within the learning environment and the school curriculum for better promotion of plurilingual education in particular and multilingualism in Cameroon.

Theoretical Frame

The contact of languages raises the question about more than one intelligibility of the world, more than one mode of knowledge based on distinct social constructions (Poche, 1988). In Cameroon, society produces instruments of communication in a landscape where colonial languages cohabit as carriers of universal knowledge and local languages as vehicles of so-called traditional knowledge. The networking theory, according to which universal knowledge is disseminated through all the languages involved in a speech community. It is borrowed from Aboulou's (2006:168) analysis of Africa, language and the society of knowledge.

According to this author, the networking theory states that universal knowledge is both one and plural. It is disseminated through all the languages present, African and Western languages. All the African languages participate in a network of connections diffusing universal knowledge. The relational network breaks down modern "dichotomies": central knowledge/ peripheral knowledge, traditional knowledge/ modern knowledge, exogenous knowledge/ endogenous knowledge, etc. The interdependence of the languages involved highlights an ontological platform bringing together all human universals: human rights, justice, good governance, health, etc. Universal knowledge can thus be defined as the sum of useful, permanent, durable and functional links observable in situations underpinned by the standardisation of lifestyles and the consumption of African or non-African goods and services. This theory seems to justify and even standardised local knowledge that was previously part of the colonial context (since the division of Berlin in 1893), and that is now in a logic of

institutionalisation thanks to the fact that the push of globalisation has led to the recognition of the legitimacy of linguistic and cultural diversity.

At the methodological level, Aboulou discussed issues related to integrating African languages into the universal knowledge society. It was stated that integrating African languages into the knowledge society requires implementing several methodological tools such as instrumentalisation, computerisation and digitalisation.

Instrumentalisation, designed by Gueunier (1999), consists of preparing African languages to become functional and practical. Two levels of planning are necessary, namely, status and corpus planning. The status planning of African languages is based on situational and structural data. The situational data can be observed in globalising situations that impose lexical (borrowings, neologisms, travel words, etc.), syntactic or orthography harmonisation in the direction of greater linguistic conviviality. In comparison, the structural data are related to the capacity of African languages to free themselves from their structural rigidity (simplifying syntactic structures and phonological and tonal systems).

The computerisation of a natural language consists, according to Berment (2004: 18), of "… making available to the user the means he needs in his language, whether written or not: dialogue with the machine, tools for writing and reading a text ("locally"), sending an electronic mail ("networked"), computerised translation into another language, etc.". The data processing in the computerisation process of African languages involves using an appropriate data format. According to Hieber (2020), the structure includes recommendations ("called schemas") for storing data about every kind of linguistic entity (e.g. Language, morpheme, Text, etc.). In addition, data processing is made of annotation because of highlighting the different linguistic levels of analysis. If it is not a rupture with the traditional way of representing linguistic data, it requires a specific format for digital processing. Hieber (2020) recommends a data format called JSON (JavaScript Object Notation) for digitally representing linguistic data. This recommended format is designed to capture hierarchical linguistic data that aligns with the descriptive categories linguists use, relying on fundamental linguistic notions such as *text*, *morpheme*, *orthography*, etc. For instance, this format can capture the fact that a text contains utterances, utterances contain words, words have morphemes, and morphemes contain phonemes.

Digitalisation-designed by Aboulou (2006), highlighted promoting and using African languages on the web and through digital technology. He stated that digital technology, while disrupting the world of the media, is causing both linguistic impoverishment (fewer languages on the web) and the linguistic and cultural levelling of African countries (through the exclusive use of Western languages). Internet access has recently increased by 400% in Black Africa. The level of the Western languages used, 72% of Internet users use English, followed by French, Spanish (3%), and Portuguese (2%) (Funredes, 2003)[3]. The lack of linguistic diversity on the web calls

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[3] See also Ngami Kamagoua (2022)

for a second linguistic colonisation. At the same time, according to Diki-Kidiri & Edema (2003), there are about sixty African languages on the web or less than 3%.

RESEARCH METHODOLOGY

This study is first and foremost based on previous publications, which helped to design the study's conceptual framework, show the State of the research, provide necessary information resources for the delimitation of the subject and address the different aspects of the phenomenon. The data used have been collected mainly online from 50 urban speakers aged 25 and 40. A virtual questionnaire was addressed to 30 participants, and a semi-structured online interview was conducted with 20 of them. The selection of these participants was purposely targeted, based on some criteria, including ethnicity, to have the opinions of a representative sample of Cameroon's linguistic and cultural diversity. At the territorial level, the urban space is the setting in which the use of local languages is highly problematised and the knowledge of the language, especially the knowledge of the language policy issues, to collect objective and informative opinions. Also, the study benefited from online surveys addressed by two Facebook speaking groups, namely "Sama Bac" in 2021 on the choice of local languages as the language of education in African countries and "Jeune Afrique" in 2022 on the reform of education in Africa through the inclusion of local languages in the education systems. The different responses of Cameroonians have helped deliver their sentiments and opinions on local language teaching and implicitly on the role of local language teaching in promoting multilingualism in African countries. The pragmatic and didactical analysis of the corpus of discourse reveals the critical need for a global strategy and stakeholders for local language teaching in Cameroon. In addition, the didactical challenges of this issue show how the networking of standard languages can create a Cameroonian society of knowledge and reveals the scope of common language teaching in implementing plurilingual, inclusive education and promoting linguistic diversity in Cameroon.

RESULTS AND DISCUSSIONS

This section provides a thematic presentation and discussion of the results obtained from the data analysis. Each theme gives information that may present the opinions of Cameroonians and their attitudes toward local language teaching. Also, it addresses and discusses the various challenges regarding implementing plurilingual, inclusive education in Cameroon.

The choice of a local language as the medium of instruction

In the survey addressed by the "Sama Bac", the Facebook speaking group in 2021 on the choice of a local language as the medium of instruction, African respondents, in general, and Cameroonian ones, in particular, give their opinions on local language teaching as well as the challenges related to the choice of indigenous languages as means of instruction. Among the Cameroonian respondents, around 70% are in favour of the teaching of local languages and the

choice of one or several of them as the medium of instruction, given their importance in the formation of cultural identity, allowing speakers to identify themselves, to communicate with their communities and to participate actively in their development (Tadadjeu, 1985). Local language teaching will enable learners to be drawn close to their culture. It is an asset for the safeguarding of languages and cultures and the fight against the linguistic colonisation that is currently taking place in Africa. However, 30% gave negative responses considering the constraints that are related to the effective use of native Cameroonian languages in education and the concerns about the implementation of an appropriate language management strategy in the project of the institution of a local language as a language of education. The national education policy derived from the national language policy, the so-called official bilingualism, which gives preponderant and prestigious roles to official and foreign languages, does not create enough space for expressing native languages. The government's attention is directed at its quest for national unity. It considers official bilingualism a colonial heritage and a politico-linguistic instrument of unity and national integration achievement. As Anchimbe (2006) indicated, one of the socio-pragmatic constraints to native language education is the difference between political and linguistic understanding of the promotion of indigenous languages. The national language policy grew out of political speculations, and local language promotion experienced stagnation since the early days of independence in terms of developing a linguistic approach to language planning which should involve all the language resources in the country or the linguistic and extra-linguistic aspects of English and French. Many political imperatives contributed to this stagnation (Ayafor, 2005). Also, it is worthy of indicating that the stagnation currently observed in native language teaching can be attributed to the colonisation and preference of indigenous people for education in a foreign language rather than in a native language when indigenous languages have been authorised by colonial administrations to be taught at school.

Rebuilding education in Cameroon through plurilingual inclusive education

From the survey addressed by "Jeune Afrique" in 2022 on the reform of education in Africa[4] through the effective inclusion of local languages in the education system[5], it appears that African countries need to reform their education systems which largely favour the expansion of foreign languages to the detriment of indigenous ones which for a considerable proportion, experienced extinction in the context of linguistic colonialism which characterised the first contact of indigenous languages with occidental ones. For the majority of the Cameroonian respondents (around 52%), the teaching of local languages is closely related to cultural promotion. It represents a means of redressing the injustice that has been done to indigenous languages since the memorial times of imperialism and European colonisation in Africa. This is

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[4]The survey has been addressed considering the necessity expressed by the United Nations organisation for Education Science and Culture to teach mother tongues in view of the reduction of the gap between urban and rural children and the connexion of children to their cultural heritage

[5]The survey is available on this link :
https://www.facebook.com/100022755193299/posts/968788843889613/?app=fbl

why some expressions like: "cette initiative permettrait de dire au revoir au français ou d'autres langues de colons" meaning "this initiative should enable us to say goodbye in French or other languages of colonialism", are widely used by respondents. They seem to resist the omnipresence of colonial and foreign languages in African countries. Local language teaching is key to breaking the old and new forms of European domination over African countries. However, suppose the respondents are convinced of the need to include local languages in African education systems. In that case, the primary reason for the negative answers remains the definition of an appropriate strategy, given the highly multilingual context that characterises African countries. A small minority (around 48%) of the respondents find it difficult for African education systems to provide education in the multitude of indigenous languages they comprise. The didactic and operational challenges related to this reform make it unlikely.

Standard languages teaching and plurilingual, inclusive education

Standard language teaching has been presented to the 50 participants of the research as a strategy for plurilingual, inclusive education in Cameroon. After a clear explanation of the notions of standard language and plurilingual, inclusive education, we addressed the following questions to them in the survey and during the semi-structured interview:

1) Is standard language teaching a proper strategy for implementing plurilingual, inclusive education in Cameroon?

Table 1: Reaction of informants about standard languages teaching as plurilingual education

Answers	Number	Percentage
Yes	40	80 %
No	10	20 %

2) Why?
   A- It allows the teaching of a common language to members of a linguistic community;
   B- It represents a more homogeneous and comprehensive approach to the inclusion of all cultural areas in the educational system;
   C- It does not solve the problem of language preferences;
   D- It does not solve the problem of mother tongue acquisition, especially among young urban speakers.

Table 2: Classification of the justifications of the informants

Answers	Number	Percentage
A	15	30%
B	25	50%
C	6	12%
D	4	8%

As indicated by the tables, a significant majority, 80% of respondents, think that standard language teaching represents an appropriate strategy and method for implementing plurilingual, inclusive education in Cameroon. Even if the respondents are not unanimous on this question, considering their negative answers and motivations, we can notice with relevance the global perception of standard language teaching as the ideal strategy for achieving educational plurilingual. Indeed, 30% of the respondents think this strategy is appropriate because it represents a fundamental approach for common language teaching, i.e., a language used by the members of a linguistic community speaking different varieties. 50% of the respondents think this strategy represents a more global and homogeneous approach to including all cultural and linguistic areas in the school curriculum. It thus reduces the disparities and conflicts that can arise from the absence of a linguistic community in formulating the educational strategy.

Standard languages are strong levers of socialisation, integration and social cohesion between natives and non-natives in each division of Cameroon. They are not only codified languages that facilitate teaching, research and the production of didactic tools but also the languages most used in the various expressions of the community, which non-natives must learn to communicate and integrate easily. Language planning and multilingualism in education shall be related to these realities and society's beliefs, attitudes and discourses. Schools cannot be isolated from the sociolinguistic context and the society in which they are embedded. When a single language is considered by many people sufficient for communication within a linguistic community, the teaching and learning of other languages will not be prevalent in education (Cenoz & Gorter, 2010).

The challenges of plurilingual, inclusive education in Cameroon

Access to education and success at school depends heavily on language competencies. Some pupils may be disadvantaged as soon as they start school because their competencies do not match the school's expectations. The language repertoire is a critical criterion to be considered in that issue, particularly for children whose first language is a native language. In such context, plurilingual stands for the palliative education choice, for it aims to implement a holistic approach to the teaching of the different subjects, i.e. identify and organise the transversal links and points of convergence among them, because language competence is a single entity, even if it has been divided into different school subjects; define the teaching goals

and forms of competence to be achieved explicitly and coherently to ensure educational success and, in particular, that learning is assessed fairly and transparently.

Implementing plurilingual education in an inclusive setting involves providing learning tools and facilities that will enable a complete education in native languages. As explained by Nforbi (2019), provision should be given for African children, especially at the primary level, to learn how to read and write in their mother tongues. They should be able to discover their communities' sciences, technologies, cultures, histories, ethics, and norms through their mother tongues. It is a solid didactic challenge involving the production of documentation on standard languages to allow a permanent implementation of educational plurilingual through teaching standard languages. Ngo Tjomb Assembe & Ngami Kamagoua (2022) contributed to the documentation domain of Cameroonian languages. They proposed an aligned corpus and multilingual database to foster language documentation and the availability of linguistic data for diachronic and comparative analysis of Cameroonian languages. According to them, digital linguistics is a means through which issues of linguistic diversity promotion and implicitly plurilingual, inclusive education in Cameroon can be addressed with relevance.

In the pedagogical domain, which is learner-centred and involves coming up with teaching strategies that focus on how specific students learn in different ways, the question of coherence and compatibility between the content of teaching and the requirements of the Comptence-Based Approach (CBA) is relevant. Mba & Djiafeua (2019) indicated that the CBA is "a pedagogical theory whose essence is to lead students to solve complex situations from school …". According to the authors, this is a paradigm shift that aims to develop skills in learners; develop their ability to solve concrete problems in life through practical skills. In the context of Cameroonian languages and cultures teaching, Manifi Abouh (2019) points out the problem of coherence between the teaching of national languages and the CBA due to structural constraints; shortcomings in linguistic and didactic planning. He states that it is necessary to accelerate the learning of Cameroonian languages and cultures by producing didactic material proportional to the requirements of the CBA of education in Cameroon. In the frame of the teaching of standard languages proposed in each division, digitisation, training teachers of national languages and cultures, and the appropriate deployment by the State in the divisions of Cameroon are critical steps.

Plurilingual education: implications for multilingualism promotion

Plurilingual education is essentially an intercultural-based approach to education guided by several founding principles, namely the recognition of linguistic and cultural diversity as a resource and native language use as a right guaranteed to every right to use native languages as a medium of communication, a vehicle for learning and a means of expressing cultural affiliations. Learners have the right to learn their native languages according to their personal needs and expectations, be they cognitive, social or affective, to be able to be identified with a cultural

community and develop the necessary competencies in other languages by themselves after leaving school; the centrality of human dialogue, which depends essentially on languages. The experience of otherness through languages and the cultures they carry is the precondition for intercultural understanding and mutual acceptance.

It promotes multilingualism through education increases when more languages are taught in school. It is related to educational variables such as the use of different languages as subjects and languages of instruction, the introduction of languages at different ages, teachers' degree of multilingualism and specific training or service of languages in the school environment (see also Cenoz and Gorter, 2010). Teaching standard language in each division, either as a school subject or medium of instruction, implies the presence of each linguistic and cultural area in the learning environment. It significantly impacts the promotion of linguistic diversity as it is a vehicle for integration and effective communication between native and non-native speakers. It allows nationals and eventually non-nationals living in the various divisions of Cameroon to learn languages other than those acquired at home (mother tongues), thus communicating efficiently with native speakers and integrating into divisions in which they are not natives. It represents an enrichment of the linguistic background of learners and the promotion of linguistic diversity.

CONCLUSIONS AND RECOMMENDATIONS

The implications of standard language teaching and implementing plurilingual education are included in this study. It promotes multilingualism in Cameroon through a corpus-based analysis. It has been established that plurilingual education is an intercultural-based approach involving the presence of all linguistic and cultural areas in the school curriculum. The participants have indicated the importance of native language teaching in safeguarding cultural heritage and the rupture with linguistic colonisation in Cameroon and Africa. However, they pointed out that teaching the native languages in such a multilingual country and the different challenges related to their effective inclusion as a school subject or medium of instruction in the education system renders it. Teaching standard languages in each division of Cameroon has been proposed as a rightful strategy for plurilingual education and multilingualism promotion. It represents a holistic approach to language and didactic planning and a fundamental strategy for decentralising language teaching at the level of divisions. It considerably reduces the proportion of languages taught at the national level. It allows the Cameroonian education system to tackle the thorny issue of plurilingual education strategy with greater confidence and efficiency. As a prelude to implementing the strategy of plurilingual inclusive education formulated in this research, the study strongly recommends the exploitation of digital and corpus linguistics to foster the teaching of standard languages. In other words, the exploitation of digital linguistics to produce innovative content adapted to the Competence-Based Approach's requirements enabled the achievement of learners' oral and written competence in Cameroonian languages.

Conflicts of Interests

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