



Addressing the Challenges in Preserving Intramuros' Cultural Tourism: Basis for Sustainable Development Plan

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Abstract. Intramuros, the Manila's historical and cultural treasure, realizes significant challenges in preserving its heritage amongst the pressures of tourism development. This study explores the factors influencing preservation challenges and the impacts of cultural tourism, aiming to provide insights for sustainable development. Utilizing a quantitative approach, data were collected from 400 respondents in Intramuros, focusing on demographic profiles, preservation challenges, and tourism experiences. The findings reveal a strong correlation between preservation challenges and the effects of cultural tourism. Key challenges identified include inadequate public awareness, limited youth involvement in heritage conservation, and insufficient funding and resources for preservation activities. Respondents also emphasized the importance of regulating tourism activities, with the majority agreeing on the need for improved tourism management strategies. In addition, the study highlights that enhancing cultural experiences and increasing public education efforts can significantly improve the visitor experience while promoting historical preservation. Safety and security were also noted as critical elements influencing the competitiveness of Intramuros as a tourist destination. The study emphasizes the need for ongoing improvements in preservation practices, effective management of tourism activities, and adherence to updated sustainable development guidelines. It recommends prioritizing investments in preserving





Intramuros' cultural assets, improving local transportation systems, and fostering greater public involvement in conservation efforts. These initiatives aim to address the challenges of preserving cultural heritage sites amidst tourism development, ultimately supporting the preservation and promotion of Intramuros.

Keywords: *Cultural Tourism, Historical Preservation, Intramuros, Sustainable Development, Tourism Management.*





INTRODUCTION

Cultural heritage is defined the collective inheritance of physical artifacts, also known as cultural property, as well as intangible characteristics that are passed down from previous generations within a particular group or community (Trivyzadakis, 2023). The concept of Lower case serves as a means of connecting the past and the future by employing certain methodologies in the present. The preservation and transmission of cultural heritage in contemporary times is facilitated by its inherent significance to various groups or communities, ensuring its continued existence and preserve advantages upon future generations.

Intramuros, commonly known as the "Walled City," is a tangible representation of the Philippines' intricate historical fabric. This renowned location, encompassed by ancient stone fortifications that have witnessed numerous centuries of historical events, has consistently served as a symbol of national esteem and a magnet for global cultural enthusiasts. The presence of cobbled streets, churches dating back centuries, and fortifications elicits nostalgia towards a previous period. However, Intramuros is currently confronted with a significant dilemma in the 21st century. It must navigate the complex task of safeguarding its cultural heritage while also contending with the formidable competition of several tourist attractions worldwide (Fabros et al., 2023).

The preservation of Intramuros holds a significance that transcends beyond its historical boundaries. The statement aligns with a broader conversation about the preserving of cultural assets, sustainable tourism practices, and the intricate equilibrium between economic progress and the safeguarding of cultural traditions. In its pursuit of maintaining its vitality as a tribute to the nation's history, this historic enclave invites us to delve into the many challenges associated with safeguarding cultural heritage amidst the contemporary context of a thriving urban setting.

METHODOLOGY

The main purpose of the study was to explore the challenges in preserving Intramuros' cultural tourism amidst competition, serving as a basis for a sustainable development plan to achieve the following objectives.

This study utilized a Quantitative-descriptive research design with 400 respondents. The sampled participants included visitors, students, tourism industry professionals, and local authorities, ages 18-53 and above. The instrument used in the study was a survey questionnaire.

The study is anchored in the theories of Kim, Uysal & Kirgy (2013) and Olatunji Apampa (2019). The model suggested that the strength of these perceptual relationships was moderated by the stage of tourism development in the community. Meanwhile, Olatunji Apampa's Theory emphasized the significance of community networks and cooperative efforts in the context of historic preservation. The role of cultural identity was highlighted as crucial in the appeal and maintenance of Intramuros.



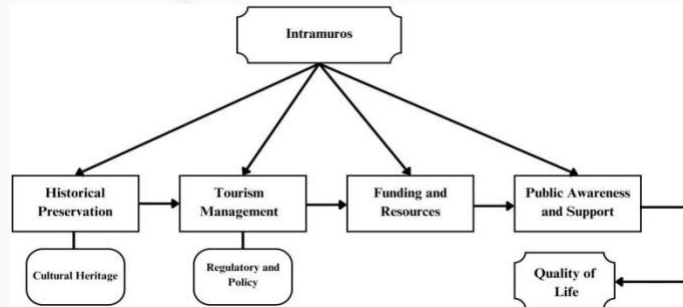


Figure 1: Kim, Uysal & Kirgy's Theory (2013)

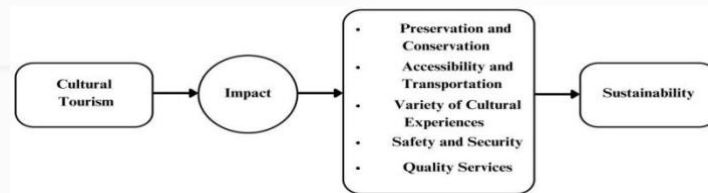


Figure 2: Olatunji Apampa's Theory (2019)

RESULTS

The study employed a Quantitative-descriptive research design, a method deemed valid for exploring specific topics and establishing a foundation for further quantitative analysis, as suggested by Shuttleworth (2023). This approach allowed the researchers to systematically gather data, define characteristics, behaviors, and relationships among factors, and examine the demographic profile and perceptions of respondents regarding the challenges of preserving Intramuros' cultural tourism amidst competition from other destinations.

Table 1.

Distribution of Respondents by Age Group

Age	f	%
18-24	278	69.6
25-31	52	13.0
32-38	24	6.0
39-45	17	4.2
46-52	16	4.0
53 and above	13	3.2
Total	400	100.0





Table 1 illustrates that the majority of respondents, 69.6%, fall within the 18-24 age range, highlighting the significant interest of younger tourists in visiting Intramuros. This demographic trend aligns with findings from the Travel Industry (2020), which noted that younger tourists are particularly drawn to destinations that offer unique cultural experiences, such as trying local delicacies, engaging in immersive cultural activities, and finding spaces to relax and unwind.

Table 2.
Distribution of Respondents by Sex

Sex	f	%
Female	215	53.9
Male	185	46.1
Total	400	100.0

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Table 2 presents the percentage and frequency distribution of the 400 respondents in terms of their gender. The majority are female, with 215 or 53.9 percent. Cleave (2020), stated that females are most interested in discovering new places to eat.

2. Factors Affecting Challenges of Preserving Intramuros for Tourist

Table 3.

Descriptive Statistics on Factors Affecting Challenges of Preserving Intramuros for Tourist - Historical Preservation

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The challenges in preserving the historical aspects of Intramuros are substantial for the next generation.	3.70	0.65	<i>Strongly Agree</i>
The historical preservation should be a top priority for Intramuros.	3.66	0.62	<i>Strongly Agree</i>
The preservation efforts in Intramuros have been effective in recent years.	3.51	0.71	<i>Strongly Agree</i>

Table 3 presents the Factors Affecting Challenges of Preserving Intramuros for Tourists in terms of Historical Preservation. "The challenges in preserving the historical aspects of Intramuros are substantial for the next generation" received the highest mean score of 3.70. According to a recent study by Florentin, et al. (2022) found that there are several challenges in preserving Intramuros for tourists in terms of historical preservation. These challenges include the limited participation of young individuals in heritage conservation activities and a lack of public awareness. Additionally, preserving the architectural heritage of the buildings requires a comprehensive approach that focuses on providing the best possible experience for visitors while ensuring the preservation of artifacts. In conclusion, addressing social engagement, disaster preparedness, and visitor experience are crucial factors in overcoming the obstacles to preserving Intramuros for tourists in terms of historical preservation.



**Table 4.**

Descriptive Statistics on Factors Affecting Challenges of Preserving Intramuros for Tourist - Tourism Management

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The tourism activities in Intramuros should be regulated.	3.63	0.64	<i>Strongly Agree</i>
The tour guides in Intramuros are well-trained and friendly.	3.46	0.68	<i>Agree</i>
The management of tourism activities within Intramuros are effective.	3.44	0.68	<i>Agree</i>

Table 4 presents the statement, “The tourism activities in Intramuros should be regulated” which has the highest weighted mean of 3.63. According to the data, the tourism activities in Intramuros should be regulated, having a WM of 3.63 and SD of 0.64, with the interpretation of “strongly agree”. Additionally, the tour guides in Intramuros are well-trained and friendly, with a WM of 3.46 and SD of 0.68, and an interpretation of “agree”. Moreover, the management of tourism activities within Intramuros is considered effective, with a WM of 3.44 and SD of 0.68, and an interpretation of “agree”.

This table is supported by Areola, et al. (2022), who found the importance of utilizing its cultural and historical significance by implementing effective strategies for managing tourism. Moreover, the significance of managing destinations, marketing techniques, and the influence of resources and image in attracting tourists are emphasized when it comes to effectively managing tourist spots. Additionally, it is vital to adopt responsible and sustainable approaches to tourism management, as outlined in the ICOMOS Draft International Charter for Cultural Heritage Tourism, in order to preserve cultural heritage and strengthen community resilience in the face of modern challenges (Martínez, 2022).

Table 5.

Descriptive Statistics on Factors Affecting Challenges of Preserving Intramuros for Tourist - Funding and Resources

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The specific areas in Intramuros needed additional funding and resources to enhance both preservation and promotion efforts.	3.55	0.66	<i>Strongly Agree</i>
The active participation of the private sector is important for the preservation of Intramuros.	3.55	0.64	<i>Strongly Agree</i>
The funding and resources for Intramuros should be prioritized in the government and organization budgets.	3.47	0.73	<i>Agree</i>

Table 5 displays the average score, deviation, and explanation of factors influencing the challenges of maintaining Intramuros for tourism funding and resources. The specific areas within Intramuros that require more funding and resources to improve





preservation and promotion efforts have a WM of 3.55, an SD of 0.66, and an interpretation of “strongly agree”. The involvement of the private sector is crucial for preserving Intramuros, with a WM of 3.55, a deviation of 0.64, with an interpretation of “strongly agree”. It is believed that funding and resources for Intramuros should be a priority in government and organizational budgets, with a WM of 3.47, a deviation of 0.73, with the description of “agree”.

Mekonnen, et al. (2022) found that the preservation of cultural heritages is facing significant challenges when it comes to funding and resources. The study highlights several factors that contribute to these challenges, including insufficient funding, the absence of national-level preservation policies, and a lack of technical infrastructure that hampers digitization and preservation projects. Moreover, the lack of proper management, monitoring, evaluation, stakeholder involvement, and government commitment, along with the effects of urbanization, agricultural practices, and natural disasters, further complicate the conservation of heritage sites.

Table 6.
Descriptive Statistics on Factors Affecting Challenges of Preserving Intramuros for Tourist - Public Awareness and Support

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The efforts are made to educate the public about Intramuros and its significance.	3.51	0.69	<i>Strongly Agree</i>
There are enhanced awareness campaigns to promote the cultural heritage of Intramuros.	3.40	0.76	<i>Agree</i>
There is strong public support for preserving Intramuros cultural assets.	3.40	0.74	<i>Agree</i>

Table 6 presents the statement, “The efforts are made to educate the public about Intramuros and its significance” which got the highest weighted mean of 3.51. The efforts are made to educate the public about Intramuros and their significance has a mean score of 3.51 with a standard deviation of 0.69 and an interpretation of strongly agree. There is strong public support for preserving Intramuros cultural assets has a mean score of 3.40 and a standard deviation of 0.74 with the interpretation of agree. There are enhanced awareness campaigns to promote the cultural heritage of Intramuros shows a weighted mean of 3.40 and a standard deviation of 0.76 with the verbal interpretation of agree.

According to Hazarudin et al. (2018), it is important to involve the community in various projects that aim to raise awareness about historic areas. This helps to highlight the significance of local perspectives and encourages people to actively participate. Moreover, it is common for the public to underestimate the internal damages that cultural property can suffer. Therefore, there is a need for better education on safety, protection, and risk-preparedness to avoid irreversible harm. In conclusion, improving public awareness requires recognizing different viewpoints, making heritage practices accessible to everyone, and promoting meaningful public involvement in conservation efforts.





Table 7.

Descriptive Statistics on Factors Affecting Challenges of Preserving Intramuros for Tourist

Factors	Weighted Mean	Standard Deviation	Verbal Interpretation
Historical Preservation	3.62	0.55	<i>Strongly Agree</i>
Tourism Management	3.51	0.54	<i>Strongly Agree</i>
Funding and Resources	3.53	0.57	<i>Strongly Agree</i>
Public Awareness and Support	3.44	0.64	<i>Agree</i>
Overall	3.52	0.49	<i>Strongly Agree</i>

The Historical Preservation factor demonstrates a WM of 3.62 and an SD of 0.55, indicating a “strongly agree”. The Funding and Resources factor exhibits a WM of 3.53 and SD of 0.57, with the interpretation of “strongly agree”. The Tourism Management factor shows a mean score of 3.51 and a standard deviation of 0.54, with the interpretation of “strongly agree”. Lastly, the Public Awareness and Support factor displays a WM of 3.44 and SD of 0.64, with the interpretation of “agree”. This table reveals that the overall weighted mean for the factors affecting the challenges of preserving Intramuros for tourists is 3.52, with an SD of 0.49, and an interpretation of “strongly agree”.

3. Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan

Table 8.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan – Preservation and Conservation

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
I actively support increased investment in preserving and conserving the historical and cultural assets of Intramuros.	3.52	0.66	<i>Strongly Agree</i>
I actively support achieving a balance between promoting tourism and preserving the cultural and natural assets of Intramuros.	3.52	0.63	<i>Strongly Agree</i>
I actively support more initiatives to mitigate the negative environmental impact of tourism in Intramuros.	3.50	0.65	<i>Agree</i>

Table 8 presents that the statement, “I actively support increased investment in preserving and conserving the historical and cultural assets of Intramuros” has a WM of 3.52 and SD of 0.66, with an interpretation of “strongly agree”. I actively support increased investment in preserving and conserving the historical and cultural assets of Intramuros has a WM of 3.52 and SD of 0.63, with an interpretation of “strongly agree”. I actively support more initiatives to mitigate the negative environmental impact of tourism in Intramuros with a WM of 3.50 and SD of 0.65, and an interpretation of “agree”.





According to a study conducted by (Xiao, et al., 2024), the impacts of cultural tourism are extremely important as they involve finding a balance between preserving and conserving cultural heritage while also dealing with competition. While tourism can improve the quality of life for the communities hosting tourists, it can also have negative effects on the available resources. Challenges arise in community-based and heritage tourism, which can have an impact on indigenous communities and the preservation of their culture. It is crucial to have effective management models that prioritize the harmony between cultural preservation and the tourism industry. In order to ensure the long-term sustainability of coastal destinations, adaptation paradigms have been developed to strike a balance between the tangible and intangible cultural values, all while considering financial limitations.

Table 9.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan – Accessibility and Transportation

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The optimizing transportation within Intramuros such as Calesa and Bamboo Bicycle.	3.46	0.70	Agree
I contented the accessibility and transportation in Intramuros satisfaction.	3.34	0.78	Agree
The Accessibility and Transportation in Intramuros are convenient and well-maintained.	3.30	0.77	Agree

The optimizing transportation within Intramuros such as Calesa and Bamboo Bicycle shows WM of 3.46 and a deviation of 0.70 with the interpretation of “agree.” I contented the accessibility and transportation in Intramuros satisfaction shows the WM of 3.34 and a deviation of 0.78 with the interpretation of “agree”. The Accessibility and Transportation in Intramuros are convenient and well-maintained shows a WM of 3.30 and a deviation of 0.77 with the interpretation of “agree”.

According ta research conducted by Zolotarev, et al. (2023), it is extremely important to have efficient and sustainable transportation systems in order to improve the accessibility of destinations, particularly in popular tourist areas such as coastal cities. The growth of tourism and transportation infrastructure has a direct impact on local communities, and stakeholders are aware of the importance of well-operating transportation systems while also being mindful of the potential challenges that come with an increase in visitors.





Table 10.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan – Variety of Cultural Experiences

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
I appreciate Intramuros provides a diverse range of cultural experiences for visitors.	3.62	0.63	<i>Strongly Agree</i>
I appreciate the cultural events enrich the overall visitor experience in Intramuros.	3.61	0.62	<i>Strongly Agree</i>
I appreciate visitors have the opportunity to engage with different cultural traditions and practices in Intramuros.	3.59	0.60	<i>Strongly Agree</i>

As shown in Table 10 above, the statement, “I appreciate Intramuros provides a diverse range of cultural experiences for visitors”, shows a WM of 3.62 and a deviation of 0.63 with the interpretation of “strongly agree”. I appreciate the cultural events enrich the overall visitor experience in Intramuros shows a WM of 3.61 and a deviation of 0.62 with the interpretation of “strongly agree”. I appreciate visitors have the opportunity to engage with different cultural traditions and practices in Intramuros shows a WM of 3.59 and a deviation of 0.60 with the interpretation of “strongly agree”.

Ramkissoon (2022) mentioned that cultural tourism is an important aspect of the tourism industry as it offers a wide range of cultural experiences to tourists, benefiting both the host communities and the visitors themselves. It has the potential to positively impact the quality of life for the local residents. However, it is worth noting that the growth of cultural tourism can sometimes result in income inequality among the locals. Nevertheless, cultural tourism continues to be a crucial part of the tourism sector. In order to ensure sustainable development in the post-pandemic era, it is advisable to focus on domestic cultural tourism and engage local visitors.

Table 11.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan – Safety and Security

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
I trust the local authorities and law enforcement to ensure safety in Intramuros.	3.44	0.74	<i>Agree</i>
The experience in Intramuros is not negatively impacted by safety and security concerns.	3.40	0.73	<i>Agree</i>
I feel safe and secure while visiting Intramuros.	3.36	0.77	<i>Agree</i>





I trust the local authorities and law enforcement to ensure safety in Intramuros shows the WM of 3.44 and deviation of 0.74 with the interpretation of “agree”. The experience in Intramuros is not negatively impacted by safety and security concerns showing a WM of 3.40 and a deviation of 0.73 with the interpretation of “agree”. I feel safe and secure while visiting Intramuros shows the WM of 3.36 with a deviation of 0.77 with the interpretation of “agree”.

Cultural tourism impacts are extremely important in the midst of safety and security competition (Šerić, et al., 2022). The safety and security of tourists play a major role in determining the competitiveness of a destination and influencing the impressions and choices of visitors. Security and safety are crucial factors that affect the attractiveness of tourist destinations. It is essential to understand the cultural impacts of tourism for sustainable development, as cultural and heritage resources are fundamental for the tourism industry. Ensuring the safety and security of cultural tourism destinations is of utmost importance in order to enhance visitor experiences and maintain competitiveness. In the face of competition, it is vital to address safety concerns and preserve cultural heritage in order to ensure the success of cultural tourism destinations.

Table 12.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan – Quality Service

Statement	Weighted Mean	Standard Deviation	Verbal Interpretation
The services in Intramuros plays an essential role in enhancing the overall experience of visitors.	3.57	0.65	<i>Strongly Agree</i>
The employees in Intramuros are knowledgeable and helpful providing services for visitors.	3.52	0.65	<i>Strongly Agree</i>
The quality services in Intramuros are excellent including information centers and guides.	3.44	0.69	<i>Agree</i>

The services in Intramuros plays an essential role in enhancing the overall experience of visitors shows the WM of 3.57 and deviation of 0.65 with the interpretation of “strongly agree”. The employees in Intramuros are knowledgeable and helpful providing services for visitors shows the WM of 3.52 and deviation of 0.65 with the interpretation of “strongly agree”. The quality services in Intramuros are excellent including information centers and guides shows the WM of 3.44 and deviation of 0.69 with the interpretation of “agree”.

According to (Cheunkamon, et al., 2022), In the world of tourism, companies work hard to attract tourists by improving the quality of their services. This helps them gain a larger share of the market and make more money. Quality is crucial in tourism because it means meeting the needs of consumers. It directly affects how competitive a company is and how profitable the tourism industry can be. That's why it's so important to maintain high service quality in cultural tourism. It helps preserve our





cultural heritage, promotes economic growth, and keeps us competitive in the tourism industry.

Table 13.

Descriptive Statistics on Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan

Factors	Weighted Mean	Standard Deviation	Verbal Interpretation
Preservation and Conservation	3.52	0.56	<i>Strongly Agree</i>
Accessibility and Transportation	3.37	0.63	<i>Agree</i>
Variety of Cultural Experiences	3.61	0.54	<i>Strongly Agree</i>
Safety and Security	3.40	0.66	<i>Agree</i>
Quality Services	3.51	0.59	<i>Strongly Agree</i>
Overall	3.48	0.50	<i>Strongly Agree</i>

Preservation and Conservation shows the WM of 3.52 and deviation of 0.56 with the interpretation of “extremely high”. Quality Services shows the WM of 3.51 and deviation of 0.59 with the interpretation of “extremely high”. Safety and Security shows the WM of 3.40 and deviation 0.66 and interpretation of “very high”. Accessibility and Transportation shows the WM of 3.37 and deviation of 0.63 with the interpretation of “very high”.

4. Test of Correlation

Table 14.

Spearman's Rho Test of Correlation between Factors Affecting Challenges of Preserving Intramuros for Tourist and Cultural Tourism Impacts in the Face of Competition Basis for Sustainable Development Plan

Main Variable 1	Main Variable 2	p-Value	Verbal Interpretation
Factors Affecting Challenges of Preserving Intramuros for Tourists	Cultural Tourism Impacts in the Face of Competition for Sustainable Development Plan	.000	<i>Significant Categorical Relationship</i>

Table 14, shows the p-value and verbal interpretation using Spearman Rho test of correlation between factors affecting challenges of preserving Intramuros for tourists and cultural tourism impacts in the face of competition shows the p-value of .000 with the verbal interpretation of the significant categorical relationship.





CORRELATION-SCALE

Main Variable 1	Main Variable 2	r-Value	Verbal Interpretation
Factors Affecting Challenges of Preserving Intramuros for Tourists	Cultural Tourism Impacts in the Face of Competition for Basis Sustainable Development Plan	.843**	<i>Significant High Positive Relationship</i>

This table shows the factors affecting challenges of preserving Intramuros for tourists and cultural tourism impacts in the face of competition with the r-value of .843 with the verbal interpretation of a significant high positive relationship.

DISCUSSION

The findings of this study reveal that the majority of tourists visiting Intramuros fall within the 18-24 age group, predominantly female. This demographic suggests that young adults and women form a significant portion of visitors, indicating their interest in the historical and cultural significance of the area. The study also highlights the commendable performance of tourism authorities in Intramuros, who have successfully implemented initiatives related to historical preservation, tourism management, funding, and public awareness. Tourists expressed strong agreement on the importance of preserving and conserving historical and cultural assets, and they reported satisfaction with transportation accessibility, security, and the quality of cultural experiences offered.

The study concludes that there is a significant relationship between the challenges of preservation and the impact of cultural tourism on sustainable development. A well-preserved Intramuros fosters a positive cultural tourism experience, reinforcing its role as a heritage destination. The research findings serve as a foundation for the development of a brochure aimed at enhancing preservation efforts amidst growing competition. However, limitations due to the pandemic restricted the scope of the study, necessitating future research to address emerging challenges and evaluate the long-term effects of preservation strategies.

Based on these, several recommendations are proposed. Local authorities should maintain and improve their performance in preservation, tourism management, and public awareness campaigns, prioritizing the conservation of Intramuros' cultural assets. Enhancing transportation options, diversifying cultural experiences, and ensuring visitor safety are essential for sustaining tourist satisfaction. Furthermore, the proposed brochure should be disseminated to guide both authorities and tourists in preserving Intramuros as a competitive cultural tourism destination. Future studies should expand the research to include other heritage sites, exploring evolving challenges and innovative preservation strategies.





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Funding: This research received no outside funding.

Author Contributions: All authors contributed to the drafting of the manuscript. The study was conceptualized by Robinson and Tindugan. In addition, the data was collected by Falconitin, while the analysis was conducted by Tabasco and Ablizo. Draft preparation was finalized by Dellova. All authors have read and approved the final draft of the manuscript.





Acknowledgments: To Lyceum of the Philippines University, College of International Tourism and Hospitality Management officials, chairpersons, faculty, staff, and students, heartfelt gratitude for all the support and encouragement to this opportunity to share the output of the study. Additionally, the researchers acknowledge their families' unwavering love which served as a primary source of motivation. Last but most importantly, the researchers wish to express their utmost appreciation to the Lord, Almighty God for his blessings and love.

Conflict of Interest: The authors declare no conflict of interest in the submission of the manuscript. The authors have no competing interests to declare relevant to this article's content.

Ethical Statement: Research ethics were thoroughly considered in this study. Participants were informed about the steps and treated respectfully, with their well-being prioritized over the study. Participation was voluntary, with no impact on their status as visitors. Confidentiality was ensured as no identifying information was collected. Data were securely stored and deleted after the study concluded.

