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Likha: A Study on the Use of Interactive Program on Visitors' Learning Expertise and Travel Intention – The Case of Quezon City Experience Museum

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Abstract

This study focused on the Quezon City Experience Museum found at Quezon Memorial Circle, Philippines. Researchers attempts to show how the interactive programs used in the said museum affect and relates to the learning experience and travel intention of the visitors. With the use of the Theory of Planned Behavior (TPB) by Ajzen in 1991, the study identified how the interactive program of Quezon City Experience Museum, an interactive museum, affect its visitors' travel intention. On the other hand, by using the Constructivist Learning Theory, Interactivity Design and Theory of Usefulness, the study explained how the interactive program affects the learning experience of its visitors. The researchers used mixed method for their study. For the quantitative part of the study, the researchers selected 400 respondents through simple random sampling technique. These are recent visitors of the museum. As for the qualitative part of the research, the researchers requested for an in-depth interview with the former consultant of the museum, the local government of Quezon City and its museum director. Through the conduct of the survey and in-depth interview, the researchers concluded that the museum is a known attraction and the presence of its interactive programs results to a positive learning experience and travel intention for the visitors.

Keywords: Interactive Program, Learning Experience, Quezon City, Travel Intention, Visitors

Introduction

Museums in the Philippines are known to be the bearer of a certain destinations' history, and serve as a chamber of arts and its beauty. Modern museums do not only showcase collections for educational purposes but also for entertainment purposes. With this, traditional museums started

expanding and innovating their setting by adding interactivity in their exhibits (Haapio-Kirk, 2011 as cited from Aguirre et al., 2015). At present, a new type of museum is emerging and these are interactive museums. This new type of museum has brought with it tourists' newfound interest in visiting museums (Aguirre, Bringas, Frederigan, Shimizu & Suria, 2015). It also serves as a response to tourists' increasing demand of involvement in museum visits.

Since the tourism industry is unlike any other industry for its markets an intangible product – tourist experience, information has played an important role in the industry. Ergo, services providing tourism information through the Internet or ICT has become an essential tool for travelers. The industry was radically changed with the dawning and innovation of information and communications technology globally (Buhalis & Law, 2008; Ho & Lee, 2007 as cited from Lai, 2015). Given its information-intensiveness, tourism is now one of the prime industries in the e-business. The use of information and communication technologies in managing information in the industry has transformed it into a highly competitive business all over the world. The worldwide web has become the primary and central source of tourist destination information. The application of ICT shows the innovative growth of the travel and hospitality industry.

Visitors learning experience when visiting a museum is categorized into three types: formal, informal, and self-directing learning. Formal learning is like a school type setting where there is interaction between the student and the teacher. On the other hand, informal learning is having an insight through a casual conversation. Lastly, self-directing learning is the motivation of the learner to enhance his knowledge. Museums are one of the many sources of knowledge through experience. Also, the Theory of Planned Behavior (Ajzen, 1991) has identified that a visitor is likely to perform an act if they seem to see value in the outcome of it (Dawson, 2014 as cited from Li & Huang, 2015).

The Philippine history played a big role in the establishment of Quezon City and vice versa, the city also became a part of the country's history. From the Cry of *Pugadlawin* at the house of Melchora Aquino where the *Katipuneros* tore their *cedulas* through the occurrence of the bloody revolution from *Balara* and *Krus na Ligas* to *Santolan*, Philippines was able to attain its independence. Year 1938, when Manuel L. Quezon, the first president of the commonwealth government, bought a land in *Diliman* estate and planned to build a city that will give houses to middle class workers and will replace Manila as the capital of the Philippines. In 1939, Quezon City was established and had Tomas Morato as their first appointed city mayor who implemented a lot of projects for the city such as concrete roads and housing projects. The city was considered as the richest city for many years under the effective governing power of Mayor Feliciano Belmonte Jr.

As more consumers, particularly millennials, have become more positively disposed to technology, almost all industries have been adjusting to meet their demands. One of which is Quezon City. The city government has recently opened an interactive museum exhibiting the city's abundant history and metamorphosis in a total of 15 galleries. The Quezon City Experience also known as QCX is an interactive socio-historical museum that is situated at the center of the city's roundabout. It was opened to the public last November 2015 with the Quezon City's very own, Mayor Herbert M. Bautista, Vice Mayor Josefina Belmonte together with Philippine Vice President Leni G. Robredo.

This study focused on the Quezon City Experience Museum located at the Quezon Memorial Circle and its visitors specifically their awareness, learning experience, and travel intention. The researchers tried to understand how technology, specifically the interactive programs used in the museum, affects the visitors' perceived learning experience. The answers were sought through the conduct of a survey to 400 respondents who have already visited the museum and were able to experience the interactive program they offer. This study is beneficial to the local government of Quezon City for they are the one handling the management of the museum. They will be informed regarding the experience, expectations and the rooms for improvement of the museum as basis for the further development and enhancement of its exhibits. This study could also help in the promotion and marketing of the museum and the city itself.

There are different theoretical frameworks used for the research to further analyze the research topic specifically concentrated to the Quezon City Experience Museum. The Code of Ethics for Museums (2013) published by the International Council of Museums and the Principles of Heritage Interpretation (Tilden, 1977) helped in interpreting the concept of the Quezon City Experience Museum. On the other hand, the Constructivist Theory, Interactivity Design and Theory of Usefulness helped the researchers to understand the concept of an interactive program and its functions. While the Theory of Planned Behavior (TPB) (Ajzen, 1991) helped in answering the visitors' behavior and attitude towards the interactive program of the museum.

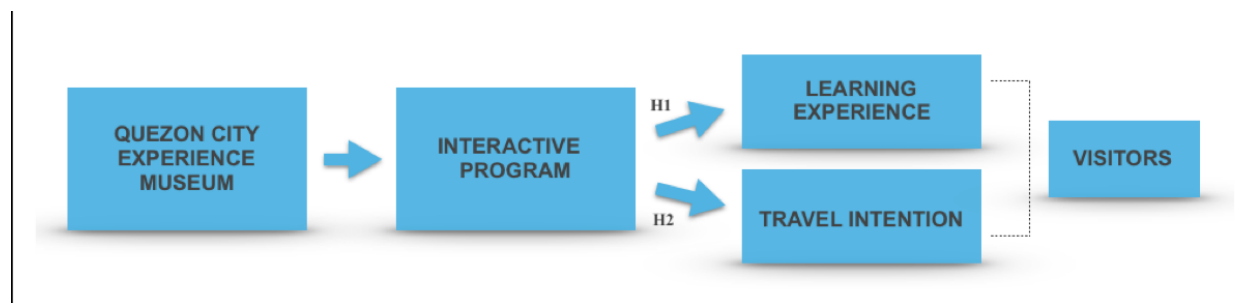


Figure 1. Conceptual Framework of the Research

As illustrated in Figure 1, the Quezon City Experience Museum is focused on the usage of Interactive Program showcasing the past, present and future progress of Quezon City. An Interactive Program is the use of Technology that can be an aid of dissemination and impartation of knowledge to the visitors. Learning Experience and Travel Intention arises after the tour of the visitors in the museum. The Visitor's Learning Experiences will be evident after the interaction with of the tourists with the museum. Learning Experience is essential for it will help in brainstorming conflicts and interpreting ideas in order to formulate a perception. This can be a positive or a negative impact to the visitors whether they will be satisfied. Travel Intention will be depending on the visitors' experience and their motivation of visiting in the museum. The researchers have come up with two hypotheses answering the research question, which is the effective use of an interactive program in the Quezon City Experience museum in the visitors' learning experience and travel intention. Hypothesis one (H_1) explains that the presence of an interactive program to the QCX Museum results

to a positive learning experience while hypothesis two (H₂) indicates that the absence of an interactive program to the QCX Museum result to a negative travel intention.

Literature Review

Museum

Museums are culpable in the collection and preservation of a nation's natural and cultural heritage with the help of the government through implementing strategic actions in order to secure and retain the confidentiality of a certain artifact as well make easy its accessibility and promotion through aid of the physical, human and financial resources (International Council of Museums, 2013). Known as "*Mouseion*" in Greek, a museum was considered as one of the significant venue for education and enjoyment during its first creation in the society. In 1964, the International Council of Museums said that the conceptualization of museums is changing through time depending on distinctive concepts. Some members of the museum management a long time ago broaden the meaning of museum as a profitless, permanent establishment or institution that helps the government as well as the society for its development by being an establishment that is open for all and at the same time helping people gain knowledge, conservation, research, communicate and exhibit in the desire of study or academic purposes, enjoyment and tangible proof or data about people and the environment (International Council of Museums, 2013).

In today's world, museums in the Philippines are in the mainstream phase or booming state. According to Graburn (1992), museums have an essential role in the society through their famous tourist attractions and icons that most of the time leads to an intention of visiting a destination. It serves as a tour guide that refreshes the mind of a tourist about the history and geography of a certain place they exhibit (Graburn, Herrean & Stevens, 1998). It is also one of the most common attractions in every destination, which is involved in the innovation and creation of ideas that can affect the visitors' travel intention. One of the roles museums play is that, it houses the important artifacts of a country to avoid its deterioration. The institution also needs continuous innovation in their operations and promotion to be able to adapt to the dynamic changes in the demands of tourists. Moreover, museums also play a big role in the local and global economy of the country where it is located (Peacock, 2008).

Filipino museologists noticed the need for practical programs or activities for education that can be accessed or used by the public. Museum organizations realized their role in the society as being one of the alternative technologies in terms of learning and disseminating information. Hence, they started to communicate and engage in partnerships with support systems such as the government, religious institutions, and other organizations that will help them in the maintenance and development of their museums (Zerrudo, 2008).

Information and Communications Technology (ICT) in Museum Perspective

ICT is a wide-based network component which covers modern technology particularly television, radio and computer that have been evolving through time (Neuhofer et al., 2014). It also serves as a means of connecting and interacting to various aspects of organization and people using

different media platforms. The idea of ICT is also parallel to Information Technology. However, ICT gives more specific knowledge of digital and informative ways of communication. The tourism industry benefits from ICT through its technical systems, which supports the relationship of the consumers and the product through the Internet (Neuhofer et al., 2014). The use of ICT to encourage the visitor's involvement is more than a tool for exhibition; it also has a great contribution in the learning and interpretation of the visitors with what the museum offers. ICT also becomes the primary topic in a museum. The apprehension and presumption of the general to the use of ICT in museums also accord a compound recurrence (Rey & Neira, 2013).

Tourism is a growing industry that connects tourists around the world through communication. Travelers of this generation use the Internet as their source of information about a certain destination they plan on visiting. With this, an increasing demand for information using electronic resources has been evident due to the advancement of Information and Communications Technology (El- Sofany and El – Seoul, 2011). Barbosa (2013) has classified the technologies, which museums commonly use into three categories: instructive technologies, message disseminating technologies and technology used to support the performance of the organization and management. These technologies help in heightening the experience of the museum visitors (Barbosa, 2013).

The use of technology generates a lot of convenience based on necessity. In the case of museums, the advancement provided by technologies is useful for the improvement of its operation such as innovation of ICT in tour guiding inside the museum. This institution is important and acts as an influential agent in the many sectors of today's society. Thus, "Technology and the Public Evaluation of ICT in Museums" is one of the reports presented and published funded by Learning Museum (LEM) within the framework of European Union. LEM does not only focus on materials that can be used to enhance the museum experience but also to meet the interests of European Community professionals in the heritage education and learning in the museums.

The LEM have this philosophy that Museum is not only considered the place for learning and educational activities but also a learning place for the public, local community and other museums (Sani, 2013). The researchers of the study concluded that most of the visitors, when visiting a museum, does not prepare before their visit. They do not seek basic information about the museum they are about to visit such as its location, the amount of time to be consumed when inside the museum, and ticketing. They also found out that multimedia content is much more interesting, fun and entertaining to the visitors. However, they like to share their comments and opinions to other visitor online rather than through evaluation before the museum tour ends. Furthermore, the use of digital technology becomes an additional factor that arouses visitors' interest when going to a museum. However, introducing museum digitization causes negative impacts like the isolation of physical museum brought by the ignorance of the visitors. According to Beer (n.d.), the visitors have become passive going to museums as they only spend a short span of time looking through different collections. Moreover, Gurian (n.d.) pointed out that the museum experience would develop, as filling up the gap of the physical museum will use technology.

There are abundance of write ups and studies about the role of museums in enhancing education and literature (Falk and Dierking, 2000; Hein, 1998; Hooper-Greenhill, 1994) Yet, in this progressive digital age, less attention and importance has been given to the museums as one of the root of information (Booth, 1998; Lake Snell Perry and Associates, 2001). There is a wide range of

vision that museums need to shift to. One is from being the contributor of information, to giving tools to the visitors during tours for them to be able to delve into their own interpretation and understanding. An interactive museum is where visitors gather information, choose from options and interpret data (McLean, 1993). The essence of interactivity is correlative of action. Meaning, the visitors has a reaction to the exhibit and vice versa. Parallel to this, interactivity is one of the fundamental elements in the larger part of exhibitions especially in science and children's museums. Oppenheimer (1968) concluded that the mass will gain knowledge through supervising and observing the tools of laboratory. In other words, people would learn by maneuvering interactive exhibits. The essence of interactivity is also noticeable in museums showcasing culture and history.

The concept that interactivity should boost visitor's knowledge at museums has its origin in the philosophies of factual education (Dewey, 1997) and constructive criticism (Piaget 1957). Dewey comes up with an experiential philosophy for education, pointing out the relevance of experiences for being a motivation and a cornerstone in one's perceptiveness. Along with Piaget (1957), the researcher esteemed interactions in the real world as they encourage visitors in acquiring new knowledge and generate new ideas and conflicts by re-establishing their precedent understanding. Visitor learning in museums advocates that interactivity helps in engagement, perceptive, and reminisce of the exhibits with their content. (Schneider & Cheslock, 2003). However, there are several approaches that an interactive exhibits or museums can be at risk in the innovation of an impressive visitor experience. Allen and Gutwill (2004), conceptualized five (5) common pitfalls of a multiple interactive features in a museum.

The first is multiple interactive features of equal priority can overwhelm visitors. Occasionally, interactive museums are constructed to be unrestricted. It means that the interaction of visitors can be the cutting edge of different tourist behaviors. However, it is feasible to build an exhibit that has a variety of options when it comes to instructiveness of an exhibit or museum that will capture visitors' attention. Second, Interactivity by multiple simultaneous users can lead to disruption. One of the most popular social activities for visitors is a museum experience, and majority of them come in groups like and educational tours etc. It is distinct that great exhibits are aided by concurrent interactivity by multiple visitors. However, allowing users to have a choice or right or having an interaction with exhibits may also lead to a lower satisfaction of learning experience.

Third, Interactivity, even by a single visitor, can disrupt the phenomenon being displayed. Meaning exhibits are constructed so that fascinating phenomenon is proposed or made more intimidating by the visitors' interactions with the museums. Apparently, some exhibits entice visitors in getting too close to the interactions that leads into distorting or disrupting the exhibit without them knowing. Fourth, Interactive features can make a critical phenomenon difficult to find. One presumption behind the notion in interactive exhibits is that it will be more enticing to visitors for them to visit. But, it will be difficult on the part of the visitors especially when prior knowledge is absent about the exhibit itself. Fifth, a secondary interactive feature can displace visitors' attention from the primary one. Frequently, an exhibit has a plain and vigorous interactive experience.

Nonetheless, it becomes more challenging as further interactive features are combined. This is evident in some exhibits that display phantasm that are absurd now. For example, the Exploratorium located in San Francisco, California, an enhanced interactive feature is directed to be one of the tools for teaching and facilitating workshops (Allen & Gutwill, 2004).

Visitors' Learning Experience and Travel Intention based on the TPB

Museum's means of communication help to explain what is unique about its exhibition that affects majority of the visitor's emotional and exciting experience. A good exhibition gives a good interaction between the visitors and the content of the exhibition itself. Mayrand (2001), claimed that to accomplish a good exhibition it requires a global vision defining the interaction of the visitor to the collection, knowledge or storyline must be developed. Through strong visitor experience and clear communication approach strategy, it is expected that there will be a worthwhile exhibition (Mayrand, 2001 as cited from Shamsidar, et al., 2014).

Continuous research regarding visitors will produce and develop new ideas that will shape the knowledge for lifelong learning. According to Dawson (2014), there are types of communication in exhibition techniques identified in museum learning provided by the type of visitor that fits well to the technique; Aesthetic (visual and introvert learners), didactic (introvert and linguistic learners), hands-on (mathematical/logical, musical and social learner), multimedia (visual learners), minds-on (mathematical/logical, social) and immersive environment (to all learners, especially social learners). In addition, there is 3 categories of learning experience happen inside the museum: Formal Learning, informal learning and self-directed learning. Formal learning is compared to a school type experience were there is an interaction between the student and teacher. As contrary to formal learning, informal learning is a casual conversation that leads to new insights. Lastly, self-directed learning is the interest or motivation of the learner to provide him the knowledge (Dawson, 2014 as cited from Li & Huang, 2015).

Quezon City Experience Museum

The Quezon City Experience Museum, a socio-historical interactive museum, is located at the center of the city's roundabout. It showcases 15 interactive galleries focusing on the history, culture and progress of Quezon City through the years and foreseen future of the city. The galleries are the Pylon Gallery, Quezon on the Hill Gallery, Malacañang Gallery, War Gallery, Housing Gallery, *Jeepney* Gallery, Education Gallery, Street Gallery, Business Gallery, Entertainment Gallery, Changing Issues Gallery, *Barangay* Gallery, Vision Gallery and the Expression Gallery.

First is the Pylon Gallery where you can find the replica of the three mourning angels at the top of Quezon Monument wearing traditional costumes that signifies the three major islands in the Philippines. Second is the Quezon on the Hill Gallery, which depicts how Manuel L. Quezon envisioned his dream city while he was sitting on a rock. There are also tablets, which can be used by the visitors in addition to their knowledge about the history of the city. Third is the *Malacañang* Gallery, which showcases a replica of the work place of Manuel Quezon in the *Malacañang* Palace. Visitors can also view the first proposal map, collection of original books preserved and two interactive programs that can be enjoyed by the visitor. Fourth is the War gallery. This place would make the visitors travel back in time to the Second World War but the main attraction in the gallery is the well-known *Balete* tree and its urban legend. Fifth is the Monument Gallery. The Monument Gallery showcases the rich history of Quezon City in the miniature displays of different monuments of eloquent people and significant events. One example is the Welcome *Rotonda* also called Mabuhay *Rotonda* built during 1949, as a commencement of Quezon City as the nation's capital. Luciano V. Aquino, a famous architect during

that time, designed it. Another one is the *Iglesia ni Cristo* Temple that has the capacity of 7,000 people and is the largest venue for worship (Quezon City Experience Museum, 2015).

Next is the Housing Gallery, which is all about the housing project of President Quezon that shows the typical setting of the Filipinos during the day. This is followed by the seventh, which is the *Jeepney* Gallery. It has a replica of a *jeepney* where the visitors can ride and take pictures and other things related to *jeepneys*. The eighth gallery, the Education gallery, illustrates the reality inside the Filipino classroom setting including a LED television where questions regarding Quezon city are being flashed and the visitors are to answer them through body movements in wherein a sensor senses and the movements are mirrored to the screen. The ninth gallery, Street gallery, depicts the typical Filipino street setting where *carinderia*, *sari-sari* stores, *fishball* vendor and many other small-scale enterprises found along streets are exhibited. The gallery shows how innovative Filipinos can be. The tenth gallery, Business gallery, shows the different small to big business enterprises, which originated at Quezon City. This is followed by the Entertainment gallery, which shows the two largest media companies in the country-ABS-CBN and GMA Network- the reason behind why Quezon City is called “City of Stars”.

The twelfth gallery is the Changing Issues gallery. In this gallery, a collection of works from Filipino artists inspired by the issues of the country on education, poverty, the increasing gap between the rich and the poor, pollution and overpopulation are showcased. This is followed by the *Barangay* gallery, where in the story behind or origin of the names of each of the 147 *barangays* of the city is presented. Most of the names are originated or are inspired by the experiences of the people of that certain *barangay*. The second to the last gallery, the Vision Gallery, shows the envisioned and imagined future of the city through the use projectors and some white screens. Lastly, the Expression gallery, this is where the visitors are given the freedom to express their thoughts or recommendation on a wall of the gallery. Couches are provided in this area wherein visitors can use to rest, relax and reflect on the information they have acquired throughout their tour around the museum.



Figure 2: Quezon on the Hill Gallery (Photo from the Researchers)



Figure 3: War Gallery (Photo from the Researchers)

Synthesis

Museums are educational-based institutions that interpret stories and values of the community. It allows people to learn and motivate to understand what it represents and how it is being evolved from a mere place to a substantial one. One way to substantially provide different mechanisms to understand the museum interpretation is by using information and communications technology. This leads to the improvement and development of museums by providing different technology-based materials (e.g.: electronic platforms, robotics, social media platforms and the like) and infrastructures (e.g.: green technology and structures) that will creatively and innovatively interpret factual information. This could also lead for a successful dissemination of proper information and entertain the guests while learning. With this measures, this can also develop the visitors' learning experience and even their travel intentions.

One of the examples in the Philippines that provide the same structure of museum interpretation and development is the Quezon City Experience Museum or also known as QCX. The QCX is a social history museum that interprets the story, values and heritage of Quezon City, one of the progressive cities in the country. The museum uses different technology-based applications, materials and infrastructures that lead people and even potential visitors to visit the place and make it more interestingly to learn compare with the usual or traditional museums available. Also as an effect, there could be a possible increase in the number of guest arrivals.

Research Method

For the research, the researchers used descriptive correlation method in gathering and analyzing the needed data for the study. Descriptive was used in a sense that the researchers detailed out the relevant information available and situation happening inside the museum. On the other hand, correlation was used in a sense that the researchers showed the relationship between one variable to another. In this study, the researchers correlated the interactive program to visitors' learning experience and travel intention. Also, the researchers used mixed method in addressing their research questions. For the quantitative approach of the study, a survey was conducted and 400 survey questionnaires were distributed to museum visitors. For the qualitative part of the study, the researchers requested for an interview with the museum director and the former consultant of the Quezon City Experience Museum.

The number of the sample population in which the researcher conducted a survey on was acquired through the use of an online calculator, which statisticians use now a day, found at Raosoft.com. The value, 18,448, used in computing for the sample population was based on the statistical data of the total number of visitors' arrival for the year 2017 which the Quezon City Experience Museum management provided. The researchers applied the simple random technique in selecting the 400 respondents.

The researchers designed a self-made questionnaire, which served as the source of data for this study. The survey questionnaire's content is focused on the research questions which are about the awareness, effectiveness, advantages and disadvantages, how the interactive program affect the positive learning experience and the travel intention of the visitors. The researchers also made a series of questions for the Curator, Director and Former Consultant of the Quezon City Experience Museum for additional information regarding the museum.

For the statistical treatment, the researchers used different formulas such as the Mean of Frequency Distribution, Standard Deviation, Friedman's Test and the Pearson's Correlation Coefficient. All the data gathered, was tabulated per survey question and was categorized according to the variable they are related to.

For the ethical considerations of the study, the researchers sent formal letters of request to the Office of the Vice Mayor, which is handling the Quezon City Experience Museum. The content of the letter states that any and all information gathered from the interview is used for academic purposes only. Also, the respondents of the study were not obliged to give out their personal information unless they willingly do so. Consent forms were attached to the survey questionnaires stating that any and all information they provide the researchers will be treated with outmost confidentiality and will be used for academic purposes only.

Findings, Results and Analyses

Findings from the In-depth Interview

The researchers were endorsed by the museum director to another resource person, which is Mr. Michael John Romeo Ogalinola, the museum manager. The conduct of the interview provided the researchers enough information regarding the museum and its visitors, which helped in addressing some of their sought research questions. One of the study's research questions is how the interactive program of the museum relates to the visitors' travel intention. According to Mr. Ogalinola, the current trend when it comes to a destination's target market is millennials and not so much of the older generation.

"The trend right now in this time is of course our current target market is not only adults, it is already millennials. And also, millennials want to experience virtually everything. In addition, technology is already available. Although it is available it cannot be afforded because it is too pricy." Ogalinola also stated that if museums stick to the old traditional setting, tourists might lose interest. *"It is already changing*

times. Now, for example we stick to the traditional sense of the museums being built today, maybe people won't visit us anymore"

Results from the Survey

The researchers grouped their gathered data into five, depending on which variable they address to. The first category is awareness. Results showed that those who are non-residents of Quezon City got the highest respond with 53%. As per the awareness of the respondents with the existence of QCX museum before their visit, results showed that 73% or majority answered yes. While among those who answered no, 27% were curious to visit the museum prior to their plan to visit. The researchers also found out that the most effective promotion is through recommendation from friends with 43.4%, followed by word of mouth with 28.1% and recommendation from family with 26.8%.

When it comes to the second category, travel intention, 73% said that their purpose of visit is for educational purposes. Also, results showed that the factual and accurate information offered by the museum with 65.8% is what encouraged the visitors to visit. As for the important factors, which visitors consider upon visiting the museum, activities got the highest, mean rank of 3.20 making it the most important factor. On the other hand, the factor which got the lowest mean rank of 2.46 is entrance fee, making it the least factor being considered by the visitors' before visiting. Results also showed that visitors prefer an interactive museum to the traditional type museum, which is supported by the 89% saying they do consider going back to the Quezon City Experience museum.

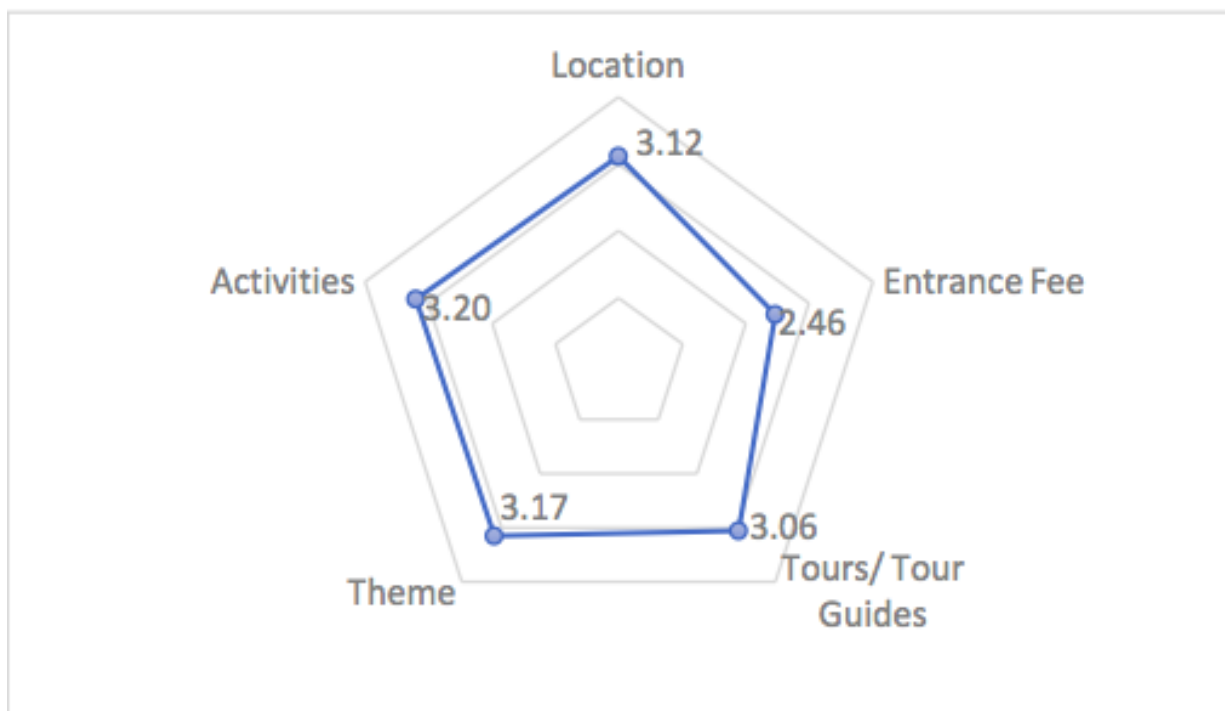


Figure 4: Rating Factors when Visiting QCX Museum

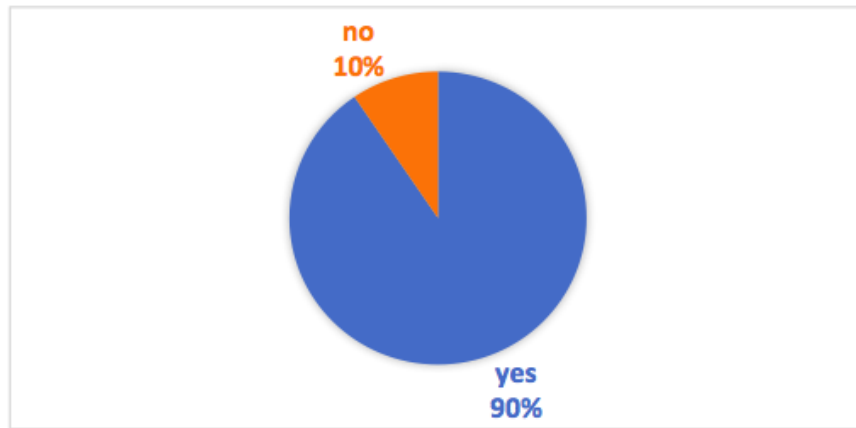


Figure 5: Respondents' Interest in Visiting an Interactive Museum rather than the Traditional Museum



Figure 6: Respondents' Intention in going back the QCX Museum

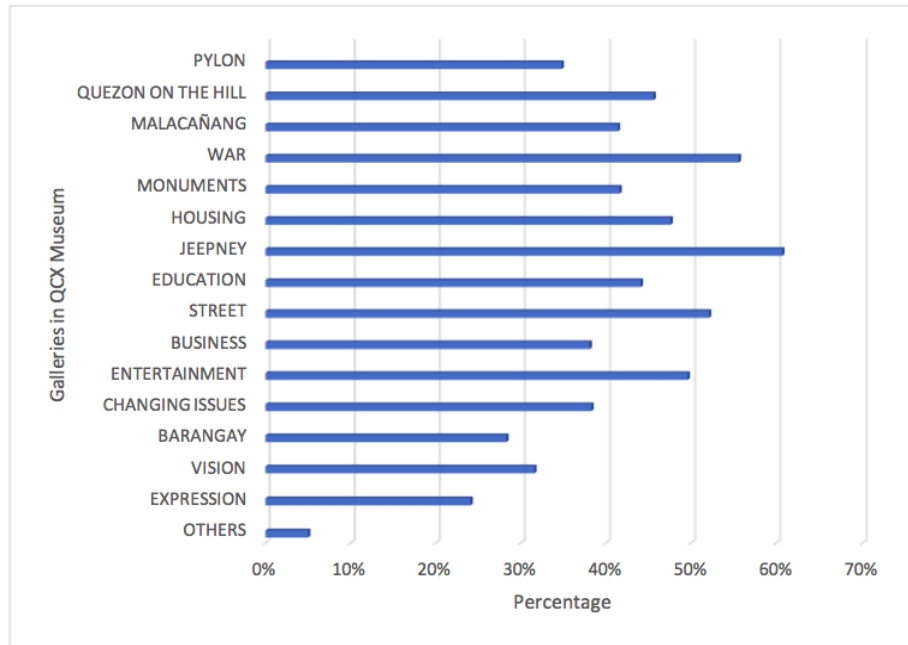


Figure 7: Percentage Rate of the Most Attractive Galleries in QCX Museum

For the third category, which is Effectiveness, results showed the following results: visitors mostly spent their time in the museum for one to two hours got 52% that the gallery with the most impact on the visitors is the *Jeepney* gallery with 60.7% followed by the War gallery and Street gallery. Meanwhile, the gallery, which least attracted the visitors is the Expression gallery with only 24.1%.

On the fourth category, which is Learning Experience, the characteristics of QCX museum of being technology-based, futuristic, entertaining, theme, and having interactive activities got a rating of good, good, excellent, excellent and excellent respectively. The results also showed that the most retaining information from the museum is that the height of the Quezon monument was based on the age of Manuel Quezon when he died. It is followed by the urban legend of *Balete* drive and that Quezon City is one of the most populated cities in Metro Manila. Moreover, the QCX giving a comprehensive overview of Quezon City made the most meaningful impact on the respondents having the highest mean value of 3.59, which falls under strongly agree.

In terms of the advantages and disadvantages, 59% or 237 of the respondents said to have utilized all the interactive programs the museum offered. On the other hand, those who failed to maximize the use of all the interactive programs, said to have missed the LED touch screen and virtual window at the *Malacañang* gallery. Results also showed 53% of the respondents said that some of the interactive programs are not working during their visit. Also, most of the visitors see that misuse or mishandling is one of the main reasons behind why some of the interactive activities are not working. While 52% or 208 of the respondents said that the interactive program did not interrupt the

flow of their tour. Lastly, 60% of the respondents recommended that the management of the museum can provide more activities for the visitors.

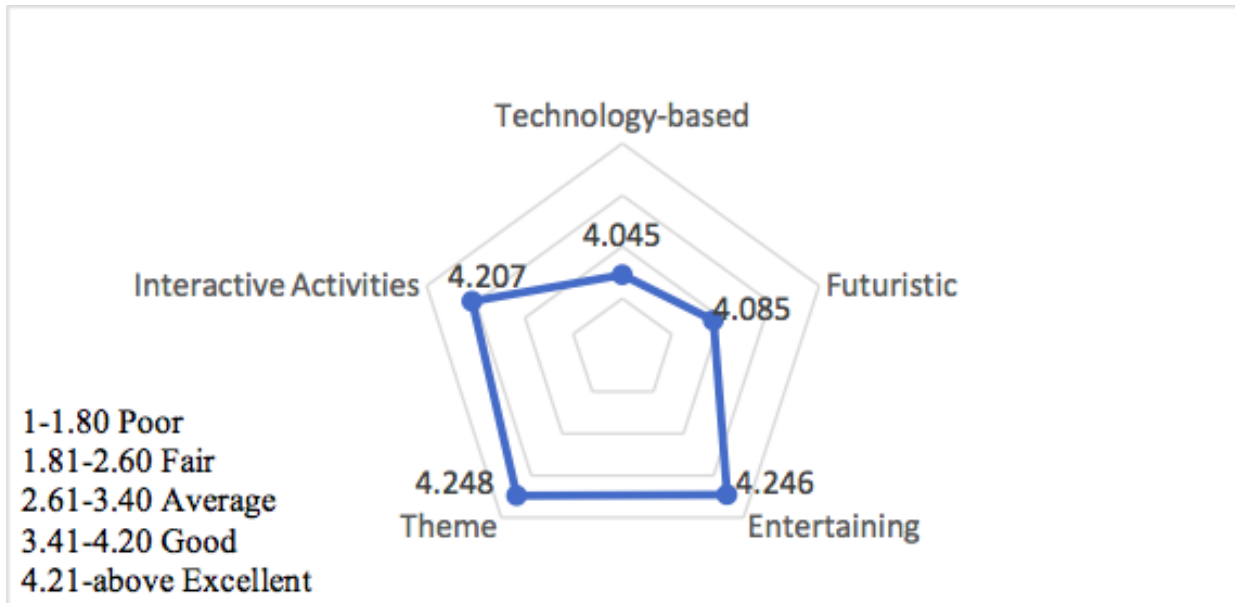


Figure 8: Respondents' Satisfaction Rating on the Characteristics of QCX Museum

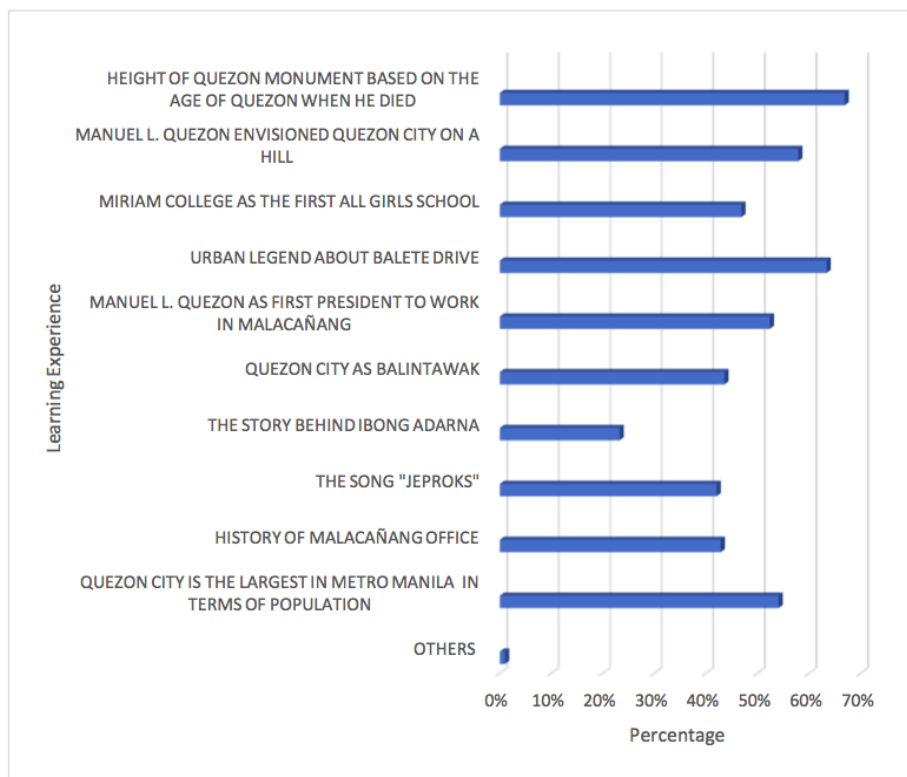
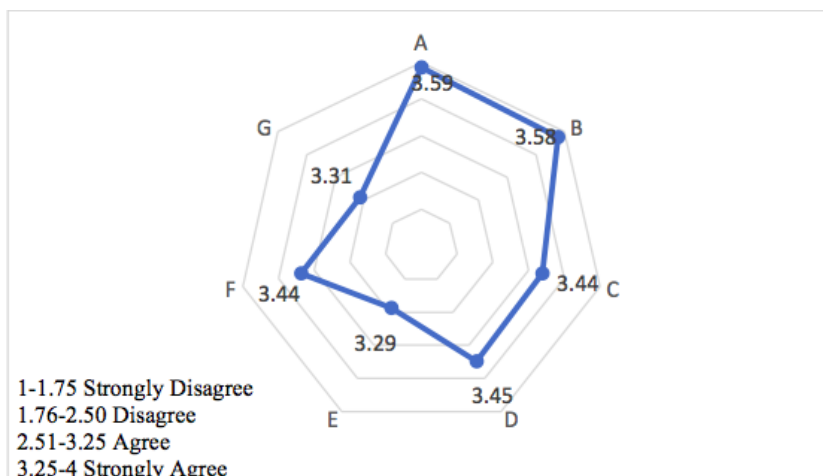


Figure 9: Percentage Rate of the Respondents' Learning Experience



- A. QCX museum gives you a comprehensive overview of Quezon City.
- B. QCX museum provides further knowledge about Quezon City.
- C. QCX museum incorporates the use of interactive program.
- D. QCX museum allows you to experience interactive program.
- E. QCX museum gives you enough time to read/ browse all the information provided by tablets, touch tables, etc.
- F. The tour guide in the QCX museum and their interactive program provide sufficient information about QCX
- G. The text on the tablet, screens, touch table, etc. are easy.

Figure 10: Rating of QCX Museum's Aspects

For the correlation part or the research, based from the Pearson Correlation Efficiency, the first meaningful or effectiveness in the museum is QCX museum gives a comprehensive overview of the Quezon City. It was highlighted that the comprehensive overview of QCX is related to its characteristics of being entertaining with 0.206 Pearson correlation coefficient and theme with 0.116 Pearson correlation coefficient. The reason behind this is that the museum gives an accurate and factual overview about the history of Quezon City. The second is QCX providing further knowledge about QC, which is correlated to all the characteristics of QCX, mentioned, technology based with 0.112 Pearson correlation coefficient, futuristic with 0.15 Pearson correlation coefficient, entertaining with 0.123 Pearson correlation coefficient, theme with 0.155 Pearson correlation coefficient and interactive activities with 0.126 Pearson correlation coefficient. This means that the QCX museum is an interactive museum showcasing the past, present and envisioned future of Quezon City. Thus, this helps the visitors in gaining more knowledge through the factual information provided regarding the history of the city and at the same time letting them enjoy the use of interactive programs as a source of entertainment.

The third and fourth impact or effectiveness is that QCX museum incorporated the use of interactive program, which allows the visitors to experience the interactive programs. As for the third impact, according to the researchers' in-depth interview resource speaker Mr. Michael Ogalinola, the museum is proudly claiming that QCX is the first socio-historical interactive museum in the Philippines. The museum does not only provide an overview of the city's history but also lets its visitors have a glimpse of experience with what really happened during events from the city's the past. The fourth impact is correlated to the characteristics of QCX being technological with 0.135 Pearson correlation coefficient and entertaining with 0.133 Pearson correlation coefficient. Technological for it incorporates the use of ICT through the interactive programs in the learning experience of the visitors. Aside from that, it is the way of letting the visitors learn by being involved in different interactive activities provided by the museum.

The fifth characteristic is QCX giving the visitors enough time to read or browse all the information provided by the interactive programs. Results showed that it is related to the museum being futuristic with 0.168 Pearson correlation coefficient and entertaining with 0.128 Pearson correlation coefficient. This shows that QCX provides information to the tourists with the use of advanced technology, which makes the different from a traditional historical museum. The sixth aspect is that the QCX tour guides and their interactive programs provide sufficient information about the exhibits. Lastly, the aspect of the interactive programs' texts on the tablet, screens, touch table and other interactive programs being easy to be read, correlates to the characteristic of QCX engaging in interactive activities with a 0.143 Pearson correlation coefficient.

The researchers concluded that it is very evident that QCX incorporates interactive activities with the use of interactive programs in the learning experience of the museum visitors. Also, it is a unique way of learning because visitors can also see the past, present and future progress of the city in visual form or aids. The visitors can also experience what happened during a certain period in the city's timeline.

Conclusion and Recommendation

Based on the gathered data, the researchers conclude that the Quezon City Experience museum is a known destination not only by residents of Quezon City but even more by those who are not. Majority of the respondents were aware of the existence of the Quezon City Experience museum. Most of the museum visitors claimed to have been made aware of the destination through recommendation from friends and word of mouth.

The second research question aims to know the effectiveness of the use of interactive programs to the learning experience and travel intention of the visitors. According to the results of the survey, the urban legend about the *Balete* Drive in the War Gallery wherein they use a model-like "white lady" attracted the visitors' attention. As they use the interactive program to depict the urban legend, the visitors were engaged and became more interested. That made it an effective learning experience to the visitors. Also, majority of the respondents prefer to visit a modern museum, which incorporates the use of technology rather than a traditional museum. Results also showed that majority of the respondents do consider going back to the museum.

To address the third research question, which is determining the advantages and disadvantages of the interactive program to the museum visitors, data showed that majority of the respondents were not able to use some of the interactive program particularly the LED touch screen in the *Malacañang* Gallery. The interactive program, although having advantages on its visitors, it also has a disadvantage. Since the interactive program uses technological equipment, which deteriorates through time, the visitors' learning experience can possibly be affected when this equipment was not maintained well. It was also stated during the interview with the QCX museum head, Mr. Ogalinola that there are limited number of users in a certain interactive program that is why not all visitors can experience or used them. Also, the respondents noticed that the reason of the malfunction of some of the interactive program is due to misused or mishandling. In addition, Mr. Ogalinola stated the same answer during the interview with the researchers. On the other hand, one of the advantages is that it is entertaining to most of the respondents as per answered on the survey.

The researchers also concluded that the presence of an interactive program on Quezon City Experience museum does relate to the positive learning experience of the visitors. Results showed through the Pearson Correlation Efficiency, the first meaningful or impactful or effectiveness in the museum is QCX museum gives a comprehensive overview of the Quezon City. This answers the fourth research problem of the study. With this, information regarding Quezon City are more effectively communicated and results to a positive effect on both the visitors' learning experience and travel intention.

The study's last research question aimed to understand how the interactive program of the QCX museum relates to the travel intention of the visitors. According to the museum head operation manager, Mr. Ogalinola, the interactive program attracted more visitors, especially millennials, since they are the ones who like experiencing almost everything virtually. Since QCX museum incorporates interactive program to learning, the visitors find it unique and different from a traditional museum.

For the recommendation, the presence of the Quezon City Experience Museum is a great asset for the tourism industry of the Philippines. Museums are one of the places, which tourists usually visit whenever they go around a particular destination. With the use of the advanced technologies and the other special features that QCX Museum offers, the museum management should properly maintain and improve the use of interactive programs and to continuously adapt to the trends and progression of the industry. Another recommendation would be to encourage other museums in the country to pattern the development and conceptualization of their museum to the QCX Museum especially our national museums.

For the local government if Quezon City, the researchers would like to recommend giving more importance to the museum by attending to its needs with urgency especially when it comes to the restoration and maintenance of the technological equipment and other facilities of the museum. The local government should also help promote the QCX museum nationally and globally by providing fund for the printing of brochures and flyers.

For the museum proprietor, the researchers would like to recommend the hiring of more tour guides to uphold their degree of excellence. Also, the researchers recommend the strict implementation of standard rules and policies in the museum. An orientation should also be

conducted prior to the museum tour itself in order for the visitors to be aware of the museum's do's and don'ts in regard to the use of the interactive programs. The researchers would also like to recommend to the museum management the establishment of their own foundation. Since the local government handles the museum and release of money from the government would go through a lot of processes and approvals, this foundation would help the museum while in that process. Through a museum foundation, the management will be able to gather additional funds for the maintenance of their equipment.

The researchers would like to recommend the future visitors to coordinate their visit first with the museum for them to avoid being put in a simultaneous tour with big group tours, which could hinder the conduciveness of their tour. Also, for future students and senior citizen visitors, their school ID and senior citizen ID is subject to the discount of their entrance fee.

The study can be used for the future researchers as a basis for conducting a study of interactive museums or any research that deals with the learning experience or travel intention of museum visitors. Future researchers can also use a different type of method and variables and also to have a greater number of respondents in order to determine the effectiveness or impacts or learning experience and travel intention of the museum visitors. Lastly, an investigation of other interactive museums around the country can also be considered.

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