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Research Article

Perceived Attributes Towards Development of Muslim Heritage Tourism in the Municipality of Sofronio Española: Basis for Action Plan

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ABSTRACT

This research explores the potential of Muslim heritage tourism in Sofronio Española, Palawan, as a driver of economic growth and cultural exchange. The study investigates residents' perceived attributes towards this tourism development, focusing on socio-cultural, economic, and environmental aspects. A descriptive correlational design was employed, surveying 381 residents across nine barangays using stratified random sampling. The findings indicate a high level of agreement among residents on the positive socio-cultural impact of preserving Muslim heritage sites, the economic benefits of tourism-related income and job creation, and the necessity of sustainable environmental practices. The demographic profile revealed a predominance of females (61.2%), a youthful population with 60% aged 18-27, and a high level of educational attainment, with 48.6% having attended college. Despite these insights, statistical analysis showed no significant correlation between demographic factors (age, length of residency, educational attainment) and perceived attributes, suggesting widespread support for tourism development across different demographic segments. The study concludes that while demographic factors do not significantly influence perceptions, the overall positive outlook on Muslim heritage tourism highlights its potential for fostering sustainable development. Recommendations include enhancing community engagement, supporting local entrepreneurship, implementing sustainable tourism practices, and developing a comprehensive tourism action plan. These strategies aim to capitalize on the rich cultural and natural assets of Sofronio Española, promoting it as a premier destination for Muslim heritage tourism. This research provides a foundational understanding that can guide policymakers and stakeholders in creating effective tourism development initiatives that benefit both residents and visitors.

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Introduction

Tourism is widely acknowledged as a crucial driver of economic growth and cultural exchange, with heritage tourism emerging as a significant niche market. In particular, there's been increasing recognition of the potential of Muslim heritage tourism to contribute to local economies and preserve cultural heritage. This acknowledgment is exemplified by successful examples in countries like Malaysia, Indonesia, and Turkey, where rich Muslim heritage sites have fostered thriving tourism sectors, attracting millions of tourists annually.

Initiatives such as the Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA) have provided additional opportunities for the development of Muslim heritage tourism in places like Sofronio Española. Economic cooperation and tourism development among member countries, including the Philippines, offer valuable insights into regional tourism trends that could inform the development of Muslim heritage tourism in Sofronio Española, given its geographical proximity to other member countries with significant Muslim populations.

Despite its rich heritage, Sofronio Española in Palawan remains underdeveloped in terms of tourism. This gap underscores the need to understand the perceived attributes toward the development of Muslim heritage tourism specifically in Sofronio Española. Resolution No. 2023-100, sponsored by Hon. Michael L. Diorda, highlights the municipality's commitment to revamp its tourism ventures and align with its Tourism Development Plan.

This research aims to address these identified gaps by investigating the perceived attributes toward the development of Muslim heritage tourism in Sofronio Española. By gathering insights from local residents and integrating international studies on Muslim heritage tourism and BIMP-EAGA studies, the study aims to provide a comprehensive understanding of the potential for Muslim heritage tourism in Sofronio Española. Ultimately, this will guide the formulation of a tourism action plan tailored to the municipality's unique context, unlocking its

tourism potential and fostering sustainable economic growth through collaborative efforts between local stakeholders, tourists, and government agencies.

This study aims to determine the attributes of residents toward the development of Muslim Heritage Tourism in Sofronio Española. Specifically, it seeks answers to questions regarding the demographic profile of the respondents, perceived attributes of residents toward Muslim heritage tourism, any significant relationship between demographic profiles and perceived attributes, and proposes a tourism action plan for the local government unit of Sofronio Española, Palawan.

Methodology

The study on Muslim heritage tourism development in Sofronio Española, Palawan. Utilizing a descriptive correlational research design, the study systematically collected and analyzed numerical data on residents' perceptions and demographic profiles. It examined variables such as sex, age, ethnic group, length of residency, and educational attainment, alongside socio-cultural, economic, and environmental attributes to identify trends and associations. Stratified random sampling ensured diverse representation from all nine barangays, with a total sample size of 381 respondents.

Researcher-made questionnaires were employed to gather comprehensive data on demographic characteristics and perceived attributes related to Muslim heritage tourism in Sofronio Española, Palawan. The questionnaires consisted of two parts: the demographic details and the perceptions of Muslim heritage tourism, utilizing a 5-point Likert scale with responses ranging from "Strongly Agree" to "Strongly Disagree." To validate the self-made questionnaires, the instruments underwent content validation by a panel of five subject matter experts, whose suggestions and recommendations were incorporated into the revision of the instruments. Following validation, the questionnaires were pilot-tested on 49 residents from the municipality of Brooke's Point to assess their accuracy and consistency. The

reliability of the instruments was confirmed through high internal consistency, with the pilot test yielding an average mean score of $M = 3.32$ ($SD = 0.39$) and a Cronbach's alpha of 0.96.

Various statistical tools were employed to present, analyze, and interpret the gathered data. Frequency distribution tables were used to analyze demographic profiles with frequency counts and percentages, while mean distribution analysis examined perceived attributes toward Muslim heritage tourism, including mean scores, standard deviation, and descriptive ratings. The Pearson r correlation

coefficient tested correlations between demographic profiles and perceived attributes, and the Shapiro-Wilk test ensured data normality to validate the use of parametric tests. Ethical principles such as confidentiality, informed consent, and respect for cultural sensitivities were strictly adhered to throughout the research process. This methodology is crucial for obtaining reliable and actionable insights for sustainable tourism initiatives in Sofronio Española, Palawan.

Results and Discussions

Findings of the Study

The following are the findings of the study:

I. Demographic Profile of the Respondents

Table 1. Sex of the Respondents

Sex	Frequency	Percentage
Male	148	38.8%
Female	233	61.2%
Total	381	100%

The gender distribution of the respondents is seen in Table 1. Ranking highest in frequency, 233 responses (61.2%) are female. Male respondents comprise 148 (38.8%) of the total 381 respondents, ranking second in frequency.

The distribution shows that women make up the majority of the sample. Lastly, the gender distribution of the respondents reveals a sizable female majority, which may impact the study's total perception data.

Table 2. Age of the Respondents

Age	Count	Percentage
18 - 27	227	60%
28 - 37	62	16%
38 - 47	36	9%
48 - 57	36	9%
58 - 67	11	3%
68 - 77	5	1.3%
78 - 87	4	1%
Total	381	100%

Table 2 shows the distribution of respondents' ages in the study. Among the 381 respondents, the largest age group is 18-27 years old, with 227 respondents constituting 60%. Following this, the age group 28-37 comprises 62 respondents, accounting for 16% of the total. The subsequent age groups, from 38-47

years old to 78-87 years old, have progressively more minor frequencies, ranging from 36 respondents (9%) to 4 respondents (1%). This distribution provides an overview of the age composition of the respondents, representing a major representation of younger individuals, particularly those aged 18-27 years old.

Table 3. Ethnicity of the Respondents

Ethnicity	Frequency	Percentage
Tagbanuas	1	0.26%
Palaw'an	50	13.12%
Batak	0	0.00%
Cuyunon	9	2.36%
Bisaya	58	15.22%
Tagalogs	157	41.21%
Ilocanos	21	5.51%
Others	85	22.31%
Total	381	100%

Table 3 above presents the ethnic composition of the respondents. Among the 381 respondents, the most prevalent ethnic group is Tagalog, with 157 respondents constituting 41.21%. The most represented ethnic groups are Bisaya, with 58 respondents (15.22%), and Palaw'an, with 50 respondents (13.12%). Other ethnicities include Cuyunon (9

respondents, 2.36%), Ilocanos (21 respondents, 5.51%), Tagbanuas (1 respondent, 0.26%), and a category labeled as "Others," comprising 85 respondents (22.31%). This distribution illustrates the diverse ethnic backgrounds of the respondents, with Tagalogs being the most prominent group.

Table 4. "Others" (Ethnicity)

"Others" (Ethnicity)	Frequency	Percentage
Muslim	57	67%
Ilonggo	22	26%
Chavakano	1	1%
Agutaynen	3	4%
Cagayanen	1	1%
Igorot	1	1%
Total	85	100%

Table 4 below further elaborates on the "Others" category from Table 4.3, presenting specific ethnicities grouped under this category. Among these, Muslim respondents represent the majority, with 57 respondents accounting for 67% of the "Others" category. The other ethnicities listed include Ilonggo (22

respondents, 26%), Agutaynen (3 respondents, 4%), and single respondents identifying as Chavacano, Cagayanen, and Igorot. Thus, it provides a more detailed understanding of the diverse ethnicities in the broader "Others" category.

Table 5. Length of Residency of the Respondents

Length of Residency	Frequency	Percentage
1-3 years	22	6%
4-6 years	16	4%
7-9 years	15	4%
10-12 years	18	5%
13-15 years	24	6%
16 years and above	286	75%
Total	381	100%

Table 5 illustrates the distribution of respondents based on the length of their residency. Among the 381 respondents, the largest group consists of individuals who have resided in their current location for 16 years and above, comprising 286 respondents, which accounts for 75% of the total and ranks first in frequency. Following this, 24 respondents (6%) have lived in their current location for 13-15

years, and another 22 respondents (6%) have a residency length of 1-3 years, ranking second and second-and-a-half respectively.

The following groups, with 18 respondents (5%), have residency lengths of 10-12 years and 7-9 years, ranking sixth and fourth-and-a-half, respectively. Lastly, 16 respondents (4%) have resided in their current location for 4-6 years, ranking fourth-and-a-half in frequency.

Table 6. Educational Attainment of the Respondents

Educational Attainment	Frequency	Percentage
Did not attend to school	3	0.8%
Elementary Level	20	5.2%
Elementary Graduate	15	3.9%
High School Level	53	13.9%
High School Graduate	54	14.2%
Vocational	5	1.3%
College Level	185	48.6%
College Graduate	35	9.2%
Master's Level	6	1.6%
Master's Graduate	3	0.8%
Doctorate Level	2	0.5%
Doctorate Graduate	0	0.0%
Total	381	100%

Table 6 provides a breakdown of respondents' educational attainment. Among the 381 respondents, the largest group comprises individuals at the college level, with 185 respondents accounting for 48.6% of the total and ranking first in frequency. The most represented groups are high school graduates, with 54 respondents (14.2%), and those at the high school level, with 53 respondents (13.9%),

ranking second and third in frequency, respectively.

Additionally, 35 respondents (9.2%) are college graduates, ranking fourth in frequency, and 20 respondents (5.2%) have attained education up to the elementary level, ranking fifth. The remaining educational attainment levels have more minor frequencies, with varying percentages.

II. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism

Table 7. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism in terms of Socio-Cultural

Statements	Mean	Stdv.	Descriptive Rating
1. The preservation of Muslim heritage sites is important for promoting cultural diversity in Sofronio Española.	4.18	0.81	Agree
2. The involvement of the local Muslim residents adds authenticity to the tourism experience.	4.11	0.81	Agree

Statements	Mean	Stdv.	Descriptive Rating
3. Traditional Muslim festivals and events contribute positively to the cultural identity of Sofronio Española.	4.18	0.80	Agree
4. The presence of Muslim heritage sites enhances social harmony among residents.	4.06	0.88	Agree
5. Learning about Muslim customs and traditions enriches the overall tourism experience in Sofronio Española.	3.94	0.89	Agree
6. Encouraging interactions between tourists and local Muslim communities strengthens mutual understanding and respect.	4.11	0.83	Agree
7. Efforts to preserve and promote Muslim heritage contribute to local pride and identity.	4.01	0.83	Agree
8. Adding Muslim cultural elements into tourism activities helps showcase the diversity of Sofronio Española.	4.10	0.82	Agree
9. Respect for Muslim practices and beliefs is essential for the sustainable development of Muslim heritage tourism.	4.22	0.83	Agree
10. Engaging in cultural exchanges with Muslim communities promotes tolerance and acceptance among residents.	4.08	0.85	Agree
11. The recognition of Muslim heritage sites attracts visitors interested in learning about different cultures.	4.03	0.86	Agree
12. Inclusion of Muslim art and architecture in tourism promotions enhances the attractiveness of Sofronio Española.	4.07	0.83	Agree
13. Participating in cultural workshops and demonstrations organized by Muslim communities enriches the visitor experience.	4.12	0.82	Agree
14. Efforts to preserve Muslim heritage contribute to the overall attractiveness of Sofronio Española as a tourist destination.	4.05	0.89	Agree
15. The promotion of Muslim heritage tourism aligns with the municipality's commitment to cultural diversity and inclusivity.	4.06	0.81	Agree
Grand Mean & Grand Stdv.	4.09	0.84	High Perceived Attributes

Legend:

Numerical Scale		Descriptive Interpretation	
1.00	1.80	Strongly Disagree	Very Low Perceived Attributes
1.81	2.61	Disagree	Low Perceived Attributes
2.62	3.42	Neutral	Moderately Perceived Attributes
3.43	4.23	Agree	High Perceived Attributes
4.24	5.00	Strongly Agree	Very High Perceived Attributes

Table 7 shows the perceived attributes of respondents towards the development of Muslim heritage tourism in Sofronio Española in terms of socio-cultural aspects. The grand mean of 4.09, with a standard deviation of 0.84, reveals a high agreement on the socio-cultural benefits. Notably, the highest agreement was observed for the statement emphasizing the respect for Muslim practices and beliefs as essential for the sustainable development of Muslim heritage tourism (Mean = 4.22, Stdv. = 0.83). This is closely followed by the recognition of the importance of traditional Muslim festivals and events in contributing to the cultural identity of Sofronio Española (Mean = 4.18, Stdv. = 0.80) and the preservation of Muslim heritage sites promoting cultural diversity (Mean = 4.18, Stdv. = 0.81).

Other significant attributes include the enrichment of visitor experience through cultural workshops and demonstrations organized by Muslim communities (Mean = 4.12, Stdv. = 0.82) and the involvement of local Muslim residents adding authenticity to the tourism experience (Mean = 4.11, Stdv. = 0.81).

The data reveals the perceived value of Muslim heritage tourism in enhancing social harmony, mutual understanding, and respect among residents and tourists. It also focuses on the role of Muslim heritage in promoting local pride, cultural identity, and the overall attractiveness of Sofronio Española as a diverse and inclusive tourist destination. These findings suggest an agreement of the socio-cultural benefits associated with preserving and promoting Muslim heritage tourism.

Table 8. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism in terms of Economic

Statements	Mean	Stdv.	Descriptive Rating
1. Investing in the development of Muslim heritage tourism generates income opportunities for local residents.	4.07	0.87	Agree
2. Employment in tourism-related businesses benefits the economic well-being of Sofronio Española's residents.	4.07	0.88	Agree
3. Selling locally made crafts and products enhances the livelihood of Muslim artisans.	4.19	0.86	Agree
4. Revenue generated from tourism activities can be reinvested in residents development projects.	4.11	0.89	Agree
5. Tourist spending on accommodations, transportation and dining boosts the local economy.	4.01	0.85	Agree
6. Supporting small-scale businesses offering Muslim-products contributes to economic empowerment in the municipality.	4.13	0.87	Agree
7. Offering tourism services such as guided tours and transportation creates job opportunities for residents.	4.13	0.82	Agree
8. Promoting Muslim heritage tourism attracts investors interested in sustainable development projects.	4.04	0.81	Agree
9. Collaborating with Muslim entrepreneurs strengthens the economic resilience of Sofronio Española.	4.12	0.82	Agree
10. Revenue from entrance fees to heritage sites can be used for conservation efforts and infrastructure development.	4.07	0.85	Agree

Statements	Mean	Stdv.	Descriptive Rating
11. Developing tourist accommodations catering to Muslim preferences attracts a diverse range of visitors.	4.10	0.84	Agree
12. Encouraging local entrepreneurship in the tourism sector increases economic growth in Sofronio Española.	4.10	0.85	Agree
13. Marketing Sofronio Española's Muslim heritage enhances the competitiveness of the tourism industry.	4.09	0.86	Agree
14. Providing training and capacity-building programs for local tourism stakeholders improves service quality.	4.17	0.83	Agree
15. Establishing partnerships with travel agencies and tour operators expands the market reach of Muslim heritage tourism in Sofronio Española.	4.12	0.81	Agree
Grand Mean & Grand Stdv.	4.10	0.85	High Perceived Attributes

Table 8 shows the perceived attributes of respondents towards the development of Muslim heritage tourism in Sofronio Española in terms of economic aspects. The grand mean of 4.10 and the standard deviation of 0.85 indicate a high perceived attribute regarding the economic benefits. The statement highlighting the livelihood enhancement for Muslim artisans by selling locally made crafts and products (Mean = 4.19, Stdv. = 0.86) ranked highest, indicating substantial agreement on its significant economic contribution.

This is closely followed by providing training and capacity-building programs for local tourism stakeholders, improving service quality (Mean = 4.17, Stdv. = 0.83). Statements related to supporting small-scale businesses

offering Muslim products and tourism services such as guided tours and transportation also ranked high (Mean = 4.13, Stdv. = 0.87 and 0.82, respectively), reflecting a perceived enhancement of economic empowerment and job creation.

The data suggests that investing in Muslim heritage tourism facilitates income generation, employment, and local entrepreneurship, thereby contributing to the economic resilience and growth of Sofronio Española. Thus, the high perceived attributes among respondents demonstrate a strong belief in the potential of Muslim heritage tourism to drive economic development and improve the quality of life for residents.

Table 9. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism in terms of Environmental

Statements	Mean	Stdv.	Descriptive Rating
1. Sustainable practices in tourism operations help preserve the natural environment of Sofronio Española.	4.18	0.86	Agree
2. Responsible tourism management minimizes the impact of visitor activities on fragile ecosystems.	4.08	0.91	Agree
3. Protecting natural habitats around Muslim heritage sites contributes to biodiversity conservation.	4.21	0.82	Agree

Statements	Mean	Stdv.	Descriptive Rating
4. Implementing waste management strategies reduces pollution in tourist areas.	4.19	0.83	Agree
5. Balancing tourism development with environmental protection ensures long-term sustainability.	4.19	0.81	Agree
6. Educating visitors and the residents about environmental conservation encourages responsible behavior.	4.23	0.84	Agree
7. Implementing water conservation measures helps safeguard freshwater resources.	4.21	0.86	Agree
8. Regulating visitor numbers at sensitive natural sites reduces environmental degradation.	4.07	0.95	Agree
9. Engaging in reforestation efforts around heritage sites contributes to climate change mitigation.	4.11	0.90	Agree
10. Monitoring air and water quality in tourist areas ensures environmental health and safety.	4.24	0.83	Strongly Agree
11. Promoting eco-friendly transportation options reduces carbon footprint in Sofronio Española.	4.22	0.82	Agree
12. Collaborating with environmental organizations strengthens conservation efforts in the municipality.	4.37	0.81	Strongly Agree
Grand Mean & Grand Stdv.	4.19	0.86	High Perceived Attributes

Table 9 shows the perceived attributes of respondents towards the development of Muslim heritage tourism in Sofronio Española in terms of environmental aspects. The grand mean of 4.19 and a standard deviation of 0.86 indicate a high level of perceived attributes among respondents regarding the importance of environmental sustainability in tourism. The highest agreement was noted for the statement on collaborating with environmental organizations to enhance conservation efforts (Mean = 4.37, Stdv. = 0.81), which ranked first. Monitoring air and water quality to ensure environmental health and safety (Mean = 4.24, Stdv. = 0.83) ranked second, both interpreted as "Strongly Agree."

Other significant factors included educating visitors and residents about environmental conservation (Mean = 4.23, Stdv. = 0.84) and promoting eco-friendly transportation options (Mean = 4.22, Stdv. = 0.82). These findings suggest an agreement on the critical role of sustainable practices, responsible tourism management, and the protection of natural habitats in developing long-term environmental sustainability in tourism operations within the municipality.

Thus, the highly perceived attributes of the respondents reflect a firm agreement on sustainable environmental considerations in the context of Muslim heritage tourism development.

III. Significant Relationship Analysis

Table 10. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Age with the Significance Level of 0.05

Variables	Coefficient r	p-value	Decision	
Age	Socio-Cultural	0.087	0.086	**Failed to Reject the Null
	Economic	0.078	0.127	**Failed to Reject the Null
	Environmental	0.094	0.066	**Failed to Reject the Null

*p-value < 0.05 = reject the null (statistically significant)
 **p-value > 0.05 = retain the null (statistically insignificant)

Null Hypothesis: There is no significant relationship between the Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Age

Legend:

<i>Correlation Value</i>	<i>Interpretation</i>
± 1.00	Perfect Correlation
± 0.70 – 0.99	Very High Correlation
± 0.40 – 0.69	Substantial Correlation
± 0.20 – 0.39	Low Correlation
± 0.01 – 0.19	Slight / Negligible Correlation
0.00	Zero / No Correlation

The table 10 presents the results of a study examining the perceived attributes of respondents regarding the development of Muslim heritage tourism, specifically focusing on different age groups. Each row corresponds to a different perceived attribute: Socio-Cultural, Economic, and Environmental aspects. The coefficient 'r' indicates the strength and direction of the relationship between age and each attribute, while the p-value assesses the significance of these relationships.

In this context, all three attributes show positive relationships with age, as indicated by the positive coefficients (positive slight/negligible correlation) (0.087 for Socio-Cultural,

0.078 for Economic, and 0.094 for Environmental). However, the p-values (0.086, 0.127, and 0.066 respectively) suggest that these relationships are not statistically significant at the 0.05 significance level.

Therefore, based on these findings, the study fails to reject the null hypothesis that there is no significant relationship between age and the perceived attributes of Muslim heritage tourism development among the respondents. This implies that age alone may not be a determining factor in how individuals perceive the socio-cultural, economic, and environmental impacts of developing Muslim heritage tourism.

Table 11. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Length of Residency with the Significance Level of 0.05

	Variables	Coefficient r	p-value	Decision
Length of Residency	Socio-Cultural	0.002	0.966	**Failed to Reject the Null
	Economic	0.034	0.498	**Failed to Reject the Null
	Environmental	0.050	0.0324	**Failed to Reject the Null

*p-value < 0.05 = reject the null (statistically significant)
 **p-value > 0.05 = retain the null (statistically insignificant)

Null Hypothesis: There is no significant relationship between the Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Length of Residency

Legend:

<i>Correlation Value</i>	<i>Interpretation</i>
± 1.00	Perfect Correlation
± 0.70 – 0.99	Very High Correlation
± 0.40 – 0.69	Substantial Correlation
± 0.20 – 0.39	Low Correlation
± 0.01 – 0.19	Slight / Negligible Correlation
0.00	Zero / No Correlation

Table 11 examines the relationship between the length of residency of respondents and their perceived attributes regarding the development of Muslim heritage tourism, with a significance level of 0.05. The table presents the coefficients 'r' and corresponding p-values for three perceived attributes: Socio-Cultural, Economic, and Environmental.

For the Socio-Cultural attribute, the coefficient 'r' is 0.002 with a p-value of 0.966. This extremely weak positive relationship indicates that length of residency has almost no impact on socio-cultural perceptions, and the p-value shows that this relationship is not statistically significant.

For the Economic attribute, the coefficient 'r' is 0.034 with a p-value of 0.498. This indicates a very weak positive relationship between length of residency and economic perceptions, but again, the p-value is much

higher than 0.05, indicating no statistical significance.

For the Environmental attribute, the coefficient 'r' is 0.050 with a p-value of 0.324. This suggests a slightly stronger yet still weak positive relationship compared to the other attributes. However, the p-value remains above the 0.05 threshold, indicating that this relationship is also not statistically significant.

Lastly, the study fails to reject the null hypothesis for all three perceived attributes (Socio-Cultural, Economic, and Environmental), as the p-values are well above the significance level of 0.05. This indicates that there is no statistically significant relationship between the length of residency and the respondents' perceptions of the impacts of Muslim heritage tourism development. Thus, the length of residency does not appear to be a significant factor in shaping these perceptions.

Table 12. Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Educational Attainment with the Significance Level of 0.05

	Variables	Coefficient r	p-value	Decision
Educational Attainment	Socio-Cultural	0.067	0.188	**Failed to Reject the Null
	Economic	0.065	0.205	**Failed to Reject the Null
	Environmental	0.099	0.052	**Failed to Reject the Null

*p-value < 0.05 = reject the null (statistically significant)
 **p-value > 0.05 = retain the null (statistically insignificant)

Null Hypothesis: There is no significant relationship between the Perceived Attributes of the Respondents towards the Development of Muslim Heritage Tourism and their Educational Attainment

Legend:

Correlation Value	Interpretation
± 1.00	Perfect Correlation
± 0.70 – 0.99	Very High Correlation
± 0.40 – 0.69	Substantial Correlation
± 0.20 – 0.39	Low Correlation
± 0.01 – 0.19	Slight / Negligible Correlation
0.00	Zero / No Correlation

Table 12 shows the relationship between respondents' educational attainment and their perceived attributes towards the development of Muslim heritage tourism, analyzed at a significance level of 0.05. The table provides the coefficients 'r' and corresponding p-values for three perceived attributes: Socio-Cultural, Economic, and Environmental.

For the Socio-Cultural attribute, the coefficient 'r' is 0.067 with a p-value of 0.188. This indicates a weak positive relationship between educational attainment and socio-cultural perceptions, but the p-value is above 0.05, indicating no statistical significance.

For the Economic attribute, the coefficient 'r' is 0.065 with a p-value of 0.205. This also suggests a weak positive relationship between

educational attainment and economic perceptions. However, the p-value is again above 0.05, indicating that this relationship is not statistically significant.

For the Environmental attribute, the coefficient 'r' is 0.099 with a p-value of 0.052. This indicates a slightly stronger yet still weak positive relationship between educational attainment and environmental perceptions compared to the other attributes. Despite being closer to the threshold, the p-value is just above 0.05, indicating that this relationship is not statistically significant.

Lastly, the study fails to reject the null hypothesis for all three perceived attributes (Socio-Cultural, Economic, and Environmental), as the p-values exceed the 0.05 significance level. Thus, there is no statistically significant relationship between educational attainment and the respondents' perceptions of the impacts of Muslim heritage tourism development. Thus, educational attainment does not appear to significantly influence these perceptions.

Conclusion

The study's analysis revealed no significant correlations between demographic factors (age, length of residency, and educational attainment) and perceived attributes towards the development of Muslim heritage tourism. The null hypothesis was not rejected, indicating that these demographic factors do not significantly influence how residents perceive the impacts of Muslim heritage tourism. This finding suggests that the support for tourism development is widespread and not confined to specific demographic segments.

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