

The Intramuros Administration should be more aggressive in its promotional efforts in capturing domestic tourists and visitors, even those that come from the different parts of Luzon, Visayas, and Mindanao. This also supports what Page & Connell (2012) cited that a heritage destination must seek other forms of destination attraction to ensure sustainability. Moreover, the result showed a significantly low number (2 of 75) of Intramuros visitors who were part of guided city tours & excursions.