



TRAVEL MOTIVATION AMONG DOMESTIC LEISURE TOURISTS IN THE PHILIPPINES

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Abstract

This study analysed how demographic factors affect travel motivations among domestic leisure tourists in the Philippines. The study used a quantitative descriptive approach and applied survey questionnaires strategy, with 386 respondents using independent T-test, and ANOVA to analyse the data. The results discovered that demographic factors had no effect on the travel motivations of domestic leisure tourists in the Philippines, which included intellectual, social, mastery competency, and stimulus avoidance. Seasonality and the duration of the study should be taken into account in future research since the time research participants travelled was restricted due to the COVID-19 pandemic. Future studies should consider utilizing qualitative techniques to investigate various travel-related motives that were not covered in this study. To assist businesses and agencies involved in tourism to choose to take into account additional underlying factors that could stimulate a tourist's interest in visiting.

Keywords: Travel Motivation, Domestic Tourist, Leisure tourist, Demographic profiles, Philippines

1. Introduction

Why do people travel? A question asked since the start of mass tourism after World War II (Chen et al., 2011). Travel motivation indicated specific characteristics of social backgrounds, economic situations, individual perceptions, and technology development. (Chen & Zhou, 2020). Moreover, travel motivation changed over time. It is an essential concept in tourism literature (Lam & Hsu, 2006). Several frameworks were established regarding this concept. Some travelers travel to acquire knowledge (Chiang, Wang, Lee, & Chen, 2015), some travel for an experience of something new and unique (Jovičić, 2016), and some look forward to experiencing tranquility far from home (Yousefi & Marzuki, 2015), while some are required due to their work (Tsui & Fung, 2016). Acquiring knowledge of how certain factors affect a person's behavioral intention when deciding what destination to go to will be helpful in proper tourism planning.

The travel and tourism sector of the Philippines contributed 22.5% of the country's Gross Domestic Product (GDP) before the pandemic (World Travel and Tourism Council, 2022). It is also stated in their latest Economic Impact Report (EIR) that the country is expected to annually grow 6.7% for the next ten years, while the overall average growth rate of the economy is only 5.6%. It is stated in the report that the employment rate will annually increase by 3% for the next ten years creating nearly 3 million job opportunities in the sector. This is a total of 21.5% of all jobs in the Philippines. This proved that tourism is a significant industry that massively helps the country's economy.

According to the report made by Philippine Tourism Satellite Accounts (PTSA), domestic travel demand increased dramatically in 2021 due to the pandemic. Domestic travel grew by 38.16% from 2020 to 2021. The total trips in 2020 is 26,982,233 compared to 37,279,282 trips in 2021. The Department of Tourism and the Tourist Promotions Board (TPB) Philippines' campaign called "It's More Fun With You" is designed to encourage Filipinos to travel even when the COVID-19 virus is still a threat. The campaign heavily relied on digital promotions through virtual tours, in-depth websites, co-branding initiatives with the private sector, and awareness-building on new platforms.

Literature concerning consumer behavior agreed with travel motivation and needs being related to each other. The Beard and Ragheb travel motivation theory used Maslow's hierarchy of needs which explained the needs of an individual. When it came to availing of products in general, consumers underwent a thought process of examining, evaluating, and deliberating before finally consuming. Tourists are one of the primary consumers in the travel and tourism industry. Tourists availed tourism products and services to satisfy their need for personal pleasures and travel. Consumer behavior is not that simple because of several factors to be considered, such as wants, needs, age, gender, costs, environment, and more. Tourist consumption behavior also made it more complex since tourists bought value items in multiple destinations with the notion of leaving home. (Li & Cao, 2022)

Tourists' participation in tourism-related activities and choice of trip destination were influenced by their demographic traits (Collin & Tisdell, 2002). This study took inspiration from the study of Kara and Mkwizwu in 2020 entitled "*Demographic factors and travel motivation among leisure tourists in Tanzania*" wherein the research focused on Tanzania's international and domestic tourists. In comparison, this study focused solely on domestic leisure tourists of the Philippines. Numerous studies concerning Filipinos' travel motivations have been published,

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but none have examined the demographic factors affecting their motivation (Aquino et al., 2017; Lacson, 2019; Marie et al., 2021; Whyte, 2017). Travel motivations constantly changed over time, so a new study regarding travel motivation was necessary. With that said, the objectives of this research are: 1) determine the demographic profile of respondents in terms of: Age, Gender, Level of Education, Occupation, Marital Status, Family Size; 2) determine the travel motivations of Filipino domestic leisure tourists in terms of: Intellectual Motivation (IL), Social Motivation (SO), Mastery Competency Motivation (MC), Stimulus Avoidance Motivation (SA); 3) Identify the significant difference between the respondents' demographic profile ratings and travel motivation.

1.1 Setting

The top ten beaches in the Philippines determined by Jennifer Gonzales' blog post titled "The 10 Most Beautiful Beaches in the Philippines," will be used in this study. The ten destinations mentioned in the blog are namely (1) Mactan Island, Cebu, (2) Siargao Island, Surigao Del Norte, (3) Pagudpud, Ilocos Norte, (4) Palau Island, Cagayan Valley, (5) Coron Island, Palawan, (6) Panglao Island, Bohol, (7) Samal Island, Davao Del Norte, (8) Puerto Galera, Oriental Mindoro, (9) Boracay, Aklan and (10) El Nido, Palawan. These islands are ranked, with the Mactan Islands coming in at number 10 and El Nido, Palawan, at number 1. According to the country's Department of Tourism's official website, seven of the beaches mentioned are also considered to be among the best beaches in the world.

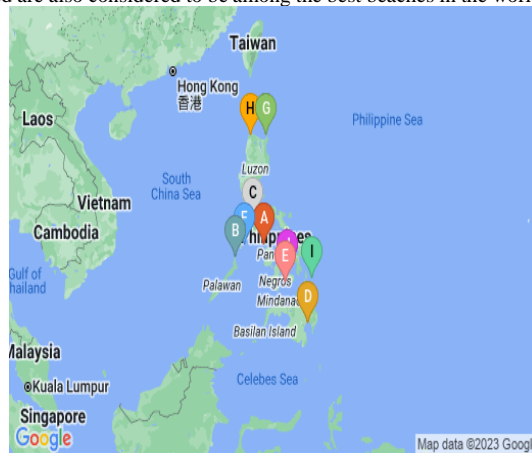


Figure 1. The Location of the Beaches on the Map of the Philippines

Legend:

- A - Boracay, Aklan
- B - El Nido, Palawan
- C - Puerto Galera, Oriental Mindoro
- D - Samal Island, Davao Del Norte
- E - Panglao Island, Bohol
- F - Coron Island, Palawan
- G - Palau Island, Santa Ana Cagayan
- H - Pagudpud, Ilocos Norte
- I - Siargao Island, Surigao Del Norte
- J - Mactan Island, Cebu

Boracay is located in Aklan, just 315 kilometers south of Manila. The island is known due to its fine white sand and blue waters. The island can handle thousands of guests due to a total of 350 resorts with about 2000 rooms ranging from budget-friendly to luxury hotels. The island offers diverse activities suitable for all tourists. The island's western part possesses the renowned white beach. On the other hand, the eastern part of the island is known for extreme sports like kitesurfing and windsurfing due to the strong winds present all year.

El Nido, Palawan is referred to as the Philippines' last frontier and top 14 out of 100 among CNN's beaches worldwide. It is also a top destination due to its "extraordinary natural splendor and ecosystem" according to CNNGo. The world globally recognizes El Nido as one of the best islands, not just in the Philippines. It was ranked as the best island in the world for two consecutive years (2016-2017) based on the international travel magazine Travel + Leisure.

Since 1973, UNESCO has conserved Puerto Galera, Palawan. Travelers refer to the town's surroundings, particularly Sabang and White Beach, by this moniker. It is situated 130 kilometers south of Manila. The island is perfect for sailing, snorkeling, swimming, and leisure. It is one of Asia's most diverse diving locations and it has the highest density of marine species anywhere in the globe based on the research of the University of the Philippines.

Samal Island is another name for the Garden City of Samal. There are many white and pink sand beaches and top-notch resorts like Paradise Island, the renowned Pearl Farm, and the Kaputian Beach Resort. It holds the distinction of being one of the Philippines' most developed tourist hotspots.

Panglao, an island off the coast of Bohol, shares similarity with Boracay in terms of its exquisite white sands partnered with pristine blue waters. The diving locations on the island are some of the entire archipelago's best. The island contains several marine species, including some recently found ones. There are 2,500 types of mollusks and roughly 250 species of crustaceans.

The most notable town in Busuanga is called Coron. The term Coron also refers to an island off the coast of that city which is home to the Tagbanua people. Coron Island has sheer limestone cliffs, white sand beaches, and seven mountain lakes. It is a gem of unspoiled beauty. In fact, the Forbes Travel magazine has ranked it among the world's top ten scuba diving locations.

Palau Island was ranked by CNN as the 10th best beach in the world. Described as a place unfolding with flora and fauna, volcanic cliffs, fine white sands, and a diverse range of marine life.

Ilocos Norte's Pagudpud is frequently referred to as the Boracay of the North due to its beautiful white sands, range of water sports offered at exclusive resorts, and clear blue waters. Compared to Boracay, it is a straightforward municipality. Pagudpud is not ideal for tourists looking for shopping opportunities. Tourists are also advised to bring cash since there are little to none Automated Teller Machines available in Pagudpud.

Siargao is an island in Surigao del Norte that resembles a tear. The island hosts the largest and most diverse mangrove forest in Mindanao which is home to a variety of aquatic species. Surfing, diving, and snorkeling are all excellent on the island. It is actually a surfer's paradise. Due to winds that are constantly blowing over the Pacific Ocean, the Cloud Nine Reef creates enormous waves that are well-known among thrill-seekers everywhere.

The worldwide travel publication Travel & Leisure recently voted Cebu Island as sixth among the "best islands in the world". Four hundred thirty thousand people live in Mactan Island, Cebu. It boasts many tourist attractions. It is also the most compact and populated island in the country. As a coral island, Mactan has a diverse marine ecosystem ideal for snorkeling and diving.

2. Literature Review

2.1 Demographic profiles

Demographics are the characteristics of a population that have been classified according to specific criteria, such as age, gender, and income, in order to research the features of a specific group. Demographic information is crucial in studies to determine whether the participants in a given study are a representative sample of the target population for generalization purposes. It is an essential factor that is utilized in studies for numerous reasons. It removes the possibility of false positives in the study, producing more accurate results. False positives can misdirect a study and focus on the wrong areas. History has shown that studies that did not use demographic data shifted the public's opinion on important issues. Some have historically left out certain groups in the data collection process, which created unsupported science and inaccurate data in research. Data in research should always be transparent, inclusive, and equal (Ray et al., 2020).

According to tourism stakeholders, age is a significant demographic factor because demand for leisure tourism can be measured comprehensively through a tourist's age (Mieczkowski, 1990). The age of a tourist highly affects consumer behavior in evaluations and judgments. It is implied in theories regarding innovativeness that younger people have higher chances of being adventurous when a new idea is presented to them. On the other hand, older people are conservative towards something new. Elderlies are highly dependent on the information offered by others or the information available to the public. This may come from travel agencies, family, friends, TV, and other mass media. Younger tourists, on the other hand, search for information helpful to them by themselves, which tends to affect satisfaction levels, and even future behavioral intentions (Li et al., 2017).

Gender plays a significant role in determining travel motivation (Um & Crompton, 1992); thus, the importance of gender as a demographic factor in tourism should never be overlooked (McGehee et al., 2007). The link between tourist expectations and the mental image is more robust for males, while women showed a higher detrimental effect of compelling images on the expectations of tourists (Wang et al., 2016). Men travel for adventure and do not avoid risks, but women travel for a cultural and educational experience with safety in mind (Osman et al., 2020). It is also essential to include the fact that LGBTQIA+ genders also travel. LGBTQIA+ individuals travel more compared to men and women (Thurlow, 2018). They see travel as a powerful social tool (Wong & Tolkach, 2017).

Marital status also appears to be one factor that affects a tourist's motivation, the decision to travel, or tourist consumption. In a study by Zheng and Zhang (2011) that aims to analyze households in the United States of America's expenditures on leisure tourism in the years 1996 and 2006, the authors find that married households in the year 1996 spent more on transportation, while in the year 2006 married households spent more on lodging or accommodation rather than unmarried households. A similar study stated that a household head's marital status plays a significant role in tourism consumption behavior and was hypothesized to spend more on four product groups: food, lodging, transportation, and entertainment. Thus, marital status is one of the factors to be considered in travel motivation and tourist consumption behavior because marital status or married households carry the fact of having a family and thus can spend more while traveling (Hong et al., 1996).

2.2 Travel Motivations

Travel motivations refer to an individual's desire to travel from one place to another, which in turn can satisfy one's need for travel, and can be attributed to many factors. McIntosh and Goeldner (1984) provided four categories for travel motivations: cultural motivators, physical motivators, interpersonal motivators, and status and prestige motivators. Researchers in other studies regarding travel motivations also denoted that the appropriate approach to travel motivation is finding its push and pull factors. The push factor is internal and refers to an individual's want to travel, while the pull factor is external and refers to the how, when, and where people would want to travel (Dann, 1977). Analyzing an individual's travel motivators and decisions contributes to determining one's future travel patterns (Jang & Cai, 2002) and can help acquire knowledge regarding their purpose of travel.

The renowned hierarchy of needs created by Abraham Maslow in 1970 served as inspiration for the Beard and Ragheb travel motivation theory, which was developed in 1983. The theory's goal was to assess motivations for leisure and provide a framework that assesses leisure motivation. The theory enlisted psychological and sociological reasons why participants partake in leisure activities, and it is divided into four subscales. Each subscale has 12 items. The four subscales are namely (1) intellectual, (2) social, (3) competence-mastery, and (4)

stimulus avoidance. According to Beard and Ragheb, using the leisure motivation scale (LMS) is reliable because of the results of Cronbach's alpha ranging, which rated 0.89 to 0.91. The theory is used by many researchers today due to its validity and reliability.

McIntosh and Goeldner (1984) provided four categories for travel motivations: physical motivators, cultural motivators, interpersonal motivators, and status and prestige motivators. Researchers in other studies regarding travel motivations also denoted that the appropriate approach to travel motivation is finding its push and pull factors. Analyzing an individual's travel motivators and decisions also contributes to determining one's future travel patterns (Jang & Cai, 2002) and can help in determining one's purpose for traveling.

A study by Albayrak and Caber (2018) entitled "A motivation-based segmentation of holiday tourists participating in white-water rafting" showed that demographics affect a tourist's travel motivations. Middle-aged and elderly participants are categorized as reluctant vacationers. On the other hand, moderate vacationers are motivated by new experiences and socializing with other people while rafting. Moderate vacationers were more inclined to try out rafting during the holiday season rather than acquire skills at rafting. Meanwhile, active vacationers consider rafting as an activity that may enhance overall satisfaction with the destination. The study also stated that the results in the study could benefit local tourism companies in knowing the characteristics of the market as well as the leading travel motivations of tourists in participating in rafting.

In a study by Yung-Kun et al. (2015) entitled "Market segmentation of international tourists based on motivation to travel: a case study of Taiwan," the researchers examined the variables influencing the motivation of tourists to travel to Taiwan and the demographic segmentation of these foreign visitors. The results showed that push factors, namely education, independence, shopping, a range of attractions, connections to different cultures, sport facilities, and nature, have major impact on foreign tourists. These visitors were then divided into five incentive categories based on five demographic characteristics. The five incentive categories are namely, scenery or knowledge seekers, accessibility or expenditure seekers, relaxation or relations seekers, novelty or experience seekers, and sports or service seekers (age, gender, marital status, nationality, and income).

CONCEPTUAL FRAMEWORK

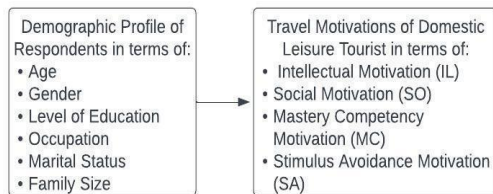


Figure 2. Conceptual Framework

Figure 2 shows the study concept inspired by the travel motivation theory of Beard and Ragheb. The design includes a list of demographics to be examined and the travel motivations to assess the psychological and sociological reasons for participating in domestic leisure tourism.

3. Methodology

The study used a quantitative descriptive approach while the research design utilized survey strategy. With the use of Raosoft sample size calculator, the accumulated sample size was set with a 5% margin error and a confidence level of 95%, which resulted in 385 required respondents. The desired respondents per destination are listed below

Islands	Domestic Arrival in 2022	Percentage	Sample Size
Boracay	1,588,079	43%	165
Davao Del Norte	479,876	13%	50
Panglao	293,451	8%	31
Surigao Del Norte (Siargao)	315,187	9%	35
Mactan (Lapu Lapu)	372,976	10%	39

Others (Ilocos Norte, El Nido, Puerto Galera, Coron, Cagayan)	649,398	18%	65
Total:	3,698,967	100%	385

Table 1. Distribution of Respondents per Island

Reference: DOT Demand Statistics Regional Domestic Tourists 2022

The research questionnaire was made available through Google forms and disseminated to the participants via social media in consideration of accessibility, time constraint and to reach the required number of respondents. The research questionnaire has two sections. The first section focused on the participants' demographic information, such as gender, age, marital status, educational attainment, and family size. Meanwhile, the second section of the research questionnaire was mainly related to the participants' travel motivation based on the four subscales of Beard and Ragheb Travel Motivation Theory. The research questionnaire adopted a Likert scale used by Kozak (2002). Numerous studies in the field of tourism used the seven-point Likert scale. Participants were tasked to rank the travel motivations listed according to their level of importance, with 7 being extremely important and 1 being the least important. Due to time constraints, this study only used 32 items instead of the 48 original items on the scale (Beard & Ragheb, 1983).

According to Illiyasu and Etikan (2021), quota sampling method is a sampling method used on a number of units in a number of sub-populations. In this case, the sub-populations were the domestic travelers per destination. This type of sampling was less costly and did not require a sample frame making it easy to administer. In a study on Internet Research according to Im and Chee, quota sampling was suggested as a good method for Internet-based research, as the researchers used a survey questionnaire to gather data. In determining the data for the first objective of the study, the researchers utilized frequency and percentage, for the second objective the researchers used weighted mean average, and for the third objective the researchers utilized T-test and ANOVA. ANOVA was applied to assist the independent variable, which was the demographic factors, with the dependent variable, which was travel motivation. Independent t-tests were used to test and differentiate different travel motivations.

To describe the significance of travel motivations towards the participants, the scale was created with the following corresponding interpretation:

Verbal Interpretation of the Mean		
1.00-1.49	Extremely Unimportant	Extremely Low Motivation
1.50-2.49	Very Unimportant	Very Low Motivation
2.50-3.49	Slightly Unimportant	Low Motivation
3.50-4.49	Neither Important nor unimportant	Fair Motivation
4.50-5.49	Slightly Important	High Motivation
5.50-6.49	Very Important	Very High Motivation
6.50-7.00	Extremely Important	Extremely High Motivation

4. Findings

The survey completed a total of 386 respondents. However, the desired respondents per destination was not achieved.

4.1. Domestic Tourists Travel

Table 2. Frequencies of where domestic tourists travel

Travel Destination	Frequency	Percentage
Boracay	146	37.8 %
Davao Del Norte	30	7.8 %
Mactan	38	9.8 %
Others (Ilocos Norte, El Nido, Puerto Galera, Coron, Cagayan)	94	24.4 %
Panglao	40	10.4 %
Surigao Del Norte	38	9.8 %
Total	386	100%

Table 2 shows the frequencies of all domestic travelers and where the respondents have traveled. 146 domestic travelers traveled to Boracay (37.8%), 30 to Davao Del Norte (7.8%), 38 to Mactan (9.8%), 94 have traveled to beaches in Ilocos Norte and others (24.4%), 40 to Panglao (10.4%), and 38 to Surigao Del Norte (9.8%) completing a total of 386 domestic travelers participating in the study. Boracay is the most popular tourist destination, accounting for 37.8% of all domestic tourists. According to Carlos, Bautista, and Gutierrez (2023), one of the most popular destinations in the Philippines is Boracay Island, Malay. The informal tourism industry on the island, which is predominately run by women, has played a significant role in its steady rise over the years as one of the top tourist destinations.

4.2. Demographic Profiles

Table 3. Frequencies of demographic profile of respondents in terms of Age Group

Age	Frequency	Percentage
18-30	256	66.3 %
31-43	70	18.1 %
44-56	48	12.4 %
57+	12	3.1 %
Total	386	100%

Of those 386 domestic tourists who participated in the study, table 3 discovered that 256 respondents were from ages 18-30 (66.3%), 70 were from ages 31-43 (18.1%), 48 were from ages 44-56 (12.4%), and 12 were ages 57 above (3.1%). The majority of the respondents were ages 18-30, which could be considered as the younger range of the respondents, or Generation Z up to Millennials. In a study by Richards and Morrill (2020), Generation Z travelers have a different motivational pattern due to the fact that they have little travel experience and therefore are high on challenge and keen for adventure. The data in their study also showed that the pattern until the millennial age remains fairly steady.

Table 4. Frequencies of demographic profile of respondents in terms of Gender

Gender	Frequency	Percentage
Female	202	52.3 %
LGBTQIA+	32	8.3 %
Male	152	39.4 %
Total	386	100

Table 4 identified that 202 participants were female (52.3%), 152 were male (39.4%), and 32 identified as members of the LGBTQIA+ community (8.3%). In this table, the majority of respondents are female. In terms of travel motivation, female respondents stated that it was important for them to relax mentally and escape routine. Women also have a higher score on partaking in physical activities such as hiking. (Mehmetoglu & Vepastad, 2015)

Table 5. Frequencies of demographic profile of respondents in terms of Occupation

Occupation	Frequency	Percentage
Employed	216	56.0 %
Unemployed	170	44.0 %
Total	386	100

In terms of Occupation, table 5 shows that out of 386 (100%) participants, 216 (56%) are employed and 170 (44%) are unemployed. There are significantly more employed respondents than unemployed respondents.

Table 6. Frequencies of demographic profile of respondents in terms of Marital Status

Marital Status	Frequency	Percentage
Married	98	25.4 %
Single	288	74.6 %
Total	386	100

In terms of Marital Status, table 6 shows that 98 (25.4%) participants are married and 288(74.6%) are single in a total of 386 (100%) participants. Overall, the table shows that the majority of the respondents were single.

Table 7. Frequencies of demographic profile of respondents in terms of Level of Education

Level of Education:	Frequency	Percentage
College	298	77.2 %
High School	32	8.3 %
Post Degree	56	14.5 %
Total	386	100

In terms of Level of Education, table 7 shows that 32(6.3%) participants are in high school, 56 (14.5%) were post degrees, and 298 (77.2%) were in college.

Table 8. Frequencies of Family Size (Number of Children)

Family Size (Number of Children)	Frequency	Percentage
Large (3 Children and above)	136	35.2 %
Small (0-2 Children)	250	64.8 %
Total	386	100

In terms of Family Size (Number of Children), table 8 shows that 136 (35.2%) are in a large family (3 Children and above) and 250 (64.8%) were in a small family (0-2 children).

4.3. Travel Motivations

Table 9. Mean of the travel motivations of Filipino domestic leisure tourists in terms of Intellectual Motivation (IL)

Intellectual Motivation	Mean	Verbal Interpretation	Rank
I want to discover new things. (IL 5)	6.18	Very Important	1
I want to satisfy my curiosity. (IL 8)	5.99	Very Important	2

I want to expand my knowledge. (IL 4)	5.96	Very Important	3
I want to explore new ideas. (IL 3)	5.92	Very Important	4
I want to learn about myself. (IL 2)	5.64	Very Important	5
I want to learn things around me. (IL 1)	5.56	Very Important	6
I want to be creative. (IL 6)	5.44	Slightly Important	7
I want to use my imagination. (IL 7)	5.36	Slightly Important	8
Total - Intellectual Motivation	5.76	VERY HIGH MOTIVATION	

The Intellectual Motivation factor revolves around a tourist's motivation for discovering or exploring new things and experiences. Based on table 8, it shows tourists have a "very high" motivation for intellectual endeavors. With IL 6 (5.44) and IL 7 (5.36) being slightly Important; and IL 1 (5.56), IL 2 (5.64), IL 3 (5.92), IL 4 (5.96), IL 5 (6.18), and IL 8 (5.99) being Very Important. Meanwhile, the discovery of new things which is IL 6 ranked first.

Table 10. Mean of the travel motivations of Filipino domestic leisure tourists in terms of Social Motivation

Social Motivation			
	Mean	Verbal Interpretation	Rank
I want to be socially competent and skillful. (SO 6)	5.31	Slightly Important	1
I want to meet new and different people. (SO 4)	5.13	Slightly Important	2
I want to interact with others. (SO 2)	5.11	Slightly Important	3
I want to build friendships with others. (SO 1)	5.1	Slightly Important	4
I want to gain the respect of others. (SO 8)	5.05	Slightly Important	5
I want to gain a feeling of belongingness. (SO 7)	4.91	Slightly Important	6
I want to develop close friendships. (SO 3)	4.83	Slightly Important	7
I want to reveal my thoughts, feelings, or physical skills to others. (SO 5)	4.56	Slightly Important	8
Total - Social Motivation	5	HIGH MOTIVATION	

The Social Motivation factor relates to a tourist's motivation to connect with various individuals. In table 10, SOs 1 through 8 showed a "Slightly Important" motivation, with a mean ranging from 4.56 to 5.31. Most of the respondents showed a higher importance for wanting to be socially competent and skillful when traveling to a tourist destination.

Table 11. Mean of the travel motivations of Filipino domestic leisure tourists in terms of Mastery Competence Motivation

Mastery Competence Motivation	Mean	Verbal	
		Interpretation	Rank
I want to be active. (MC 4)	5.77	Very Important	1
I want to keep in shape physically. (MC 6)	5.56	Very Important	2
I want to develop physical skills and abilities. (MC 5)	5.55	Very Important	3
I want to develop physical fitness. (MC 8)	5.52	Very Important	4
I want to improve my skill in doing them. (MC 3)	5.47	Slightly Important	5.5
I want to use my physical abilities. (MC 7)	5.47	Slightly Important	5.5
I want to challenge my abilities. (MC 1)	5.45	Slightly Important	7
I want to be good in doing them. (MC 2)	5.41	Slightly Important	8
Total - Mastery competence motivation	5.53	VERY HIGH MOTIVATION	

Mastery Competence Motivation factor relates to a tourist's desire to master a skill or to obtain competence when facing challenges and tasks. The respondents showed a "Slightly Important" motivation for MC 1 (5.45), MC 2 (5.41), MC 3 (5.47) and MC 7 (5.47); while a MC 4 (5.77), MC 5 (5.55) and MC 8 (5.52) have a "Very Important" motivation. Hence, tourists are highly motivated to be active when traveling to a destination.

Table 12. Mean of the travel motivations of Filipino domestic leisure tourists in terms of Stimulus Avoidance Motivation

Stimulus Avoidance Motivation	Mean	Verbal	
		Interpretation	Rank
I want to relieve stress and tension. (SA 7)	6.4	Very Important	1
I want to relax mentally. (SA 4)	6.38	Very Important	2
I want to relax physically. (SA 3)	6.26	Very Important	3
I want to rest. (SA 6)	6.3	Very Important	4
I want to calm down. (SA 1)	6.03	Very Important	5
I want to avoid the hustle and bustle of daily activities. (SA 5)	5.85	Very Important	6
I want to unstructure my time. (SA 8)	5.7	Very Important	7
I want to be alone. (SA 2)	4.49	Neither	8
Total - Stimulus Avoidance Motivation	5.93	Very Important	

Stimulus Avoidance Motivation is the motivation of a tourist to turn away from stimuli that causes negative emotions or behaviors. The tourists showed high motivation for all the aspects regarding it as very important. Thus, the tourists are motivated to relieve stress and tension when they travel to a destination. The results of the research are in line with Andrulienė et al. (2023), who found out that reducing stress is a key factor when people decide to travel, especially if they're considering wellness resorts.

Table 13. Mean of Overall Motivation

Intellectual Motivation	5.76	VERY HIGH MOTIVATION
Social Motivation	5	HIGH MOTIVATION
Mastery Competence Motivation	5.53	VERY HIGH MOTIVATION
Stimulus Avoidance Motivation	5.93	VERY HIGH MOTIVATION
Overall Motivation	5.55	VERY HIGH MOTIVATION

Based on the garnered mean and the overall interpretation of the data, the respondents show a high motivation for Social Motivation, and a very high motivation for Intellectual Motivation, Mastery Competence Motivation, with Stimulus Avoidance Motivation being the highest factor for a domestic tourist to be driven to travel to a tourist destination. This result backs the general knowledge in tourism literature that tourists travel to relieve their stress. The result also showed similarities in the study of Mappingure (2019) which discovered that novelty, nature seeking, and escape and relaxation were the major motivation factors on why domestic tourists in Zimbabwe engage in tourism. Prestige and socialization were also factors but were found inferior than the three. The five factors discovered are closely related to the four motivations used in this study. According to the study by Xiao (2017), the result of the study showed that university students who are generally first-time travelers prioritize learning, creating, and discovering as intellectual goals when they travel. The results aligned with the study by Weisberg (2007) the study divides tourists into groups according to the reasons they travel, with "active and adventure travel" constituting one group and being defined by a desire for highly immersive and physically demanding experiences.

4.4. Significant differences bet the demographic profiles and the Travel Motivations

Table 14. Significant difference between the respondents' destination and travel motivation

	DESTINATION						F-VALUE	P-VALUE	INTERPRETATION
	Boracay	Davao Del Norte	Mactan	Others (Ilocos Norte, El Nido, Puerto Galera, Coron, Cagayan)	Panglao	Surigao Del Norte			
Intellectual Motivation	5.82	5.09	5.78	5.97	5.69	5.55	4.71	< .001	SIGNIFICANT
Social Motivation	5.11	4.11	5.27	4.99	4.88	5.16	3.79	0.003	SIGNIFICANT
Mastery competence motivation	5.48	5.38	5.75	5.65	5.56	5.24	1.19	0.32	NOT SIGNIFICANT
Stimulus Avoidance Motivation	5.87	6.28	5.8	5.91	6.03	5.93	1.87	0.104	NOT SIGNIFICANT
Overall Motivation	5.52	5.41	5.77	5.63	5.49	5.47	1.55	0.179	NOT SIGNIFICANT

In table 14, the results showed a significance between Intellectual and Social Motivations and the chosen top ten tourist destinations. There is a significant difference in the intellectual and social motivation of the respondents when grouped by destination since the F-values of 4.71 and 3.79 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. The result indicated that respondents whose destination is listed as others, have higher intellectual motivation while respondents whose destination is Mactan (Cebu) have higher

social motivation than the rest of the respondents. This can be seen as an example through the result in a research journal by Orpia (2022), regarding the work motivation and productivity of employees in the accommodation industry of Ilocos Norte. Aside from its tourist attractions, Ilocos Norte is a leading example of a conducive workplace or the ideal work environment, thus explaining the intellectual aspect.

However, there is no significant difference in the mastery competence and stimulus avoidance of the respondents when grouped by destination since the F-values of 1.19 and 1.87 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the mastery competence and stimulus avoidance motivation are the same across all groups of respondents. There may be no significant difference because mastery competence and stimulus avoidance may hold similar results that a tourist aims to achieve. Mastery competency aims to master or complete a task, while stimulus avoidance aims to reduce or avoid stress. It can be the behavior of a tourist to overcome stress by feeling the need to achieve a challenge. (Gautam, 2021)

Lastly, there is no significant difference in the overall motivation of the respondents when grouped by destination since the F-value of 1.55 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same across all groups of respondents.

	AGE				F-VALUE	P-VALUE	INTERPRETATION
	18-30	31-43	44-56	57+			
Intellectual Motivation	5.87	5.45	5.61	5.71	3.06	0.037	SIGNIFICANT
Social Motivation	5.17	4.61	4.8	4.5	5.25	0.003	SIGNIFICANT
Mastery Competence Motivation	5.66	5.33	5.31	4.77	25.67	<.001	SIGNIFICANT
Stimulus Avoidance Motivation	5.97	5.97	5.51	6.48	12.42	<.001	SIGNIFICANT
Overall Motivation	5.62	5.46	5.38	5.35	2.61	0.062	NOT SIGNIFICANT

Table 15. Significant difference between the respondents' Age and travel motivation

There is a significant difference in the Intellectual, Social, Mastery Competence and Stimulus Avoidance of the respondents when grouped by age since the F-values of 3.06, 5.25, 25.67 and 12.42 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. The result indicated that respondents whose age is 18 to 30 have higher intellectual, social and mastery competence motivation while respondents whose age is 57 and above have stimulus avoidance motivation than the rest of the respondents. In a research done by Richards and Morrill (2020) in analyzing the motivations for millennial global travelers, it was found that millennial travelers have a higher score traveling to socialize, exploration and great

desire for personal challenge. Individuals in the older range opt to travel for relaxation purposes due to age and past travel experiences.

Lastly, there is no significant difference in the overall motivation of the respondents when grouped by age since the F-value of 2.61 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same across all age groups.

Table 16. Significant difference between the respondents' Gender and travel motivation

	GENDER			F-VALUE	P-VALUE	INTERPRETATION
	Female	LGBTQIA +	Male			
Intellectual Motivation	5.83	5.59	5.69	1.267	0.287	NOT SIGNIFICANT
Social Motivation	4.89	5.8	4.98	7.058	0.001	SIGNIFICANT
Mastery Competence Motivation	5.41	5.55	5.68	2.246	0.112	NOT SIGNIFICANT
Stimulus Avoidance Motivation	6.04	6.23	5.71	7.927	<.001	SIGNIFICANT
Overall Motivation	5.59	5.51	5.51	0.523	0.594	NOT SIGNIFICANT

There is a significant difference in the Social Motivation and Stimulus Avoidance of the respondents when grouped by gender since the F-values of 7.058 and 7.927 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. The result indicated that LGBTQIA+ respondents have higher social motivation than the rest of the respondents. In addition, LGBTQIA+ respondents also showed higher stimulus avoidance motivation than the rest of the respondents. This result is accurate with the current literature regarding LGBTQIA+ travelers and their motivation (Ballegaard & Chor, 2009; Hattingh & Spencer, 2017; Hughes & Deutsch, 2010; Fimiani, 2014; Klenosky, 2002; Kassean & Gassita, 2013).

However, there is no significant difference in the intellectual and mastery competence motivation of the respondents when grouped by gender since the F-values of 1.267 and 2.246 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that mastery competence and intellectual motivation are the same across all genders.

Lastly, there is no significant difference in the overall motivation of the respondents when grouped by gender since the F-value of 0.523 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same across all genders.

Table 17. Significant difference between the respondents' level of education and travel motivation

	LEVEL OF EDUCATION			F-VALUE	P-VALUE	INTERPRETATION
	College	High School	Post Degree			
Intellectual Motivation	5.8	5.09	5.92	6.301	0.003	SIGNIFICANT
Social Motivation	5.03	4.65	5.08	1.846	0.166	NOT SIGNIFICANT
Mastery Competence Motivation	5.55	5.09	5.63	2.331	0.105	NOT SIGNIFICANT
Stimulus Avoidance Motivation	5.96	5.84	5.82	0.704	0.498	NOT SIGNIFICANT
Overall Motivation	5.58	5.31	5.55	1.341	0.269	NOT SIGNIFICANT

There is a significant difference in the intellectual motivation of the respondents when grouped by level of education since the F-value of 6.301 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. The result indicated that respondents with a Postgraduate level of education have higher intellectual motivation than the rest of the respondents.

However, there is no significant difference in the social, mastery competence and stimulus avoidance of the respondents when grouped by level of education since the F-values of 1.846, 2.331 and 0.704 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the social, mastery competence and stimulus avoidance motivation are the same across all respondents regardless of their level of education attained.

Lastly, there is no significant difference in the overall motivation of the respondents when grouped by level of education since the F-value of 1.341 has a p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same across all groups of respondents.

Table 18. Significant difference between the respondents' Occupation and travel motivation

	OCCUPATION		T-VALUE	P-VALUE	Interpretation
	Employed	Unemployed			
Intellectual Motivation	5.73	5.73	-0.465	0.643	NOT SIGNIFICANT
Social Motivation	4.94	5.08	-1.174	0.241	NOT SIGNIFICANT
Mastery Competence Motivation	5.6	5.43	1.446	0.149	NOT SIGNIFICANT
Stimulus Avoidance Motivation	5.87	5.99	-1.174	0.241	NOT SIGNIFICANT
Overall Motivation	5.57	5.54	0.321	0.669	NOT SIGNIFICANT

There is no significant difference in the intellectual, social, mastery competence and stimulus avoidance motivation of the respondents when grouped by occupation, since the t-values of -0.465, -1.174, 1.446 and -1.174 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected.

The result indicated that the intellectual, social, mastery competence and stimulus avoidance motivation are the same across all respondents whether they are employed or unemployed. Lastly, there is no significant difference in the overall motivation of the respondents when grouped by occupation since the t-value of 0.427 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same in terms of the respondents' occupation.

Table 19. Significant difference between the respondents' Marital Status and travel motivation

	MARITAL STATUS		T-VALUE	P-VALUE	Interpretation
	Married	Single			
Intellectual Motivation	5.46	5.86	-3.19	0.002	SIGNIFICANT
Social Motivation	4.51	5.17	-4.83	<.001	SIGNIFICANT
Mastery Competence Motivation	5.3	5.6	-2.2	0.028	SIGNIFICANT
Stimulus Avoidance Motivation	5.78	5.98	-1.71	0.088	NOT SIGNIFICANT
Overall Motivation	5.44	5.59	-1.79	0.075	NOT SIGNIFICANT

There is a significant difference in the intellectual, social motivation and mastery competence of the respondents when grouped by marital status since the T-values of 3.19, 4.83 and 2.2 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. The result indicated that single respondents have higher intellectual, social and mastery competence motivation than married respondents. However, there is no significant difference in the stimulus avoidance of the respondents when grouped by marital status since the t-value of 1.71 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the stimulus avoidance motivation are the same for married and single respondents. The findings were consistent with the research conducted by Amara (2020) both single and married respondents reported that getting away from routine and work-related stress was a major motivator for traveling, which enhanced their energy and general well-being when they returned.

Lastly, there is no significant difference in the overall motivation of the respondents when grouped by marital status since the t-value of 1.79 has a p-value greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the overall motivation is the same for married and single respondents.

Table 20. Significant difference between the respondents' Family Size and travel motivation

	FAMILY SIZE		T-VALUE	P-VALUE	Interpretation
	Large (3 Children and above)	Small (0-2 Children)			
Intellectual Motivation	5.69	5.79	-0.951	0.342	NOT SIGNIFICANT
Social Motivation	4.87	5.07	-1.59	0.113	NOT SIGNIFICANT
Mastery Competence Motivation	5.4	5.59	-1.562	0.119	NOT SIGNIFICANT
Stimulus Avoidance Motivation	5.97	5.9	0.607	0.544	NOT SIGNIFICANT
Overall motivation	5.51	5.58	-0.879	0.38	NOT SIGNIFICANT

There is no significant difference in the intellectual, social, mastery competence and stimulus avoidance of the respondents when grouped by family size, since the t-values of 0.951, 1.59, 1.562, and 0.607 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. The result indicated that the intellectual, social, mastery competence and stimulus avoidance motivation are the same for respondents with large or small size families. Regardless of family size, the study according to Vuuren (2011) also found similar motivations including: relaxation and rest, enrichment and learning, recreational activities, social experiences, and personal values. Lastly, there is no significant difference in the overall motivation of the respondents when grouped by family size, since the t-value of 0.607 has a p-value greater than 0.05. The null hypothesis of no significant

difference is not rejected. The result indicated that the overall motivation Intellectual Motivation is the same for respondents with large or small size families.

5. Conclusions

Based on the results and discussion, this study concludes that there are significant factors to consider when analyzing travel motivation and demographic factors among domestic leisure tourists. The travel motivations of domestic leisure tourists in the Philippines (intellectual, social, mastery competency, and stimulus avoidance) were not influenced by demographic factors. The results also showed that domestic leisure tourists in the Philippines have varying travel motivations depending on their demographic state, but not necessarily affected by it. For other domestic leisure tourists, there is a dominant travel motivation that drives them to travel to a destination.

Based on the study's overall results, it is theoretically possible to ascertain travelers' motivation for traveling to the Philippines using the Beard and Ragheb leisure motivation theory and scale. The demographic factors such as age, gender, level of education, occupation, marital status and family size did not directly influence the travel motivations (intellectual, social, mastery competency, and stimulus avoidance) among domestic leisure tourists in the Philippines. Furthermore, all four travel motivations were important to all domestic travelers with stimulus avoidance as their priority when traveling.

In practical terms, determining the travel motivation of a domestic tourist through conducting a survey, could make it costly and time-consuming. Tourist destinations are flocked by domestic tourists of all kinds with varying reasons and motivations. Regardless of their demographic factor, a tourists' motivation to travel to a destination boils down to the economic factor or cost of the place, which could be considered should a survey be administered. Nowadays, tourist spots are not marketed to a single target market, but to every individual that is searching for a way to satisfy their stimulation and experience. Thus, tourism businesses and agencies may opt to consider other underlying factors that would pique a tourist's interest into traveling.

From a political point of view, the Philippines' Department of Tourism, tourism stakeholders, destination marketers, and local governments should use the results of this study to create and improve tourism products and services. The results can also be used for a development of better promotional campaigns. For example, LGBTQIA+ domestic tourists were more socially motivated to travel compared to male and female tourists. Therefore, destinations that have numerous establishments attributed to socialization can be emphasized and promoted as their possible tourist destination. Cebu, Surigao Del Norte, and Boracay are good examples of such destinations based on this study which should be emphasized as destinations best for the use of one's social skill.

LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDIES

It is important to note that the time the study was conducted was in the year 2023, wherein travel was still minimally restricted due to COVID mandates and restrictions by the Local Government Units (LGU) of the Philippines. This can affect the travel motivation of tourists and therefore new studies should consider seasonalities and the time for which their study will be conducted. Furthermore, the lack of participants in selected destinations of this study listed as others (Ilocos Norte, El Nido, Puerto Galera, Coron, Cagayan) may have created bias towards certain results. Future research should also consider using qualitative methods to explore different travel motivations that were not included in this study.

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