

Motivational Factors in Selecting Tourist Destinations in Laguna

Asia Pacific Journal
of Management and
Sustainable Development
Vol. 9 No. 2, 53-60
October 2021 Part II
ISSN 2782-8557 (Print)

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Date Received: September 9, 2021; Date Revised: October 5, 2021

Abstract – Many individuals were denied of their specific needs, wants, and preferences to travel. This research paper intended to analyze the motivational factors in selecting tourist destinations in Laguna, in terms of psychographic profile, tourist's preferences, and demotivators. The descriptive method was used in this research study and the researchers chose to conduct this study through quantitative method using survey questionnaire answered by the respondents that presented through statistics and tables. Results showed that interest, activities, and lifestyle have something to do with the motivation of respondents from CALABARZON. In additions, most of the respondents agreed that destination image, recreational activities, price, and distance, and visiting relatives are factors that affects their tourist preferences when it comes in selecting a destination and considered as important characteristics that makes their vacation better. Moreover, most of the respondents agreed that accessibility, safety, and amenities and facilities serve as demotivators specifically if these are not provided essentially to a particular destination. Furthermore, this paper uncovered that the factors in tourist's preferences and demotivators have significant relationship, as well as tourist's preferences and psychographic profile that affects their decision making in selecting tourist destination. The strategic marketing plan was proposed based on the findings.

Keywords: Demotivators, Motivation, Tourist preference

INTRODUCTION

Travelling is one of the activities that inject wholesome memories to person's multidimensional health. These activities invite happiness to manifest in the reality of individual's life. However, there are several requirements for this thing to happen, and one of it is "motivation", an object that drives a person to accomplish what he/she needs, wants, and prefers, and it is an essential tool for the tourism context as it influences tourists to choose tourist destinations. Vacations are perfect time and opportunity that a civilian should immediately grab to have a rest from their typical routines and duties. However, some people encountered problems and issues pertaining to travel motivation. Because of the continuous development and transformation in tourism, which affects the economic and social activity. People became uninterested to travel because they could not attain the satisfaction of their needs and wants are not being provided by a destination. Moreover, the researchers of this academic paper chose Laguna as the main site for destinations because it is included in the top 10 richest provinces of the Philippines.

Furthermore, the motivations and behaviors of tourists were analyzed in different studies, several

factors have impacted the decision making of tourists with different attributes such as attractions, accessibility, hospitality, and availability of accommodation and activities. There are also several studies that was performed to determine these attributes. The practical things related to mental aspect, namely realization, will begin to condition the minds of the concerned persons to the picture of communities that has existing and overwhelming needs, [1] and promoted this concept through giving support to Maslow's Hierarchy of Needs, which led him to conclude that the fullness of it is the most important motivations for people to travel. Motivation in traveling has importance for tourism industry, specifically civilians and travelers, for they are the ones who generate the flow of income, and this is an important issue in the sector which receives demand to have a complete theoretical model of decision-making process of travelers [2]. Following this, such truth is a call to tourism practitioners to beautify the destinations for these sites to be more attractive, then, it will automatically pull the tourists to visit as their body has been fueled with motivations, will have a direct effect on overall satisfaction with the destination [3].

The researchers came up with a study that analyzes the decision making of Filipino tourists in selecting tourist destinations. Likewise, it is because individuals were denied of their specific needs, wants, and preferences to travel. There are some attributes and factors that were denied being given an attention and the researchers would like to understand all these factors. Furthermore, the researchers would like to gap the bridge between the tourists and the destination itself. Subsequently, the paper will enable the researchers, concerned subjects, and future readers to get what is the current trend in picking tourist destinations. This will benefit the researchers itself, students, individuals who are in right age and people who are able to travel. Further, the strategic marketing plan made by the researchers will provide a concept on how tourist destinations are going to enhance and provide the needs and wants of tourists during their stay in a chosen destination to terminate the demotivators that pushes tourist to travel. The paper will be a help for everyone in terms of travel knowledge.

OBJECTIVES OF THE STUDY

This study intended to analyze the motivational factors in selecting tourist destinations in province of Laguna, more specifically to: First, to assess the psychographic profile of the respondents in terms of interest, activities, and lifestyle. Second is to identify the factors that contribute to the tourist's preferences in terms of destination image, recreational activities, price, and distance, and visiting relatives. Third is to determine how the following demotivators affect tourist destination selection in terms of accessibility, safety, and amenities and facilities. Fourth is to identify the significant relationship between the factors that contributes to tourist's preferences and demotivators in tourist destination selection. Fifth is to determine the significant relationship in the factors that contribute to the tourist's preference when categorized corresponding to psychographic profile. And lastly, to propose a strategic marketing plan that may help the tourist destinations analyze the motivational factors affecting the travelers.

MATERIALS AND METHODS

The quantitative descriptive research method was utilized in this study and the interpretation of the findings were explained briefly as well as assessed the corporate destinations that accredited by the Department of Tourism in the Province of Laguna. To make the study effective, the respondents of the study

were the residents of Region IV-A CALABARZON. The total sample size is 155 divided by 5 which results for 31 respondents in each province. The researchers determined the sample size using the G*Power version 3.1.92. The main instrument that was used is a combination of two parties, the adopted and researchers-made questionnaire. The value of Cronbach's Alpha is .873, which signifies that there is a good internal consistency of the items. The researchers ensured that all the information of the respondents of this study were privately secured and protected. All the data that were gathered throughout the conducted survey were only used in this study and will remain confidential and guaranteed that the procedure was fair and are not bias to all the involved respondents. In line with this, the researchers provided letters for all the respondents for them to know the purpose of their participation. The questionnaire was distributed via online using the quota sampling technique through Microsoft Forms wherein the link was given to respondents. A quota sampling technique is known as non-probability sampling method where the survey population are divided into subgroups. The statistical tools used in the study were Weighted Mean, and Spearman's Rank Correlation for significant relationship.

RESULTS AND DISCUSSION

Table 1. Summary table of the psychographic profile of respondents

Psychographic Profile	CM	VI	Rank
Interest	2.40	Moderate	3
Activities	2.71	High	2
Lifestyle	2.73	High	1
Grand Composite Mean	2.61	High	

Legend: 2.50 – 3.00 = High; 1.50 – 2.49 = Moderate; 1.00 -1.49 = Low

It can be analyzed on table 1 that among the three factors, the highest is the lifestyle (3.73). This means that how the respondents live affect their motivational factors in selecting tourist destination. The respondents are both working and non-working – therefore, their lifestyle may be differed to each other. For working, their lifestyle could be working in different sectors, while the non-working includes the students who are now in an online learning system. This is important to assess to know how the lifestyle of a tourist affects their travel choices that can be used on providing the needs and wants of an individual. As stated by Lee, et al. [4],

there is a relationship between the travel lifestyle and the choices in destination activity.

Meanwhile, the factor such as activities (2.71) got a high verbal interpretation from the respondents. This means that activities could also contribute for the motivation factors of the tourist when they choose a destination. The activities of the respondents may be classified in their hobbies and daily routines – which can be used as the criteria in a place. These respondents may want their hobbies to be related to the experiences that they may get in their chosen destination.

Furthermore, the lowest among the three factors is the interest (2.40) with the verbal interpretation of moderate. Since the respondents came from different provinces – their interest may be varied with each other. They set a criterion where they can apply in selecting destination – some may want a place that has an entertainment park, some wants shopping mall, and many more. Interest can also depend on an individual’s hobbies and identifying this could help the area to provide the needs and wants of the people. Additionally, the respondents also have a different age, some are in Gen Z, and some are in Millennials, therefore, they have their own perception when it comes in interest.

Table 2. Summary table on the factors of tourist preferences that affects the motivational factors in selecting of destination

Tourist Preferences	CM	VI	Rank
Destination Image	3.56	SA	2
Recreational Activities	3.66	SA	1
Price and Distance	3.39	A	3
Visiting Relatives	3.34	A	4
Grand Composite Mean	3.49	A	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

Table 2. shows that most of the respondents agreed that recreational activities are the most factor that pushes them on selecting a tourist destination (3.66). This means that respondents give importance to the activities that they may experience when they decided to go to a certain area. There are people who travel because they would like to experience different activities especially if they are an extrovert person. Tourists who consider both activities may find a destination where they can experience these at the same time. However, these may vary on the person – based on their preferences, age, and gender. Thus, this can be supported by the study of Özdemir [5], the gender is

considered as variable to recreational activities. Based on the result, it showed that female students give more importance than to male students. Hence, gender has a low influence on recreational activities on choosing destination.

Meanwhile, the factors such as destination image (3.56) and price and distance (3.39) were similarly agreed by the respondents. This indicates that the image of a place performs an importance to the factors that motivates the tourists. This is because, they would like to stay in a place where they can feel relaxed and comfortable. This includes the physical appearance of destination – since people are now into posting of pictures in different online platforms. On the other hand, price and distance also performs as motivational factor because there are travelers who are still students and just depending on their budget to their parents. However, elders also became sensitive to distance because they are no longer capable for the long-haul travel.

Moreover, most of the respondents agreed that visiting relatives also performs that motivates the tourists to choose a place (3.34). This means, the respondents would like to experience the area while visiting their relatives – it is like hitting two birds with one stone. There are people who combining these two activities because it is less hassle for the traveler – they can stay on their relative’s house which makes them to save and just spend it to other things.

Table 3. Summary table on the demotivators that affect tourist destination selection

Demotivators	CM	VI	Rank
Accessibility	3.28	A	3
Safety	3.35	A	2
Amenities and Facilities	3.36	A	1
Grand Composite Mean	3.33	A	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

It can be observed in Table 3 that most of the respondents agreed that amenities and facilities is the most factor that demotivates them on selecting a tourist destination (3.36). This means that the lack of amenities and facilities and its order makes people not go to the place. Today, people want to go to a place wherein all the amenities are already there because they do not want a hassle. People travel because they want to relax that is why they want to go to an area where they can try all thing at one at a time. Thus, this can be supported by the study of Dahiya and Katra [6], that

comfort and the availability and affordability the tourist facilities contribute to the decision making of the tourist where in its absence make the tourist pull out on going to the place.

Meanwhile, the factor which is the safety is also agreed by most of the respondent (3.35). This means that lack of safety in a certain area pulls out the tourist to come up with a decision to visit the place. However, this only means that tourists give more important to safety since they considered it as demotivators knowing that negative statements were provided. Furthermore, most of the respondents agreed to the accessibility as the factor in demotivators (3.28). This means that there are respondents who consider accessibility which demotivates them on selecting a certain destination. However, respondents give some importance to how far the accessibility is present. Lack of accessibility in a place puts the tourist in uncomfortable situation and instead of relaxing and enjoying their travel, this makes them want to just go home.

Table 4. Correlation of accessibility to the tourist’s preferences in selecting tourist destination in Laguna province

Accessibility vs	Rho-value	p-value	I
Destination Image	.448	.000	S
Recreational Activities	.358	.000	S
Price and Distance	.453	.000	S
Visiting Relatives	.524	.000	S

Legend: If the p-value is <.05, significant (S)

Table 4 presents the correlation of factors that contribute to tourist’s preferences in terms of accessibility to the demotivators in tourist destination selection. It can be viewed from the table that factors that contributes to tourist’s preferences in terms of accessibility to destination image (r=.448, p=<.01), recreational activities (r=.358, p=<.01), price and distance (r=.453, p=<.01), and visiting relatives (r=.524, p=<.01). This means that accessibility has a significant relationship with the demotivators in terms of destination image, recreational activities, price, and distance, and visiting relatives since the obtained p-value were less than 0.5 alpha level. Furthermore, this means that accessibility and destination image, recreational, activities, price and distance, and visiting relatives in selecting tourist destination in the province of Laguna are associated with each other. Therefore, the tourists are considering all of these because they would like to have access with these factors, and this will help them to make their vacation easier. An

accessibility to these factors will contribute to the motivational factors of the tourists because this will help them to be in comfort; moreover, this will bring satisfaction to them. People travel because they would like to relax and escape on their daily lives, an accessibility to different factors would encourage these people to select the destination which offers all of these at one time.

Table 5. Correlation of safety to the tourist’s preferences in selecting tourist destination in the province of Laguna

Safety vs	Rho-value	p-value	I
Destination Image	.454	.000	S
Recreational Activities	.456	.000	S
Price and Distance	.368	.000	S
Visiting Relatives	.422	.000	S

Legend: If the p-value is <.05, significant (S).

Table 5 presents the correlation of factors that contributes to tourist’s preferences in terms of safety to the demotivators in tourist destination selection. It can be viewed from the table that factors that contributes to tourist’s preferences in terms of safety to destination image (r=.454, p=<.01), recreational activities (r=.456, p=<.01), price and distance (r=.368, p=<.01), and visiting relatives (r=.422, p=<.01). This means that safety has a significant relationship in terms of destination image, recreational activities, price, and distance, and visiting relatives since the obtained p-value were less than 0.5 alpha level.

Moreover, this means that safety and destination image, recreational, activities, price, and distance, and visiting relatives in selecting tourist destination in the province of Laguna are associated with each other. Therefore, the tourists are considering all these factors because the safety in each tourist’s preferences brings them security to select the destination. They will feel at ease because they know if these factors are associated with safety, they will be free from fear, and they can enjoy their vacation without thinking. Further, if there is a safety with these four factors, tourists will become considerable despite of having a factor that push them to select a certain destination.

The table 6 represent the relationship between the factors that contributes to tourist’s preferences and demotivators in tourist destination selection. It shows that the Amenities and Facilities in Destination Image (r=.473, p=<.01), Recreational Activities (r=.391, p=<.01), Price and Distance (r=.412, p=<.01), and Visiting Relatives (r=.379, p=<.01). This means that

amenities and facilities have a significant relationship in terms of destination image, recreational activities, price, and distance, and visiting relatives as the obtained p-value were less than 0.5 alpha level.

Table 6. Correlation of amenities and facilities to the tourist's preferences in selecting tourist destination in the province of Laguna

Amenities and Facilities vs	Rho- value	p- value	I
Destination Image	.473	.000	S
Recreational Activities	.391	.000	S
Price and Distance	.412	.000	S
Visiting Relatives	.379	.000	S

Legend: If the p-value is <.05, significant (S).

Furthermore, this implies that amenities and facilities, destination image, recreational, activities, price, and distance, and visiting relatives in selecting tourist destination in the province of Laguna are correlated with each other. Therefore, the tourists are considering all of these because they would like to consider the amenities and facilities within the factors of demotivators that affects their decision making as a tourist. People who travel gives enough importance to the amenities and facilities of the destination they would like to visit; therefore, this performs a vital role to the factors of demotivators to be part of their motivational factors. Moreover, the respondents come up with a one goal which is to enjoy their trip to a certain destination while experiencing all the mentioned factors. the destinations attributes had a significant associated with image seeking and service at the destination [7].

Table 7. Relationship of interest to the tourist's preferences in selecting tourist destination

Factors	rho-value	p-value	I
Destination Image	.290	.001	S
Recreational Activities	.257	.001	S
Price and Distance	.341	.000	S
Visiting Relatives	.344	.000	S

Legend: If the p-value is <.05, significant (S).

The table 7 shows the similarity in the factors that contribute to the tourist's preference when grouped according to psychographic profile. The results in interest are the Destination Image (r=.290, p=<.01), Recreational Activities (r=.257, p=.001), Price and Distance (r=.341, p=<.01), and Visiting Relatives

(r=.344, p=<.01). This means that interest have a significant difference in terms of destination image, recreational activities, price, and distance, and visiting relatives since the obtained p-value were less than 0.5 alpha level. Moreover, the result means that interest has a significant relationship to the destination image, recreational activities, price, and distance, and visiting relatives. Respondents from the CALABARZON differ on how they rate their motivation factors in terms of factors in tourist's preference. According to the result, each respondent from different provinces of CALABARZON has similar perceptions regarding on provided factors. Their thoughts may be identical from another because they have similar taste and preference when it comes in selecting tourist destination. The statements provided by the researchers may be relatable to the respondents that is why the results came up with this. Even though respondents came from five provinces, it cannot be denied that different groups or people still have comparable assessments.

Table 8. Relationship of activities to the tourist's preferences in selecting tourist destination

Factors	rho-value	p-value	I
Destination Image	.3454	.000	S
Recreational Activities	.309	.000	S
Price and Distance	.321	.000	S
Visiting Relatives	.332	.000	S

Legend: If the p-value is <.05, significant. If the p-value is >.05, not significant

The table 8 shows the comparison of the factors that contribute to the tourist's preference when grouped according to psychographic profile. The results in activities are the Destination Image (r=.3454, p=<.01), Recreational Activities (r =.309, p=<.01), Price and Distance (r=.321, p=<.01), and Visiting Relatives (r=.332, p=<.01). This means that activities have a significant relationship in terms of destination image, recreational activities, price, and distance, and visiting relatives since the obtained p-value were less than 0.5 alpha level.

Currently, every factor has a thing to do with the respondents' daily activities. The destination image matters because the travelers are conscious of place's physical appearance and online reviews. Second, recreational activities belong as the tourists are tired from doing their default routines that they choose to pursue wellness tourism. Third, price and distance were included for majority of the people in CALABARZON

are in a legal age which either study or work. Lastly, visiting relatives managed to be significant since the respondents are Filipinos that are family-oriented by nature and are prevented to conduct social gatherings due to COVID-19 Pandemic. Besides, refreshment is both need and want of a traveler, and it can be achieved through soaking on pro-health tourism, that, good to know, builds social connection between outdoor leisure and holiday tourism, which later simplifies the advertising of environment behaviors [8].

Table 9. Relationship of lifestyle to the tourist’s preferences in selecting tourist destination

Factors	rho-value	p-value	I
Destination Image	.270	.001	S
Recreational Activities	.152	.059	S
Price and Distance	.296	.000	S
Visiting Relatives	.416	.000	S

Legend: If the p-value is <.05, significant (S).

Table 9 shows the results in lifestyle are the Destination Image (r=.270, p=.001), Recreational Activities (r=.152, p=.059), Price and Distance (r=.296, p=<.01), and Visiting Relatives (r=.416, p=<.01). This means that activities have a significant relationship in

terms of destination image, price, and distance, and visiting relatives since the obtained p-value were less than 0.5 alpha level.

All the four factors are significant in terms of travelers’ lifestyle. Destination Image deserved to be on the list because the tourists want to feel beauty in all dimensions. Second, recreational activities have a thing to do with lifestyle for the respondents wants to feel relaxed by trying something new and the activities that they are not able to do daily. In addition, one of the reasons why recreational activities has a significant relationship with activities is recreation can actually be a way of escaping the daily stress that people encounter in their works. Third, there are many towns in Region IV-A that hold the status of municipality, which, in turn, make travel impossible for some, so, Price and Distance is relevant. Fourth and last, Visiting Relatives is also having a thing to do as the geography of CALABARZON is majorly landlock, providing easy access for the residents of the five provinces. Consequently, nothing can beat the recreation that is executed outdoor as outside environment has a distinct touch for the person which let them experience sociality, and relaxation [9].

Table 10. Proposed Strategic Marketing Plan

PROVINCE OF LAGUNA	
Marketing	Target Customers - Local and Foreign Tourist
	Existing Tourists - Get their experiences - Determine their level of satisfaction
	New Tourists - Determine their needs and wants - Assess their likes and dislikes
Goals	- Key Performance Indicators (Semi-annually) - Analyze the needs and wants of tourist destination. - Market the province of Laguna as Philippines’ tourist destination - Improve the demotivators that pushes tourists to go to a certain destination.
TOWS	Threats - Provinces around Laguna - Negative feedbacks of existing tourists - Previous issues of Laguna
	Opportunities - Being a “Resort Capital of the Philippines” - Positive feedbacks of existing tourists
	Weaknesses - Infrastructures need to improve - Floods

	<ul style="list-style-type: none"> - Lack of promotions/marketing
	<p>Strengths</p> <ul style="list-style-type: none"> - Resorts - Delicacies - Beautiful sceneries - Accessible farms - Availability of all forms of communication
Development/ Marketing Tools	<p>Developments</p> <ul style="list-style-type: none"> - Enhanced the roads to access the province easily by providing enough budget and public-tourism transport. - Develop the amenities and facilities of tourism establishments in Laguna by providing a concrete plan. - Improve the safety in Laguna by providing personnel and via monthly monitoring to tourism establishment.
	<p>Marketing Tools</p> <ul style="list-style-type: none"> - Social Media (through posting promotional videos) - Create a website for the tourism of Laguna - Online survey to know the reviews and feedbacks of tourist
Sustainability	<ul style="list-style-type: none"> - Create a website for tourism of Laguna and optimize it. - Get the reviews of tourists to further know the thing need to be improved. - Use social media to promote Laguna through promotional videos. - Strong communication with all stakeholders (local government, Department of Tourism, and tourism establishments) - Strictly implementation of policy in terms of human waste when visiting the province/tourism establishment.

CONCLUSION AND RECOMMENDATION

(1) In terms of psychographic profile, the activities and lifestyle got the verbal interpretation of high; wherein most of the respondents could relate these two variables within themselves when selecting tourist destination. But some of those, has moderate relation to the interest, particularly the respondents that desire to go to places that they have certainly not visited before which got a lowest result. (2) Most of the respondents are agreed on the four factors of tourist's preferences that contributes on selecting tourist destination such as destination image, recreational activities, price, and distance, and visiting relatives. However, in all factors, visiting relatives only get a consistent result of agreed by some of those respondents; wherein the lowest result is visiting relatives becomes my essential point. (3) Most of the respondents agreed on the three factors in demotivators that affects the motivational factors of tourists in selecting tourist destination such as accessibility, safety, and amenities and facilities. However, in all factors, accessibility got the lowest result; wherein most of respondents agreed on both indicators - accessibility of a place affects respondent's

destination selection when tourism-related public transportation is not present, and their preferences in the place especially to the protected areas did not meet. (4) There is a significant relationship between the factors that contributes to tourist's preferences such as destination image, recreational activities, price, and distance, and visiting relatives; and demotivators such as accessibility, safety, and amenities and facilities in selecting tourist destination in Laguna province. The respondents give importance on the factors that push and pull them in their travel choices. (5) There is a significant relationship between the factors that contributes to tourist's preferences such as destination image, recreational activities, price, and distance, and visiting relatives; and psychographic profile such as interest, activities, and lifestyle. (6) The strategic marketing plan was created from the results of the conducted data gathering that may help the tourist destinations analyze the motivational factors affecting the travelers is proposed.

(1) Laguna may review the interest of people; this could be the trends and different hobbies and activities they would like to try. Therefore, they can provide the needs and wants of these people. In this essence, people

may have interest to what the province provided for its tourist and can be encouraged to visit it. (2) The tourism local government of Laguna may provide an online platform such as online campaign through video to showcase the image of the province as tourist destination and its other features to encourage people. (3) The province of Laguna may review the products and services they offer to people as being the “Resort Capital of the Philippines” and one of the get-away provinces in CALABARZON to lessen and improve the demotivators that pushes people to choose the province as a tourist destination. (4) The province of Laguna may conduct a monthly online survey to determine the push and pull factors which affects the motivational factors – it is online survey because it will be easier to connect with other people in different provinces and regions. However, after the conducted survey, they may focus on how the province are going to resolve the feedbacks. (5) The province of Laguna may review the factors provided and focus on how they are going to make the demotivators into positive factors and as a strength of their tourism. (6) The proposed strategic marketing plan may be used for the province of Laguna once other tourism development projects were done – to help the province to strengthen the strategy when it comes on being a tourist destination in the region of CALABARZON. (7) Future researchers may assess, conduct a similar study, and include variables that are not included in this research like key factors which affects the tourists to select a certain destination such as political environment, transportation cost, resting and relaxation, and enriching and learning experiences.

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