

Exploring the Rise of Solo Female Traveler: Examining Motivations and Challenges in Shaping Travel Intention

Problem Statement

The objective of this research is to examine the rise of the solo female traveler trend by studying the experiences of women who choose to travel alone. As this segment continues to grow rapidly within the tourism industry, it has become increasingly important to understand the characteristics of these travelers in order to meet their needs, address safety concerns, and enhance their overall travel experience. By exploring both the motivations that lead women to travel independently and the challenges they encounter, this study aims to provide deeper insights into how these factors influence their travel intention.

In particular, the study seeks to answer the following questions:

1. What is the demographic profile of respondents in terms of:

1.1. age;

1.2. occupation;

1.3. monthly income;

1.4. frequency of travel; and

1.5 average number of stays?

2. What are the motivations of solo female traveler in terms of:

2.1 push factors;

2.1.1. desire for escape;

- 2.1.2. independence;
 - 2.1.3. self-discovery;
- 2.2. pull factors;
- 2.2.1. safety and security;
 - 2.2.2. affordability; and
 - 2.2.3 accessibility?

3. What are the challenges encountered by solo female traveler in terms of:

- 3.1 sexual-related risks;
- 3.2 cultural and societal risks;
- 3.3 gender-related risks;
- 3.4 physical and financial risks; and
- 3.5 psychological risks?

4. Based on the results of the survey, what are the findings of this research regarding the motivations and challenges encountered by solo female traveler?

5. Based on the findings, what references can be used in the development of safety guidelines for solo female traveler?