

TOURIST MOTIVATION IN LARESIO LAKESIDE RESORT AND SPA

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ABSTRACT

The focal point of this research is to determine and analyze different push and pull factors in motivating tourists specifically in visiting destinations like Laresio Lakeside Resort and Spa. Using random data sampling technique, one hundred and nine (109) respondents participated in the study. Certain findings were drawn indicating that spiritual need is the main push factor while activities are the main pull factor. Furthermore, most tourists travel for family togetherness and majority of the tourists traveling were female and millennials. The study may help in devising a marketing strategy to variety of business in tourism and hospitality industry.

Keywords: Tourist Motivation, Push Factors, Pull Factors, Factor Analysis, Significant Differences

INTRODUCTION

Tourist motivation illustrates the factors in which affecting tourist movement. Crompton (1979) illustrates that motivation is one of the contributing factors in explaining the behavior of tourists, in spite of that it is considered as a critical factor in terms of "impelling & compelling force behind all behavior" (Berkman & Gilson, 1978 as cited in Crompton 1979). Motivation became one of the major issue dealt by certain specialists in the field tourism, and consumer products in considering motivation as the only one that interpose between stimulus and response to the behavior of the consumer (Catoiu, 2004). Influenced by a variety of factors, tourists tend to transform their behavior in time. The analysis of tourist motivations has the advantage of preparing tourist practitioners, and therefore to ready and forecast the offer tourism products that match the current and future demand. (Mahika, 2011).

The aim of this study may be threefold: to identify the push and pull factors that influence decisions to visit Laresio Lakeside Resort and Spa; to examine the differences in these push and pull factors for different sociodemographic groups; and to investigate the interrelationships among these push and pull factors. Consequently, the findings from this investigation will help the proponents in devising a global marketing strategy for the firm itself.

Theoretical Framework

This study provides a firm basis according to the Push and Pull theory, in relation to the topic, this theory helped the proponents to identify different factors that motivate the tourist who visits Laresio Lakeside Resort and Spa by gaining information from the questionnaires distributed. This certain theory provides a framework

for examining customers' motivations for choosing to visit specific locations by analyzing two aspects which are the factors that push customers into making decisions due to internal forces such as fulfilling prestige and gaining knowledge (Mohammad & Som, 2010), and factors that pull customers to choose desired locations due to external forces, such as the attributes of the destination (Crompton, 1979; Dann, 1977; Jang & Cai, 2002; Yuan & McDonald, 1990). Moreover, previous researches had been able to identify push-pull factors in different sectors of the hospitality industry (Jang & Cai, 2002; Yuan & McDonald, 1990).

Literature Review

Push Factors

Push Factors is about the Socio-Psychological needs which inclines a person in travelling (Jang, Bai, Hu, and Wu, 2009). Mostly, push factors are peculiar motivators, a want for escape, relaxation and rest, socializing, fitness, adventure, etc. (Crompton, 1979). To make it more simple, push factors are basically internal desires and emotional factors just like their personal escapade, physical or mental health, adventure or thrill, and social interactions (Kim, Oh, & Jogaratnam, 2007).

The push factors that were included in the research were knowledge, novelty, prestige, relaxation, and improvement of relationship group of people. Another similar research that was regarding the push factors was about the travel motivations of Taiwanese seniors which have the flexibility of time and a rising power of purchase after retiring with their previous endeavors. The researchers cited the five push factors (i.e., social Interaction, enhancement of ego, seeking for knowledge, improvement of self-

esteem, relaxation) (Jang and Wu 2006). Researchers made an empirical study to examine the relationships of the travelers motivational push factors and the pull attribute of a specific place or destination. The researchers used an alternative technique in studying the push and pull factors in terms of the motivation of tourist (Klenosky, 2002). The result of the research explains that diverse push factors (e.g., social interaction with other people) can be facilitated by one pull factor (e.g. beaches, swimming pools) for travelers or tourists. (Baloglu & Uysal, 1996). In 2003, another group of researchers examined the different relationships between the push and pull factors of tourist for visiting national parks. The results explain the pull factors(i.e., Information and accessibility of facilities, transportation and major tourist resources) which are significantly related to push factors(i.e., natural studies, appreciation for natural resources, mental and physical health, escaping usual environments, adventure and interacting with new people (Kim, S. S., Lee, C. K., & Klenosky, D. B. 2003).

H1: There are certain Push factors that motivate tourists to visit Laresio Lakeside Resort and Spa such as prestige, enhancing relation, relaxation, gaining knowledge, etc.

Push factors refers to the internal motives that roots for the tourist to visit or experience a certain place and activity to reduce meet their needs such as desire for escape, relaxation, social interaction and other related matter. Push factors are considered important in initiating travel desire, while pull factors are considered more decisive in explaining destination choice (Crompton, 1979, Bello and Etzel, 1985).

Pull factors

Pull factors are places that attracts tourists (Dann, 1977) that emerges by the beauty or the attractiveness of the destination (e.g., sunshine, looking for warmer climate, sea, etc.), while it is recognized by people with the tendency to travel. These include places such as beaches, cultural attraction, recreational facilities, tourist's expectations and perceptions, or even intangible aspects such as expectations of benefits, novelty and marketing imagery. (Mihalik and Uysal, 1989). While push factors are considered to be an internal aspect to a person whom establish the desire to travel; on the other hand, the pull factors serves as the result of the attractiveness of a specific area or destination, these factors are known to be external aspects that may arouse different individual. (Al-Haj Mohammad & Mat Som, 2010)

Motivation is one of the most important driving forces of Pull factors that impel individuals to take action (Schiffman & Kanuk, 1987). Most people are directed to take action and to determine their main motives that will lead them to their goals (a desire or purpose). (Gleitman, 1986) A Psychological need is a process of biology that involves homeostatic imbalance, where most of it is involved in psychological motives than the imbalance of the homeostatic. (D'Andrade & Straus, 1992; Iso-Ahola, 1982).

H2: There are certain Pull factors that motivate tourists to visit Laresio Lakeside Resort and Spa such as attributes, accessibility, amenities and activities.

Pull factors are focused on the destination and attraction itself in terms of what it offers and the information of the tourist about the place. Pull factors are considered more decisive in explaining destination choice (Crompton, 1979, Bello and Etzel, 1985).

Tourist Motivation

Motivations are the essential reasons for a particular traveling behavior and play an important role in understanding the process of decision making of tourists, as well as assessing the subsequent satisfaction of the expectations of the tourists (King, Marshall, Snepenger, and Uysal, 2006).. In general, the term "motivation" is simply the processes of answering the question about how and why people's behavior is activated and directed. Motivation is interpreted as a driving force that makes us move (Solomon, 2004). Similarly, Romando (2008) has described motivation as an "internal drive" that moves behavior to act and gives direction to the behavior.

In general, basic motivation theory defined a dynamic process of internal psychological factors namely goals, needs and wants, which generate an uncomfortable level of tension in the internal of human mind and body (Fodness, 1994). These inner needs and has an effect of tension then stimulate to activate actions to satisfy the needs. Motivation, thus, can be seen as an essential reason to satisfy needs. Additionally, according to Maslow (1943), human demands do not have ending points but will increase other needs and demands once the present ones have been satisfied. Furthermore, motivation is also described by the term "motive". Both motive and motivation in general mean incentive or drive.

H3: There is a significant difference in the motivation patterns of the tourists in coming to Laresio Lakeside Resort and Spa when grouped according to their demographics.

Conceptual Framework

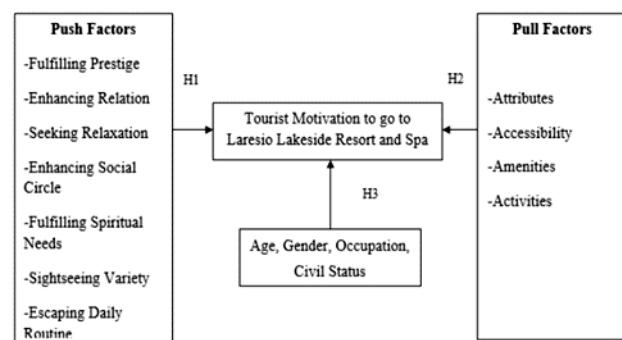


Figure 1: The concept model of push and pull theory in motivating people in visiting Laresio Lakeside Resort and Spa.

METHOD

Research Design

The proponents used quantitative research, this study utilized the descriptive research design in order to distinguish tourist motivation aspects that leads them to visit Laresio Lakeside Resort and Spa. This study determined the difference between the travel characteristics using Push and Pull theory and the respondent's profile variables.

Subjects and Study Site

The respondents of the study were the tourists in Laresio Lakeside Resort and Spa which is located in Los Baños, Laguna. A total of 109 set of questionnaires were distributed to both local and foreign tourists. It was conducted on March 2017. The respondents were selected through random sampling design.

Instrumentation

The instrument used in this research is a survey questionnaire adapted from a research entitled: "A Study on Intramuros as a Cultural Heritage Tourism (CHT) Site: Basis for Customer Satisfaction and Destination Loyalty Mode". The questionnaire included questions regarding socio-demographic information. To determine the questionnaire's reliability and consistency, travel behavior characteristics, tourist motivation, and destination attributes. It was pilot tested to 30 respondents who have visited the said resort, with Cronbach's alpha value of 0.750, suggested that the items have high internal consistency.

Data Gathering Procedures

The researchers personally distributed the questionnaires manually at Laresio Lakeside Resort and Spa.

Ethical Considerations

The proponents asked the respondents and did not force them in answering the questionnaire. Minors were included in the study as well. Before handing out the survey questionnaires, the researcher asked for the participant's permission and time to answer the questionnaires which only takes 2-3 minutes to answer.

Data Analysis

In able to make the output of this paper legitimate, the data gathered were analyzed by the researchers and a certified statistician through factor analysis and determining significant differences between Push factors and Pull factors. The data gathered was analyzed using percentage, T-test and One-way (Anova) Analysis

of Variance to determine the significant differences on Push and Pull factors when grouped according to gender, age, civil status, and occupation.

FINDINGS

Table 1. Demographic Profile of the Respondents (n=109)

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	53	48.6	48.6	48.6
Female	56	51.4	51.4	100
Total	109	100	100	
Age				
Below 18	10	9.2	9.2	9.2
18-24	47	43.1	43.1	52.3
25-34	41	37.6	37.6	89.9
35-44	4	3.7	3.7	93.6
45-54	6	5.5	5.5	99.1
55-64	1	0.9	0.9	100
Total	109	100	100	
Civil Status				
Married	24	22	22	88
Single	83	76.1	76.1	98.2
Occupation				
Professional	70	64.2	64.2	64.2
Student	34	31.2	31.2	95.4
Unemployed	4	3.7	3.7	99.1
Others	1	0.9	0.9	100
Total	109	100	100	

Table 1 shows the demographic profile of the respondents. Based on the results, most of the respondents were females (51%) and majority of the respondents were below 24 years old (43%), single (76%), and professionals (64%). Result shows that females are more inclined in visiting resorts like Laresio. Most of the respondents were millennials, for youths has a great interest in terms of travelling. Majority were single and professionals.

Table 2. Travel Behavior Characteristics/ Patterns

Frequency of Visit	Frequency	Percent	Valid Percent	Cumulative Percent
First Time	68	62.4	62.4	62.4
Second Time	27	24.8	24.8	87.2
Third Time	10	9.2	9.2	96.3
More than 3 times	4	3.7	3.7	100
Total	109	100		
Types of Sources	Frequency	Percent	Valid Percent	Cumulative Percent
Magazine	0	0		
Newspaper	0	0		
Internet	55	50.5		
Word of Mouth	33	30.3		
Television	21	19.3		
Others	3	2.8		
Total				
Purpose of Travel	Frequency	Percent	Valid Percent	Cumulative Percent
Leisure	25	22.9		77.1
Family	60	55		
Togetherness				
Studies	2	1.8		
Business	5	4.6		
Others	19	17.4		100
Total				
Transportation	Frequency	Percent	Valid Percent	Cumulative Percent
Personal Car	83	76.1	76.1	76.1
Public Transport	24	22	22	98.2
Others	2	1.8	1.8	100
Total	109	100	100	

Table 2 explains how frequently the tourists travel to Laresio Lakeside Resort and Spa. The results indicate that 62.39% of tourists who visited the resort were first timers. It indicates that the most used type of source was the internet (50.46%), for social media is basically used as an advertisement of the establishment, and it is a way of communicating with the consumers. It also indicates the majority of the respondents' purpose of travel was Family

Togetherness (55.05%), for the said resort is perfect for reunions and has a lot of fun activities

Table 3 indicates the result of respondents' motivation to visit Laresio Lakeside Resort and Spa in terms of Push Factors such as: fulfilling prestige, enhancing relaxation, escapism, social circle, sightseeing variety, spiritual needs, daily routine, and gaining knowledge.

Table 3. Factor Analysis of Push Factors in coming to Laresio Lakeside Resort and Spa

Push Factors	Component	Component Matrix	Initial Eigenvalues			Extraction Sums of Squared Loadings		
			Total	% of Variance	Cumulative Percentage	Total	% of Variance	Cumulative Percentage
Fulfilling Prestige			2.810	7.0258	70.258	2.810	7.0258	70.258
To increase my social status		0.839						
To visit a place that my friends have been to		0.853						
To visit a destination that would impress my friends and family		0.877						
To have visited a destination as Laresio Lakeside Resort and Spa		0.781						
Enhancing Relation			1.655	82.752	82.752	1.655	82.752	82.752
To enhance communication with local community		0.910						
To participate in new activities		0.910						
Seeking Relaxation			4.441	63.442	63.442	4.441	63.442	63.442
To relax physically		0.716						
To find thrills and excitement		0.775						
To seek solitude in another place		0.753						
To visit a place that I have not visited before		0.814						
To give myself an opportunity to enjoy a day out		0.889						
To satisfy myself the desire to be somewhere else		0.809						
To feel relaxed		0.810						
Enhancing Social Circle			2.101	70.030	70.030	2.101	70.030	70.030
To have enjoyable time with my travel		0.7501						
To meet new people		0.883						
To meet new people with the same interest		0.870						
Sightseeing Variety			2.372	79.3065	79.065	2.372	79.3065	79.065
To sightsee natural and built tourism site		0.910						
Fulfilling Spiritual Needs			0.370	12.346	91.411	0.370	12.346	91.411
To relax spiritually		0.925						
To experience a form of self-exploration		0.0772						
Escaping from Daily Routine			1.1719	85.952	85.952	1.1719	85.952	85.952
To satisfy the desire to be somewhere else		0.927						
Gaining Knowledge			1.634	81.714	81.714	1.634	81.714	81.714
To provide myself with self-exploration		0.904						
To increase knowledge about resorts and spas		0.904						

Table 4. Factor Analysis of Pull Factors in coming to Laresio Lake Resort and Spa

Pull Factors	Component	Component Matrix	Initial Eigenvalues			Extraction Sums of Squared Loadings		
			Total	% of Variance	Cumulative Percentage	Total	% of Variance	Cumulative Percentage
Attributes			4.872	54.136	54.136	4.872	54.136	54.136
Food and Beverage		0.811						
Room		0.815						
Bathrooms		0.692						
Cottages		0.759						
Swimming Pool		0.700						
Water Sports		0.747						
Facilities		0.686						
Dry Sport Activities		0.703						
Parking Area		0.694						
Accessibility			2.505	83.495	83.495	2.505	83.495	83.495
Easy to locate		0.927						
Ease of Access		0.918						
Availability of Transportation		0.896						
Amenities			3.622	72.430	72.430	3.622	72.430	72.430
Information Center		0.895						
Sufficient Restroom/		0.861						
Facilities		0.891						
Convenient Parking		0.768						
Souvenirs		0.834						
Accommodation								

Table 4 indicates the result of respondents' motivation to visit Laresio Lakeside Resort and Spa in terms of Pull Factors such as attributes, accessibility, amenities and activities.

Table 5. Descriptive Statistics of Push and Pull Factors

Push Factors	N	Mean	Std. Deviation	Verbal Interpretation
Fulfilling Prestige	109	3.690	0.791	High
Enhancing Relation	109	3.927	0.720	High
Escapism	109	4.008	0.728	High
Social Circle	109	3.853	0.698	High
Sightseeing Variety	109	3.990	0.918	High
Spiritual Needs	109	4.028	0.745	High
Daily Routine	109	3.977	0.815	High
Gaining Knowledge	109	3.927	0.781	High
Push Factors				
Attributes	109	3.793	0.614	High
Accessibility	109	3.826	0.757	High
Amenities	109	3.694	0.815	High
Activities	109	3.892	0.635	High

Table 5 indicates that the following stated factors of Push and Pull factors are relatively high and correlated with each other. The highest Push factor is Spiritual Needs (with a mean of 4.028), followed by Escapism (with a mean of 4.008) shown in table 5.1. While the highest Pull factor is Activities (with a mean of 3.892), followed by Attributes (with a mean of 3.793).

Table 6. Correlation of Push and Pull Factors

Correlations		Push Factors	Pull Factors
Push Factors	Pearson Correlation	0.591**	
	Sig. (2-tailed)	0	
	N	109	
Pull Factors	Pearson Correlation	0.591**	
	Sig. (2-tailed)	0	
	N	109	

**Correlation is significant at the 0.01 level (2-tailed)

Table 6 indicates the significant relationship between the Push and Pull Factors in coming to Laresio Lakeside Resort and Spa. This table shows that there is a moderate positive relationship between Push and Pull Factors. If there's an increase or decrease in Push Factors, there's also an increase or decrease in Pull Factors in terms of Motivation tourists coming to Laresio Lakeside Resort and Spa.

Table 7. Significant Difference between Push and Pull Factors grouped according to Gender

Gender	N	Mean	Std. Deviation	Std. Error Mean
Push Factor	Male	3.972	0.623	0.086
	Female	3.864	0.596	0.080
Pull Factors	Male	3.879	0.637	0.088
	Female	3.712	0.532	0.071

Table 7 indicates the significant difference between Push and Pull Factors when grouped according to Gender in coming to Laresio Lakeside Resort and Spa. Gender profile has no significant difference in Push and Pull Factor. Since the p-value is greater than 0.05, then there is no significant difference on Push and Pull factors between Male and

Female visitors/customers. This table shows that Laresio Lakeside Resort and Spa is not an establishment for a particular gender, it is for both Male and Female customers.

Table 8. Significant Difference between Push and Pull Factors grouped according to Age

		Sum of Squares	Df	Mean Square	F	Sig.
Push Factor	Between Groups	1.505	5	0.301	0.805	0.548
	Within Groups	38.499	103	0.374		
	Total	40.004	108			
Pull Factors	Between Groups	3.726	5	0.745	2.278	0.052
	Within Groups	33.699	103	0.327		
	Total	37.426	108			

Table 8 indicates the Significant Difference between Push and Pull Factors grouped according to Age in coming to Laresio Lakeside Resort and Spa. Age profile has no significant difference in Push and Pull Factor. Since the p-value is greater than 0.05, then there is no significant difference on Push and Pull factors between Ages (17 and below, 18-24, 25-34, 35-44, 45-54, 55-64, and over 64 years old). This table shows that Laresio Lakeside Resort and Spa has no particular age bracket required or targeted to visit the resort. The resort is for all ages.

Table 9. Significant Difference between Push and Pull Factors grouped according to Civil Status

		Sum of Squares	Df	Mean Square	F	Sig.
Push Factor	Between Groups	0.032	2	0.016	0.042	0.959
	Within Groups	39.973	106	0.377		
	Total	40.004	108			
Pull Factors	Between Groups	1.174	2	0.587	1.716	0.185
	Within Groups	36.252	106	0.342		
	Total	37.426	108			

Table 9 presents the result of the significant difference between groups regarding their civil status. According to the table provided the p-value of the results are greater than 0.05, it indicates that no significant difference is shown between the groups of people regarding their civil status. Therefore, the establishment of Laresio Lakeside Resort and Spa is applicable for people with different civil status whether married, single, and separated.

Table 10. Significant Difference between Push and Pull Factors grouped according to Occupation

		Sum of Squares	Df	Mean Square	F	Sig.
Push Factor	Between Groups	0.534	3	0.178	0.473	0.701
	Within Groups	39.470	105	0.376		
	Total	40.004	108			
Pull Factors	Between Groups	0.552	3	0.184	0.524	0.667
	Within Groups	36.874	105	0.351		
	Total	37.426	108			

Table 10 presents the result of the significant difference between groups regarding their civil status. According to the table provided the p-value of the results are greater than 0.05, it indicates that no

significant difference is shown between the groups of people regarding their occupation. Therefore, the establishment of Laresio Lakeside Resort and Spa is applicable for people with different occupation.

DISCUSSION

Laresio Lakeside Resort and Spa, an ecotourism area, is frequently visited by a diverse group of people. The results of this study indicated that there is no significant difference between the male and female in terms of marital status, although, females are more inclined in visiting areas similar to Laresio Lakeside Resort and Spa (Gomes & Montenegro., 2016). According to Calafat (2016), the sense behind the motivation of women travelling to resorts is due to the satisfaction of their spiritual and psychological needs. Majority of the tourist that visited the resort are millennials. According to some researchers there are one out of three reasons why the youth enjoys visiting places much like Laresio Lakeside Resort and Spa. The first reason is to experience something new. The second reason is exploring unusual areas. The third and final reason is spending time with friends and family. Most of the ages of respondents are ranging from 18-24 since they have the capacity and time in travelling to resorts (Garikapati et al., 2016). Due to the results provided; the proponents discovered that the area was very suitable for millennials which are thrill seekers and enjoys travelling to natural areas. In other findings the proponents sighted, the purpose of the respondents in travelling is because of family togetherness. Filipinos are best known to be family oriented (Morilla, Capuno& Mendoza Jr., 2013). Being child-centric, family-centered and having a big family are the traits that they are famous for (Medina, 2001; Miralao, 1994). The proponents provided a table for the factor analysis. The first table explains the factor analysis for the push factors. The results showed that the percentages of variance are all positives which explain that push factors of the area has exceeded the expectations of the respondents (Nikjoo & Ketabi, 2015). The second table indicates the factor analysis of the pull factors such as attributes, accessibility, amenities and activities (Madanoglu, 2017). Similar to the push factors, the percentage of variance for the pull factors also resulted as positive; therefore, both of the factor analysis for the push and pull factors have exceeded the respondents expectations that may arouse their satisfactions.

Due to different stress experienced by different individuals, those respondents want to relax spiritually and needs to form self-exploration. All water-related activities such as water sports offered are the things that motivate the respondents to experience such as extreme or unusual experience to fulfill their satisfactions among themselves. In other findings spiritual togetherness is the main source of the mental state of a specific individual that is responsible for the relationship of others to correlate, which is can be helpful for the fulfillment of one's spiritual needs. (Garikapati 2016). In the hotel and resort industry correlation of push and pull factors must be very relative at their state, for they are the driving force that maintain the

development of tourist arrivals at a specific hotel or resort (Morilla, Capuno& Mendoza Jr., 2013).

The youth of today are influenced by social media. In most recent years people have witnessed a remarkable outburst to the information technology that enables users in generating new knowledge from the social media. An empirical study shows that using videos paraphernalia can help promote a specific area (Qiu, Tang & Whinston.,2015). Majority of the population that visited the Resort uses their own private vehicles, while the second largest population uses public transportation such as bus, jeepneys and many more. (Hyshchuk&Pylypets., 2016). According to the survey most of the respondents revealed that they are motivated due to two things: spiritual needs and escapism. Studies shows that areas can affect the spiritual needs of a person due to the ambience and its environment (Soenens et al.,2016). The resort offers new and extreme activities that can arouse people's attention. According to the possibility of trying something new and extreme is normal to the nature of every individual(Watson & Parker., 2015).

CONCLUSION

The purpose of this research was to identify the motivational patterns of a tourist travelling to Laresio Lakeside Resort and Spa, it concludes whether if the push and pull factors can affect the decisions of an individual to visit and identify significant differences in motivations if grouped according to their demographic profile.

The result simply means that there are no significant differences between the push and pull factors within different brackets. The results of the survey revealed three motivational patterns that emphasize the appearance of Laresio Lakeside Resort and Spa. This involves spiritual needs, due to different stress experienced by different individuals, those respondents want to relax spiritually and needs to form self-exploration. It also involves family togetherness. Being a Filipino, we have a culture of being family-centered persons which values the relationship of the family. Lastly, it involves Activities, such as water sports activities and the packages offered. These activities are the things that motivate the respondents to experience such as extreme or unusual activities to fulfill their satisfactions among themselves.

Through these set of motivations it can resurface the ecological value of the resort that may be a result for the improvement of the area. Laresio Lakeside Resort and Spa is still new in the industry that has a potential to be the next big thing in the tourism market. This establishment offers relaxation, recreation, socialization, or even reflecting to oneself. It is also a place where an individual can conquer their fear of trying new things. It is quite equitable for everyone to regard maintain and conserving its natural and ecological value for the future generation.

The following recommendations are offered as possible ways to improve and increase the tourist arrival of Laresio Lakeside Resort and Spa:

- In terms of accessibility, the management should increase the number of signages in order to reach the site easier. Also, it can help with the promotional paraphernalia's and tarpaulins of Laresio along the road.
- To maximize the beauty of the place, the management should improve their floating bamboo walkway in the lakeside area.
- Have team-building promos for business company and student promos for non-peak seasons.
- Create social media pages or website, and be more responsive on messages.

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