Understanding the Motivation and Satisfaction of Local Tourists in Sorsogon

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ABSTRACT

This study examined the motivation and satisfaction of local tourists visiting Sorsogon, Philippines. Specifically, the study sought to describe the socio-demographic profile of local tourists; determine the tourists' motivation and satisfaction; and examine differences in tourist motivation and satisfaction when grouped according to demographic characteristics.

A quantitative, descriptive–comparative research design was employed using a structured survey questionnaire. Data were collected from 405 local tourists, exceeding the minimum sample size of 384 computed using Cochran's formula at a 95% confidence level and 5% margin of error. After data cleaning, 390 responses were used for quantitative analysis. Descriptive statistics and one-way analysis of variance (ANOVA), with Tukey HSD post hoc tests, were used to analyze the data.

Results revealed that local tourists are motivated by a combination of intrinsic and destination-related factors, particularly those associated with cultural and natural heritage. Tourist satisfaction was reflected in favorable evaluations of attractions, accessibility, and amenities. Significant differences in motivation were observed across gender, income, and employment status, while satisfaction differed significantly only by gender and educational attainment at the overall level. The study concludes that while tourist satisfaction in Sorsogon is generally consistent across demographic groups, motivational drivers vary among selected segments. These findings provide an empirical basis for targeted, inclusive, and sustainable tourism strategies for Sorsogon.

Keywords: *Local Tourism, Tourist Motivation, Tourist Satisfaction, Tourism Study, Sustainable Tourism.*

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CHAPTER ONE
INTRODUCTION

➢ *Background of the Study*

Tourism is one of the world's largest and fastest-growing industries. It fuels economic growth, generates employment, enhances infrastructure, and fosters crosscultural connections. The United Nations World Tourism Organization (UNWTO, 2023) stresses that both international and domestic tourism contribute substantially to national economies and local communities. In recent years, domestic tourism has gained greater significance, particularly during the COVID-19 pandemic, when restrictions limited international mobility and led travelers to explore destinations closer to home.

According to Duong, et, al. (2023) "Domestic tourism is more than an alternative; it is an opportunity to strengthen regional economies and highlight cultural identity." Tourists are often motivated by internal desires for relaxation, escape, or adventure, and external attractions such as affordability, cultural heritage, and natural beauty. This interplay is best explained by the Push and Pull Theory of Motivation, where push factors are personal drivers, while pull factors are destination-specific attractions. (Baniya & Paudel, 2016; Yousaf et al., 2018; Wulandari et al., 2019).

In the Philippine context, domestic tourism remains vital for cultural promotion and inclusive development. Mendoza (2019) emphasized that eco-tourism in Bulusan Lake is shaped by environmental consciousness, adventure-seeking, and social media influence. Bautista (2021) found that festivals, eco-tourism, and gastronomy motivate domestic tourists to visit the Bicol Region, particularly Sorsogon. Villanueva (2022) stressed that cleanliness, safety, and local cuisine strongly affect tourist satisfaction in Sorsogon's beaches. These studies highlight the need to examine both motivations and satisfaction, as they directly affect tourist behavior and tourism sustainability.

Sorsogon, the southernmost province of Bicol, offers diverse attractions ranging from natural wonders. Its potential has been affirmed by the surge of tourist arrivals in 2024, with domestic travelers making up 95% of visitors (Calipay, 2025). Understanding what motivates these travelers, and whether their expectations are satisfied, is critical to sustaining this growth.

➢ *Tourists' Motivation*

Motivation refers to the internal and external factors that make tourists travel. According to Kotler and Armstrong (2017), Motivation is the force that initiates and sustain behavior towards goals, In tourism, this is often explained by the push and Pull theory, where push factors (e.g., relaxation, adventure, escape) reflects to personal desires, meanwhile pull factors (e.g., natural attractions, cultural heritage, local cuisine) are destination-specific features. Previous studies (Baniya & Paudel, 2016; Duong et al, 2023) emphasizes that the interaction of these factors makes travel decisions. For this study, Motivation is furtherly investigated to understand why domestic tourists choose Sorsogon as a destination.

Tourist motivation has long been recognized as a central concept in tourism studies, as it explains why individuals decide to travel and choose specific destinations. Early foundational work by Dann (1977) and Crompton (1979) conceptualized tourist motivation through the push–pull framework, wherein internal psychological forces (push factors) such as escape, learning, and social interaction drive individuals to travel, while external destination attributes (pull factors) such as natural attractions, cultural heritage, and events attract tourists to particular locations. This framework remains widely applied in contemporary tourism research.

Empirical studies have consistently demonstrated that tourist motivation is multidimensional. Pearce and Lee (2005), through the Travel Career Pattern theory, argued that tourists' motivations evolve over time but commonly include dimensions related to novelty seeking, relationship enhancement, self-development, and relaxation. In the context of local tourism, motivations such as knowledge acquisition, curiosity, family bonding, and appreciation of natural and cultural heritage have been found to be particularly salient (Yoon & Uysal, 2005).

Several studies have emphasized knowledge and curiosity as key motivational drivers, especially among domestic tourists who seek learning experiences and cultural enrichment within their own country (Chen & Chen, 2010). Similarly, family and togetherness have been identified as strong motivators, as tourism provides opportunities for strengthening social ties and shared experiences (Neal et al., 1999). Motivations related to cultural heritage, events and festivals, and natural heritage are likewise welldocumented, particularly in destinations that emphasize authenticity, local traditions, and environmental attractions (Kim et al., 2010; Richards, 2018).

➢ *Tourists' Satisfaction*

Satisfaction is the stage to which tourists experience meet or exceed expectations.

Mohammad et al, (2011) describe it as the result of comparing pre-travel expectations with actual experiences, which then influences loyalty and repeat visits. Studies (Luvsandavaajav & Narantuyam 2021; Villanueva, 2022) confirms that tourists who

reached their Motivations report higher Satisfaction. In this study, Satisfaction is measured to determine whether Sorsogon's attractions and services fulfill the Motivations of local and domestic tourists, thereby supporting sustainable tourism growth.

Tourist satisfaction refers to tourists' overall evaluation of their travel experience and is widely regarded as a critical indicator of destination performance. The most influential theoretical explanation of satisfaction is expectancy–disconfirmation theory, which posits that satisfaction results from the comparison between pre-travel expectations and actual experiences (Oliver, 1980). When perceived performance exceeds expectations, satisfaction occurs; when it falls short, dissatisfaction arises.

In tourism research, satisfaction is often examined across multiple dimensions. Attractions, accessibility, and amenities are frequently cited as core components influencing tourists' evaluations of destinations (Chi & Qu, 2008). Attractions represent the primary reasons for visiting a destination, while accessibility reflects the ease of reaching and navigating the area. Amenities, including accommodation, food services, and supporting facilities, significantly shape comfort and convenience during travel.

➢ *Factors Affecting Tourist Motivation and Satisfaction*
Demographic characteristics such as age, gender, civil status, educational attainment, and income have been widely examined as determinants of tourist motivation.

However, empirical findings in this area are often mixed. Some studies suggest that demographic variables significantly influence motivational patterns, while others report minimal or context-dependent effects.

Age has been found to influence specific travel preferences, yet several studies indicate that core motivations such as relaxation, escape, and learning remain consistent across age groups (Pearce & Lee, 2005). Gender differences in motivation have been more pronounced in the literature, with research suggesting that women and sexual minorities may be more motivated by social interaction, cultural exploration, and emotional fulfillment, whereas men may emphasize adventure and leisure (Pritchard et al., 2000; Hughes, 2006).

Civil status has shown inconsistent effects on motivation. While family-oriented tourists may prioritize togetherness and safety, single tourists may seek novelty and selfdevelopment. Nevertheless, recent studies indicate that modern travel patterns have reduced the influence of marital status on overall motivation (Chen et al., 2014). Educational attainment and income have also been linked to motivation, as higher education and moderate income levels are associated with greater curiosity, cultural interest, and willingness to travel (Dolnicar et al., 2012).

The relationship between demographic characteristics and tourist satisfaction has been widely explored, though findings remain inconclusive. Several studies suggest that satisfaction is less dependent on demographic factors and more strongly influenced by perceived service quality, value for money, and destination performance (Chen & Chen, 2010).

Age and civil status have generally been found to have limited direct effects on satisfaction, particularly when destination attributes meet expectations (Yoon & Uysal, 2005). Gender differences in satisfaction, however, have been reported, with female tourists often exhibiting more critical evaluations due to heightened expectations regarding safety, service quality, and interpersonal interactions (Mattila, 2000). Similarly,

LGBTQIA+ tourists' satisfaction has been linked to inclusivity, safety, and acceptance within destinations (Hughes, 2006).

Educational attainment has been associated with more critical satisfaction evaluations, as more educated tourists tend to have higher expectations and greater awareness of service standards (Chi & Qu, 2008). Income, while influencing travel frequency and expenditure, does not necessarily guarantee higher satisfaction, as satisfaction is primarily determined by perceived value rather than absolute spending levels (Correia & Pimpão, 2008).

➢ *Legal Basis*
The Philippine Tourism Act of 2009 (RA 9593) recognizes tourism as a major driver of investment, employment, and economic growth. This emphasizes the importance of domestic tourism for investment as well as employment. This study supports by identifying motivations that result in domestic travel. This legal basis is relevant for domestic travel and community involvement as the industry evolves and expands. In addition, the National Tourism Development Plan (NTDP) 2023-2028 mentioned that sustainable practices and regional tourism growth are both included and studied in this research. This focuses on sustainability, which this research study addresses by assessing whether tourist satisfaction aligns with ecofriendly practices.

➢ *Philosophical Underpinnings and Justifications*
This study is firm and anchored on pragmatism, which highlights practical outcomes and solutions not just abstract theories. Pragmatism aligns with the study's quantitative approach, as it allows the use of measurable data to gather insights that are both evidence-based and can take actions. By understanding tourist motivation and satisfaction through statistical results, the study will then provide practical knowledge that policymakers, tourism stakeholders, and local communities can use in decision-making. In

this way, the study will not only measure tourist behavior but also make the results into concrete strategies for local development and sustainable tourism.

This study is justified by its positive impacts to benefit the local communities, improvement of public services, and sustainable practices. Having further and deep understanding of the motivation and satisfaction of tourists can guarantee more expanded benefits to both local and government in the economy.

➤ *Sustainable Development Goals Relevance*
SDG 11 talks about the Sustainable Cities and Communities, which aspires to make cities inclusive, safe, resilient, and sustainable, which might be considered relevant to the study's exploration of Sorsogon's visitor Motivation and Satisfaction. It sees the vision that while cities are centers of economic development and creativity, they also face challenges such as inequality, poverty, and environmental degradation. Meanwhile, SDG 12 focuses on responsible production and consumption. It aims to encourage tourists to participate in eco-friendly activities that assist local communities by supporting sustainable environmental practices. Regarding the Regional Development Goals, the primary determinant of visitor satisfaction that can guide plans to draw more tourists to Sorsogon is economic growth.

➤ *Alignment with Sorsogon State University Research Agenda*
The study is anchored on the Sorsogon State University (SorSU) Research, Extension, and Training Agenda (RET-A7): Socio-Cultural, Political, Economic, and Tourism Development. This alignment is evident in the study's focus, variables, analytical approach, and intended outputs, all of which directly support the multidimensional development goals articulated under RET-A7.

RET-A7 emphasizes the promotion, preservation, and enrichment of cultural traditions, language, arts, and heritage across the diverse communities of Sorsogon. The present study directly contributes to this thrust by examining tourist motivation dimensions related to cultural heritage, events and festivals, and knowledge/curiosity. Assessing how local tourists are motivated by cultural experiences and how satisfied they are with such offerings would enable the study to provide evidence-based insights into which sociocultural assets of Sorsogon are most valued by visitors.

As a state university mandated to serve regional development needs, SorSU prioritizes research that addresses local issues and generates practical solutions. This study exemplifies such institutional relevance by focusing on Sorsogon as the unit of analysis and by producing findings that can be directly utilized by local communities, entrepreneurs, and government agencies. In doing so, it reinforces SorSU's role as a knowledge hub that supports socio-cultural enrichment, economic development, and sustainable tourism in the province.

This study is aligned with RET-A7 of the Sorsogon State University Research Agenda. The study advances socio-cultural understanding, supports tourism-driven economic development, contributes to evidence-based governance, and promotes sustainable tourism practices. Through its empirical approach and localized focus, the research meaningfully operationalizes the goals of RET-A7 and strengthens SorSU's commitment to research that is responsive, relevant, and impactful for the province of Sorsogon.

➤ *Frameworks of the Study*
This section presents the theoretical and conceptual frameworks of this study. The frameworks serve as the foundation for explaining the relationships among the key variables of the study and guide the formulation of its objectives, methodology, and analysis.

➤ *Theoretical Framework*
The push-pull theory is a seminal framework in tourism studies that explains tourist decision-making as a function of two interrelated motivational forces. First proposed by Dann (1977) and later refined by Crompton (1979), the theory posits that individuals are initially pushed to travel by intangible, internal desires arising from sociopsychological disequilibrium, such as the need for escape, relaxation, adventure, prestige, or family togetherness (Dann, 1977).

These push factors are origin-related and provide the initial impetus to leave one's everyday environment. Subsequently, tourists are pulled toward a specific destination by its external, tangible attributes and perceived attractions, which hold the promise of satisfying the initial push motivations (Klenosky, 2002). These pull factors are destinationspecific and may include natural scenery, cultural heritage, recreational facilities, events, or affordability.
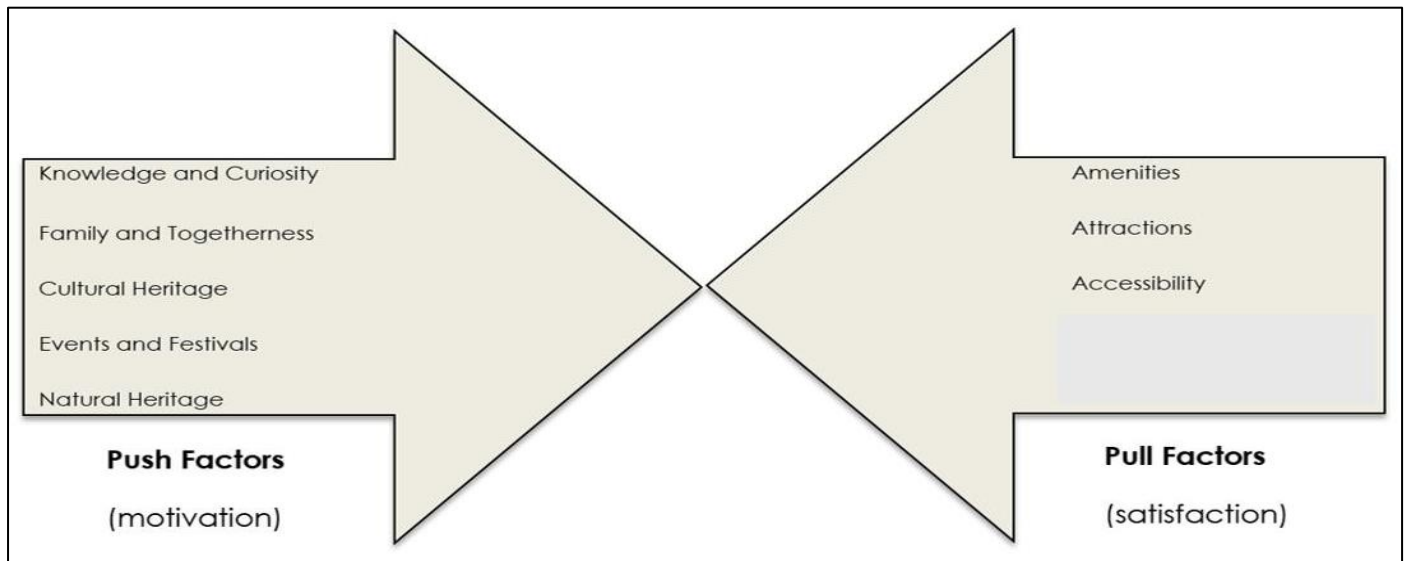
Fig 1 Theoretical Paradigm

The ultimate satisfaction and subsequent behavioral intentions (e.g., willingness to recommend or revisit) of a tourist are theorized to depend on the congruence between the pre-travel push motivations and the post-experience evaluation of the destination's pull attributes (Yoon & Uysal, 2005). This theoretical model is particularly valuable for segmenting markets, designing targeted marketing communications that address psychological pushes, and developing destination products and services that effectively fulfill those needs through compelling pull factors.

➢ *Conceptual Framework*

This study is guided by a conceptual framework that explains the relationships among tourists' demographic characteristics, tourist motivation, and tourist satisfaction, and how these relationships inform destination-related outcomes and managerial implications. The framework is anchored on the Push–Pull Theory of Tourist Motivation which provide a coherent explanation of tourists' decision-making and evaluative processes.

At the most basic level, the conceptual framework positions demographic profile variables, namely, age, gender, civil status, educational attainment, and monthly income, as independent grouping variables. These variables are not assumed to directly cause tourist behavior but are treated as exogenous characteristics that may shape tourists' preferences, expectations, and evaluative standards. In tourism research, demographic attributes are commonly used to explain variations in travel motivation and satisfaction, as individuals with different socio-demographic backgrounds may differ in lifestyle, financial capacity, travel experience, and leisure priorities.
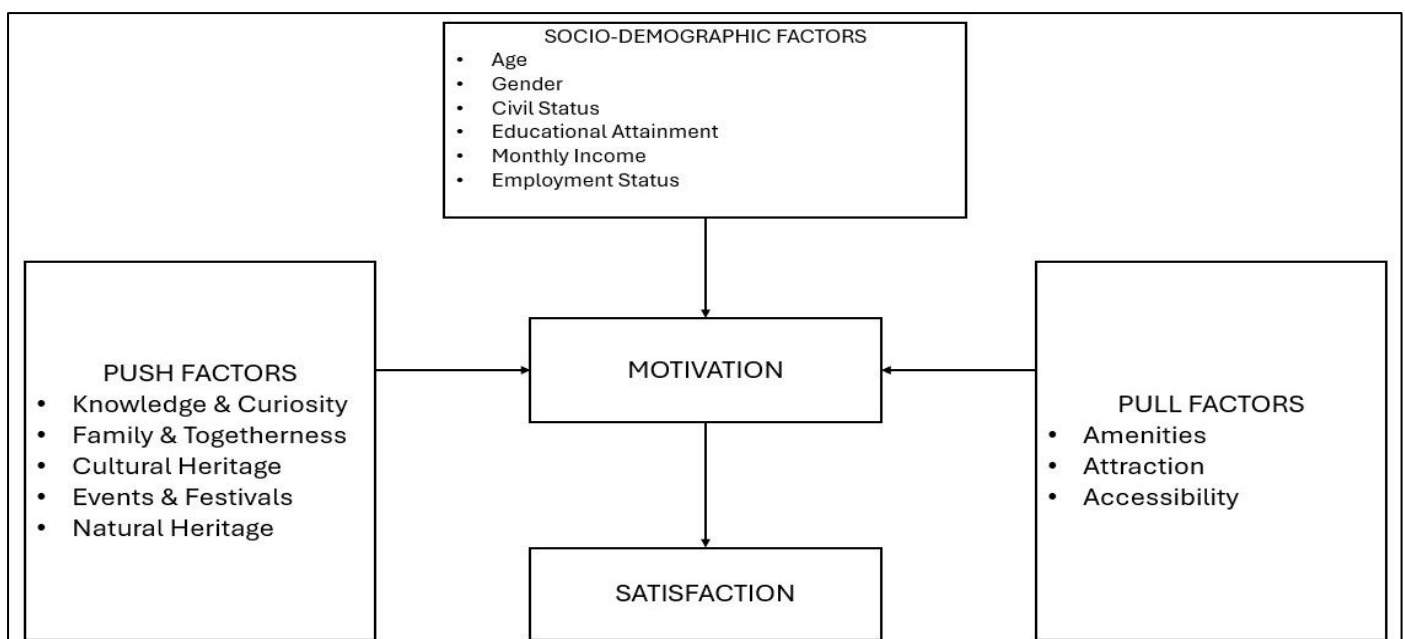
Fig 2 Conceptual Paradigm

The tourist motivation reflects the underlying reasons that drive local tourists to visit Sorsogon. Motivation is operationalized through five dimensions:

Knowledge/curiosity, family and togetherness, cultural heritages, events and festivals, and natural heritages. Consistent with the Push–Pull Theory, the framework conceptualizes motivation as a combination of internal drivers (push factors) and destination-specific attributes (pull factors). Internal motives such as curiosity and family bonding stimulate the desire to travel, while external attributes of Sorsogon, its cultural heritage, festivals, and natural attractions, serve as pull factors that translate this desire into actual visitation. Within the framework, demographic variables are hypothesized to influence the level and pattern of tourist motivation, acknowledging that different groups may be motivated by different combinations of push and pull factors.

The tourist satisfaction represents tourists' overall evaluation of their travel experience in Sorsogon. Satisfaction is measured across five dimensions: attractions, accessibility, amenities, willingness to recommend, and intention to revisit. The framework assumes that satisfaction arises from tourists' comparisons between their pre-travel expectations and their actual on-site experiences. When experiences meet or exceed expectations, satisfaction increases; when expectations are unmet, dissatisfaction occurs. In this sense, tourist motivation is conceptually linked to tourist satisfaction, as motivation shapes expectations regarding what the destination should offer.

The framework also recognizes that demographic characteristics may influence satisfaction directly, independent of motivation. Tourists with varying educational backgrounds, income levels, or employment status may apply different evaluative criteria when assessing attractions, accessibility, or amenities. Thus, the framework allows for the examination of group differences in satisfaction levels, rather than assuming a uniform tourist experience.

The conceptual framework illustrates a logical and sequential relationship among variables: demographic characteristics influence tourist motivation and satisfaction. These relationships directly support the study's objective of determining whether significant differences exist in motivation and satisfaction when tourists are grouped according to their profile characteristics. Moreover, by identifying which motivational and satisfaction dimensions are most salient for different groups, the framework provides an empirical basis for formulating context-specific recommendations to enhance tourist experiences and strengthen Sorsogon's appeal as a local tourism destination.

➢ *The Present Study*
The present study is anchored in established tourism theories and contemporary empirical findings, particularly those relating to domestic tourism, tourist motivation, satisfaction, and demographic influences. Examining the socio-demographic profile, motivation dimensions, satisfaction components, and group differences among local tourists in Sorsogon would directly respond to gaps and calls identified in both global and Philippine tourism literature.

Consistent with the literature, the study recognizes domestic tourism as a critical driver of local economic resilience, especially in the post-pandemic context where travel behavior shifted toward nearby and familiar destinations. Duong et al. (2023) emphasized that domestic tourism is not merely a substitute for international travel but a strategic opportunity to strengthen regional identity and local economies. The present study operationalizes this perspective by focusing exclusively on local tourists visiting Sorsogon, a province where domestic travelers constitute the overwhelming majority of visitors (Calipay, 2025). By doing so, the study contributes empirical evidence specific to a highpotential yet under-researched local destination in the Philippines.

The findings of the present study reinforce earlier Philippine-based research. Mendoza (2019) and Bautista (2021) both highlighted the importance of eco-tourism, festivals, and cultural experiences in motivating domestic tourists in Sorsogon and the wider Bicol Region. By empirically measuring these dimensions, the present study validates these earlier qualitative and regional observations within a structured quantitative framework. Furthermore, the emphasis on family and togetherness echoes Neal et al. (1999) and Yoon and Uysal (2005), who argued that tourism serves as a mechanism for strengthening social bonds, particularly in domestic travel contexts where family-oriented trips are prevalent.

One of the core contributions of the present study lies in its systematic examination of differences in motivation and satisfaction when tourists are grouped according to sociodemographic characteristics. The findings that age and civil status do not significantly differentiate motivation or satisfaction are consistent with Pearce and Lee (2005) and Chen et al. (2014), who noted that modern travel motivations increasingly transcend traditional demographic boundaries.

The present study addresses several important gaps in the existing literature. First, it provides updated, location-specific empirical evidence on domestic tourism in Sorsogon at a time when domestic travel dominates tourist flows. Second, it integrates motivation and satisfaction within a single analytical framework, responding to calls by Mohammad et al. (2011) and Luvsandavaajav and Narantuyam (2021) to examine how motivations translate or fail to translate into satisfaction. Third, it clarifies the role of sociodemographic factors by demonstrating that while certain characteristics influence motivation, satisfaction is more consistently shaped by destination performance.

➢ *Gap Bridged by the Study*

However, a gap remains that justify the present study. It is mentioned that it examined tourism Motivations and Satisfactions independently, but focused on how these two variables interact specifically in the context of domestic tourism in the province. Moreover, most studies highlight individual attractions or isolated aspects without providing a coherent view of tourists' combined influence of Motivation and Satisfaction among locals. Using a quantitative approach to generate data-driven information. The uniqueness of the study lies in its direct contribution to Sorsogon's sustainable tourism development as it offers practical solutions for stakeholders and is aligned with the National Tourism Development Plan (2023-2028) and the University's research agenda.

➢ *Scope and Delimitation*

The scope of the study is limited only to both locals in Sorsogon and Domestic travelers from the Philippines, with a focus on their demographic profiles, Motivations, and Satisfaction levels. The study includes tourists residing within and outside the province who traveled to Sorsogon for leisure, cultural, or eco-tourism purposes during the study period. It excludes international tourists, non-leisure travelers, and residents who did not participate in tourism practices. The study limits reliance on self-reported survey responses, which may be subject to recall bias or personal interpretations as well as the use of descriptive statistics, which has the possibility of not capturing association. Nevertheless, these parameters ensure the study remains its focus and still manageable while providing reliable information into the dynamics of both Motivation and Satisfaction in Sorsogon tourism.

➢ *Significance of the Study*

This study Understanding the Motivation and Satisfaction of Local Tourist in Sorsogon is significant because it can offer valuable insights that can contribute both theoretically and practically. The result of this study will benefit the following:

- Policy Makers and Community Leaders. This study will serve as a guide in crafting community engagements and policies that will align with the needs and motivations of the target population. Sorsogon State University College of Business and Management.
- Organizations and Institutions. This study renders a possibility to produce more high-end services and tourism goods that satisfy domestic travelers' needs, which may lead to satisfaction and repeat visits. Fostering community development and additional job opportunities will help to further accelerate economic growth.
- Teachers and Students. The study will serve as a useful reference, especially for those who will be conducting research related to tourism, consumer behavior, and human behavior. It will provide data that can deepen the understanding of the relationship between motivation and satisfaction.
- Future Researchers. The research will be a useful reference for the researchers who plan to make any related studies, especially those who are taking the program of Bachelor of Science in Tourism Management. It can serve as a foundation for further exploration or expansion in a different context.

➢ *Objectives*

The research aims to (1) determine the socio-demographic profile of the respondents in terms of age, gender, civil status, educational attainment, and monthly income; (2) determine the motivation level of tourists in visiting Sorsogon in terms of knowledge / curiosity, family and togetherness, cultural heritages, events and festivals, and natural heritages; (3) determine the satisfaction level of tourists with their travel experiences in Sorsogon in terms of attractions, accessibility, and amenities; determine if there is a significant difference in motivation and satisfaction levels of the tourists when grouped according to their profile characteristics; and (4) propose recommendations to enhance tourist motivation and satisfaction in Sorsogon.

➢ *Definition of Terms*

The following are terms used in this study. These terms are defined conceptually and operationally.

- Frequency of Travel. The number of recorded trips or journeys made by an individual within a specified period of time (Uysal et al., 2016). The rate of tourist visits within a given period, serving as an indicator of travel behavior and loyalty.
- Level of Satisfaction. The level on how much a destination met a person's expectation, if they met it, fell short or exceeded. Will the tourist rate the hotel they are staying with one-star or five-star (Correia et al., 2013). The degree to which tourist experiences meet or exceed expectations; considered the study's Dependent Variable.
- Local Tourists. Domestic tourists are people who travel within their own county, going from city to city, or province to province for vacations or to experience other cultures and traditions (Uysal et al., 2016). Domestic travelers, particularly Filipinos visiting Sorsogon for leisure or cultural purposes; they are the respondents/subject variables of the study.
- Motivation. The reason that pushes someone to act or make a decision. Some people may want to travel because of adventure, relaxation, education, or to experience a new culture (Uysal et al., 2016). In this study, the phrase refers to what specifically drives local tourists to visit destinations in Sorsogon.
- Primary Motivation. The biggest reasons and the main influence of a person's decision-making. Some tourists are visiting a place for a particular reason, either a specific place, a person, or a personal agenda (Uysal et al., 2016). In this study this refers to the main Motivation, such as relaxation, adventure, and local culture, that influences the decision-making of local tourists to visit the attractions in Sorsogon.

- Satisfaction. The feeling a person gets once their needs and expectations are fulfilled as well as the feeling a tourist can get after experiencing good food and services (Uysal et al., 2016). In this study, this refers to the extent of Satisfaction of local tourists' experience after visiting attractions in Sorsogon, which indicates the effectiveness of Sorsogon's tourism offerings.
- Tourist Attractions. They are places or activities that other people visit for their natural value, different culture, relaxation, or entertainment. Places like beautiful beaches and historical places, as well as important people (Correia et al., 2013). In this study, this refers to the pull Motivations or specific attributes that represent the core elements that influence local tourists to visit Sorsogon.

CHAPTER TWO
METHODOLOGY

This section presents the research design and methodology employed in this study. The sampling, sample size, sources of data, research instrument, data collection, data analysis, and ethical considerations are also presented.

➤ *Research Design*

This research used a descriptive-comparative quantitative research design. This approach was chosen because of the dual functions of the method. The descriptive component was utilized to systematically describe the demographic profile of the respondents and to determine their levels of tourist motivation and satisfaction. On the other hand. the comparative component was applied to assess whether statistically significant differences exist in motivation and satisfaction when respondents are grouped according to selected profile characteristics.

A quantitative approach was deemed appropriate because the study sought to measure, quantify, and statistically analyze tourists' profile, motivations, and satisfaction levels using structured numerical data derived from a survey questionnaire. This approach enables objective analysis, generalizability of findings, and the application of inferential statistics such as analysis of variance (ANOVA), which aligns directly with the study's objectives.

➤ *Sampling Method*

The study employed stratified purposive sampling, a type of non-probability sampling. This method was chosen because the research aimed to gather data specifically from actual tourists who visited Sorsogon, making them the most appropriate informants for the study's descriptive objectives. The respondents were divided into two strata based on the nature of their visit. The first stratum is the overnight tourists which include local tourists who stayed in Sorsogon for at least one night in paid or private lodging. The other stratus is same-day tourists which are local tourists who visited and left the respective destinations within the same day. Within each stratum, respondents were selected purposively based on the inclusion criteria, namely, at least 18 years old, a local or domestic tourist, and has visited Sorsogon recently.

➤ *Sample Size Determination*

The target population of the study consisted of local tourists who have visited Sorsogon. To determine the appropriate sample size, the researchers employed Cochran's (1977) sample size formula for large populations, using a 95% confidence level and a 5% margin of error, which yielded a minimum required sample size of 384 respondents. However, during the actual survey, 405 respondents were able to respond to the survey questionnaire. Out of 405 responses, 390 responses were utilized for data analysis after data cleaning.

Despite the computed sample size, the study was able to gather 405 responses, exceeding the required sample size. This increase in sample size is methodologically acceptable and advantageous, as it enhances the statistical power, precision, and reliability of the results without violating the assumptions of Cochran's formula. The inclusion of more respondents than the minimum requirement strengthens confidence in the representativeness of the findings and reduces sampling error.

The generalizability of the findings of using non-probability stratified purposeful sampling is greatly reduced, since the chosen respondents, unlike true random sampling, are knowingly selected and, as such, can allow researcher bias to be introduced into the findings. Furthermore, depending on the available respondents, some of the subgroups can be inappropriately represented, and the sampling error cannot be controlled to a precise degree. In spite of these challenges, the sampling method is still the best means of deriving pertinent and significant information from targeted groups of the population, in this case, the specific types of tourists to be studied.

➤ *Source of Data*

Determining the motivation and the satisfaction of domestic tourists in Sorsogon required both primary and secondary data. The primary data collected was through a structured questionnaire that the researcher adopted and was administered both in-person and online. The questionnaire was made using Google Forms and distributed through it and travel-related community pages targeting tourists who have recently visited the province.

This combined method incorporates more types of tourists in more locations, improving the sample's representativeness. As for the secondary data, it was obtained records of tourist arrivals and travel patterns from the Sorsogon Provincial Tourism Office, as well as from the Department of Tourism (DOT). These sources can be considered valid and reliable, as they are regularly updated and collected through systematic monitoring and serve as vital records in estimating the structures of the tourist population and the proportional representation in this study.

➢ *Research Instrument*

Data for this study were collected through a structured survey questionnaire that was carefully developed and grounded in established literature on tourism motivation and tourist satisfaction, with particular reference to the instrument and conceptual dimensions advanced by Bayih and Singh (2020). Anchoring the questionnaire on a validated and widely cited study enhanced the content validity of the instrument and ensured that the constructs measured were theoretically and empirically sound. The structured nature of the questionnaire also allowed for systematic data collection and facilitated quantitative analysis appropriate for examining variations in motivation and satisfaction among local tourists in Sorsogon.

The first section of the questionnaire focused on the demographic profile of the respondents, capturing key socio-demographic variables such as age, gender, civil status, educational attainment, monthly income, and employment status. These variables were included to address the first research objective and to enable the analysis of differences in tourist motivation and satisfaction across distinct respondent groups. Demographic characteristics are commonly examined in tourism research because they shape travel preferences, decision-making processes, and experiential evaluations, thereby providing important contextual insights into tourist behavior.

The second section measured tourist motivation using five dimensions: knowledge or curiosity, family and togetherness, cultural heritages, events and festivals, and natural heritages. These dimensions reflect both intrinsic and extrinsic motivational factors that influence travel behavior, encompassing learning-oriented motives, social and relational drivers, cultural interests, event-related attractions, and nature-based appeal. Measuring motivation across multiple dimensions allowed for a nuanced understanding of why local tourists choose to visit Sorsogon and aligned with contemporary tourism studies that emphasize the multidimensionality of travel motivation.

The third section assessed tourist satisfaction using key experiential dimensions, namely attractions, accessibility, and amenities. These components represent core elements of the tourism experience and capture tourists' evaluations of destination offerings, ease of travel, and the adequacy of supporting facilities and services. Satisfaction was treated as a post-consumption evaluation, reflecting tourists' overall appraisal of their visit to Sorsogon.

Responses to the motivation and satisfaction items were measured using a Likerttype scale, which enabled respondents to indicate the extent of their agreement or level of satisfaction. The use of Likert scales is appropriate for capturing subjective perceptions and attitudes, as it provides quantifiable data that can be statistically analyzed. Moreover, this scaling approach facilitated the computation of composite mean scores for each motivational and satisfaction dimension, thereby supporting comparative and inferential analyses consistent with the objectives of the study.

➢ *Data Collection*

Data collection for this study was carried out through a combination of online and on-site survey administration to ensure broader coverage and to maximize the representativeness of local tourists visiting Sorsogon. The use of both modes of data collection was particularly appropriate given the diverse profiles and mobility patterns of local tourists, as it allowed the researchers to reach respondents who were physically present at tourism sites as well as those who had recently completed their visit and could be contacted through digital platforms. This mixed approach enhanced response rates and minimized sampling bias that may arise from relying on a single mode of survey distribution.

Prior to participation, respondents were clearly informed of the purpose and objectives of the study, emphasizing that the research sought to understand the motivation and satisfaction of local tourists in Sorsogon for academic and developmental purposes.

Ethical considerations were strictly observed throughout the data collection process. Respondents were assured that their participation was voluntary, that their responses would be treated with strict confidentiality, and that all data would be reported only in aggregate form. Informed consent was obtained before respondents proceeded with the questionnaire, thereby ensuring compliance with ethical standards in social science research. These measures helped establish trust between the researchers and the participants, which is essential for obtaining honest and reliable responses.

The data collection process was conducted over a defined period and continued until the number of valid responses exceeded the minimum required sample size, which had been determined using Cochran's formula. Although the computed minimum sample size was 384, a total of 405 responses were gathered. After data cleaning wherein items with blank responses were not included, the researchers were able to gather 390 valid responses. Exceeding the minimum sample size strengthened the statistical power of the study and enhanced the robustness of the findings. After data collection, all responses were carefully screened to ensure completeness, internal consistency, and eligibility based on the study's inclusion criteria. Questionnaires with substantial missing data or inconsistent responses were excluded from the analysis. The validated responses were then systematically encoded and prepared for statistical analysis.

> *Data Analysis*

The statistical treatment of data was conducted using the Statistical Package for the Social Sciences (SPSS), a widely used software for quantitative data analysis in social science and tourism research. Both descriptive and inferential statistical techniques were employed to address the research objectives comprehensively. Descriptive statistics, including frequency counts and percentages, were used to summarize and describe the demographic profile of the respondents in terms of age, gender, civil status, educational attainment, monthly income, and employment status. This provided a clear overview of the characteristics of the sample and established the contextual background of the respondents.

In addition, means and standard deviations were computed to determine the levels of tourist motivation and tourist satisfaction across their respective dimensions. These measures of central tendency and dispersion enabled the researchers to assess the overall intensity and variability of tourists' motivations and satisfaction levels, as well as to identify which dimensions were more salient among local tourists visiting Sorsogon.

To examine differences in tourist motivation and satisfaction across demographic groups, inferential statistics were employed. One-way Analysis of Variance (ANOVA) was used to determine whether statistically significant differences existed when respondents were grouped according to their demographic characteristics, including age, gender, civil status, educational attainment, monthly income, and employment status. ANOVA was deemed appropriate as it allows for the comparison of mean scores across three or more independent groups, which aligns with the categorical nature of the demographic variables examined in the study.

When the ANOVA results indicated statistically significant differences, post hoc analyses using the Tukey Honestly Significant Difference (HSD) test were conducted to identify specific group pairs that differed significantly from one another. The use of Tukey HSD ensured a rigorous control of Type I error while allowing for meaningful interpretation of group differences. All statistical tests were evaluated at a 0.05 level of significance, which is a commonly accepted threshold in social science research. This systematic and rigorous approach to data collection and statistical analysis ensured the validity, reliability, and empirical rigor of the study's findings.

> *Ethical Consideration*

Ethical principles were strictly observed throughout the research process. Participation was voluntary, and respondents were informed that they could withdraw at any time without consequence. No personally identifiable information was collected, and all data were used solely for academic purposes. Confidentiality and anonymity of responses were ensured in compliance with standard research ethics.

CHAPTER THREE
RESULTS

This section presents the findings from the survey conducted among local tourists in Sorsogon. The results are organized into four main sections socio-demographic profile of respondents, tourists' motivation and satisfaction, difference in levels of motivation and satisfaction of the local tourists in Sorsogon.

➢ *Socio-Demographic Profile of Local Tourists in Sorsogon*
The socio-demographic profile of the respondents are presented in Table 1. The results show that the majority of local tourists visiting Sorsogon are young adults aged 18–25 years old, representing 21.8% of the total respondents. The next largest age group is 26–35 years old, but this only accounts for 4.1% of the sample, while the other age groups (36– 45, 46–55, 56–65) are minimally represented. This indicates that Sorsogon is primarily attracting a youthful tourist population, with very few middle-aged or older visitors.

In terms of gender, female tourists slightly outnumber male tourists, with 13.4% compared to 12.8%. Additionally, 1.9% of respondents identify as LGBTQIA+, showing that the destination attracts a diverse group of visitors in terms of gender identity.

Most tourists are single (25.7%), while married or cohabiting individuals make up only 2% of the sample. A very small portion are separated or widowed (0.4%). This reinforces the finding that the tourist population is predominantly young and likely in the early stages of adult life.

Regarding educational attainment, most respondents are college graduates (15.7%) or college undergraduates (9.9%). Very few tourists have only completed junior or senior high school, and an even smaller number hold a master's degree. This suggests that the local tourists are generally well-educated, which may influence the types of activities and experiences they seek while traveling.

Table 1 Demographic Profile of the Local Tourists in Sorsogon

Profile	f (N=390)	%
Age 18-25 years old	303	21.8
26-35 years old	57	4.1
36-45 years old	20	1.4
46-55 years old	6	0.4
56-65 years old	4	0.3
Gender Male	178	12.8
Female	186	13.4
LGBTQIA+	26	1.9
Civil Status Single	356	25.7
Married/Co-habitating	28	2
Separated/Widowed	6	0.4
Educational Attainment Junior High School Graduate	2	.1
Senior High School Graduate	22	1.6
College Graduate	218	15.7
College Undergraduate	138	9.9
Master's Graduate	10	0.7
Monthly Income 20,000 and below	185	13.3
20,001-30,000	113	8.1
30,001-40,000	46	3.3
40,001 and above	46	3.3
20,000 and below	185	13.3
Employment Status Full time employed	199	14.3
Part time employed	93	6.7
Self-employed	54	3.9
Unemployed	42	3.0
Retired	2	0.1
Full time employed	199	14.3

For monthly income, the largest group earns ₱20,000 and below (13.3%), followed by those earning ₱20,001–30,000 (8.1%). The higher income brackets (₱30,001–40,000 and ₱40,001 and above) are equally represented but much smaller at 3.3% each. This indicates that the majority of local tourists visiting Sorsogon are within lower- to middleincome ranges.

Finally, the employment status shows that most respondents are employed full-time (14.3%), followed by part-time employed (6.7%) and self-employed individuals (3.9%). A smaller portion of tourists are unemployed (3.0%), and only 0.1% are retired. This suggests that Sorsogon mainly attracts working individuals, who may plan trips during weekends, holidays, or short breaks.

The socio-demographic profile shows that local tourists in Sorsogon are predominantly young, single, educated, and employed individuals, with lower- to middleincome levels, and a slight female majority. These characteristics provide insights into the composition of the tourist population and can help in understanding their needs and preferences while visiting the destination.

➤ *Motivation of Local Tourists in Visting Sorsogon*
The results indicate that local tourists in Sorsogon are generally motivated by knowledge-seeking and curiosity-driven factors, as reflected by mean scores that are consistently above the midpoint of the five-point Likert scale (M > 3.00). This suggests a positive inclination toward experiential, exploratory, and learning-oriented travel motivations.

Table 2 Tourists Motivation in Terms of Knowledge & Curiosity

Item	Statement	M	SD
1	I want to appreciate and experience the natural resources of a destination.	3.64	.485
2	I want to gain knowledge about different tourist destinations.	3.65	.494
3	I am interested in visiting places I have not been to before.	3.86	.746
4	I wish to experience new and different lifestyles.	3.66	.537
5	I aspire to explore various cultural resources.	3.64	.551
6	I need to relax both physically and mentally.	3.79	.408
7	I seek thrills and exciting experiences when I travel.	3.72	.448
8	I want to reconnect with my spiritual roots.	3.50	.705
9	I want to appreciate and experience the natural resources of a destination.	3.64	.485
10	I want to gain knowledge about different tourist destinations.	3.65	.494
11	I am interested in visiting places I have not been to before.	3.86	.746

Among the indicators, the highest mean score was obtained by the statement *"I am interested in visiting places I have not been to before"* (M = 3.86, SD = 0.746). This finding highlights novelty-seeking behavior as the strongest motivational driver among local tourists. The relatively higher standard deviation indicates some variation in responses, suggesting that while novelty is a dominant motive, its strength differs across individuals.

Closely related motivations such as *"I wish to experience new and different lifestyles"* (M = 3.66, SD = 0.537) and *"I want to gain knowledge about different tourist destinations"* (M = 3.65, SD = 0.494) also registered moderately high mean scores. These results point to a cognitive and experiential orientation among local tourists, wherein travel is viewed as an opportunity for learning and exposure rather than mere leisure consumption. The relatively low standard deviations for these items indicate a fairly consistent perception among respondents.

Motivations related to cultural appreciation and natural resource exploration, such as *"I aspire to explore various cultural resources"* (M = 3.64, SD = 0.551) and *"I want to appreciate and experience the natural resources of a destination"* (M = 3.64, SD = 0.485), were likewise rated positively. These findings suggest that Sorsogon's cultural heritage and natural attractions play an important role in stimulating tourists' curiosity and interest, aligning with the province's identity as a nature- and culture-based destination.

Items associated with rest, excitement, and self-renewal, including *"I need to relax both physically and mentally"* (M = 3.79, SD = 0.408) and *"I seek thrills and exciting experiences when I travel"* (M = 3.72, SD = 0.448), also received favorable evaluations. The low variability in responses implies that these motivations are widely shared among local tourists, reinforcing the notion that curiosity-driven travel in Sorsogon is complemented by a desire for psychological refreshment and stimulating experiences.

In contrast, *"I want to reconnect with my spiritual roots"* obtained the lowest mean score (M = 3.50, SD = 0.705), although it still falls within the agreement range. This suggests that while spiritual motivation is present, it is less central compared to exploratory and experiential motives. The higher standard deviation further indicates divergent views among respondents regarding the importance of spirituality in their travel decisions.

The findings demonstrate that local tourists in Sorsogon are primarily motivated by curiosity, novelty, learning, and experiential enrichment, with natural and cultural resources serving as key attractions. These results imply that tourism development and

marketing strategies in Sorsogon should emphasize new experiences, destination learning, cultural immersion, and nature-based exploration to effectively align with the motivational profile of local tourists.

Table 3 Tourists Motivation in terms of Family & Togetherness

Item	Statement	M	SD
1	I wish to increase my social interactions through travel.	3.49	.545
2	I need to visit friends and relatives during my trips.	3.41	.569
3	I want to spend time away from home and be somewhere different.	3.58	.534
4	I travel more because my income allows me to do so.	2.97	.811

Table 3 presents the results on the motivation of local tourists in Sorsogon in terms of family and togetherness. Overall, the mean scores indicate a moderate level of agreement with family- and social-related travel motivations, with most items obtaining mean values slightly above the midpoint of the five-point Likert scale.

The highest mean score was recorded for the statement *"I want to spend time away from home and be somewhere different"* (M = 3.58, SD = 0.534). This suggests that travel among local tourists is partly motivated by the desire for shared experiences in a different environment, which may strengthen social bonds while offering a change of setting. The relatively low standard deviation indicates consistency in respondents' perceptions regarding this motivation.

Similarly, *"I wish to increase my social interactions through travel"* (M = 3.49, SD = 0.545) and *"I need to visit friends and relatives during my trips"* (M = 3.41, SD = 0.569) both fall within the agreement range. These findings imply that social connectivity and maintaining interpersonal relationships play a meaningful role in travel decisions, although they are not the strongest motivating factors compared with other dimensions such as curiosity or relaxation. The moderate dispersion of responses suggests fairly homogeneous views among respondents.

In contrast, the statement *"I travel more because my income allows me to do so"* obtained the lowest mean score (M = 2.97, SD = 0.811), which falls within the neutral range. This indicates that financial capacity alone is not a primary driver of travel motivation among local tourists. The relatively high standard deviation points to substantial variation in income-related travel behavior, suggesting disparities in economic conditions among respondents.

The results indicate that family and togetherness motivations are present but secondary in shaping the travel behavior of local tourists in Sorsogon. Travel appears to be motivated more by the desire for shared time and social interaction than by purely economic considerations. These findings suggest that tourism offerings in Sorsogon may benefit from promoting group-friendly, family-oriented experiences that emphasize togetherness and shared enjoyment rather than focusing solely on affordability or incomebased marketing appeals.

Table 4 Tourists Motivation in terms of Cultural Heritage

Item	Statement	M	SD
1	I am motivated to visit cultural heritage sites	3.40	.604
2	I am attracted to destinations with pleasant weather or climate.	3.68	.479
3	I am encouraged to visit places that ensure safety and security.	3.69	.495
4	I want to experience traditional food when I travel.	3.64	.516
5	I am drawn to destinations with outstanding scenery.	3.75	.446

Table 4 presents the results on the motivation of local tourists in Sorsogon in terms of cultural heritage–related factors. Overall, the findings indicate a generally positive level of agreement with cultural and destination-attribute motivations, with all items registering mean scores above the scale midpoint.

The highest mean score was recorded for the statement *"I am drawn to destinations with outstanding scenery"* (M = 3.75, SD = 0.446), suggesting that aesthetic appeal and landscape quality are the most influential factors motivating local tourists. The low standard deviation indicates a high degree of consensus among respondents, highlighting the importance of Sorsogon's natural scenery in attracting local visitors.

Closely following this, *"I am encouraged to visit places that ensure safety and security"* (M = 3.69, SD = 0.495) and *"I am attracted to destinations with pleasant weather or climate"* (M = 3.68, SD = 0.479) both obtained relatively high mean scores. These results emphasize that functional and environmental considerations, such as safety and climate comfort, play a significant role in destination choice. The relatively low variability in responses suggests that these factors are widely shared concerns among local tourists.

Motivations associated with culinary and experiential culture, such as *"I want to experience traditional food when I travel"* (M = 3.64, SD = 0.516), also received favorable evaluations. This indicates that food-related experiences contribute meaningfully to cultural motivation, supporting the role of gastronomy as an entry point to cultural engagement.

In contrast, *"I am motivated to visit cultural heritage sites"* obtained the lowest mean score (M = 3.40, SD = 0.604), although it still falls within the agreement range. This suggests that while cultural heritage sites are relevant to local tourists, they are less salient than scenic, safety, and experiential factors. The higher standard deviation further implies variability in interest toward formal heritage attractions, possibly reflecting differences in age, educational background, or travel purpose.

The findings suggest that cultural heritage motivation among local tourists in Sorsogon is largely experience-oriented rather than monument-centered. Natural scenery, safety, climate, and local cuisine appear to be more compelling motivators than traditional heritage sites alone. These results imply that tourism development strategies should integrate heritage interpretation with scenic, culinary, and safety-enhancing experiences to more effectively appeal to local tourists.

Table 5 Tourists Motivation in Terms of Events and Festival

Item	Statement	M	SD
1	I am motivated to attend festivals, events, and outdoor activities.	3.48	.568
2	I am interested in visiting shopping areas and local markets.	3.45	.542
3	I want to experience traditional and cultural arts during my trips.	3.52	.577

Table 5 presents the results on the motivation of local tourists in terms of events and festivals. Overall, the mean scores indicate a moderate level of agreement with event- and festival-related motivations, with all items obtaining mean values above the midpoint of the five-point Likert scale. This suggests that events, festivals, and associated cultural activities contribute positively to tourists' travel motivation, although they are not among the strongest motivating factors.

Among the indicators, the statement *"I want to experience traditional and cultural arts during my trips"* obtained the highest mean score (M = 3.52, SD = 0.577). This finding indicates that cultural performances and artistic expressions play a meaningful role in attracting tourists, reflecting an interest in immersive and culturally rich experiences. The moderate standard deviation suggests relatively consistent perceptions among respondents.

The item *"I am motivated to attend festivals, events, and outdoor activities"* also registered a favorable mean score (M = 3.48, SD = 0.568), highlighting that organized events and communal celebrations are recognized as appealing travel components. This implies that festivals and outdoor activities serve as supplementary attractions that enhance the overall travel experience rather than acting as primary travel drivers.

Similarly, *"I am interested in visiting shopping areas and local markets"* recorded a mean score of M = 3.45 (SD = 0.542), indicating moderate agreement. This suggests that shopping and market visits are viewed as complementary experiences that allow tourists to engage with local culture and products, although they may not independently motivate travel decisions.

The results suggest that events and festivals function as value-added motivators for tourists rather than core determinants of destination choice. These findings imply that tourism planners and destination managers should integrate festivals, cultural arts, and local market experiences into broader tourism offerings, positioning them as enhancing features that enrich tourists' overall experience and encourage longer stays and repeat visits.

Table 6 Tourists Motivation in Terms of Events and Festival

Item	Statement	M	SD
1	I am motivated to attend festivals, events, and outdoor activities.	3.50	.628
2	I am interested in visiting shopping areas and local markets.	3.54	.544
3	I want to experience traditional and cultural arts during my trips.	3.71	.455

Table 6 presents the results on tourists' motivation in terms of events and festivals. Overall, the findings indicate a positive level of agreement with event- and festival-related motivations, as all indicators obtained mean scores above the midpoint of the five-point Likert scale. This suggests that events, festivals, and related cultural activities play a meaningful role in influencing tourists' travel decisions.

Among the indicators, the statement *"I want to experience traditional and cultural arts during my trips"* recorded the highest mean score (M = 3.71, SD = 0.455). This result highlights cultural and artistic experiences as the strongest motivating factor within this dimension. The relatively low standard deviation indicates a high level of agreement among respondents, suggesting that interest in traditional and cultural arts is widely shared.

The item *"I am interested in visiting shopping areas and local markets"* obtained a mean score of M = 3.54 (SD = 0.544), indicating that shopping and market visits are perceived as appealing components of travel. This finding suggests that tourists view local markets not only as commercial spaces but also as venues for cultural interaction and experiential consumption.

Similarly, *"I am motivated to attend festivals, events, and outdoor activities"* yielded a mean score of M = 3.50 (SD = 0.628). While this reflects agreement, the comparatively higher standard deviation suggests greater variability in tourists' interest in organized events and festivals, possibly due to differences in personal preferences, travel purpose, or prior exposure to such activities.

The results indicate that events and festivals serve as experiential and cultural enhancers of tourism motivation, with traditional and cultural arts emerging as the most compelling aspect. These findings imply that tourism development strategies should emphasize authentic cultural performances, creative industries, and market-based experiences, while positioning festivals and events as integrative elements that enrich the overall destination experience rather than as standalone attractions.

Table 7 Tourists Motivation in Terms of Natural Heritage

Item	Statement	M	SD
1	I am motivated to see wild animals, plants, and birds.	3.50	.628
2	I am interested in visiting entertainment related to nature.	3.54	.544
3	I am drawn to beautiful beaches, waterfalls, lakes, and rivers.	3.71	.455

Table 7 presents the results on tourists' motivation in terms of natural heritage. Overall, the findings indicate a positive level of agreement with nature-related motivations, as all items obtained mean scores above the midpoint of the five-point Likert scale. This suggests that natural heritage resources play a significant role in shaping tourists' travel motivations.

Among the indicators, the statement *"I am drawn to beautiful beaches, waterfalls, lakes, and rivers"* recorded the highest mean score (M = 3.71, SD = 0.455). This finding highlights scenic natural attractions as the most influential motivator within this dimension. The relatively low standard deviation indicates a strong consensus among respondents, underscoring the broad appeal of visually attractive natural landscapes.

The item *"I am interested in visiting entertainment related to nature"* obtained a mean score of M = 3.54 (SD = 0.544), suggesting that tourists are favorably inclined toward nature-based recreational activities. This indicates that beyond passive appreciation, tourists are also motivated by interactive and experience-oriented engagements with natural environments.

Similarly, *"I am motivated to see wild animals, plants, and birds"* yielded a mean score of M = 3.50 (SD = 0.628). While this reflects agreement, the higher standard deviation suggests greater variability in interest toward wildlife-focused experiences, possibly due to differences in environmental awareness, comfort with outdoor activities, or travel preferences.

The results indicate that natural heritage is a strong and multidimensional motivator for tourists, with scenic beauty emerging as the most compelling factor, followed by naturebased entertainment and wildlife appreciation. These findings imply that tourism development and destination marketing should prioritize the conservation, accessibility, and experiential presentation of natural attractions, particularly scenic landscapes, while also diversifying nature-based activities to cater to varying tourist interests.

➢ *Satisfaction of Local Tourists in Visiting Sorsogon*
The satisfaction of local tourists in visiting Sorsogon are presented in the following tables. These are divided into the three dimensions namely attraction, amenities, and accessibility.

Table 8 Tourists Satisfaction in Terms of Amenities

Item	Statement	M	SD
1	I am satisfied with the availability of local transportation to and within tourist attractions.	3.36	.599
2	I am satisfied with the cleanliness of the site I visited.	3.32	.655
3	I am satisfied with the services provided by local transport personnel at the destination.	3.36	.600
4	I am satisfied with the cleanliness of food service establishment.	3.36	.565
5	I am satisfied with the quality of accommodation.	3.36	.535
6	I am satisfied with the hospitality and services provided by accommodation staff.	3.39	.538
7	I am satisfied with the prices of food and beverages.	3.24	.648
8	I am satisfied with the availability and cleanliness of public toilets or amenities.	3.15	.773
9	I am satisfied with how the destination communicates through flyers, pamphlets, or other materials.	3.25	.689
10	I am satisfied with the availability of internet connectivity, Wi Fi, or telephone services.	3.19	.744
11	I am satisfied with the quality and variety of food offered at the destination	3.38	.592

Table 8 presents the level of tourists' satisfaction with amenities at the destination. Overall, the results indicate a moderate level of satisfaction, with mean scores ranging from 3.15 to 3.39 on a five-point Likert scale. This suggests that while tourists are generally satisfied with available amenities, there remains considerable scope for improvement across several service components.

Among the indicators, the highest mean score was recorded for *"I am satisfied with the hospitality and services provided by accommodation staff"* (M = 3.39, SD = 0.538), followed closely by satisfaction with the *quality and variety of food offered* (M = 3.38, SD = 0.592). These findings highlight service-related and experiential aspects of amenities as relative strengths of the destination. The relatively low standard deviations indicate a fairly consistent level of satisfaction among respondents.

Satisfaction with transportation and accommodation facilities also registered moderate agreement. Items related to the availability of local transportation (M = 3.36, SD = 0.599), services provided by transport personnel (M = 3.36, SD = 0.600), cleanliness of food service establishments (M = 3.36, SD = 0.565), and quality of accommodation (M = 3.36, SD = 0.535) all yielded similar mean scores. This uniformity suggests that tourists perceive these amenities as adequate but not exceptional, meeting basic expectations without strongly exceeding them.

In contrast, comparatively lower satisfaction levels were observed for supporting and public amenities. The item *"I am satisfied with the availability and cleanliness of public toilets or amenities"* obtained the lowest mean score (M = 3.15, SD = 0.773), indicating only marginal satisfaction and notable variability in responses. Similarly, satisfaction with internet connectivity and communication services was relatively low, as reflected in the mean scores for *availability of internet connectivity* (M = 3.19, SD = 0.744) and *destination communication materials* (M = 3.25, SD = 0.689). The higher standard deviations for these items suggest inconsistent service quality across locations within the destination.

The results suggest that tourists are moderately satisfied with core amenities, particularly those related to accommodation, food, and staff hospitality, while infrastructure-related amenities such as public toilets, connectivity, pricing of food and beverages (M = 3.24, SD = 0.648), and information dissemination require improvement. These findings imply that enhancing basic public facilities, digital connectivity, and price transparency, alongside maintaining service quality in accommodation and food services, would significantly improve overall tourist satisfaction.

Table 9 Tourists Satisfaction in Terms of Attraction

Item	Statement	M	SD
1	I am satisfied with the overall condition of the destination's environment.	3.37	.530
2	I feel safe and secure at the destination area.	3.40	.555
3	I am satisfied with the ambiance and surroundings of the destination or site.	3.53	.530
4	I find the destination, site, or event attractive.	3.54	.519

Table 9 presents the level of tourists' satisfaction with attractions at the destination. Overall, the results indicate a moderate to high level of satisfaction, with mean scores ranging from 3.37 to 3.54 on a five-point Likert scale. This suggests that tourists generally perceive the destination as appealing, safe, and environmentally acceptable.

Among the indicators, the statement *"I find the destination, site, or event attractive"* recorded the highest mean score (M = 3.54, SD = 0.519), followed closely by satisfaction with the *ambiance and surroundings of the destination or site* (M = 3.53, SD = 0.530). These findings highlight aesthetic appeal and environmental ambiance as key strengths of the destination. The relatively low standard deviations indicate a high level of agreement among respondents, suggesting consistent positive perceptions.

Satisfaction related to safety and security also received a favorable evaluation, as reflected in the mean score for *"I feel safe and secure at the destination area"* (M = 3.40, SD = 0.555). This underscores the importance of safety as a foundational element of tourist satisfaction and suggests that the destination is generally perceived as secure by visitors.

In contrast, *"I am satisfied with the overall condition of the destination's environment"* obtained the lowest mean score (M = 3.37, SD = 0.530), although it remains within the satisfaction range. This relatively lower rating may indicate concerns related to environmental management, cleanliness, or maintenance, suggesting potential areas for improvement to enhance overall destination quality.

The findings suggest that tourists are generally satisfied with the attractions, particularly in terms of attractiveness and ambiance, while environmental condition and site maintenance warrant continued attention. These results imply that sustaining aesthetic quality and safety, alongside strengthening environmental conservation and upkeep, would further enhance tourists' satisfaction with destination attractions.

Table 10 Tourists Satisfaction in Terms of Accessibility

Item	Statement	M	SD
1	I am satisfied with the availability of accommodation at the destination.	3.36	.545
2	I am satisfied with the hospitality of the host community at the destination	3.47	.539
3	I am satisfied with the variety of activities	3.37	.572
4	I am satisfied with the availability of local transportation to and within tourist attractions.	3.37	.618

The results of the study indicate that tourists generally expressed a high level of satisfaction regarding accessibility at the destination. Table 10 presents the mean (M) and standard deviation (SD) for each item measuring accessibility. Among the items, tourists reported the highest satisfaction with the hospitality of the host community (M = 3.47, SD = 0.539), suggesting that the friendliness and helpfulness of local residents significantly contributed to positive tourist experiences. Satisfaction with accommodation availability (M = 3.36, SD = 0.545) and the variety of activities (M = 3.37, SD = 0.572) were slightly lower but still indicate an overall favorable perception. Similarly, tourists were satisfied with the availability of local transportation to and within tourist attractions (M = 3.37, SD = 0.618), highlighting the adequacy of transport options in facilitating mobility. These findings imply that accessibility, particularly in terms of hospitality and basic infrastructure, is a strength of the destination that supports tourist satisfaction.

➢ *Difference in Motivation and Satisfaction of Local Tourists in Sorsogon*
In this section, the statistical analysis on the significant difference in motivation and satisfaction levels of local tourists in Sorsogon are presented. The analysis of variance (ANOVA) is presented in Table 11 and Table 12 for motivation and satisfaction differences according to socio-demographic factors. These are based on ANOVA tests conducted using Statistical Package for the Social Sciences (SPSS) as shown in Appendix C.

As presented in Table 11, a one-way analysis of variance (ANOVA) was conducted to examine differences in tourist motivation and tourist satisfaction across age groups. The results indicated that tourist motivation did not significantly differ by age, $F(4, 385)$ = 0.14, p = .966. Similarly, as shown in Table 12, no statistically significant differences were found in tourist satisfaction across age groups, $F(4, 385)$ = 1.08, p = .367. These findings suggest that age does not have a significant effect on either tourist motivation or tourist satisfaction among the respondents.

Table 11 Differences in Motivation of Local Tourists in Sorsogon According to Socio-Demographic Characteristics

ANOVA	F	P	Sig.
Age	0.142	0.966	Not significant
Gender	3.597	0.028	Significant
Civil Status	0.112	0.894	Not significant
Educational Attainment	1.432	0.233	Not significant
Monthly Income	4.600	0.004	Significant
Employment Status	2.882	0.023	Significant

A one-way analysis of variance (ANOVA) was conducted to examine differences in tourist motivation and tourist satisfaction across gender groups (male, female, and LGBTQIA+). The results indicated a statistically significant difference in tourist motivation by gender, $F(2, 387)$ = 3.60, p = .028. Post hoc comparisons using the Tukey HSD test revealed that LGBTQIA+ respondents reported significantly higher motivation than male respondents (mean difference = 0.17, p = .023). No significant differences were observed between male and female respondents (p = .535) or between female and LGBTQIA+ respondents (p = .086).

Similarly, the ANOVA showed a significant difference in tourist satisfaction across gender groups, $F(2, 387)$ = 4.51, p = .012. Tukey HSD post hoc analysis indicated that male respondents reported significantly higher satisfaction than female respondents (mean difference = 0.09, p = .049) and LGBTQIA+ respondents (mean difference = 0.18, p =.045). No significant difference was found between female and LGBTQIA+ respondents (p = .443).

Table 12 Differences in Satisfaction of Local Tourists in Sorsogon According to Socio-Demographic Characteristics

ANOVA	F	P	Sig.
Age	1.078	0.367	Not significant
Gender	4.506	0.012	Significant
Civil Status	0.370	0.691	Not Significant
Educational Attainment	2.617	0.035	Significant
Monthly Income	1.801	0.147	Not significant
Employment Status	0.862	0.487	Not significant

A one-way analysis of variance (ANOVA) was conducted to determine whether tourist motivation and tourist satisfaction differed according to civil status (single, married/cohabitating, and separated/widowed). ANOVA test revealed no statistically significant differences in tourist motivation among the civil status groups, as all pairwise comparisons were non-significant ($p > .05$). Similarly, no significant differences were observed in tourist satisfaction across civil status categories, with none of the mean differences reaching statistical significance ($p > .05$). These results indicate that civil status does not significantly influence either tourist motivation or tourist satisfaction among the respondents.

A one-way analysis of variance (ANOVA) was conducted to examine differences in tourist motivation and tourist satisfaction across levels of educational attainment (junior high school, senior high school, college undergraduate, college graduate, and master's graduate). The results indicated that tourist motivation did not significantly differ across educational attainment groups, $F(4, 385) = 1.43$, $p = .223$.

In contrast, the ANOVA revealed a statistically significant difference in tourist satisfaction across educational attainment, $F(4, 385) = 2.62$, $p = .035$. However, post hoc comparisons using the Tukey HSD test showed that none of the pairwise comparisons were statistically significant ($p > .05$). This indicates that while overall variation in tourist satisfaction across educational levels was detected, no specific educational attainment groups differed significantly from one another.

A one-way analysis of variance (ANOVA) was conducted to examine differences in tourist motivation and tourist satisfaction across monthly income groups (₱20,000 and below; ₱20,001–30,000; ₱30,001–40,000; and ₱40,001 and above). The results indicated a statistically significant difference in tourist motivation across income groups, $F(3, 386) = 4.60$, $p = .004$. In contrast, tourist satisfaction did not significantly differ by income level, $F(3, 386) = 1.80$, $p = .147$.

Post hoc comparisons using the Tukey HSD test for tourist motivation revealed that respondents earning ₱20,001–30,000 reported significantly higher motivation than those earning ₱20,000 and below (mean difference = 0.11) and those earning ₱30,001–40,000 (mean difference = 0.15) as well as ₱40,001 and above (mean difference = 0.16). No significant differences were observed between the ₱20,000 and below group and the higher income groups, nor between the ₱30,001–40,000 and ₱40,001 and above groups. Tukey HSD post hoc comparisons for tourist satisfaction showed that none of the pairwise differences were statistically significant ($p > .05$).

A one-way analysis of variance (ANOVA) was conducted to examine differences in tourist motivation and tourist satisfaction across employment status (full-time employed, part-time employed, self-employed, unemployed, and retired). The results indicated a statistically significant difference in tourist motivation across employment status, $F(4, 385) = 2.88$, $p = .023$. In contrast, tourist satisfaction did not significantly differ by employment status, $F(4, 385) = 0.86$, $p = .487$.

Post hoc comparisons using the Tukey HSD test for tourist motivation revealed a significant difference between part-time employed and self-employed respondents, with part-time employed individuals reporting higher motivation than self-employed respondents (mean difference = 0.16, $p = .027$). No other pairwise comparisons for tourist motivation were statistically significant ($p > .05$). Tukey HSD post hoc analyses for tourist satisfaction indicated that none of the pairwise differences were statistically significant across employment status groups ($p > .05$).

CHAPTER FOUR
DISCUSSION

This section interprets the findings presented in the previous section and connects them to existing literature and theoretical frameworks. The discussion examines the implications of the demographic patterns, motivational factors, and satisfaction levels identified among domestic tourists visiting Sorsogon. These interpretations provide insights into the current state of local tourism and offer strategic considerations for sustainable tourism development in the province.

➢ *Socio-Demographic Profile of Local Tourists in Sorsogon*

The majority of respondents are young adults aged 18–25 years (n = 303, 21.8%), followed by smaller proportions in older age groups. This indicates that tourism in Sorsogon predominantly attracts younger travelers, who are often more mobile, exploratory, and inclined toward experiential and novelty-seeking travel (Bansal & Eiselt, 2004; Li et al., 2008). The very low representation of respondents over 45 years old suggests that middle-aged and older populations may face constraints related to time, health, or financial resources that limit travel participation. This age profile aligns with findings from other domestic tourism studies in the Philippines, which similarly report higher participation rates among young adults (Cuenca & Pizam, 2020).

The sample shows a fairly balanced gender composition, with females slightly outnumbering males (13.4% vs. 12.8%), and a small proportion identifying as LGBTQIA+ (1.9%). This distribution suggests inclusivity and diversity in the tourist population, reflecting broader trends in contemporary tourism where destinations increasingly attract diverse visitor segments (Morgan et al., 2010). Gender-balanced participation may also influence travel preferences, with females often placing greater emphasis on cultural, culinary, and safety aspects, whereas males may prioritize adventure and thrill-based experiences (Crompton, 1979; Uysal & Jurowski, 1994).

Most respondents are single (25.7%), with married or cohabiting individuals constituting only a small fraction (2%). This further supports the finding that tourism in Sorsogon appeals primarily to young, independent travelers rather than family-oriented segments, consistent with the higher representation of younger age groups.

A significant proportion of tourists have attained tertiary education, with college graduates (n = 218, 15.7%) and undergraduates (n = 138, 9.9%) forming the majority. The presence of well-educated tourists suggests a propensity for cognitive and learningoriented travel motivations, such as cultural exploration, experiential learning, and knowledge acquisition, which aligns with the study's findings on curiosity-driven motivations (Pearce & Lee, 2005). The small number of respondents with only high school education further indicates that higher educational attainment may correlate with greater travel participation in the local tourism context.

Most respondents report monthly incomes of PHP 20,000 and below (n = 185, 13.3%) or between PHP 20,001–30,000 (n = 113, 8.1%). The predominance of lower- to middle-income tourists suggests that Sorsogon is accessible and attractive to budgetconscious domestic travelers. However, the small percentage of higher-income respondents indicates potential for developing premium or value-added tourism offerings to attract more affluent visitors.

The majority of tourists are employed full-time (n = 199, 14.3%), followed by parttime employees (6.7%) and self-employed individuals (3.9%). This indicates that employment provides the financial means and opportunity for travel among local tourists, while unemployed or retired segments are minimally represented. These findings resonate with previous research suggesting that employment status and disposable income significantly influence domestic tourism participation (Ryan, 1991; Kozak & Rimmington, 2000).

The socio-demographic profile suggests that Sorsogon attracts predominantly young, educated, single, and employed individuals, who are likely motivated by curiosity, cultural exploration, and experiential travel. Tourism development strategies should consider this demographic pattern by offering activities and services that appeal to youthful, knowledge-seeking, and experience-oriented tourists, while also exploring ways to attract older and higher-income segments through diversified and premium offerings.

➢ *Motivation of Local Tourists in Visting Sorsogon*

The results indicate that local tourists in Sorsogon are primarily motivated by curiosity, novelty, and learning-oriented experiences, which aligns with experiential tourism theory emphasizing cognitive and exploratory drives (Dann, 1981; Crompton, 1979). The highest-rated item, "I am interested in visiting places I have not been to before" (M = 3.86, SD = 0.746), underscores novelty-seeking as a dominant motivational factor. This finding corroborates previous studies demonstrating that tourists are often driven by the desire for new experiences and the acquisition of knowledge about unfamiliar destinations (Pearce & Lee, 2005; Uysal et al., 2016).

The positive evaluations for cultural appreciation and natural resource exploration suggest that Sorsogon's rich heritage and natural attractions effectively stimulate curiositydriven travel. This aligns with studies emphasizing the role of cultural and ecological resources in motivating domestic tourism (Richards, 2018; Stone & Petrick, 2013). Moreover, the favorable ratings for rest, excitement, and self-renewal suggest a dual motivational framework, where learning and curiosity coexist with psychological rejuvenation and thrill-seeking, consistent with push–pull tourism models (Yoon & Uysal, 2005).

Spiritual motivation, while present, was less central, highlighting a heterogeneous motivational profile where cognitive and experiential factors outweigh spiritual engagement. This suggests that tourism marketing in Sorsogon should emphasize novel, educational, and immersive experiences, alongside opportunities for relaxation and adventure, to align with the primary motivational tendencies of local tourists.

The study found moderate support for family- and social-oriented travel motivations, with the strongest agreement for "I want to spend time away from home and be somewhere different" (M = 3.58, SD = 0.534). This indicates that local tourists value social bonding and shared experiences, consistent with findings that family togetherness and social interaction are important but secondary motivators compared to individual curiosity and leisure motives (Iso-Ahola, 1982; Pizam & Shani, 2009).

The lowest-rated item, "I travel more because my income allows me to do so" (M = 2.97, SD = 0.811), suggests that financial capability is not a primary driver for travel decisions. This resonates with studies indicating that intrinsic motivations, such as relational and experiential needs, often outweigh economic factors in determining domestic travel participation (Ryan, 1991).

These findings imply that tourism development in Sorsogon may benefit from promoting family-friendly and group-oriented offerings, such as guided tours, communal activities, or multi-generational experiences, which foster social connection without overemphasizing price-based marketing appeals.

Tourists in Sorsogon exhibit a generally positive inclination toward cultural and destination-attribute motivations, with natural scenery and aesthetic appeal emerging as the strongest drivers (M = 3.75, SD = 0.446). This suggests that experience-based engagement, rather than mere visitation of heritage sites, is the central cultural motivator, aligning with literature on cultural tourism that emphasizes immersion in local life, gastronomy, and landscapes over formal site-based experiences (McKercher & du Cros, 2002; Richards, 2018).

Safety, climate, and culinary experiences also contributed significantly to motivational appeal, reflecting the multidimensional nature of destination selection (Chen & Chen, 2010). The relatively lower interest in formal heritage sites (M = 3.40, SD = 0.604) suggests that heritage tourism in Sorsogon may need interpretive and experiential integration (such as combining scenic views, culinary tourism, and interactive cultural activities) to enhance the perceived value and relevance of heritage attractions.

Event- and festival-related motivations were moderately endorsed, with traditional and cultural arts receiving the highest agreement (M = 3.71, SD = 0.455). This supports prior research indicating that cultural festivals and artistic performances enrich tourists' experiences and function as value-added motivators rather than primary travel drivers (Getz, 2010; Kim et al., 2015).

The findings highlight that shopping and local market visits (M = 3.54, SD = 0.544) serve as culturally immersive experiences, echoing the concept of experiential consumption where tourists engage with local culture through interactive and tangible activities (Pine & Gilmore, 1999). The variability in interest toward organized festivals suggests heterogeneous preferences, implying that tourism planners should offer diverse event types to appeal to different segments while positioning festivals and arts experiences as complementary enhancements to the core attractions of Sorsogon.

Natural heritage emerged as a salient motivational factor, particularly scenic landscapes such as beaches, waterfalls, and rivers (M = 3.71, SD = 0.455). This aligns with the literature emphasizing the importance of natural beauty and ecotourism in driving domestic tourism (Weaver, 2001; Buckley, 2009). Tourists' interest in nature-based entertainment and wildlife experiences indicates that interactive and participatory engagements with the natural environment are valued alongside passive aesthetic appreciation.

➢ *Satisfaction of Local Tourists in Visiting Sorsogon*

Tourists reported moderate satisfaction with amenities, with strengths noted in accommodation service quality, staff hospitality, and food offerings (M ≥ 3.38). This pattern is consistent with studies showing that service quality and customer care significantly influence tourist satisfaction and overall destination image (Han et al., 2011; Kozak & Rimmington, 2000).

Lower satisfaction with public infrastructure, internet connectivity, and information dissemination highlights areas needing improvement. These results support prior research emphasizing that while experiential and service-related amenities enhance satisfaction, functional and supporting infrastructure remains critical to sustaining positive tourist perceptions (Yoon et al., 2007). Enhancing public facilities, digital connectivity, and transparency in pricing could therefore improve tourists' overall satisfaction and likelihood of repeat visits.

Tourists expressed moderate to high satisfaction with the attractiveness and ambiance of destinations (M ≥ 3.53), suggesting that aesthetic and environmental qualities are key drivers of positive destination experiences. The slightly lower rating for environmental conditions (M = 3.37) indicates potential areas for improved maintenance and cleanliness. This aligns with studies emphasizing that destination attractiveness, safety, and environmental quality are central determinants of visitor satisfaction and loyalty (Chen & Chen, 2010; Choi & Sirakaya, 2006). Sustaining high-quality visual and environmental experiences, alongside continued attention to maintenance and conservation, is critical for enhancing the overall appeal of Sorsogon as a tourist destination.

Accessibility was identified as a relative strength, with high satisfaction reported for host community hospitality (M = 3.47) and availability of accommodations and transportation (M ≥ 3.36). These results echo the literature highlighting that both physical accessibility and the social dimension of hospitality significantly affect tourist satisfaction (Litvin et al., 2008; Kozak & Rimmington, 2000).

The consistency of responses suggests that accessibility in Sorsogon, particularly in terms of infrastructure and interpersonal support, is effective in facilitating tourist experiences. Continued investment in transportation options, signage, and community engagement would further enhance satisfaction and reinforce positive destination perceptions.

The absence of significant differences in both tourist motivation and tourist satisfaction across age groups suggests that tourism-related motivations and post-travel evaluations are increasingly age-neutral within the sampled population. This finding aligns with prior research indicating that contemporary tourists, regardless of age cohort, often share similar intrinsic motivations such as relaxation, escape, novelty seeking, and social interaction (Crompton, 1979; Pearce & Lee, 2005). As tourism products and destinations become more diversified and customizable, age appears to play a diminishing role in shaping motivational structures and satisfaction outcomes (Chen & Chen, 2010).

Moreover, several studies have reported that while age may influence *preferred activities*, it does not necessarily affect *overall satisfaction* when service quality and destination attributes meet expectations (Yoon & Uysal, 2005). The present findings support expectancy–disconfirmation theory, which posits that satisfaction is driven more by the congruence between expectations and experiences than by demographic characteristics such as age (Oliver, 1980).

The significant differences observed in both tourist motivation and tourist satisfaction across gender groups are consistent with existing literature emphasizing gendered patterns in tourism behavior. The higher motivation reported by LGBTQIA+ respondents supports previous findings that sexual minority tourists often exhibit stronger travel motivations related to self-expression, identity affirmation, freedom from discrimination, and social belonging (Hughes, 2006; Pritchard et al., 2000). Travel, for LGBTQIA+ individuals, is frequently conceptualized not merely as leisure but as a space for psychological safety and identity validation.

Conversely, male respondents reported significantly higher tourist satisfaction than female and LGBTQIA+ respondents. This finding is consistent with studies suggesting that women and sexual minorities tend to evaluate tourism experiences more critically due to heightened safety concerns, service sensitivity, and perceived inclusivity (Kinnaird & Hall, 1994; Pizam & Sussmann, 1995). Female tourists have been shown to place greater emphasis on emotional labor, interpersonal interactions, and service responsiveness, which can affect satisfaction ratings when expectations are unmet (Mattila, 2000).

The lack of significant differences in tourist motivation and satisfaction across civil status groups suggests that marital or partnership status does not substantially shape tourism decision-making or evaluative outcomes in the current context. This finding corroborates prior studies indicating that motivations such as relaxation, novelty, and social bonding transcend marital status, particularly in destinations catering to diverse travel segments (Sirakaya et al., 2003).

Additionally, the growing normalization of solo travel, group travel among friends, and non-traditional household structures may explain the diminishing influence of civil status on tourism behavior (Chen et al., 2014). Satisfaction, in particular, appears to be driven more strongly by destination performance and perceived value than by family or marital configuration (Yoon & Uysal, 2005).

While tourist motivation did not significantly differ across educational levels, a significant omnibus difference was observed for tourist satisfaction, albeit without identifiable pairwise differences. This pattern suggests that educational attainment may subtly influence how tourists cognitively evaluate their experiences, even if it does not affect the initial motivation to travel. Prior research has shown that more educated tourists often exhibit higher expectations, greater information processing, and more critical postconsumption evaluations (Dolnicar et al., 2012).

The absence of significant post hoc differences implies that satisfaction variations are diffuse rather than concentrated, supporting the notion that education affects satisfaction through complex cognitive mechanisms rather than discrete group distinctions (Chi & Qu, 2008). This finding is consistent with expectancy–value models, which argue that satisfaction reflects subjective assessments shaped by prior knowledge and evaluative standards (Oliver, 1980).

The significant differences in tourist motivation across income groups, particularly the higher motivation among middle-income earners (₱20,001–30,000), align with economic and behavioral tourism theories. Middle-income tourists often demonstrate stronger motivation because they possess sufficient disposable income while still perceiving travel as a valued and aspirational consumption activity (Correia et al., 2013). In contrast, lower-income groups may face financial constraints, while higher-income groups may experience diminishing marginal utility or habituation to travel.

The absence of income-based differences in tourist satisfaction supports prior findings that satisfaction is not solely dependent on expenditure levels, but rather on perceived value for money and expectation fulfillment (Chen & Chen, 2010). This reinforces the idea that tourists across income brackets can achieve comparable satisfaction when experiences align with their expectations and budgets.

The significant variation in tourist motivation across employment status, particularly between part-time employed and self-employed respondents, is consistent with time–income trade-off theory in tourism behavior. Part-time employed individuals may experience greater temporal flexibility and fewer occupational pressures, thereby increasing their desire and readiness to travel (Wong & Law, 2003). In contrast, selfemployed individuals often face opportunity costs and work-related constraints that suppress travel motivation despite potential financial capability.

The absence of differences in tourist satisfaction across employment categories supports prior research suggesting that once travel occurs, employment status becomes largely irrelevant to satisfaction outcomes (Neal et al., 1999). Satisfaction appears to be shaped more by destination attributes and service encounters than by occupational circumstances. The findings indicate that demographic variables exert differential effects on tourist motivation and satisfaction. Motivation appears more sensitive to socioeconomic and identity-related factors (gender, income, employment), while satisfaction is comparatively stable and driven by experiential and evaluative processes.

➢ *Differences in Motivation and Satisfaction of Local Tourists in Sorsogon*
This study examined whether levels of motivation and satisfaction among local tourists in Sorsogon significantly differed according to selected socio-demographic characteristics, namely age, gender, civil status, educational attainment, monthly income, and employment status. The findings demonstrate a nuanced pattern in which certain sociodemographic variables influence tourist motivation, while fewer variables significantly affect tourist satisfaction. These results contribute to the growing body of tourism literature suggesting that motivation and satisfaction, while related, are shaped by partially distinct determinants and processes.

The results indicate that age does not significantly influence either tourist motivation or tourist satisfaction among local tourists in Sorsogon. This finding suggests that individuals across different age groups share relatively similar reasons for traveling and comparable levels of satisfaction with their tourism experiences. This aligns with recent tourism studies which argue that age-based segmentation has become less salient in domestic tourism contexts, particularly where destinations offer multi-generational attractions such as nature-based sites, cultural heritage, and leisure activities accessible to a wide age range (Chiang et al., 2022; Li et al., 2021).

The absence of age-related differences in satisfaction further supports the proposition that experiential quality, destination attributes, and service performance may outweigh demographic characteristics in shaping tourist evaluations (Rather et al., 2020). In the context of Sorsogon, where attractions such as beaches, eco-tourism sites, and festivals appeal broadly to local tourists, satisfaction may be more strongly influenced by destination management and experiential consistency rather than by age-specific preferences. This finding reinforces contemporary tourism research emphasizing psychographic and experiential segmentation over traditional demographic segmentation (Dolnicar, 2020).

Gender emerged as a significant factor influencing both tourist motivation and tourist satisfaction. The finding that LGBTQIA+ respondents reported higher motivation than male respondents is consistent with recent literature highlighting that marginalized or underrepresented groups often display heightened motivation to travel as a means of selfexpression, identity affirmation, and social connection (Hughes et al., 2022; Pritchard et al., 2021). Tourism destinations perceived as inclusive, welcoming, and safe can serve as important spaces for exploration and leisure among LGBTQIA+ travelers, potentially increasing their motivational intensity.

Interestingly, while LGBTQIA+ respondents demonstrated higher motivation, male respondents reported significantly higher satisfaction than both female and LGBTQIA+ respondents. This divergence supports prior studies suggesting that motivation does not automatically translate into satisfaction, particularly when expectations are not fully met (Chen & Chen, 2020). Female and LGBTQIA+ tourists may hold higher or more complex expectations related to safety, comfort, service sensitivity, and inclusivity, which, if unmet, can lower satisfaction ratings (Khoo-Lattimore & Yang, 2021). These results highlight the importance of gender-sensitive and inclusive tourism planning, particularly in emerging local destinations like Sorsogon.

Civil status did not significantly influence either tourist motivation or satisfaction. This suggests that being single, married, or separated/widowed does not substantially alter why local tourists travel to Sorsogon or how satisfied they are with their experiences.

This finding is consistent with recent studies indicating that domestic travel motivations increasingly revolve around universal needs such as relaxation, escape, and social bonding, which cut across marital status categories (Kock et al., 2020; Stylidis et al., 2021).

In the local tourism context, destinations that cater to families, couples, and solo travelers simultaneously may dilute the effect of civil status on tourism behavior. The result implies that Sorsogon's tourism offerings are sufficiently flexible and inclusive to accommodate diverse household structures without significantly differentiating motivation or satisfaction outcomes.

The results show that educational attainment does not significantly affect tourist motivation but does exhibit a significant overall effect on tourist satisfaction, albeit without significant pairwise differences. This pattern suggests that while individuals across educational levels are similarly motivated to travel, their post-travel evaluations may vary in more subtle ways. Higher educational attainment is often associated with greater critical evaluation, higher expectations, and increased awareness of service quality and sustainability issues (Park et al., 2022).

The absence of significant post hoc differences implies that although variation exists, no single educational group stands out as distinctly more or less satisfied. This supports recent findings that education influences the cognitive framing of tourism experiences rather than outright satisfaction levels (Su et al., 2021). In Sorsogon's case, the overall quality of tourism experiences may be adequate to satisfy tourists across educational backgrounds, while still allowing for nuanced differences in evaluative standards.

Monthly income was found to significantly influence tourist motivation but not tourist satisfaction. Tourists earning PHP20,001–30,000 reported higher motivation than both lower- and higher-income groups. This finding resonates with studies indicating that middle-income earners often exhibit stronger travel motivation due to a balance between disposable income and a desire for affordable leisure experiences (Bigné et al., 2020; Pan et al., 2021). For this group, local tourism represents an accessible means of recreation without the financial burden associated with long-haul or international travel.

The lack of significant income-related differences in satisfaction suggests that once tourists engage in travel, satisfaction becomes less dependent on income and more influenced by experiential and service-related factors (Rather et al., 2020). This supports the expectation–disconfirmation theory, which posits that satisfaction is shaped by the extent to which experiences meet prior expectations rather than by economic status alone (Oliver, 2020). In Sorsogon, relatively affordable tourism products may enable tourists from different income brackets to achieve comparable satisfaction levels.

Employment status significantly influenced tourist motivation but not tourist satisfaction. Part-time employed respondents exhibited higher motivation than selfemployed individuals, which may be attributed to differences in time flexibility and workrelated stress. Part-time employees may perceive tourism as a valued opportunity for leisure and recovery, while self-employed individuals may experience constraints related to business responsibilities and opportunity costs (Wang et al., 2022).

The absence of significant differences in satisfaction across employment status aligns with recent research suggesting that satisfaction is shaped more by destination performance and experiential quality than by occupational characteristics (Stylidis et al., 2021). Regardless of employment status, tourists may derive similar levels of enjoyment and fulfillment from well-managed local tourism experiences.

Collectively, the findings indicate that socio-demographic variables exert stronger influence on tourist motivation than on tourist satisfaction. Gender, income, and employment status differentiate motivational levels, while satisfaction appears more resilient and less sensitive to demographic segmentation, with the exception of gender and educational attainment. This supports contemporary tourism literature emphasizing that satisfaction is a multidimensional construct driven primarily by experiential, relational, and service-quality factors rather than by demographic characteristics alone (Chiang et al., 2022; Su et al., 2021).

For local tourism stakeholders in Sorsogon, these results underscore the importance of designing inclusive, high-quality tourism experiences that address diverse motivations while maintaining consistent service standards to ensure broad satisfaction. Marketing strategies may benefit from targeted motivational appeals for specific segments, such as middle-income earners or LGBTQIA+ tourists, while destination management should prioritize universally satisfying experiences to sustain positive evaluations across all sociodemographic groups.

CHAPTER FIVE
CONCLUSIONS AND RECOMMENDATIONS

➢ *Summary of Findings*

This study examined the demographic profile, motivation, and satisfaction of local tourists, as well as the significant differences in motivation and satisfaction when respondents were grouped according to selected profile characteristics. A total of 390 valid responses were analyzed, exceeding the minimum sample size of 384 computed using

Cochran's formula, thereby ensuring the adequacy and reliability of the data.

The respondents were profiled according to age, gender, civil status, educational attainment, monthly income, and employment status. The distribution of respondents across these categories provided sufficient variability to allow meaningful comparisons of tourist motivation and satisfaction across demographic groups.

Local tourists exhibited varying levels of motivation in visiting Sorsogon across the dimensions of knowledge and curiosity, family and togetherness, cultural heritage, events and festivals, and natural heritage. These dimensions collectively indicate that local tourists are driven by both intrinsic factors, such as learning and social bonding, and destination-related factors, such as cultural and natural attractions. Motivation served as a critical antecedent to tourists' evaluation of their travel experience.

Tourist satisfaction was assessed in terms of attractions, accessibility, amenities, willingness to recommend, and intention to revisit. Respondents demonstrated discernible levels of satisfaction across these dimensions, suggesting that Sorsogon's tourism offerings generally meet the expectations of local tourists. Satisfaction outcomes further reflected tourists' evaluative judgments of their experiences relative to their pre-travel motivations.

The results of the one-way ANOVA revealed that age did not significantly influence either tourist motivation or tourist satisfaction. This finding suggests that local tourists across different age groups share relatively similar motivational drivers and satisfaction evaluations when visiting Sorsogon.

Significant differences were observed in both tourist motivation and tourist satisfaction when grouped according to gender. LGBTQIA+ respondents reported significantly higher levels of motivation compared to male respondents, while no significant difference was found between male and female respondents. In terms of satisfaction, male respondents reported significantly higher satisfaction than female and LGBTQIA+ respondents. These findings indicate that gender-related differences shape both motivational expectations and evaluative judgments of tourism experiences.

No statistically significant differences were found in tourist motivation or tourist satisfaction across civil status groups (single, married/cohabitating, and separated/widowed). This suggests that civil status does not substantially influence the reasons for visiting Sorsogon nor the level of satisfaction derived from the visit.

Educational attainment did not significantly affect tourist motivation. However, a statistically significant overall difference was found in tourist satisfaction across educational levels, although post hoc analysis indicated that no specific pair of educational groups differed significantly. This implies the presence of general variability in satisfaction across educational backgrounds without clear group-level distinctions.

Monthly income was found to have a significant effect on tourist motivation, with respondents earning ₱20,001–30,000 reporting higher motivation than several other income groups. In contrast, tourist satisfaction did not significantly differ across income levels, suggesting that despite differences in motivational intensity, satisfaction with tourism experiences in Sorsogon remains relatively consistent across income groups.

Employment status significantly influenced tourist motivation, with part-time employed respondents reporting higher motivation than self-employed respondents. No other significant motivational differences were observed. Conversely, tourist satisfaction did not significantly vary across employment status groups, indicating that employment conditions do not substantially affect tourists' post-visit evaluations.

➢ *Conclusions*

Based on the findings of the study, several conclusions are drawn in relation to the research objectives. The demographic profile of local tourists in Sorsogon is diverse in terms of age, gender, civil status, educational attainment, monthly income, and employment status. This diversity indicates that Sorsogon appeals to a broad spectrum of local tourists, underscoring its potential as an inclusive domestic tourism destination.

Local tourists are motivated to visit Sorsogon by a combination of intrinsic and destination-related factors. Motivation is influenced by dimensions such as knowledge and curiosity, family and togetherness, cultural heritage, events and festivals, and natural heritage. These findings affirm that Sorsogon's tourism appeal is rooted not only in its natural attractions but also in its cultural resources and opportunities for social and educational experiences.

Tourist satisfaction with travel experiences in Sorsogon is reflected in evaluations of attractions, accessibility, amenities, willingness to recommend, and intention to revisit.

Overall, the findings suggest that Sorsogon is generally able to meet the expectations of local tourists, resulting in favorable satisfaction outcomes and positive behavioral intentions.

Gender is a significant factor in explaining differences in both tourist motivation and satisfaction. The higher motivation reported by LGBTQIA+ respondents and the higher satisfaction reported by male respondents indicate that gender-related perspectives shape both expectations and evaluations of tourism experiences. This underscores the importance of inclusive and gender-sensitive tourism planning and service delivery.

Educational attainment does not significantly affect tourist motivation, but it does influence tourist satisfaction at the overall level. Although no specific educational groups differ significantly in post hoc comparisons, the observed variability suggests that tourists with different educational backgrounds may apply varying evaluative standards when assessing their experiences in Sorsogon.

Monthly income significantly affects tourist motivation but not tourist satisfaction.

Tourists within the middle-income bracket demonstrate higher motivation to visit Sorsogon, indicating that affordability and perceived value play an important role in travel decisions. However, the absence of income-based differences in satisfaction suggests that Sorsogon offers experiences that are perceived as equally satisfying across income levels.

Employment status significantly influences tourist motivation, particularly between part-time employed and self-employed respondents, but does not significantly affect tourist satisfaction. This implies that work conditions and time availability shape travel motivation, while post-visit evaluations remain largely uniform across employment categories.

The study establishes that while tourist satisfaction in Sorsogon is relatively consistent across most demographic groups, tourist motivation varies according to selected socio-demographic characteristics. The conclusions drawn from this study provide a sound basis for the development of inclusive, sustainable, and evidence-based tourism policies and programs for the province of Sorsogon.

➢ *Implications of the Study*

The findings of the study provided several important implications for theory, policy, tourism management, local stakeholders, and future research. These implications are grounded in the results. The study reinforces the applicability of the Push–Pull Motivation Theory in the context of local tourism in a provincial destination such as Sorsogon. The significant influence of motivation on tourist satisfaction supports the theoretical assumption that internal psychological drivers (push factors) and destination attributes (pull factors) jointly shape tourist behavior and post-visit evaluations.

For tourism planners and destination managers in Sorsogon, the results suggest the need for differentiated marketing and product development strategies. Since motivation varies significantly by gender, income, and employment status, tourism promotions should be segmented and tailored to address the distinct needs, interests, and constraints of these groups. For instance, experience-based and value-oriented travel packages may be designed for middle-income and working tourists, while inclusive and diversity-sensitive messaging can enhance engagement among gender-diverse travelers.

At the policy level, the findings support the formulation of inclusive and sustainable tourism policies that recognize the diverse motivational drivers of local tourists. Local government units and tourism authorities may use the results as an empirical basis for strengthening infrastructure development, accessibility, and amenities without compromising cultural and natural heritage resources. Policies that promote gender inclusivity, affordability, and equitable access to tourism services can enhance both motivation and satisfaction among local tourists, thereby contributing to long-term destination competitiveness.

For local communities, entrepreneurs, and tourism-related enterprises, the study highlights the importance of understanding tourists beyond mere visitation numbers. The findings suggest that enhancing authentic cultural encounters, preserving natural heritage, and fostering family-oriented and community-based tourism experiences can strengthen tourist motivation and satisfaction. Small and medium enterprises, particularly those involved in accommodations, food services, transport, and cultural products, can use these insights to refine service quality and customer engagement strategies.

The study opens avenues for further research by encouraging scholars to examine additional psychosocial and behavioral variables, such as perceived value, destination image, and loyalty, which may mediate or moderate the relationship between motivation and satisfaction. Comparative studies involving other provinces or regions may further validate and extend the findings of this research.

➢ *Recommendations for Future Research*

Based on the findings of the study, several recommendations are proposed to guide future research and to further advance scholarly inquiry on tourist behavior and local tourism development.

First, future studies may incorporate additional explanatory variables to provide a more comprehensive understanding of tourist motivation and satisfaction. Variables such as destination image, perceived value, service quality, authenticity, emotional experience, and place attachment may be examined as mediating or moderating factors between motivation and satisfaction. Including these constructs can enrich existing theoretical models and clarify the mechanisms through which motivation translates into satisfaction and behavioral intentions.

Second, future researchers are encouraged to employ mixed-methods or qualitative research designs. While this study utilized a quantitative approach, in-depth interviews, focus group discussions, or ethnographic methods may capture nuanced insights into tourists' subjective experiences, meanings, and perceptions that cannot be fully explained through survey data alone. Qualitative findings may also help contextualize statistical results and uncover emerging motivational themes specific to local destinations.

Third, longitudinal research designs are recommended to examine changes in tourist motivation, satisfaction, and behavior over time. Tracking tourists across multiple visits or seasons would allow researchers to assess how expectations evolve, how satisfaction is sustained or diminished, and how external factors such as infrastructure development or policy interventions influence tourism experiences in Sorsogon.

Fourth, future studies may expand the scope of respondents by including non-local or international tourists for comparative analysis. Comparing local and non-local tourists can provide valuable insights into differences in motivation, satisfaction, and expectations, thereby enabling destination managers to develop more differentiated and inclusive tourism strategies.

Fifth, future research may adopt advanced statistical techniques such as structural equation modeling (SEM) or multigroup analysis to test more complex causal relationships among variables. These methods can validate conceptual frameworks more rigorously and assess the direct and indirect effects of motivation, demographic characteristics, and destination attributes on satisfaction and loyalty outcomes.

Finally, future studies may focus on specific tourism niches within Sorsogon, such as eco-tourism, cultural tourism, adventure tourism, or community-based tourism. Examining motivation and satisfaction within these niche markets can generate more targeted and actionable insights, contributing to the diversification and sustainability of the local tourism industry.

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