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Factors Influencing Domestic Tourist Expenditures in Sorsogon City

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ABSTRACT

The present study aimed to analyze the demographic profile of the respondents, expenditure pattern of local tourist coming from the 15 municipalities of Sorsogon City, and determine if there is a significant difference in overall expenditure when grouped according to profile. The study is based on primary data sources collected from 105 participants through a researcher-made questionnaire and a non-probability purposive sampling. The data collected were analyzed through Excel. Descriptive statistics were used in presenting the frequency distribution and percentage of the demographic profile and spending of tourists. Furthermore, in ANOVA were used in finding if there is a significant difference in overall expenditure when grouped according to profile. The result of the study provided evidence indicating that there is a significant difference in overall expenditure when grouped according to the profile age, sex, duration of stay, monthly income, travel distance, and educational attainment. For sex, no significant difference have been found. The findings of the study provided implications for policy makers in creating proper marketing approach to maximize economic benefits while maintaining support to local businesses and upholding the practice of sustainable tourism.

Keywords: *Expenditure, Profile, Significant, Tourists.*

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CHAPTER ONE
INTRODUCTION

This section presents the background and literature review of the study. It also highlights the legal basis and the study's relevance to sustainable development goals.

- *Background of the Study*

The tourism sector continued to expand due to the deepening globalization, emerging middle-classes, the urban economic growth, low cost travel opportunities, and advancements in technology. The aforementioned factors have transformed the tourism to become one of the world's most rapidly growing sectors (UNWTO, 2021). According to Thrane (2016) in the study "The Determinants of Norwegians' Summer Tourism Expenditure: Foreign and Domestic Trips", tourist spending at destinations around the world is the bread and butter of the tourist economy. It highlights the effect of diverse industries that benefit from the tourism industry including transportation, food service industry, and local businesses. Tourist expenditure is a key determinant of economic contribution of tourism, reflecting how they spent during their trips. Tourism Secretary Christina Garcia- Frasco described tourism as the pillar of the country's economy, with the contribution amounting to Php 760 billion in 2024. This expenditure not only boost local businesses but also supports tourism development including job creation. In the Philippines, tourism sector plays a significant role on economy especially through domestic tourism. According to the Philippine Statistics Authority (PSA), domestic tourism expenditure increase from Php 1.55 trillion in 2022 to Php 2.67 trillion in 2023. This shows the significant contributions of local tourists to the country's tourism revenue. Meanwhile, According to Sorsogon Tourism Officer Bobby Gigantone, Sorsogon recorded a 137.91% increase in tourist arrivals in 2024, rising from 1.2 million in 2023 to 2.86 million, in which 2.73 million were domestic tourists. This results underscores the growing importance of domestic tourism in Sorsogon City's economic and tourism development.

This study aimed to identify how much is the tourist expenditure of tourists when visiting Sorsogon City and determine if there is a significant difference in expenditure when grouped according to profile.

- *Profile of Tourists*

Age refers to the length of existence extending from the beginning to any given time.in this study, the researchers will determine if there is a significant difference in expenditures when respondents are grouped according to their age. Orea- Giner and Fuste Forne (2023) state that the difference in generations affect the spending patters of tourist. For instance, millennial tend to spend more on shopping, Generation X and Baby Boomers spend more on food and entertainment, while Generation Z tourist are more on food options and social health. In addition, individuals ages 16-20 tend to prioritize new things and seek thrills. 21-25 age group show a preference in visiting a natural and historical attractions and local lifestyles understanding, while those in 26-30 are interested in exploring architecture, historical and natural sites. These findings shows that every age group have specific preferences when traveling. Sex is the state of being male or female. In this study, the researchers will determine if there is a significant difference in expenditures when participants are grouped according to their sex. Female-headed households spend less on tourism that male-headed households. This is based on the study of Nayak et al. (2022) where it indicates that there's a relationship between gender and tourism expenditure in India. It highlights that women in India often travel for social, religious, and shopping activities, men on the other hand, typically control their financial resources for tourism. Rodriguez-Pallas et al. added that man and woman have different interests for traveling . Duration of stay refers to the length of time or period that someone spend in. In this study, the researchers will determine if there is a significant difference in expenditure when respondents are grouped according to their profile. Thrane (2016) mentioned that length of stay is one of the key determinant on trip expenditure because the longer the tourist stays, the higher the spending. Monthly income refers to the total amount of money earned or received by an individual within a month. In this study, the researchers will determine if there is a significant difference in expenditures when participants are grouped according to their monthly income. Seyidov and Adomaitiene (2016) stated that demographic characteristic such as monthly income significantly influence the behavior of Azerbaijan tourists. Such characteristic liked to their duration of trips. Older and higher-income individuals are more likely to spend on domestic tourism, while younger or lower-income households may view it as a luxury (Ocran et al., 2019). Travel distance refers to the geographical span between a tourist's home and destination. In this study, the researcher will determine if there is a significant difference in expenditures when respondents are grouped according to their travel distance. The researcher will include the original location of tourist in the questionnaire which will then converted to distance in kilometers. Some studies show a positive correlation between travel distance and tourist expenditure. Phan et al. (2024) mentioned that tourists traveling shorter distances allocate more to accommodation, food, and shopping. Educational attainment refers to the highest level of education that an individual has completed. In this study, the researchers will determine if there is a significant difference in expenditures when respondents are grouped according to their educational attainment. Sahoo et al. (2022) stated that education, reflecting the level of formal education attained, higher education levels correlate positively with tourism expenditure.

- *Spending Categories*

Accommodation refers to the temporary lodgings of tourist when traveling. In this study, the researchers will find out how much a domestic tourist spend in terms of accommodation during their visit in Sorogon City. In the study of Yuniati (2023) about the tourist spending in Yogyakarta, Indonesia, he revealed that most that the highest expenditure category is gastronomy with

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accommodation. Food and beverage refers to the spending of tourists on foods, snacks, and beverages while traveling. In this study, researchers will examine the spending of local tourists to see if there is a significant difference based on their demographic profile. According to Orea-Giner and Fusté-Forné (2023), local cuisines and gastronomy affect the satisfaction and spending patterns of tourists. Additionally, Gallas (2024) stated that Gen Z and millennials have more budget allocated for food. Attractions include natural resources and cultural and man-made attractions that tourists visit. In this study, researchers will determine how much tourists spend on attractions. Pulido-Fernández et al. (2019) and Pham et al. (2021) found that the quality and quantity of attractions have significant influence on tourists' satisfaction and spending. It refers to the means of conveyance or travel from one place to another.

The study will focus on tourist spending of domestic tourist when it comes to transportation. Lee et al. (2015) found that American tourists spent more on transportation but less on accommodation as the distance they travelled increase. Entertainment refers to activities like nightlife, shows, and recreation. This study will focus on tourist spending in terms of entertainment. According to Nayak and Bhalla (2016), entertainment has a more significant role in the satisfaction of younger tourists. In addition, Rodriguez-Pallas et al. (2022) showed that spending increases when there are enough options for entertainment. Shopping refers to the spending on souvenirs, local products, and other products. In this study, researchers will determine the significant difference of shopping based on their demographic profile. As stated by Nayak et al. (2022), women spend more on shopping.

➢ *Philosophical Underpinnings*

The philosophical underpinnings of tourist expenditure delved into hedonic or eudaimonic, meaning tourist spend to seek fun, to experience activities, to escape and fulfillment resulting to existentialism. Existentialism in tourist expenditure is surrounded by travelers who seek authenticity, spending money for who they are, not just what they want to do (Thoreau).

➢ *Legal Basis and Relevance to SDGs*

According to the Republic Act No. 9593 (Tourism Act of 2009), the study of tourist expenditure promotes tourism development, supporting local tourism in provinces such as Sorsogon. On the other hand, The Local Government Code of 1991 fosters the planning, managing, and development of tourism industry. This study is also relevant to SDG No. 8, Decent Work and Economic Growth because the output of this study aimed to be beneficial to local tourists, Sorsogon Tourism Office, local community, local businesses, and for future researchers in promoting the economic aspect of tourism industry.

➢ *The Framework of the Study*

This section presents the theoretical framework and conceptual framework of the study, the theoretical and conceptual paradigm. It also highlights theories and variables that supports the current research study.

- *Theoretical Framework.*

The theoretical framework for the study “Factors Influencing Domestic Tourist Expenditures in Sorsogon City” examines the connection to the Theory of Market Segmentation, mainly the under bases, the demographic and behavioral segmentation. As stated by Smith (1956), demographic variables such as age, sex, income, educational attainment and behavioral variables such as length of stay and travel distance when grouped accordingly, pointed out that different segments means different ways on how a tourist manage their expenditure. Sherwood (2017) stated that segmentation is important to tourism industry to cater tourist based on their interests and preference during travel.

In this study, the profile age, sex, monthly income, and educational attainment fall under the demographic segmentation, while travel distance and length of stay under behavioral segmentation. One of the objectives of this study is to find out the spending of tourists on different expenditure categories, and determine if there is a significant difference in overall expenditure when grouped according to profile.

Along with the theory and concepts combined, the researchers came up with Differential Expenditure Segmentation Theory, in simplest form, is about tourist expenditure varies depending on groups.

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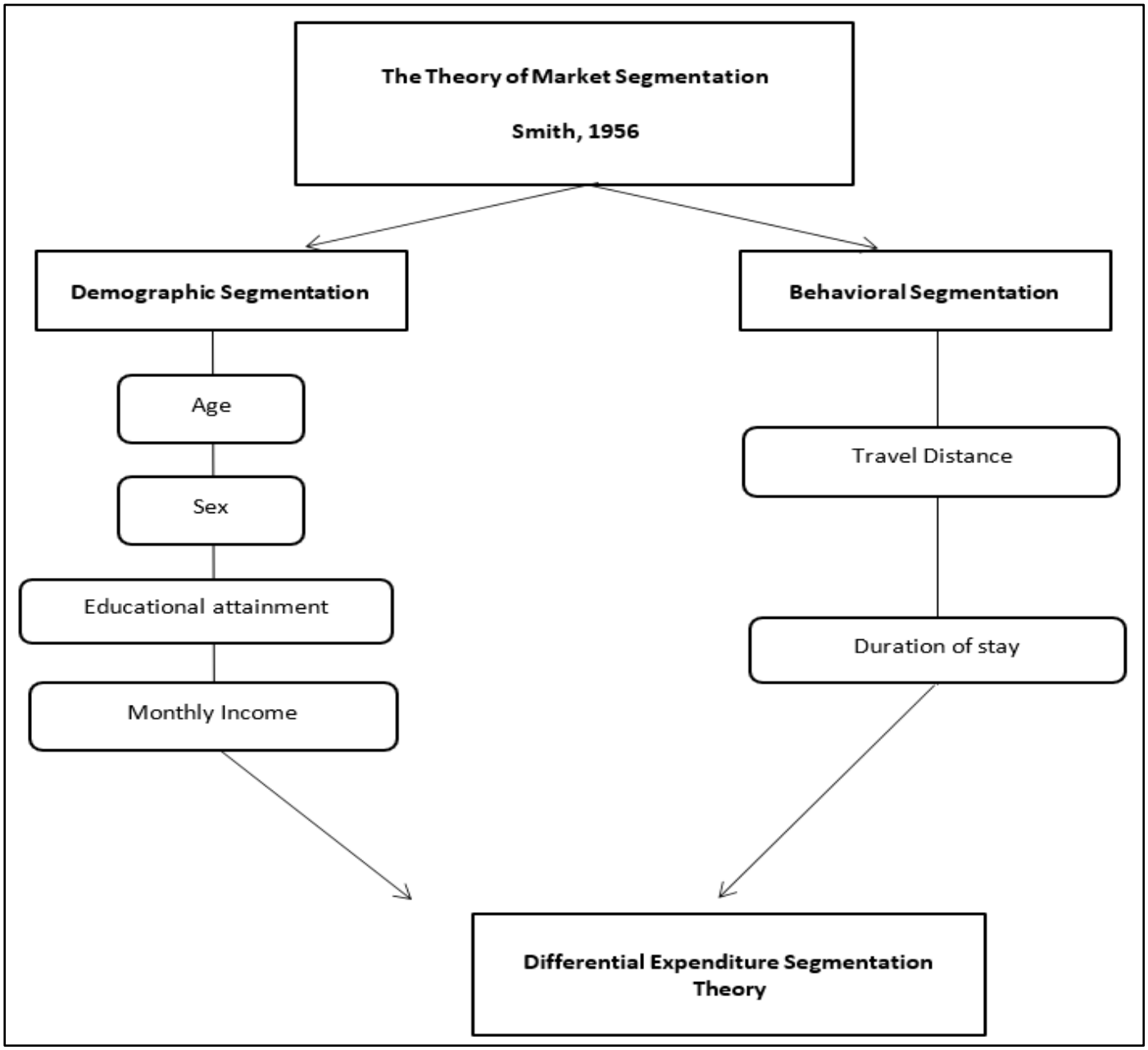

Fig 1 Theoretical Paradigm

- *Conceptual Framework.*

The Conceptual Framework of this study "Factors Influencing Domestic Tourist Expenditures in Sorsogon City" examines the significant difference in expenditures of domestic tourists when grouped according to their profile. The profile, both demographic and socioeconomic, is a major determinant that has an impact on tourist expenditure. Conversely, tourist expenditure involves different categories of expenditures such as accommodations, food and beverage, attractions, entertainment, and shopping. These categories are also interconnected, since they reflect the various components of the overall experience and cost of a tourist during a visit. The model shows how tourists' profile can be directly attributed to their spending behaviour, and thus the individual factors can explain tourism economic activities.

In the research process, this framework will inform the analysis in that it sets out the relationship between the independent variables which is tourist spending and profile, and their effect on various components of tourist expenditures. It will further form the foundation for explanation of the way in which patterns of spending indicate greater tourism dynamics in the city. The result of this research will pave the way for possible applied implications such as framing strategic tourism development plan, sustainable tourism policies, enhanced marketing strategies, support for local businesses, and improvement in tourist facilities and services in Sorsogon City. By doing so, the research will not only enhance intellectual discourse but also provide actionable insights to policymakers and stakeholders.

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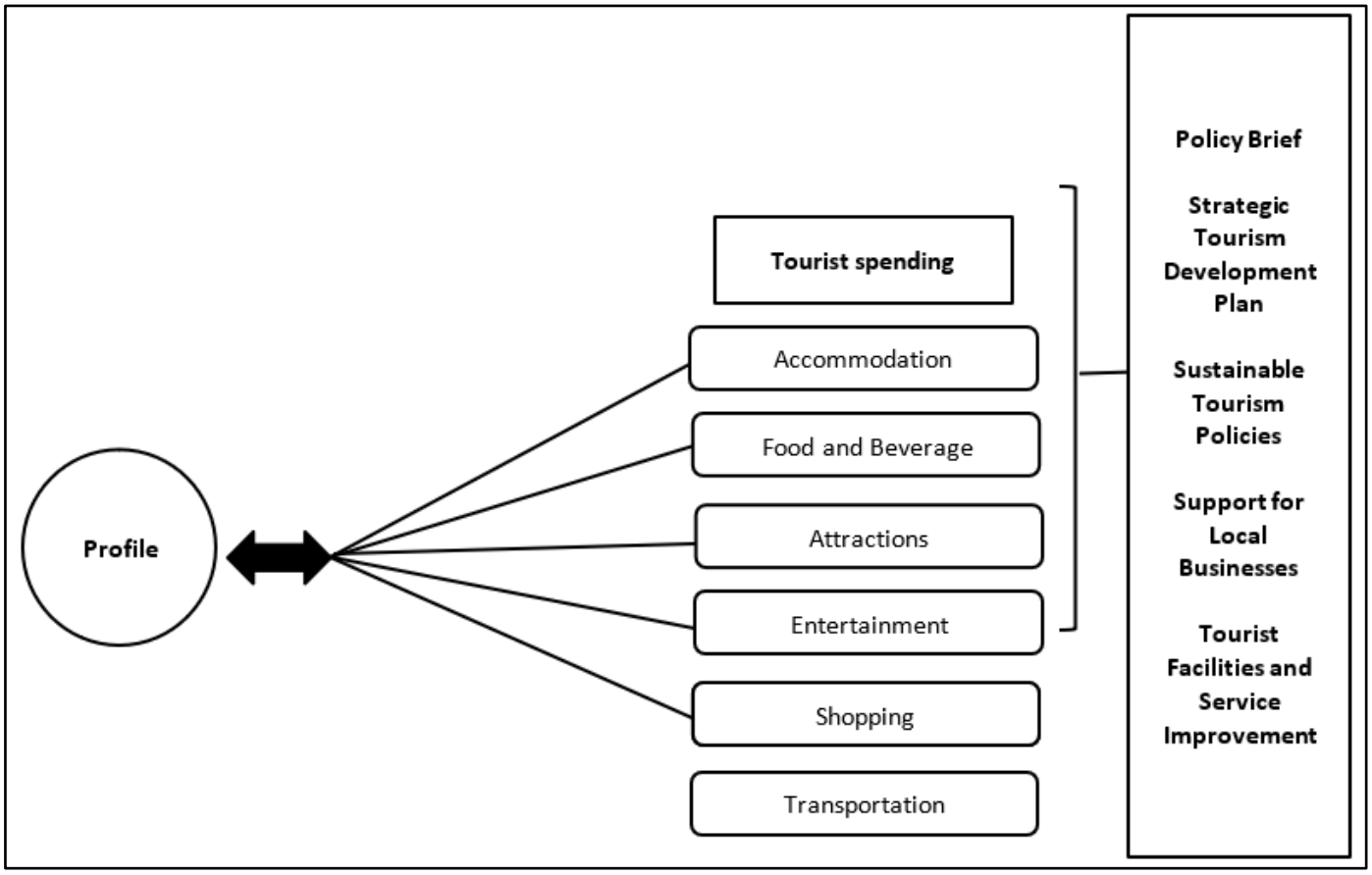

Fig 2 Conceptual Paradigm

➢ *The Present Study*

Several studies highlighted that tourist's demographic profile such as age, sex, marital status, duration of stay, and monthly income influence tourist expenditure. The difference in generation affect the spending patterns. Younger tourists tend to spend more on shopping, learning new things and seeking thrills while older groups allocate on food, entertainment, social health, and leisure. It is also identified that gender influence spending patterns, where women generally prefer to spend in shopping activities while men typically control their financial resources for tourism. The following studies claim that demographic profile of the tourist remains as an important factor of tourism expenditure.

Additionally, trip related factors such as income levels, trip purposes, length of stay, travel party size and type of stay have been found as important factors of tourist expenditure. Tourists who stays longer and travel in larger groups tend to incur higher expenditures, on the other hand, travel purposes influences expenditure towards entertainment and relaxation. Food and local cuisines or restaurants are mentioned on the studies as an essential factor of satisfaction and spending, supporting the role of gastronomical tourism in domestic travel behavior.

Other studies highlighted destination features such as infrastructure, environmental quality, amenities and available activities directly influence tourist satisfaction and, consequently, spending behavior. Tourists who are higher household income and who has stable employment often participate and spend more. Furthermore, study highlights that the transportation affordability contributes to higher domestic travel rate where they tend to spend more on transportation. While related studies conducted in countries such as India, Indonesia, and Jordan, as well in other destinations in the Philippines, there are still limited studies focusing, particularly, in domestic and local tourist expenditure in an emerging city like Sorsogon City. This study addresses this gap by focusing solely on analyzing the expenditures of local tourists from the municipalities around Sorsogon, how their demographic profile relate to their spending behavior. This localized data will be useful to Sorsogon City policymakers in formulating more effective strategies and services for tourism.

This study focused solely on local tourist in the municipalities of Sorsogon. The study focuses on tourist expenditure in five areas which are accommodation, food and beverage, transportation, attractions, entertainment and shopping. The study excludes foreign tourists, other municipalities outside Sorsogon province, changes in the exchange rate or global economic conditions. This study will not cover overall tourism demand or forecasting tourist arrivals and does not include the views of tourism operators, local businesses, or government official, as the focus remains on tourist's response.

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The objectives of this research study are as follows: Specifically, it aims to (1) determine the demographic profile of the respondents in terms of their (a) age; (b) sex; (c) duration of stay; (d) monthly income; (e) travel distance; and (f) educational attainment; (2) determine how much a domestic tourist spend during their travel in terms of (a) accommodation; (b) food and beverage; (c) attractions; (d) transportation; (e) entertainment and (f) shopping; (3) determine if there is a significant difference in overall total of expenditures when grouped according to respondent's profile; and (4) proposal based on the findings.

- *Based from the Data Gathered from Participants, Hypothesis to be Tested Follows:*

✓ *H0*: There is no significant difference in tourist expenditure when grouped according to their profile.

✓ *H1*: There is a significant difference in expenditure when grouped according to their profile.

➢ *Definition of Terms*

- *Accommodation.*

The facilities for the lodging of visitors to a destination. Most common forms are hotels, motels, campgrounds, bed-and-breakfast, dormitories, hostels, and the homes of friends and relatives (Goeldner et al., 2009). As used in this study, it means the place or lodging where tourists stay during travel, which involves expenses that form part of their total travel spending.

- *Age.*

Represents a person's position in the life span, usually measured in years, but it also reflects biological capacity, psychological maturity, and social roles (Santrock, 2011). As used in this study, it means one of the demographic factors categorized into 6 groups, 18- 24 years old, 25- 34 years old, 35-44 years old, 45-54 years old 55-64 years old and 65 years old above.

- *Attraction.*

A permanent, natural or man-made resource whose primary purpose is to attract tourists (Hu and Wall, 2005). As used in this study, it means the place or activity visited by tourist that serves as one of the factors influencing their travel spending.

- *Domestic Tourists*.

Domestic residents of a given country travelling only within that country (United Nations World Tourism Organization). As used in this study, it means the tourists coming from the municipalities of Sorsogon.

- *Duration of Stay*.

The number of days a tourist spends on vacation at a destination (Barros and Machado , 2010). As used in this study, it means the length of time domestic tourist spend in Sorsogon City.

- *Entertainment*.

A cultural activity, pleasure or satisfaction centered, evaluated by its symbolical function, and has as main goal to distract and to disconnect from everyday life (Maltby 2003). As used in this study, it means the set of leisure activities and experiences that domestic tourists engage in during their travel, like shows, events, nightlife and recreational activities.

- *Expenditures.*

The sum of expense and the net investment in non-financial assets (International Monetary Fund [IMF], 2014). As used in this study, it means the total amount a domestic tourist spends during their travel, influenced by various determining factors.

- *Factors.*

A statistically derived construct that represents the shared or common variance among a group of observed variables, with each variable's variance being decomposed into common and unique portions (Steiger, 1990). As used in this study, it means the elements or conditions that influence domestic tourists expenditure during their travel.

- *Food and Beverage*.

Food and beverage serving activities provide complete meals or drinks fit for immediate consumption, whether in traditional restaurants, self-service, or take-away restaurants, and whether as permanent or temporary stands with or without seating (Davis et al., 2018). As used in this study, it means the expenses of local tourists on restaurants, cafès, street food an groceries during their travel.

- *Monthly Income*.

The monthly total wages or salary before deductions for taxes or other contributions. This includes basic pay, overtime, commissions, and other allowances. For self-employed people, it refers to average monthly business profits before tax (Ministry of Manpower 2025). As used in this study, it means the total amount of money respondents regularly earn each month, categorized as

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low medium or high to examine it's significant differences on tourist expenditures.

- *Sex.*

Refers primarily to biological factors (Kaufman et al., 2023). As used in this study, it means examining whether the sex of the respondents, categorized as either male or female, has a significant effect on the level of their expenditures.

- *Shopping.*

Activity in which a customer browses the available goods or services presented by one or more retailers with the potential intent to purchase a suitable selection of them (Yan, 2018). As used in this study, it means investigating the amount of money local tourists spend on shopping during their trips.

- *Travel Distance*.

Travel distance refers to the distanced traveled by tourists from their point of origin to their destination. Xue & Zhang (2020) stated that tourist who visited Suzhou, China divided into long-haul, short- haul, and local showed a diverse spending patterns.

- *Transportation.*

A movement of things-masses any of sort- from one place to another (Cooley, 1984). As used in this study, it refers to the travel expenses of domestic tourists when going to and around Sorsogon City during their travel.

- *Educational Attainment.*

It refers to the level of education completed by an individual. According to Nicolau (2011), there is a positive correlation between tourists who have higher education levels and a higher amount in their spending pattern.

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CHAPTER TWO
METHODOLOGY

This chapter covers the discussion of research design, source of data, research ethics, research instrument, data collection, and data analysis.

➢ *Research Design*

The study applied a quantitative research design because of the involvement of survey questionnaire and the use of Frequency Distribution and Percentage for objective 1, Frequency Distribution and Percentage. and mean for the average spending per tourist for objective 2, and ANOVA in finding the significant difference for objective 3. This designs fit well because it permits quantitative examination of influencing factors on local tourist spending, and determining if there is a significant difference in spending in terms of their profile. The study also seeks to pinpoint and quantify chief drivers of consumption behavior while concurrently seeking to get an insight into tourists' drives and conducts.

A descriptive design was used in Objective 1 and Objective 2, applying the same method in the study of Singh & Singh (2019) in presenting the overview of the demographic profile and expenditure pattern. For Objective 3, inferential statistics (ANOVA), Assumption Tests, and Post Hoc Tests was applied. In the study of Baruah & Sharma (2016) about significant differences in tourist spending, they used used Levene's test, Welch's ANOVA, and Games-Howell Post Hoc Test. Gomez- Deniz et al. (2020) in the analysis of spending patterns across different segments, they utilized Shapiro- Wilk Test, Kruska; -Wallis, and Dwass- Steel-Critchlow- Fligner Pairwise Comparison. It provided a thorough grasp of the subject matter by gathering quantifiable data using surveys and statistical analysis. These methods also provided detailed image of local tourists' expenditure patterns and the factors influencing their financial choices in Sorsogon City.

➢ *Source of Data*

The participants in this study were the local tourists who plan to visit or visiting Sorsogon City. There will be 105 domestic tourists included as respondents that will be coming from the 15 municipalities around Sorsogon mainly, Barcelona, Bulan, Bulusan, Casigurn, Castilla, Donsol, Gubat, Irosin, Juban, Magallanes, Matnog, Pilar, Prieto Diaz, Sta. Magdalena, and Sorsogon City. Domestic tourists coming from these municipalities (2022-2025) which is the only available information acquired from the Tourim Office of Sorsogon City served as the baseline data in getting the number of participants through percentage (total of tourists per municipalities divided by the total of all tourists in all municipalities multiplied by 100).

Table 1 Number of Respondents

Municipalities	**No. of Respondents**
Barcelona	1
Bulan	5
Bulusan	2
Casiguran	2
Castilla	1
Donsol	1
Gubat	3
Irosin	6
Juban	1
Magallanes	1
Matnog	5
Pilar	5
Prieto Diaz	1
Sta. Magdalena	6
Sorsogon City	64
Total:	105

This study employed a non-probability purposive sampling method in gathering data from participants that will meet the standard set by the researchers- respondents must be a local from the respective municipalities around Sorsogon, and since monthly income is one of the demographic profile that this study is considering, respondents who were surveyed have a regular monthly income.

➢ *Research Ethics*

The researchers ensured that this study was conducted in accordance with the established criteria of research ethics. The rights, dignity, and general well being of all participants involved was valued in the whole process. Before participating, the goals, process, and scope of the study was explained to the respondents. They were given consent form, and only those who voluntarily participated were included in the count.

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Confidentiality and anonymity were strictly followed. No names and any information were asked and included on the questionnaire that might determine their identity. All responses were handled with utmost privacy and will be used for academic purposes only. Data were safely kept and accessible for researchers alone. Also ensured that participation in this study doesn't bring physical or social danger to the respondents. They were informed that there are no right or wrong answers on the questionnaire and they can freely refuse to participate anytime. Researchers strictly observed and followed the research ethics guidelines established by Sorsogon State University and obeyed the Data Privacy Act of 2012 (Republic Act No. 10173). In accordance to this, the study ensured that all participants were respected, protected, and treated fairly in the whole research process.

- *Research Instrument*

For this study, the researchers chosen a survey questionnaire as the primary research instrument to explore the factors influencing local tourist expenditures and how much do they spend during their travel in terms accommodation, food and beverage, attractions, transportation, entertainment, and shopping in Sorsogon City. It is important to know what motivates spending behavior among local tourists in order to improve tourism planning, services, and the local economy.

An open-ended question that will be disseminated through face to face to gather information from participants mostly in municipalities which are accessible to researchers. For those municipalities that are hard to access, the researchers will be using enumerators to target particularly those respondents that are difficult to reach.Open ended survey questionnaire ensures that the data in continuous. Printed survey questionnaires are used which contains two sections- Section A is all about the demographic profile of the respondents, and Section B for expenditure patterns. The survey questionnaire was research made that undergone face validity conducted by research experts and Tourism Faculties of Sorsogon State University.

It enables the researchers to thoroughly survey and explain the purpose of the study. The data gathering started from the first week of November and ended on the third week on the same month. The respondents will be the local tourist coming from the 15 municipalities in Sorsogon.

Ethical considerations will be strictly followed during the data gathering process. All the respondents will be given an informed consent form before proceeding to the survey. Their responses will be kept confidential and used for research purposes only.

- *Data Collection*

The data collection process of this study began by accomplishing the CMO involving notarized parents permit, and medical certificate. A letter of informed consent will be administered prior to giving survey.

For this study, the researchers used surveys as the data collection method. For relevant data, the researcher provided an open-ended questionnaire that was conducted face to face in municipalities that are accessible, and enumerators for hard to access municipalities. Local tourists with regular monthly coming from the municipalities around Sorsogon who will visit and visiting Sorsogon City will be the target respondents.

Prior to giving out the surveys, informed consent was acquired from the participants, and they were assured of anonymity and confidentiality. All the surveys were given out face to face by the researchers and filled out on site to maximize response rate and reduce missing data.

After collection, the researchers went through each survey carefully to verify completeness and consistency. Responses were then organized through Excel manually where raw data and data with brackets will be encoded. As for the analysis and computation process, the researchers will consult a licensed statistician for the reliability of result. The researchers-maintained data accuracy during the process before making conclusions from the findings.

- *Data Analysis*

Based from the data gathered through survey questionnaires, data were summarized through Excel. This ensures a clear understanding and categorization of the respondent's profile. In analyzing objective 1, (Age, Sex, Duration of Stay, Monthly Income, Educational Attainment, and Travel Distance (location converted to kilometers), Frequency Distribution and Percentage was used. For objective 2, for each expenditure category, the mean were calculated and rank according to the result, and presented through Frequency Distribution and Percentage. For objective 3, Assumption Test, Analysis of Variance, and Post Hoct Test were used for finding the significant difference of overall total of expenditures of domestic tourists when grouped according to their profile. When homogeneity of variance (Levene) was violated, Welch's ANOVA were employed, when significant difference was found, Games-Howell Post Hoc Test followed. When normality (Shapiro-Wilk) was violated, Kruskal-Wallis ANOVA were employed, when significant difference was found, Dwass-Steel-Critchlow-Fligner Pairwise Comparison followed.

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CHAPTER THREE
RESULTS

This section presents the result of the study. These findings are presented through tables- demographic profile of the respondents, expenditure pattern, and the ANOVA result.

➢ *Result 1*

Distribution and Percentage of Respondent's Profile. The profile of the respondents considered in this study includes their age, sex, duration of stay, monthly income, travel distance, and educational attainment.

Table 2 Distribution of the Demographic Profile Age

AGE	FREQUENCY	PERCENTAGE
18-24	17	16.19
25-34	48	45.71
35-44	20	19.05
45-54	12	11.43
55-64	5	4.76
65+	3	2.86

The sample is concentrated in the younger adult cohorts, with the 25–34 age group as the modal category (approximately 45.71% of the respondents).

Table 3 Distribution of the Demographic Profile Sex

SEX	FREQUENCY	PERCENTAGE
Male	38	36.19
Female	53	50.48
Non-binary (LGBT)	10	9.52
Prefer not to say	4	3.81

The sample shows a slight female plurality and a notable representation of non- binary respondents (≈9.52%).

Table 4 Distribution of the Demographic Profile Duration of Stay

DURATION OF STAY	FREQUENCY	PERCENTAGE
1 to 2	56	53.33
3 to 4	39	37.14
4 to 5	8	7.62
6 to 7	2	1.90

The data shows that short trips (1–2 days) predominate (≈53.33%); multi-day stays beyond four nights are rare (approximately 9.52% combined).

Table 5 Distribution of the Demographic Profile Monthly Income

MONTHLY INCOME	FREQUENCY	PERCENTAGE
Below 10k	10	9.52
10k- 19,999	29	27.62
20k- 29,999	51	48.57
30k- 49,999	15	14.29

Nearly half of respondents (≈48.57%) fall in the ₱20,000–₱29,999 bracket, indicating a predominantly middle-income sample.

Table 6 Distribution of the Demographic Profile Travel Distance

TRAVEL DISTANCE	FREQUENCY	PERCENTAGE
3km- 10km	61	58.10
11km-20km	6	5.71
21km-30km	3	2.86
31km- 40km	1	0.95
41km- 50km	11	10.48
51 km and above	23	21.90

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A majority are nearby/local visitors (3–10 km), but a significant secondary group (≈21.9%) travels long distances (51+ km and above).

Table 7 Distribution of the Demographic Profile Educational Attainment

EDUCATIONAL ATTAINMENT	FREQUENCY	PERCENTAGE
Elementary	1	0.95
High School Graduate	3	2.86
Senior High School	2	1.90
College Undergraduate	11	10.48
College Graduate	88	83.81

The sample is highly educated, with more than four-fifths of the respondents (≈83.81%) are holding a college degree.

- *Result 2*

Distribution and Percentage of Tourist Expenditure Pattern of the Respondents. The expenditure pattern of the respondents considered in this study includes accommodation, food and beverage, attraction, entertainment, transportation, and shopping.

Table 8 Distribution of Expenditure in Terms of Accommodation

ACCOMMODATION	FREQUENCY	PERCENTAGE
0 (staying with friends/ family)	9	8.57
100-199	7	6.67
1k- 2,999	24	22.86
3k- 4,999	19	18.10
5k- 9,999	40	38.10
10k and above	5	4.76

Mid-range accommodation (₱3,000–₱9,999) is the dominant spending band, with ₱5,000–₱9,999 as the modal category.

Table 9 Distribution of Expenditure in Terms of Food and Beverage

FOOD AND BEVERAGE	FREQUENCY	PERCENTAGE
100-999	8	7.62
1k-2,999	37	35.24
3k-4,999	35	33.33
5k-9,999	20	19.05
10k and above	5	4.76

Most respondents (≈68.57%) spend within the ₱1,000–₱4,999 range on food and beverages, indicating moderate F&B budgets.

Table 10 Distribution of Expenditure in Terms of Attraction

ATTRACTIONS	FREQUENCY	PERCENTAGE
0	2	1.90
1-499	43	40.95
500- 999	39	37.14
1k- 2,999	18	17.14
3k and above	3	2.86

Approximately 78% of respondents spend less than ₱1,000 on attractions, indicating reliance on low-cost or free attractions.

Table 11 Distribution of Expenditure in Terms of Entertainment

ENTERTAINMENT	FREQUENCY	PERCENTAGE
0	3	2.86
1-499	17	16.19
500- 999	40	38.10
1k- 1,999	38	36.19
2k- 3,999	7	6.67

The majority (≈74%) of respondents spend between ₱500 and ₱1,999 on entertainment; negligible proportions report no spending or very high spending.

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Table 12 Distribution of Expenditure in Terms of Transportation

TRANSPORTATION	FREQUENCY	PERCENTAGE
1-499	52	49.52
500- 999	44	41.90
1k- 1,999	8	7.62
2k- 3,999	1	0.95

Transport is a relatively low-cost component for most visitors, consistent with a predominantly local sample.

Table 13 Distribution of Expenditure in Terms of Shopping

SHOPPING	FREQUENCY	PERCENTAGE
1-499	11	10.48
500- 999	14	13.33
1k- 2,999	65	61.90
3k- 4,999	11	10.48
5k and above	4	3.81

The majority of respondents (≈62%) spend ₱1,000–₱2,999 on shopping, making retail a significant revenue source.

Table 14 Ranking of Mean Expenditure

EXPENDITURE CATEGORY	MEAN	RANK
Accommodation	₱3942.86	1
Food and Beverage	₱3157.14	2
Attractions	₱535.71	5
Entertainment	₱878.57	4
Transportation	₱464.29	6
Shopping	₱1587.14	3

On average, accommodation (₱3,942.86) and food & beverage (₱3,157.14) account for the largest proportions of trip expenditure (Ranks 1 and 2, respectively), followed by shopping (₱1,587.14). Entertainment, attractions, and transportation constitute smaller average shares of total spending (₱878.57; ₱535.71; ₱464.29, respectively).

- *Result 3*

ANOVA Result of Expenditure Pattern Grouped According to Profile, Assumption Check, Post Hoc Test.

Table 15 Normality Test

Normality Test (Shapiro-Wilk)		
	W	p
AGE	0.929	<.001
SEX	0.912	<.001
DURATION OF STAY	0.857	<.001
MONTHLY INCOME	0.894	<.001
TRAVEL DISTANCE	0.872	<.001
EDUCATIONAL ATTAINMENT	0.898	<.001
Note. A low p-value suggests a violation of the assumption of normality		

Shapiro–Wilk tests for normality of residuals were performed to assess whether the residuals met the normality assumption required by parametric ANOVA. The results showed that residuals deviate from normality for all profile variables: age ($W = 0.929$, $p < .001$), sex ($W = 0.912$, $p < .001$), duration of stay ($W = 0.857$, $p < .001$), monthly income ($W = 0.894$, $p < .001$), travel distance ($W = 0.872$, $p < .001$), and educational attainment ($W = 0.898$, $p < .001$). These values indicate that the normality assumption for ANOVA residuals is not satisfied for any of the profile-group analyses in this dataset.

Table 16 Homogeneity of Variances Test

Homogeneity of Variances Test (Levene's)				
	F	df1	df2	p
AGE	5.28	4	100	<.001
SEX	1.64	3	101	0.185
DURATION OF STAY	1.20	2	102	0.306
MONTHLY INCOME	2.87	3	101	0.040

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TRAVEL DISTANCE	1.77	3	101	0.158
EDUCATIONAL ATTAINMENT	0.538	2	102	0.585

Levene's Test for Homogeneity of Variances was conducted to determine whether the assumption of equal variances was met for total expenditure across the profile groups. The results revealed that age ($p < .001$) and monthly income ($p = .040$) produced statistically significant Levene values, indicating that the variability of total-expenditure scores differs across those groups; by contrast, sex ($p = .185$), duration of stay ($p = .306$), travel distance ($p = .158$), and educational attainment ($p = .585$) showed non- significant Levene values, indicating that variance was reasonably homogeneous across those categories. When Levene's test is significant, the spread of scores is unequal across groups and the equal-variance assumption of the standard ANOVA is violated.

Table 17 Welch's ANOVA

One-Way ANOVA (Welch's)				
	F	**df1**	**df2**	**p**
AGE	3.30	4	27.7	0.025
MONTHLY INCOME	8.39	3	31.9	<.001

Levene's Test for Homogeneity of Variances and Shapiro–Wilk tests were examined prior to omnibus testing: Levene's test indicated unequal variances for age and monthly income, and Shapiro–Wilk showed non-normal residuals for both variables (all W statistics $p < .001$). Because the equal-variance assumption was violated and residuals were non-normal, variance-robust omnibus testing (Welch's ANOVA) was employed for these profiles. Welch's ANOVA yielded significant group differences for age (Welch's $F(4, 27.7) = 3.30$, $p = .025$) and for monthly income (Welch's $F(3, 31.9) = 8.39$, $p < .001$). Given these results, variance-robust pairwise comparisons (Games–Howell) were used to follow up the Welch omnibus tests.

Table 18 Kruskal- Wallis ANOVA

Kruskal-Wallis			
	χ^2	**df**	**p**
SEX	5.88	3	0.118
DURATION OF STAY	13.8	2	0.001
TRAVEL DISTANCE	26.1	3	<.001
EDUCATIONAL ATTAINMENT	9.73	2	0.008

Levene's Test indicated that variances were reasonably homogeneous for sex, duration of stay, travel distance, and educational attainment), while Shapiro–Wilk tests showed non-normal residuals for each of these profiles (all W statistics $p < .001$). Because normality was not satisfied despite acceptable homogeneity for these variables, non- parametric omnibus testing (Kruskal–Wallis) was used. The Kruskal–Wallis tests found no overall difference by sex ($\chi^2(3) = 5.88$, $p = .118$), but identified significant differences by duration of stay ($\chi^2(2) = 13.80$, $p = .001$), travel distance ($\chi^2(3) = 26.10$, $p < .001$), and educational attainment ($\chi^2(2) = 9.73$, $p = .008$). Non-parametric pairwise follow- ups (Dwass–Steel–Critchlow–Fligner or equivalent) were therefore applied to these significant Kruskal–Wallis results.

Table 19 Games-Howell Post Hoc Test for Age

Games-Howell Post-Hoc Test – Age						
		18-24	**25-34**	**35-44**	**45-54**	**55-65**
18-24	Mean difference	—	-3402	-4701	-4432	-8548
	p-value	—	0.080	0.064	0.093	0.369
25-34	Mean difference		—	-1299	-1030	-5146
	p-value		—	0.929	0.965	0.762
35-44	Mean difference			—	269	-3848
	p-value			—	1.000	0.906
45-54	Mean difference				—	-4117
	p-value				—	0.883
55-65	Mean difference					—
	p-value					—

Games–Howell pairwise comparisons were conducted following the significant Welch omnibus for age because Levene's test indicated unequal variances for age and residuals were non-normal. The Games–Howell table shows several notable mean differences (for example, 18–24 vs 55–65 = −8,548 indicating the 18–24 group spent ₱8,548 less than the 55–65 group), but none of the pairwise p-values are below .05 (closest p's = .064–.093). Thus, although the Welch omnibus indicates that age groups differ collectively in total expenditure, the variance-robust pairwise tests did not identify any specific age- group pair as statistically

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different after adjustment.

Table 20 Games-Howell Post Hoc Test for Monthly Income

Games-Howell Post-Hoc Test – Monthly Income					
		10k to 19999	**20k to 29999**	**30k to 49999**	**Below 10k**
10k to 19999	Mean difference	—	-2752	-6172	2546
	p-value	—	0.257	0.089	0.421
20k to 29999	Mean difference		—	-3420	5298
	p-value		—	0.437	0.002
30k to 49999	Mean difference			—	8718
	p-value			—	0.007
Below 10k	Mean difference				—
	p-value				—

Games–Howell pairwise comparisons were run after the significant Welch omnibus for monthly income because Levene's test showed unequal variances for income and residuals were non-normal. The Games–Howell results identify two significant contrasts: respondents earning ₱20,000–₱29,999 spent on average ₱5,298 more than those earning below ₱10,000 (p = .002), and respondents earning ₱30,000–₱49,999 spent ₱8,718 more than those below ₱10,000 (p = .007). Other pairwise comparisons (e.g., 10k–19,999 vs 30k–49,999) were not statistically significant after adjustment. In short, the variance-robust post-hoc confirms the omnibus result by showing that middle- and higher-income groups spend significantly more than the lowest income group.

Table 21 Dwass-Steel-Critchlow-Fligner Pairwise Comparisons for Duration of Stay

Pairwise comparisons – Duration of Stay			
		W	**p**
1 to 2	3 to 4	5.19	<.001
1 to 2	4 to 7	1.96	0.348
3 to 4	4 to 7	-1.25	0.653

Duration of Stay Median

Duration of Stay	Median
1 to 2	₱7,900.00
3 to 4	₱12,000.00
4 to 7	₱9,250.00

Note: Direction of pairwise differences is reported using group medians because the sign convention of the DSCF test statistic can vary by software; medians are shown for clarity.

Following a significant Kruskal–Wallis test for duration of stay ($\chi^2(2) = 13.80$, p = .001), Dwass–Steel–Critchlow–Fligner (DSCF) pairwise comparisons were performed. DSCF indicated a single statistically significant contrast: 1–2 days vs 3–4 days (W = 5.19, p< .001). The medians show that the 3–4 day group had a higher typical total expenditure than the 1–2 day group (medians: 1–2 days = ₱7,900; 3–4 days = ₱12,000). The other pairwise contrasts were not significant: 1–2 vs 4–7 days (W = 1.96, p = .348) and 3–4 vs 4–7 days (W = −1.25, p = .653). Because residuals were non-normal, inference is based on these nonparametric median comparisons.

Table 22 Dwass-Steel-Critchlow-Fligner Pairwise Comparisons for Travel Distance

Pairwise comparisons – Travel Distance			
		W	**p**
11km to 40km	3km to 10km	3.028	0.140
11km to 40km	41km to 50 km	1.444	0.737
11km to 40km	51km and above	-2.853	0.182
3km to 10km	41km to 50 km	-0.863	0.929
3km to 10km	51km and above	-6.888	<.001
41km to 50 km	51km and above	-3.722	0.042

Travel Distance Median

Travel Distance	Median
3km to 10km	₱12,000.00
11km to 40km	₱7,650.00
41km to 50 km	₱11,300.00

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51km and above	₱5,350.00

Note: Direction of pairwise differences is reported using group medians because the sign convention of the DSCF test statistic varies by software; medians are shown for clarity.

Following a significant Kruskal–Wallis test for travel distance ($\chi^2(3) = 26.10$, $p < .001$), Dwass–Steel–Critchlow–Fligner pairwise comparisons were performed. DSCF indicated that the 3–10 km group had a significantly higher median total expenditure than the 51 km and above group ($W = -6.888$, $p < .001$; medians: 3–10 km = ₱12,000; 51+ km = ₱5,350). DSCF also found that the 41–50 km group had a significantly higher median total expenditure than the 51+ km group ($W = -3.722$, $p = .042$; medians: 41–50 km = ₱11,300; 51+ km = ₱5,350). Other pairwise comparisons were not statistically significant.

Because residuals were non-normal, conclusions are based on these nonparametric median comparisons.

Table 23 Dwass-Steel-Critchlow-Fligner Pairwise Comparisons for Educational Attainment

Pairwise comparisons – Educational Attainment			
		W	**p**
College Graduate	**College Undergraduate**	-4.409	0.005
College Graduate	Others	-0.525	0.927
College Undergraduate	Others	2.274	0.242

Educational Attainment Median

Educational Attainment	**Median**
Others	₱8,300.00
College Undergraduate	₱4,300.00
College Graduate	₱10,300.00

Note: Direction of pairwise differences is reported using group medians because the sign convention of the DSCF test statistic can vary by software; medians are shown for clarity.

Following a significant Kruskal–Wallis test for educational attainment ($\chi^2(2) = 9.73$, $p = .008$), Dwass–Steel–Critchlow–Fligner (DSCF) pairwise comparisons were performed. DSCF indicated a statistically significant difference between College Graduates and College Undergraduates ($W = -4.409$, $p = .005$); medians show that College Graduates had a higher typical total expenditure than College Undergraduates (College Graduate median = ₱10,300; College Undergraduate median = ₱4,300). Comparisons of College Graduate vs Others ($W = -0.525$, $p = .927$) and College Undergraduate vs Others ($W = 2.274$, $p = .242$) were not significant. Because residuals were non-normal, conclusions are based on these median comparisons.

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CHAPTER FOUR
DISCUSSION

This section presents the discussion based on the findings above visualize through tables. Statistical data such numbers and percentage are included in this section.

- *Demographic Profile of Tourist*

Out of the 105 respondents, in terms of age, 45.71 percent were in the age group 25-34 followed by 19.05 percent in 35-44, 16.19 percent in 18-24,11.43 percent in 45-54, 4.76 percent in 55-64 and 2.86 percent in 65 and above. It means that the sample is concentrated in the younger adult cohorts, with the 25-34 age group as the modal category. In the study of Singh & Singh (2019), tourists ages 21-40 were first in ranking. It indicates that tourism offers in Sorsogon City should maximize the portion of spending of age brackets contribution. In terms of sex, 50.48 percent were females, 36.19 percent for males, 9.52 percent for non-binary and 3.81 percent preferred not to say. The sample shows a slight female plurality and a notable representation of non-binary respondents. Ngondo et al (2024) reported a female- majority sample in analyzing domestic tourist motivations and expenditure-related behaviors in the Erongo region. Sorsogon City should tailored marketing suited targeting all gender type tourists. For duration of stay, 53.33 percent of the respondents' trip duration were 1-2 night/s, 37.14 percent in 3-4 nights, 7.62 percent in 4-5 nights and 1.90 percent in 6-7 nights. The data shows that short trips (1-2 night/s) predominate; multi-days stays beyond four nights are rare approximately 9.52 percent combined. Listyorini et al. (2023) reported that domestic tourists in Wonosobo Regency predominantly had short stays in which 60% of the respondents visited for a day or two. The tourism sector of the place should provide more activities that make tourist stay longer or activities that optimize tourist spending despite short stay. For monthly income, 48.57 percent of the respondents have 20,000- 29,999 salary per month followed by 27.62 percent for 10,000-19,999, 14,29 percent for 30,000- 49,999 and 9.52 percent for below 10,000. It means that nearly half of the respondents fall in the 20-000- 29,000 bracket, indicating a predominantly middle- income sample.Bathan et al. (2017) mentioned that most of the domestic tourists have an average monthly income of Php10,000-Php30,000. For travel distance, 58.10 percent of the respondents traveled 3-10 km followed by 21.90 percent in 51 km and above, 10.48 percent in 41-50 km, 5.71 percent in 11-20 kilometers, 2.86 percent in 21-30 km and 0.95 in 31-40 km. It means that a majority are nearby visitors, but a significant secondary group travels long distances. Lindsay (2024) found that their respondents are nearby travelers. Sorsogon City should target both short and long distance travelers as the data shows both are tourism revenue contributors. According to educational attainment, 83.31 percent of the respondents were college graduates, 10.48 percent were college undergraduates, 2.86 percent were high school graduate, 1.90 percent were senior high school graduate and 0.95 percent were elementary graduate. It indicates that the sample is highly educated, with more than four-fifths of the respondents are holding a college degree. The same study of Singh & Singh (2019), found out that more than half of their respondents were highly educated.

- *Ranking of Expenditure Category of Domestic Tourist*

In expenditure category, in terms of accommodation, 38.10 percent of the respondents spend 5,000- 9,999 followed by 22.86 percent spend 1,000-2,999, 18.10 percent spend 3,000-4,999, 8.57 percent stay with friends/ family, 6.67 percent spend 100-199 and 4.76 percent spend 10,000 and above. It means that mid- range accommodation is the dominant spending band, with 5,000-9,999 as the modal category. In food and beverage, 35.34 percent of the respondents spend 1,000- 2,999 followed by 33.33 percent spend 3,000-4,999, 19.05 percent spend 5,000-9,999, 4.76 percent spend 100-999 and 4.76 percent spend 10,000 and above. It indicates that most respondents spend within the 1,000-4,999 range on food and beverages indicating moderate F&B budgets. For attraction, 40.95 percent of the respondents spend 100-499 followed by 37.14 percent spend 500-999, 17.14 percent spend 1,000- 2,999, 2.86 percent spend 5,000 and above and 1.90 percent spend none. Approximately 78 percent of the respondents spend less than 1,000 on attractions, indicating reliance on low-cost or free attractions. For entertainment, 38.10 percent of the respondents spend 500-999 followed by 36.19 percent spend 1,000-1,999, 16.19 percent spend 1-499, 6.67 percent spend 2,000-3,999 and 2.86 percent spend none. The majority (74%) of respondents spend between 500 and 1,999 on entertainment, negligible proportions report no spending or very high spending For transportation, 49.52 percent of the respondents spend 1-499 followed by 41.90 percent spend 500-999, 7.62 percent spend 1,000-1,999 and 0.95 percent spend 2,000- 3,999. in indicates that transport is a relatively low-cost component for most visitors, consistent with a predominantly local sample. For shopping, 61.90 percent spend 1,000- 2,999 followed by 13.33 percent spend 500-999, 10.48 percent spend 1-499 as well as 10.48 percent spend 3,000-4,999 and 3.81 percent spend 5,000 and above. The majority of the respondents (62%) spend 1,000-2,999 on shopping, making retail a significant revenue source. For the mean and ranking of expenditure category, on average, accommodation (3,442.86) and food and beverage (3,157.14) account for the largest proportions of trip expenditure (Ranks 1 and 2, respectively), followed by shopping (1,587.14). Entertainment, attractions, and transportation constitute smaller average shares of total spending (878.57; 535.71; 464.29, respectively). Accommodation constitutes a large a large portion of tourism expenditure (Mapelu et al.(2013). Ravanes (2022) found out that food and beverage component reached 39% of domestic tourists expenditure. In the study of Singh & Singh (2019), tourists expenditure when it comes to shopping tallied 12.88 % on average basis. Lee et al.(2024) stated that 8.8% percent of tourist expenditure falls to entertainment. In addition, Tanana et al. (2022) found that available entertainment options constitutes a relatively minor portion of overall domestic tourist expenditure. Listyorini et al. (2023) found that domestic tourists in Wonosobo Regency showed an expenditure distribution in which attraction spending was relatively low compared to other travel component. The lowest expenditure category on the same study were the transportation spending (Singh & Singh, 2019). The tourism sector in

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Sorsogon City should make the most of the revenue contributed by accommodation, food and beverage, and shopping as those expenditure category holds the largest share in the place. However, the marketing strategy of the place should take note that areas like entertainment, attractions, and transportation spending needs improvement as it is the least amount of expenditure as of now.

- *Analysis of Variance Result*

The result of the significant difference of overall expenditure when grouped according to their profile are as follows. For age, homogeneity of variances was violated so Welch's ANOVA were used and indicated a statistically significant effect of age group on total trip expenditure. Games-Howell post hoc tests showed notable mean differences, 18-24 age brackets spent less that those in 55-65 above age brackets, however the pairwise test did not identify specific age group that are significantly different among the brackets. According to Vila et al. (2015), tourists aged 65 and above spent more on tourism, and considered to be the world's richest contributor of tourism growth market (Balderas and Patterson, 2025). It indicates that tourism offers and services in Sorsogon City should upgrade to attract more senior tourists. For sex, normal distribution was violated so Kruskal- Wallis ANOVA was used and result showed a no statistically significant difference in total trip expenditure across sex categories. Dzuka et al. (2022) stated that sex had tested with no significant difference in expenditure saying that it is ambiguous. It indicates that sex is not a significant factor influencing domestic tourist expenditures in Sorsogon City, suggesting a gender-neutral approach in marketing. For duration of stay, normal distribution was violated so Kruskal Wallis was used and revealed a statistically significant differences in total trip expenditure, Dwass-Steel- Critchlow-Figner pairwise comparison showed a significant difference in expenditure between tourist staying 1-2 nights and 3-4 nights. It indicates that duration of stay is one of the main driver of domestic tourist consumption in the city. This indicates that the distribution of total expenditure for the 3-4 day group was higher amounting to Php12,000 compared to Php7,900 of 1-2 day group.According to Oklevic et al. (2021), short stays (1-2 nights) and slightly longer trips (3-4) days are linked to spending categories. It indicates that the tourism sector in Sorsogon City should focus not just on how a tourist spend but also also what makes a tourist stay. For monthly income, homogeneity of variance was violated so Welch's ANOVA was employed and the analysis also revealed a statistically significant effect of monthly income on total trip expenditure. It showed two significant differences, tourists earning Php20,000- Php29,999 spent for about Php5,000 more than those below Php 10,000, and tourist with Php30,000- Php49,000 spent almost Php9,000 higher than those below Php10,000. Singh & Singh (2019) found a significant difference in expenditure when as per monthly income, and Tanana et al. (2022) stated that tourists with higher income level spend more compared to low- income travelers. It indicates that tourism in the city can maximize their high amount of spending to boost the local revenue of the place. For travel distance, normal distribution was violated so Kruskal-Wallis was used and it revealed a statistically significant effect on total trip expenditure, the DSCF pairwise comparison identified that visitors who traveled 51 km and more spent Php5,350, substantially lower than those who travelled 3-10 km spending around Php12,000, and 41-50 km group spent Php11,300 compared to 51 km and above group. According to Xue and Zhang (2020), there is a significant difference in tourist expenditure when grouped as per demographic profile travel distance, it highlighted that short-haul tourists favoured spending compared to long-haul tourists. This indicates that long distance travelers generates a high source of revenue to the place, allowing the city to create new opportunities, not just relying on long-distance tourists. For educational attainment, normal distribution was violated so Kruskal-Wallis was used and the result also showed a statistically significant difference in total trip expenditure across educational-attainment groups. DSCF found that there is a difference in total tourist expenditures between college graduate and college undergraduate. Tourists with college degree spend around Php10,300, much higher than college undergraduates who spend Php4,300 during travel. This indicates that Sorsogon City attracts a higher portion of tourists that are possibly financial cable when it comes to tourist expenditure.

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CHAPTER FIVE
CONCLUSION AND RECOMMENDATION

This section presents the conclusion based on the discussion. It also highlights the recommendation of the researcher that can serve as a baseline for future research endeavors.

The result of the study confirms that majority of the respondents (45.71%) belong to 25-34 age group, 50.48% were female, 53.33% stay for a night or two, 48.57% have Php20,000- Php29,999 monthly income, 58.10% travelled 3-10km, and 83.81% were college graduate. For tourist expenditures, accommodation has the largest amount, followed by food and beverage, shopping, entertainment, attraction, and the least share amount of expenditure falls into transportation due to a predominant nearby visitor. Furthermore, the result of Analysis of Variance provided evidences supported by statistical data that there is a significant difference in overall expenditure when grouped according to their demographic profile except for age, duration of stay, monthly income, travel distance and educational attainment, however found a no statistically significant difference of total expenditures when grouped according to sex. Based from the post hoc and pairwise comparison used, tourists in the high- and middle-income groups spent more than in the lower income group. Short- distance travelers spent more compared to long- distance tourists. Tourists' expenditure varies depending on their stay, and college graduate spent differently compared to tourists who are college undergraduate.

The findings of this study provided implications for policy makers to create strategic tourism plan to boost tourism in the area catering to different target markets, focusing on economic benefits while supporting locals and local businesses in the area, tourist facilities and service improvement taking into account the practice of sustainable tourism. The present study also recommends conducting further studies in the near future that focuses on other variables such as frequency of visit, purpose of visit, occupation, preferences, and impacts on expenditure pattern to provide and expand insights about factors influencing domestic tourists' expenditure.

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