

## Tourist Motives and Expectations to Panay Bukidnon as a Cultural Tourist Destination

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### Abstract

This descriptive correlational study aimed to know the level of the tourist motives and expectations and to determine the relationship between the level of tourists' motives and expectations to Panay Bukidnon as a Cultural Tourist Destination. Conducted on February to May 2023 in the Panay province, the respondents of the study were the 50 tourists who were visiting the cultural tourist destination which is the Panay Bukidnon. Purposive sampling method was employed in the collection of data. An adapted and modified questionnaire from Li, C., & Borbon, N. M. D. (2021) in their study entitled Tourists' motives, expectation and experience to historical sites in Hunan province. The descriptive statistical tools employed were the mean as descriptive statistics and Spearman's rho was used to test the significant relationship. The major findings of the study revealed that the respondents as a whole, it revealed that they have a very high level of expectation as a whole and in terms of environment, cultural, services and transportation. However, when categorized, in terms of transportation, their expectation is only high. Moreover, in terms of the level of motives as a whole, it revealed that the tourists are very highly motivated to visit in terms of visit, evaluation and emotional involvement. Furthermore, there is significant relationship between the level of expectation and level of motivation to Panay Bukidnon as a Cultural tourist destination.

*Keywords:* Evaluation, assessment, motivation, travel behavior

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## Introduction

Offering passengers a unique experience through cultural tourism has the potential to be a profitable touchpoint for both domestic and foreign markets. Every destination has its own distinct culture. The different influences and experiences that are weaved into a living tapestry that is passed down from generation to generation are reflected in it. Cultural tourism encompasses all types of products. The way we greet guests, the food we serve, the events and activities we organize, our festivals, and our local markets all draw inspiration from our culture. Conversely, a robust market for culture-based tourism promotes inclusive growth since crafts, the arts, heritage sites, and festivals can all create and maintain jobs and means of subsistence for the local population, preserve the environment and travel destinations, and honor the indigenous people. Because of who we are and what we have, which can only be experienced here, it can draw tourists to our shores. For visitors, cultural tourism has the power to change their lives—eat, love, pray, travel, enjoy, and respect. Because they won't demand the high cost of a destroyed biodiversity and can instead integrate into the tranquil communities' way of life, destinations might appeal to the mission-oriented market (Jimenez,2023).

Panay Bukidnon is very rich in terms of its culture. There are lots of tourist are coming along to witness the Panay Bukidnon. The Panay Bukidnon village can be found in Acuña, Tapaz. Panay Bukidnons are rich cultural practices like in oral traditions – unwritten prose and poetry, are still sung/chanted, e.g., ambahan, sugidanon,dilot, ulawhay, handed down from generation to generation (Olapane &Ricardo, 2021). They still have their distinctly indigenous dance – the Binanog (Kinaray-a, meaning “way of the hawks/like the hawks”), the courtship dance of the Panay Bukidnons. On special occasions, they, especially the women wear colorful ingenuous costumes/ personal adornments (Gamosa, 2014). They have their socio-economic practices like weaving and embroideries. The only known living persons who can recite the epic entirely are Mr. Federico ‘Tay Pedring’ Caballero, one of the three (3) recipients of the 2001 Gawad Manlilikha ng Bayan (GAMABA) Award, along with his younger brother Mr. Romulo ‘Tay Mulok’ Caballero, recipient of 2004 ‘Search for Outstanding Indigenous Leaders’ (SOIL) Award for Culture, of the Garangan, Calinog Community (also claimed by Tapaz, Capiz) (Gamosa, 2014).

## Objectives/Statement of the Problem

- 1.To determine the level of expectation of the tourist in terms of environment, cultural, services and transportation
- 2.To determine the level of motivation of tourist in terms of visit, evaluation and emotional involvement.
- 3.Test significant relationship between the level of expectation and level of motivation of tourist to Panay Bukidnon as a Cultural Tourist destination

## Theoretical Framework

The researcher will conduct one-on-one interview using a survey questionnaire checklist to gather data on the healing practices and alternative medicine they use. The survey questions is composed of three parts: Part I, includes the demographic profile and personal data of the respondents such as age, sex and family monthly income, Part II, the questionnaire proper comprise the different activities that determine the socio-economic practices that they are doing in this time of pandemic, Part III consist the problems encountered by Panay Bukidnon in terms of socio-economic. The researchers will check the survey questionnaire in accordance to the response of the respondents during the one on one interview.

## Review of Literature/Prior Art Search

Travel motivation plays a crucial psychological role in driving tourists to make travel choices and engage in travel behaviors. It is often characterized as an individual's internal drive and desire for tourism activities (Sekiguchi et al., 2019). This factor significantly impacts the decision-making process in tourism, as well as the experiences, perceptions, and behaviors of travelers. In academic research, it is essential to improve our comprehension of the factors that motivate tourists. Additionally, tourists generally expect that the offerings provided by a destination will meet certain standards of performance. If these expectations are fulfilled, tourists are likely to feel satisfied; if not, dissatisfaction may arise. In the realm of marketing, expectation refers to a person's perceptions formed before encountering a product or their preconceived ideas about its attributes. Expectations can be viewed as a comparative assessment where satisfaction rises as the ratio of performance to expectation improves (Li et al., 2011). At the same time, tourists' experiences influence their perceptions of tourist destinations, which in turn impacts the appeal of those destinations (Chen & Chen, 2020).

Cited in the study of Li & Borbon (2021) that Travel motivation is a significant psychological component that influences travelers' decision-making and behavior when planning trips. According to Sekiguchi et al. (2019), travel motivation is frequently characterized as a person's willingness and internal demand for tourist behavior. It has a significant impact on the experience, perception, and conduct of travelers.

## Methodology

**Participants of the Study.** There were 50 participants in this study. These participants were the tourists visiting the Panay Bukidnon Village. Purposive sampling was employed in the selection of participants in this study.

To gather the needed data, the present investigation adopted and modified survey questionnaire that was used by Li & Borbon (2021) in the determination of the Tourist Motives, Expectations, and Experience to Hunan Province.

The researchers ask permission from the office of the municipal mayor of Tapaz where the Panay Bukidnon Village is situated.

Results and Discussion

Table 1. The level of expectation as a whole and in terms of environment, cultural, services and transportation.

Category	Mean	Description
Whole	4.33	Very high
Environment	4.30	Very high
Cultural	4.36	Very high
Services	4.55	Very high
Transportation	3.94	High

Scale:

Mean	Description
4.51 – 5.00	very high
3.51 – 4.00	high
2.51 – 3.00	Average
1.51 – 2.50	low

As shown in table 2, the level of motivation as a whole is very high with the mean of 4.43 which fell in the scale of 4.51 – 5.00. In terms of visit, evaluation and emotional involvement , the tourists are very highly motivated.

Table 2. The level of motivation as a whole and in terms of visit, evaluation and emotional involvement.

Category	Mean	Description
Whole	4.43	Very high
Visit	4.49	Very high
Evaluation	4.43	Very high
Emotional involvement	4.33	Very high

Scale:

Mean	Description
4.51 – 5.00	very high
3.51 – 4.00	high
2.51 – 3.00	Average
1.51 – 2.50	low

The result of the Spearman's rho in table 3 shows significant relationship ( $r = .697$ ;  $p = 0.00$ ) between respondents' expectation and motivation. The p value is less than 0.05. It means that if the tourists are highly motivated their expectation on Panay Bukidnon as a Cultural Tourist destination also increases.

Table 3. The Spearman's Correlation Matrix for the relationship between Respondents' expectation and motivation

Correlated variables	r- value	Sig
Expectation – motivation	.697***	.000

\*\*\* $p < 0.001$ , significant at 0.001 alpha

### Summary of Findings

1. Generally, it revealed that respondents have a very high level of expectation as a whole in terms of environment, cultural, services and transportation. However, when categorized, in terms of transportation, their expectation is only high.
2. Generally, it revealed that in terms of the level of motivation as a whole, it also showed that the tourists are very highly motivated to visit in terms of in terms of visit, evaluation and emotional involvement.
3. Furthermore, there is significant relationship between the level of expectation and level of motivation to Panay Bukidnon as a Cultural tourist destination.

### Conclusions

Based on the foregoing findings, the following conclusions were drawn:

1. It appeared that most of the respondents have a very high level of expectation as a whole in terms of environment, cultural, services and transportation. However, when categorized, in terms of transportation, their expectation is only high. It means that they have already the expectation that the Panay Bukidnon village is very far and some of the roads are not well cemented, so their expectation is not that high compared to environment, cultural and services.

2.It revealed that most of the respondents are very highly motivated in going to Panay Bukidnon. It means that they saw a value and cultural significance on their visit.

3.It showed that when the respondents are highly motivated, the level of expectation to Panay Bukidnon as a Cultural tourist destination is also increasing.

### Recommendations

In view of the findings, conclusions, the following were recommended:

1.The destination management organization and the local government unit may highlight the importance of accessibility to cultural destination. They may possibly cement and fixed the roads and put tourism information sign-ages. They must also have accessible local guides when the tourists are visiting the Panay Bukidnon village.

2.PanayBukidnoncommunity,tourismofficers,plannersandlocalgovernmentunitmay formulate programs, projects, activities, tourism plans and policy for the implementation to make the tourists highly motivated in visiting the Panay Bukidnon village.

3.Since,thefindingsrevealedthatwhenthe touristsarehighlymotivated,theirexpectations are also increasing. These findings could help as one of their basis in implementing activities and must go in trend and creatively innovate strategic ideas that will encourage the travellers to avail services and tourism products in the Panay Bukidnon village.

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