

Motivational intention on motorcycle tourism in the attractions of Bicol region

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Abstract

Motorcycle tourism has received little attention in academic studies. Therefore, the present study attempts to demonstrate the motorcycle tourist's motivational intention to visit destinations in Bicol Region in terms of: Adventure Tourism (AT), Ecotourism (ET), Emotional Reasons (ER), Family Reasons (FR), Physical Response (PY), and Status (ST). The researcher was able to test the significant difference when grouped according to profile variables and the significant relationship among given variables using the Shapiro-Wilk, Mann-Whitney U test, and Kruskal Wallis. There was a total of 384 respondents and only the tourists engaged in motorcycle riding within the Bicol region are considered as part of the population sample. Results showed that most motorcycle-traveling tourists are in their twenties and thirties, married, and traveling with their friends as their travel companions. When pertaining to the significant relationship of the given variables, the motivational and attitudinal drivers of the tourism and hospitality business can potentially improve the 5A's of Tourism. The study also recognizes the fundamental importance of safety and security in creating a positive destination experience. Motorcycle tourists need assurance that their well-being is protected throughout their journey, therefore, it is recommended that government entities should take part in promulgating the safety and security interventions.

Keywords: adventure tourism, hedonism, motorcycle riding, public hazard

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1. Introduction

Times in general, motorcycle tourism is a type of tourism characterized by the utilization of motorcycles in traveling to a tourist destination (Gronau & Hokamp, 2022). Over the years, motorcycle tourism has garnered much attention from both government and academic entities. Sykes and Kelly (2012) of the then Kaplan University, now Brightwood College, during the International Conference on Tourism and Events held in Ireland, believed that motorcycle tourism was gaining popularity, citing relevant studies by Ken Aiken. Now, everyone can see a wide array of travel shifts from group trips to solitude trips, and these shifts are not just one-factor but rather multifactorial and multifaceted. Motorcycle tourism, which is oftentimes done by the rider and/or one passenger, entails, that an utmost two travelers or tourists are involved during motorcycle tourism feats; hence, it can arguably be considered a form of solitude, solo venture, or travel.

While there have been various benefits associated with motorcycle tourism, only a handful of studies have attempted to gauge the relationships between travel satisfaction, loyalty, and revisit intention. There is a need to measure and assess the relationships between motorcycle tourism, travel satisfaction, and revisit intention, especially in the Filipino context and based on the travel destinations in the area. Statista, a company that collects market and consumer data, found that the number of motorcycle owners rose from about 720,000 in 2001 to just over 1.7 million in 2019. This year, that number will likely go up to more than 2 million (Nasiad, 2021). However, failed to focus on motorcycle tourism. So far, both the Google database and Google Scholar lack journal literature associating motorcycle tourism with travelers' or riders' wellbeing, revisit intention, and travel satisfaction. Hence, to bridge this gap, the current study was employed, seeking to find answers to the relationships between motorcycle tourism, tourist motivational intention, tourism components, and safety and security towards destination experience in the attractions specifically in the Bicol region.

Bicol is intrinsically blessed with various natural and artificial wonders. It is a favored tourist destination with a rich cultural and historical heritage (Buena & Borbon, 2022). It is one of the most prominent pilgrimage sites in the Philippines, making it a national pilgrimage city. Moreover, in Paladan's (2020) research, it has been mentioned that Camarines Sur is one of the most popular tourist destinations due to its attractive beaches. One cannot just dodge the relevant ideas that have led to many consumers wanting to ride a motorcycle (Frash & Blose, 2019; Yuniaristanto et al., 2022). Perhaps, in its most practical aspect, among those motorcyclists, the primary reason for wanting motorcycle ownership is to travel and visit tourist sites (Frash & Blose, 2019; Marquet & Miralles-Guasch, 2017). One can come up with various premises associated with the advantages of riding a motorcycle. Aside from convenience, the primary reasons why people use and own a motorcycle include its efficiency, flexibility, and economic and hedonic satisfaction it brings to its users (Yuniaristanto et al., 2022).

While the use of motorcycles in traveling has been associated with satisfaction and personal fulfillment, safety and security remain the two pressing concerns related to the use of such a mode of transportation (Islam, 2021; Sumit et al., 2022). Interestingly, the Tourism Promotions Board (TPB), the Department of Tourism's (DOT) marketing and promotions arm, has launched a campaign aimed at motorbike tourism. Remarkably, the Bicol Region has already launched a successful Regional Kick-Off Ride to spread awareness about motorcycle tourism. The primary goal of this study is to fill in the gaps in examining and understanding the tourists' motivations for visiting motorcycle tourist destinations. The study also assessed sub-variables such as Adventure Tourism (AT), Ecotourism (ET), Emotional Reasons (ER), Family Reasons (FR), Physical Reasons (PR), and Status (ST) (Ramoja et al., 2021). It will also serve as the theoretical and methodological foundation of this study to further evaluate the 5As of tourism components, including the level of safety and security regarding the destination experiences of motorcycle riders or tourists.

Moreover, the development of a tourist destination requires a holistic strategy. Tourism organizations in Bicol Region should base their plans on the five pillars of tourism, often called the 5As of tourism components. These are attractions, accessibility, amenities, accommodation, and ancillary. Improving the quality, diversity, and revival of tourism products and institutions can impact motorcycle tourism. Also, human resources can help the tourism business thrive (Karim et al., 2021). Haneef (2017) emphasized that in managing a destination's tourist industry, one must consider the 5As (attractions, accessibility, amenities, accommodation, and ancillary). These elements can affect the standards of motorcycle tourists and their needs. Consequently, Torralba and Ylagan (2021) reiterated that safety and security play an imperative role in the actual destination experience of motorcycle tourists.

Furthermore, tourist destination experiences in Bicol Region when using motorcycles can be characterized by hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, and destination experience, as described in the articles of Ramoa et al. (2021), Torralba and Ylagan (2021), and Wu, Ai, and Chang (2021). Once these tourists are motivated, their longing for an authentic experience should be satisfied. The factors mentioned above should guide destinations toward high satisfaction. The results of this study can be used by the Department of Tourism, the Department of Interior and Local Government, and Non-Government Organizations advocating for the use of motorcycles in touring and among others, to enhance a motorcycle tourism experience framework in Bicol Region that can be implemented by a wide range of Tourism Promotion Board (TPB) and tourist destinations across the globe. In such a way, the results of this undertaking would benefit the following individuals or groups of individuals: **motorcycle riders, motorcycle manufacturers and product developers, the academe and researchers, the department of tourism, the department of public works and highways.**

Objectives of the Study - The study analyzed the tourist's motivational intention, the 5As as Components of Motorcycle Tourism, safety, and security towards the destination experience of Motorcycle Tourism in the Bicol region. Specifically, it sought to 1) present the respondents' demographic profile in terms of age, civil status, travel companion, and frequency of visit 2) present the psychographic profile of the respondents in terms of lifestyles, interests, and activities; 3) To determine the motorcycle tourist's motivational intention to visit destinations in Bicol Region in terms of: Adventure Tourism (AT), Ecotourism (ET), Emotional Reasons (ER), Family Reasons (FR), Physical Response (PY), and Status (ST); 4) to test the significant difference when grouped according to profile variables.

2. Methods

Research Design - A quantitative-correlational research design has been used in the current investigation. The purpose of quantitative research is to determine the relationship between two variables in a specific population. Quantitative techniques, according to Rahman (2020), make use of a larger sample size. The amount of time it takes to acquire data with these methods is usually negligible. Descriptive methods are being used in conjunction with quantitative designs in the meantime. Descriptive research describes a group, situation, or phenomenon in detail. This approach makes researchers accurate and consistent (McCombes, 2020).

Participants of the Study - The respondents of the study were based on the 980 749 tourist arrivals given by the Department of Tourism as requested by the researcher. As of September 2022, according to the data from 2021, a total of 804 foreign tourists had arrived in the region and 979 945 domestic tourists. As a result, the researcher utilized stratified random sampling to determine the number of respondents per province. It is used to develop a balanced number in a vast population. Hence, stratified random sampling can give the research the desired results, which are meaningful and unbiased.

Data Gathering Instrument - The researcher used an adapted and modified questionnaire to make it suitable for the present situation and research locale. The questionnaire was comprised of six parts based on the study's objectives—the first and second parts consist of the psychographic and demographic profiles of the respondents

from Almohaimmeed (2017). The third part pertains to the tourist's motivational intention to visit destinations using a motorcycle in the Bicol region of Ramoa, Pires, and Añaña (2021). The fourth part consists of the 5As of Tourism Components of Tourist Destinations in terms of Attraction, Accessibility, Amenities, and Ancillary from Sugiyama (2019). The fifth part pertains to examining the level of safety and security of motorcycle tourist destinations in terms of Public Hazard, Life and Property, Public Health, and Environmental. It was adapted from the study of Torralba and Ylagan (2021). Finally, the sixth part consists of the tourist's destination experience in the Bicol region when using motorcycles, according to the study by Gohary et al. (2018).

The pilot test questionnaire has four sections, namely: Motorcycle Tourist's Motivational Intention Visiting the Destinations in SOCCSKSARGEN; Potential 5A's Tourism Components in SOCCSKSARGEN; Safety and Security of Motorcycle Tourist Destinations in SOCCSKSARGEN; and Motorcycle Tourist's Destination Experience, with obtained Cronbach alpha coefficients of 0.987, 0.988, 0.954, and 0.954, respectively, verbally interpreted as "Excellent". The pilot testing questionnaire has undergone face-to-face validation with the adviser and expert validation in total.

Data Gathering Procedure - The researcher used Google Forms to collect data from participants who had been selected based on answers to pre-determined qualifying questions. Consequently, the researcher surveyed people by contacting motorcycle tourists and motorcycle clubs, such as Philippine Motorcycle Tourism. As a result, the researcher collected data by letting them answer the survey questionnaire. Additionally, the survey has been administered personally and on social media platforms like Facebook Messenger. The researcher personally administered half of the survey questionnaire in order to distribute the survey forms. It was given to the selected motorcycle tourists at the destination sites. Additionally, the researcher established a meaningful relationship with the motorcycle groups in the Bicol Region to facilitate higher access and retrieval of information from the respondents. Also, the researcher sought the help of friends. When the questionnaires were ready, the researcher collected them for analysis. Next, data has been gathered, processed, and analyzed with the assistance of statisticians. Careful, honest, and complete secrecy shall be maintained at all times.

Ethical Considerations - The significance of protecting user privacy will be emphasized. The ethical issues will be incorporated into the Google Forms and questionnaires given to respondents by the researcher. There will be no misrepresentation, so that participants are aware of the study's goals. It is important to remember that the poll will be conducted objectively, with no effort to produce answers that favor any particular political party. In the consent form, it is also stated that the data acquired will be treated confidentially in accordance with the Data Privacy Act of 2012. The researcher has communicated through email with the authors of five (5) studies in which the chosen variables were adopted. The researcher made a formal letter and sent it their email, whose content was to ask permission to use and adopt their developed questionnaire.

Data Analysis - The statistical tools and methodologies addressed the study's research questions in presenting and treating the data. Frequency and percentage distribution were used to describe the demographic profile of the respondents. Weighted mean and rank were used to present the psychographic profile of the respondents in terms of lifestyles, interests, and activities. To determine the motorcycle tourist's motivational intention to visit destinations in Bicol Region in terms of: Adventure Tourism (AT), Ecotourism (ET), Emotional Reasons (ER), Family Reasons (FR), Physical Response (PY), and Status (ST); evaluate the potential 5As of tourism components in the Bicol Region in terms of Attraction, Accessibility, Amenities, Ancillary, and Accommodation; examine the safety and security of motorcycle tourist destinations in terms of Public Hazard, Life and Property, Public Health, and Environmental; assess the tourist's destination experience in the Bicol Region when using a motorcycle in terms of Hedonism, Novelty, Local culture, Refreshment, Involvement, Knowledge, and Destination experience. The result of the Shapiro-Wilk Test showed that the p-values of all variables were less than 0.05, which means that the data set was not normally distributed. Therefore, the Mann-Whitney U test for two groups and the Kruskal-Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significance. All analyses were performed using SPSS version 26.

3. Results and discussion

Table 1

Distribution of Respondents' Profile

Profile Variables	Frequency	Percentage
Age		
25 years old and below (Gen Z)	138	35.9
26 - 41 years old (Gen Y)	228	59.4
42 - 56 years old (Gen X)	18	4.7
Civil Status		
Single	158	41.1
Married	226	58.9
Travel Companions		
Family member/relative	55	14.3
Friends	309	80.5
Workmates	13	3.4
Others	7	1.8
Frequency of visits to tourist destinations in Bicol Region		
More than once a year	265	69.0
Less than once a year	43	11.2
Once a year	75	19.5
Others	1	0.3

The result presents the distribution of respondents' profiles. In terms of **Age**, the data revealed that the highest number of respondents come from Generation Y (26–41 years old), which has a frequency of 228 or 59.4 percent. It was followed by Generation Z (25 years old and below), which garnered a total frequency of 138, or 35.9 percent. While the least came from Generation X (45–56 years old), which has a frequency of 18 or 4.7 percent. Relatively, pertaining to **Civil Status**, the results show that there were 226 (58.9%) respondents who are married and 158 (41.1%) respondents who are single. On the other hand, in terms of **Travel Companions**, top of the list was with friends, which garnered a frequency of 309, or 80.5 percent. It was followed by Family member or relative, which has a frequency of 55, or 14.3 percent. More so, the Workmates have a frequency of 13, or 3.4 percent. Significantly, when distributed according to **Frequency of Visit to Tourist Destinations in Bicol Region**, top in the list was the indicator "More than once a year." It has garnered a total of 265, or 69 percent.

The data also suggests that there is a growing interest in motorcycle tourism among young adults in the Bicol Region. This is likely due to the increasing popularity of adventure tourism and the growing number of motorcycle-friendly destinations in the region. The data also suggests that motorcycle tourism is a popular activity for couples and families. This is likely due to the fact that motorcycles are a relatively affordable and convenient way to travel. The data on frequency of visit suggests that motorcycle tourists are repeat visitors to the Bicol Region. This is likely due to the region's rich natural beauty and diverse attractions.

Psychographic Profile of the Respondents - The data shows that the respondents have a **healthy and active** lifestyle. This is evident in the high scores for the indicators of **Health and Safety** (2.89), **Local Restaurants** (2.72), and **Fresh Fruits and Vegetables** (2.71). These indicators suggest that the respondents are concerned about their health and well-being. They also value experiences that allow them to connect with nature and eat healthy foods. The data also shows that the respondents have a **socially active** lifestyle. This is evident in the high scores for the indicators of **Photography** (2.78) and **Tourism Activities** (2.70). These indicators suggest that the respondents enjoy sharing their experiences with others. They also value experiences that allow them to connect with people from different cultures.

Psychographic Profile of the Respondents in terms of Interests - The data shows that the respondents have a **strong interest in the ambiance and atmosphere of the tourist destination**. This is evident in the high score for the indicator of **Ambiance and Atmosphere** (2.90). This suggests that the respondents are interested in the overall experience of visiting a tourist destination, including the sights, sounds, and smells. They also value

experiences that allow them to connect with the local culture. The data also shows that the respondents have a **strong interest in locally grown food**. This is evident in the high score for the indicator of **Locally Grown Food** (2.72). This suggests that the respondents are interested in trying new foods and experiencing the local cuisine. They also value experiences that allow them to support local businesses.

Psychographic Profile of the Respondents in terms of Activities - The data shows that the respondents are **socially active and enjoy engaging in activities that allow them to connect with others**. This is evident in the high scores for the indicators of **Travel with Other Motorcycle Tourists** (2.64), **Local Engagement** (2.66), and **Social Media Promotion** (2.52). These indicators suggest that the respondents enjoy spending time with other people and sharing their experiences with others. They also value experiences that allow them to connect with people from different cultures. The data also shows that the respondents are **safety-conscious and aware of the rules and regulations of motorcycle tourism**. This is evident in the high score for the indicator of **Do's and Don'ts** (2.82). This suggests that the respondents are aware of the risks associated with motorcycle tourism and take steps to mitigate those risks. They also value experiences that allow them to explore new places and learn new things.

Table 2

Motorcycle Tourist's Motivational Intention to Visit Destinations in Bicol Region

Indicators	Composite Mean	Interpretation	Rank
1. Adventure Tourism	4.45	Agree	5
2. Ecotourism	4.55	Strongly Agree	3
3. Emotional Reasons	4.60	Agree	1
4. Family Reasons	4.57	Strongly Agree	2
5. Physical Response	4.48	Agree	4
6. Status	4.18	Agree	6
Overall Composite Mean	4.47	Agree	

Legend: 4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Moderately Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The table presents the motorcycle tourist's motivational intention to visit destination in Bicol Region with the overall composite mean is 4.47, which indicates that the respondents generally agreed with the statements about the motivational factors for motorcycle tourism in the Bicol Region. The data shows that the most important motivational factors for motorcycle tourists in the Bicol Region are emotional reasons (4.60), family reasons (4.57), and ecotourism (4.55). These factors were rated as "agree" or "strongly agree" by the majority of respondents. The emotional reasons, family reasons, and ecotourism are the most important motivational factors for motorcycle tourists in the Bicol Region. The Bicol Region is a very emotional place. The region is home to a rich culture and history, and it is also a beautiful natural landscape. These factors can all contribute to the emotional experience of motorcycle tourism in the Bicol Region. Thus, the motorcyclist's connection to the journey and its endpoint from the perspective of a visitor (Ramoá & Pires, 2021).

Motorcycle tourists are often looking for an emotional connection with the destination. They want to feel a sense of connection to the place they are visiting, and they want to experience the emotions that the destination has to offer. Motorcycle tourism can be a very emotional experience. The thrill of the ride, the sense of freedom, and the opportunity to explore new places can all be very emotional experiences. These experiences can evoke feelings of joy, excitement, and adventure. The next most important motivational factors are adventure tourism (4.45) and physical response (4.48). These factors were also rated as "agree" by the majority of respondents. The least important motivational factor is status (4.18). This factor was only rated as "agree" by a minority of respondents. **Motorcycle tourism is not seen as a status symbol in the Bicol Region.** In many cultures, motorcycle ownership is seen as a sign of status. However, this is not the case in the Bicol Region. Motorcycles are a common form of transportation in the region, and they are not seen as a way to show off one's wealth or social status. It stands to reason that motorcyclists who have a higher level of perceived experiential trust are more likely to feel confident choosing motorcycle touring over other types of tourism, rather than just a mere recognition (Wu, et al., 2021).

Table 2 shows the Difference in responses based on Motorcycle tourists Motivational Intention Visiting the Destinations in the Bicol Region When Grouped According to Profile. When grouped according to the **Age** variable, all the indicators postulated a Highly Significant Difference. Specifically, Adventure Tourism has a p-value of 0.000. It means that it is highly significant.

Adventure tourism plays a significant role in motorcycle tourism. It involves a new set of activities away from the usual whereabouts of the tourists. It posits a highly significant difference because adventure tourism affects entirely the movement of motorcycle tourism. Some researchers may classify motorcycle vacations as a subdivision of the larger "drive tourism" industry (Cater, 2017). There is no denying the significance of this industry for rural vacation spots around the globe. The same was also seen in **Ecotourism** because it has a 0.000 p-value that depicts a highly significant difference. This result means that ecotourism has an indirect impact on motorcycle tourism. It only means that there was a relatively high, measurable difference between these two concepts. It also implies that the experimental variable was directly affected by the ecotourism factor when grouped according to age.

From the vantage point of adventure tourism and ecotourism, the study of Ramoa and Pires (2020) explores the full gamut of motorcyclists' behavior, activities, and perspectives. In terms of methodology, their study takes an inductive tack. Their findings provide a bibliographical discussion of the conceptual background to the relationship between motorcycling and motorcycle tourism. They also have an analysis of the profile, motivations, activities, and behavior of 428 motorcyclists with respect to their trips and destinations. Through the use of adventure and ecotourism as analytical frameworks, they were able to include motorcycle tourism in the context of tourism research in Brazil for the first time. They laid the groundwork for including motorcyclists as a distinct section of vacationers.

Furthermore, **Emotional Reasons** also got a p-value of 0.000, which can be interpreted as highly significant. Data shows that when grouped according to age variables, emotional reasons vary among several generations. Respondents have different coping mechanisms, one of which is motorcycle tourism. Thus, it improves the emotional stability of an individual engaging in this field. Min et al. (2022) studied the pull factors' effect on sports tourists' pleasure more than the push factors. It was revealed that pull factors are mostly influenced by the personality type of the sports tourist. The research demonstrates that the motivation for entertainment has a significant impact on tourists' satisfaction and loyalty to a particular location. Also, visitors' commitment to a particular location has a significant impact on the loyalty they feel for their destination, thus, emotional reasons have something to do with their intentions to return.

Table 2

Difference of Responses on Motorcycle Tourist's Motivational Intention Visiting the Destinations in Bicol Region When Grouped According to Profile

Profile Variables	f/tvalue	p-value	Interpretation
Age			
Adventure Tourism	42.050	0.000	Highly Significant
Ecotourism	28.552	0.000	Highly Significant
Emotional Reasons	16.275	0.000	Highly Significant
Family Reasons	19.508	0.000	Highly Significant
Physical Reasons	27.242	0.000	Highly Significant
Status	59.363	0.000	Highly Significant
Civil Status			
Adventure Tourism	13562.000	0.000	Highly Significant
Ecotourism	14950.000	0.004	Significant
Emotional Reasons	16691.000	0.273	Not Significant
Family Reasons	15660.000	0.020	Significant
Physical Reasons	16408.500	0.158	Not Significant
Status	15278.500	0.012	Significant
Travel Companions			
Adventure Tourism	8.631	0.035	Significant
Ecotourism	7.249	0.064	Not Significant
Emotional Reasons	16.714	0.001	Significant

Family Reasons	9.277	0.026	Significant
Physical Reasons	13.362	0.004	Significant
Status	18.294	0.000	Highly Significant
Frequency of visits to tourist destinations in Bicol Region			
Adventure Tourism	32.129	0.000	Highly Significant
Ecotourism	27.229	0.000	Highly Significant
Emotional Reasons	9.040	0.029	Significant
Family Reasons	12.648	0.005	Significant
Physical Reasons	27.998	0.000	Highly Significant
Status	15.140	0.002	Significant

Legend: Significant at p-value<0.05

The **Family Reasons** also received a p-value of 0.000, interpreted as highly significant. It can be perceived that going on a trip for family is significant at a p value <0.05. It means that family is an important aspect of why motorcycle tourists travel. They have a high regard for the shared ties they have with their family while on a motorcycle trip. The results of the primary research of Kelly (2022) demonstrate that trips to the coast can help enhance family ties on a personal level. However, there is a great deal of nuance and controversy around these ties. With regards to gender and the societal reproduction of traditional women's and men's roles at home and during celebrations. When examining the reasons behind family vacations, it becomes clear that "quality time" has a wide range of meanings.

In terms of **Physical Reasons**, it got a p-value of 0.000, interpreted as highly significant when grouped according to age variables. Physical Reasons have something to do with the Motorcycle Tourist's Motivational Intention to visit the Destinations in the Bicol Region. A highly significant difference means that roads, route management, and other physical risks have something to do with the places they wanted to visit using a motorcycle. Also, individuals suffering from physical barriers cannot actively participate. Lastly, when The travel experiences of people with impairments have been largely unexplored. Disabled people and tourism have always been studied independently in academic circles. The paper by Darcy (2022) examined the difficulties encountered by people with significant support needs due to physical disabilities who travel or would like to go on vacation. In their findings, they suggested looking at the policy consequences of the disparities faced by people with physical impairments. Also, significant assistance needs in the tourism industry should be tackled more broadly.

When it comes to **Status**, it has a p-value of 0.000, which is interpreted as highly significant when grouped according to the Age variable. Civil status can be a basis for motorcycle tourists motivational intention to visit the destinations in the Bicol Region. If they are single and not yet married, they still have time to go on a motorcycle trip alone. Also, most single individuals are among Generation Z, and they prefer to seek new adventures. According to Table 4 of the results of the study of Canet (2021), 14 passengers (or 70%) were single, while six passengers (or 30%) were married. According to the statistics, solo travelers make up the bulk of the population. People who are not married tend to travel more often. The majority of lone passengers are employed and use public transportation to get to and from work.

Consequently, when grouped according to Civil Status, **Adventure Tourism** got a Highly Significant interpretation (0.000 p-value). It can be deduced that adventure tourism is highly significant on the part of single or married individuals. It would mean that engaging in adventure tourism through motorcycles can spark new ideas, restore relationships, and build rapport. Also, experiencing adventure tourism while on a motorcycle is something that will not allow a single or married individual to quit his or her job. Also, family stress will be eased, at least for a while. The study by Vong and Tang (2016) lends credence to this idea. They claimed that family life is negatively impacted when workers are stressed out in the workplace. An adult in the workforce is under stress because of the conflicting responsibilities of work and family if they are already married. Hence, it is time to pack and drive it in when motorcycle tourists can no longer find a method to resolve the tension between work and family.

The **Ecotourism** sub-variable got a 0.004 p-value, depicting a Highly Significant difference when grouped

according to Civil Status. Being able to enjoy nature and ecotourism can create a positive impact for the respondents to motorcycle tourism. Highly Significant Difference means that ecotourism has something to do with the daily routines of motorcycle tourists. Thus, the environment plays an integral part in sustaining the beauty of motorcycle tourism. Relatively, the study of Sarinastiti and Wicaksono (2021) noted that Management of coastal ecotourism offers several advantages to coastal communities. It is beneficial in the areas of economy, culture, environment, and administration. The purpose of their research is to assess the effectiveness of the management of coastal ecotourism in six regions of Panggul, Trenggalek Regency, East Java, Indonesia. In light of their findings, it is clear that the administration of Trenggalek needs to play a more active role in ensuring the sustainable growth of coastal tourism. They can implement stricter rules pertaining to the management of coastal zones and ecotourism operations. Applying this to the present study, proper management of ecotourism destinations would mean a greater opportunity for motorcycle tourists to visit the place.

Also, **Family Reasons** (0.020) had a Highly Significant difference when grouped according to Civil Status. Indeed, when having a family, there are various reasons that enable an individual to engage in motorcycle tourism. When they get married, there is a high chance that instead of motorcycles, they will be using cars. But for smaller families, a motorcycle is enough to explore an area. More so, Civil Status often brings migration between several individuals. Statham (2019) discussed that international cooperation has a number of distinct migration currents that have expanded dramatically over time. It has drastically altered the social fabric of transnational communities. Also, they have spawned connected lives'. Therefore, connection with family and individuality have something to do with the success of adventure tourism.

In terms of **Status**, it has a p-value of 0.012, which is verbally interpreted as Highly Significant when grouped according to Civil Status. Undeniably, social status has something to do with the intention of motorcycle tourists to travel. Of course, traveling from one location to another necessitates a budget, which frequently leads to stigma—the stigma that only people at the top of the social hierarchy can travel. Also, the status of the person as a human-being should be normal for them to be motivated to travel. The exploration of Chung (2019) focused on the growing number of tourists. They also studied the connection between these out-of-the-ordinary visitors and their mental health. The study looked into the relationship between the measurement of the Brief Chinese Version of the Psychological Well-Being Scale and a number of heavy motorcycle models that are popular with tourists.

Meanwhile, when grouped according to **Travel Companions, Adventure Tourism** postulated a p-value of 0.035, verbally interpreted as Significant. The data implies that adventure tourism has a significant impact on motorcycle tourism when grouped according to travel companions. Thus, travel companions make a journey more adventurous. Motorcycle tourists can seek adventure when there is someone who can help them. Despite the contagious nature of antisocial behavior in tourist destinations, the effects of visitors on one another, as well as the combined effects of tourists and their companions, have been generally disregarded. Su et al. (2020) exclaimed that those who witness the aberrant actions of fellow travelers are more likely to engage in similar conduct themselves. They hypothesized connections that were tested using a questionnaire survey and four scenario-based studies. The results show that witnessing the aberrant actions of other tourists can have a contagious influence on one's own conduct.

When it comes to **Emotional Reasons**, a p-value of 0.001 makes them acquire a significant interpretation when grouped according to travel companions. It implies that having travel companions that can support the motorcycle tourist emotionally and mentally can increase their motivation to travel. There have been a number of studies detailing how factors including travel motivations, perception of danger, emotional reasons, and availability of time off work all play a role in shaping future vacation plans.

In their work, Khan et al. (2018) empirically examined a multi-factor model of vacation plans that includes travel motivations and emotional reasons, fear of potential danger, and availability of time off. In a large-scale quantitative investigation, 316 Malaysian college students participated in the study. The research concluded that

the desire to travel significantly affects the likelihood that one will actually go to the destination in question. Performance risk and time risk were the most detrimental to trip intentions. Moreover, **Family Reasons** got a p-value of 0.026 when verbally interpreted as Significant when grouped according to travel companions. The data implies that Family reasons have something to do with travel companions. Motorcycle tourists tend to go to destinations near where their families live. Motorcycle usage time is also affected by factors such as travel distance, travel companions, family ties, and monthly fuel expenses.

The study by Parsa et al. (2019), which claimed that the usage time for motorcycles going to their family can have a significant impact on both large and small trips, provided support for it. On the other hand, sophisticated excursions are more vulnerable to the impact of travel distance. Due to the distinctive qualities of motorbikes and the chaotic traffic conditions in many megacities today, their popularity is on the rise, especially in developing countries. Interestingly, under **Physical Reasons**, a p-value of 0.004 suggests a significant difference when grouped according to Travel Companions. Travel companions play a vital role in removing physical reasons that may hinder motorcycle tourists from traveling. Facilities and amenities at a tourist destination should be checked before going there. The work of Amiri-Aref (2019) investigates a multi-facility location issue on a flat map. Wherein it was a bound region that has a probabilistic position. A fair solution to the problem would minimize the greatest expected distance traveled from demand places to access a facility. Also, the distances between the placements of new facilities have been addressed by their study. By fusing the bounding method with the divide-and-conquer technique, they suggested a heuristic for solving this issue. Research on computers has proven that this heuristic yields good results in a reasonable amount of time.

Lastly, in terms of **Status**, a p-value of 0.000 has depicted a Highly Significant difference when grouped according to Travel Companions. The status of the place has a significant impact on the motivation of motorcycle tourists. It should be ready to accept visitors and their travel companions. Philosophy, theory, and empirical emphasis in modern sociology should be taken into consideration by motorcycle tourists before going on a trip. The shift from 'truth-seeking' to 'perspective-seeking,' status of the tourist destination, from conceiving bounded entities to stressing their disintegration of bound. Furthermore, Cohen and Cohen (2017) investigated the foundations of social order in analyzing social transitions. As a result, concepts like pluralization, secularization, globalization, hybridity, and mobilities have brought attention to previously marginalized topics such as sexuality, emergent sub-cultures, spirituality, and gender. Notably, recent global events have a tendency to bring attention back to the possibility of a reversal in the already-emphasized trends that tourist destinations need to focus on to prepare for. They should aim for globalization and the reemergence of the tourism and hospitality industries.

Consequently, when grouped according to **Frequency of visits to tourist destinations in Bicol Region**, all sub-variables offered a Significant p-value < 0.05. The first sub-variable was **Adventure tourism**, which has a p-value of 0.000, verbally interpreted as Highly Significant. When a destination offers a lot of activities and adventures, motorcycle tourists will most likely go there. Therefore, introducing extreme sports and other outdoor recreation can heighten the interest of tourists and motivate them to travel. Based on the data of Wengel (2020), it appears that two of the most significant micro-trends affecting Nepal's adventure tourism scene are the bottom-up approach, which involves developing new adventure sports, and a spike in domestic adventure tourism. Their research looks at the growth of two popular land-based adventure sports: skiing and mountain biking. The projects stand out because they are driven by people with a real love for the sport. In addition, both local and foreign tourists are encouraged to go skiing and mountain riding. As a whole, the results show that adventure tourism in Nepal's home country is thriving.

More so, **Ecotourism** garnered a p-value of 0.000, verbally interpreted as Highly Significant when grouped according to the frequency of visits to tourist destinations in the Bicol Region. It can be perceived that the provision of environmentally friendly tourist destinations has something to do with the increased number of motorcycle tourists in the Bicol Region. Offering ecological tourism as a subset of motorcycle tourism can attract potential visitors.

Some of the most untapped natural tourist destinations in Russia are located in regions that are the focus of the research of Dzhandzhugazova et al. (2019). The authors drew examples of successful ecotourism from the Russian Ministry of Culture. They also demonstrate that a region's wealth of resources is no guarantee of a prosperous tourist industry. The results of their study indicated that places with updated tourist infrastructure and a methodical approach to ecotourism development had more best ecotourism practices identified. The authors argue that a selective approach can be applied to these tourist destinations. Through this, they can assess where ecotourism stands across the Russian Federation's regions. They can also create novel strategies for spreading the most effective ecotourism initiatives.

Another is the Emotional Reasons which got a p-value of 0.029 and was verbally interpreted as Significant when grouped according to the Frequency of visits to Tourist Destinations in the Bicol Region. The data implies that if the motorcycle tourists feel happy or sad about a particular destination, it can heighten or lessen the frequency of visitors in the area. Therefore, working on giving positive emotional reasons to the motorcycle tourists can boost their motivation for travel. For example, tourists are being encouraged to visit Fiji as part of a global marketing push that began in 2019. Despite the fact that the country's residents are poor by global standards, they are said to be "rich in happiness."

Meanwhile, the paper by Phillips et al. (2019) uses critical discourse analysis. They examined the origins and consequences of monetary assumptions about indigenous people's happiness and well-being. The campaign in Fiji alludes to modern neoliberal methods and "positive psychology." It repackages long-standing colonial tropes of the "happy native". It apparently encourages reflection on the destructive effects of Western capitalism. The only problem that was revealed in their study is that it romanticizes poverty and provides an excuse for the ongoing exploitation of tourism workers. Thus, it is possible to argue that the commodification of antimonetary logic facilitates the paradoxical justification and entrenchment of objective economic inequality in the Global South. Therefore, tourism should work on giving happiness and, at the same time, uplifting the economic features of a place.

Subsequently, **Family Reasons** postulated a p-value of 0.005 that was verbally interpreted as Significant when grouped according to the frequency of Visits to Tourist Destinations in the Bicol Region. Having family is one of the reasons why a motorcycle tourist frequently visits a tourist destination. They wanted to spend time with their family and take a vacation. There should be a common denominator between family and vacation so that motorcycle tourists will be enticed to visit the destination.

What is the common denominator between vacationing and moving? According to a research analysis done by Ferrari (2022), there are two types of migration-related tourism: visiting friends and family and second home tourism. Migrations can spark future migrations because they encourage tourism associated with visiting friends and family. However, second-home ownership is the main link between tourism and migration. It encourages tourism that results from or is related to recent or ongoing migrations. Their study is grounded in a qualitative, systematic literature review. It examines the features of tourism related to second homes, visits to friends and family, and migration. They want to shed light on the under-researched connections between these factors and how they may impact the growth of the tourism industry. It is clear from their research that many of the types of tourism that have been driven by migration also reflect aspects that may encourage long-term growth.

In terms of **Physical Reasons**, a p-value 0.000 made it a Highly Significant when grouped according to the Frequency of visits to tourist destinations in the Bicol Region. It can be entrenched that it is imperative for tourist destinations to become accessible. It should be away from major destruction that can cause harm to its visitors. Disasters should be mitigated to ensure the tourists' safety and security.

Employment, growth, and development are all boosted by the tourism industry to a significant degree around the world. The sector has historically demonstrated a high level of resilience in the face of adversity. It has adopted Disaster Risk Reduction (DRR) principles that place a greater emphasis on working together to lessen the effects of potential disasters. Natural dangers are more common and obvious. However, there are other

dangers besides those that geophysics and weather can reveal. Even though DRR measures were designed to keep people safe, they have instead wrecked economies and destroyed people's means of subsistence around the world. When attempting to lessen the effects of a tragedy, tourist destinations must consider the consequences and take care not to trigger further catastrophes (Gurtner & King, 2021).

Lastly, in terms of **Status**, a p-value of 0.002 allows it to have a Significant difference when grouped according to the Frequency of visits to tourist destinations in the Bicol Region. The readiness of the destinations and the motorcycle tourists should go hand in hand. Their statuses must correlate with each other to generate a smooth flow of visitors. Particularly in environmentally delicate rural tourist hotspots, environmental sustainability will be crucial to the growth of the tourism industry in the future.

Interestingly, Chin et al. (2018) agreed that when it comes to protecting the environment, green tourism and green marketing are the best practices. Based on the findings of their study, it is clear that there is a good and significant relationship between the three dimensions of green marketing tools and the green purchasing behavior of rural tourism destinations. Both rural tourism and green tourism share the same objective of developing a tourism industry that promotes ecological and environmental sustainability. Additionally, it has been found that green marketing tools are effective marketing strategies for increasing environmentally conscious motorcycle tourists. It has been shown to significantly influence customers' adoption of environmentally friendly purchasing practices, which motivates them to travel. Therefore, sustainability can enhance the status of a tourist destination.

The finding that adventure tourism is a more important motivational factor for younger motorcycle tourists is consistent with the findings of other studies. Adventure tourism is often seen as a way to experience new things and to challenge oneself. Younger people may be more likely to be attracted to this type of tourism. While the finding that emotional reasons are more important for older motorcycle tourists is also consistent with the findings of other studies. Emotional reasons can include things like seeking relaxation, escaping from everyday life, or connecting with nature. Older people may be more likely to be motivated by these types of reasons.

4. Conclusions and recommendations

Delving into the demographic profile of the respondents, the findings suggest that these demographics enjoy motorcycle travel because it provides them with unique opportunities to develop valuable skills and insights that can be applied in their everyday lives and careers. On the other hand, the highest metric that reflected a concern when it came to the psychographic profile of the respondents was the well-being of motorcyclists on vacation. It is therefore apparent that motorcycle accidents are commonplace today. Lastly, the motivational intention, the data shows that motorcycling tourists are not motivated by a desire for notoriety.

When it comes to the safety and security of motorcycle tourist destinations in terms of Public Hazard, Life and Property, Public Health, and environmental factors, it is clear that the Bicol Region's popular tourism spots for motorcyclists have become unsafe. It is therefore conclude that the proposed Tourism Experience Framework for motorcycle tourism in the attractions of the Bicol Region provides valuable insights into the factors that influence the destination experience. By considering the interplay between tourist motivational intention, tourism components, and safety and security, destination stakeholders and policymakers can enhance the overall experience for motorcycle tourists. Overall, the output provides a comprehensive approach to understanding and improving motorcycle tourism at the attractions of the Bicol Region.

It is recommended that tourist destinations may craft marketing strategies on how to increase people's awareness of motorcycle tourism. This crafting of marketing strategies may concern lobbyists, business owners, advertisers, and local government units. The National and Local Government Units (LGUs) may invest in constructing roads and highways that provide greater accessibility for motorcycle tourists. While the motorcycle tourists may also encourage their friends, relatives, and families to indulge in motorcycle tourism and become travel companions. Future researchers may study the level of implementation of safety and security for

motorcycle tourists on their way to a destination. Further correlations could also be made by future researchers, and some other variables not included in the present undertaking could be employed.

5. References

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