# Travel motivation and intention mediated by destination image of Quezon province

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## *Abstract*

The tourism industry in Quezon Province has been significantly affected by the COVID-19 pandemic this is due to the travel restrictions and quarantine measures that were implemented to prevent the spread of the virus. The study aims to fill the research gap by providing insights into the travel motivations and intention of tourists in Quezon Province in the post-pandemic era. The study presented the demographic and the psychographic profile of the respondents in terms of their travel intention after the pandemic, the type of tour they prefer, plan to travel, the type of tour, the desired trip time, and the priority aspects of destinations. The study assessed the travel motivation of the respondents in terms of push travel motivations factors and pull travel motivations. It also determined the travel intention of the respondents in terms of physical, socio-psychological, financial, post-crises destination image, and intention to visit. Finally, to proposed an action plan to improve the tourist destinations in Quezon Province. Descriptive method is used to present the result of the study that lead to important recommendations and to determine travel motivation and intention mediated by destination image. The participants of the study are tourist who visited in province. The questionnaire was distributed through online google form to individuals who are confirmed as a previous visitor in travelled in Quezon province. The results of the study will help tourism practitioners to understand the travel motivations and intention of tourists, and to develop marketing strategies that will attract more tourists and help the government to identify the strengths and weaknesses of the tourism industry in the province, and to develop policies and programs that will promote tourism in the province.

*Keywords:* organizational support, travel motivation and intention, destination image, Quezon Province

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### 1. Introduction

Tourism is one of the largest industries with a vital contribution to the global economy of more than 1.7 trillion dollars in 2018. 1.5 billion international tourist arrivals were recorded in 2019, globally. A 4% increase on the previous year, which is also forecast for 2020, confirms tourism as a leading and resilient economic sector, especially because of current uncertainties. By the same token, this calls for such growth to be managed responsibly to best seize the opportunities tourism can generate for communities around the world. The importance of tourism in the Philippines could be predicted using data on how many tourists came to the country in the years preceding the epidemic in 2019–2020. Global problems have caused a 74% decrease in tourism worldwide (UNWTO, 2021). The Arrival Cards from the Bureau of Immigration, the Philippines received a total of 1,482,535 visitors from January to December 2020, a decline of 82.05% from the 8,260,913 arrivals last year (DOT, 2021).

In the Philippines, Quezon Province has been awarded by the Department of Tourism (DOT) CALABARZON Region as "Tourist Destination of the Year" for achieving 6.3 million same-day tourist arrivals during the "Niyugyugan Festival" last August 2016 ("Quezon is CALABARZON's Tourist's Destination of the Year", 2017). According to Khan et al. (2019), travel motivation had a positive influence on visit intention. The critical role of travel motivation in shaping visit intention and provides valuable insights for tourism stakeholders looking to develop effective marketing strategies and enhance the overall tourist experience. Moreover, based on the study conducted by Su et al. (2020), motivation had significant effects on visitor engagement, visitor experience, and heritage destination image, which in turn led to heritage tourists' satisfaction.

The indirect link between motivation and satisfaction was also confirmed, contributing to a better understanding of the formation of satisfaction in the context of heritage tourism. Travel motivation is a critical factor in shaping tourist behavior and enhancing the overall tourist experience. Tourism stakeholders can utilize this knowledge to develop effective marketing strategies that target tourists' motivations and enhance their overall experience, ultimately leading to increased visitation and satisfaction. Oabel et al. (2020) determined the willingness of tourists to travel amidst the pandemic with the guidelines and protocols set by the government agencies in Boracay by using sub variables the push and pull travel motivators. Understanding push and pull travel motivators is crucial in developing effective destination marketing strategies in Quezon province that can attract more visitors to a destination. Ahmad (2021) analyzed the factors influencing visit intention and destination image in post-COVID-19 crisis recovery. In post-crisis recovery, the sub-variables used to analyze the influencing visit intention are physical, socio-psychological, and financial factors. Determining the visit intention of a tourist plays an important role for the local tourism industry. It can help the industries in Quezon Province to improve their tourist spots as well as increase sales performance.

With this study, the researcher aims to assess Travel Motivations and Travel Mediated by Destination Image in the Province of Quezon as there are no published studies conducted to primarily assess the variables in the Province of Quezon. The findings of this study can be beneficial and may serve as guidelines to improve the tourist destinations in Quezon Province based on the result of the study as an action plan. This may also serve as guide to local government unit and tourism department for the development of effective destination marketing strategies that can attract more visitors to the province. Lastly, this may also be beneficial to the academe as the ideas presented may be used as reference data conducting new research.

***Objectives of the Study -*** This study intended to assess the travel motivations and intention mediated by destination image of Quezon Province in post pandemic COVID-19. It sought to: 1) present the demographic profile of the respondents in terms of age, sex, civil status, educational background, and occupation; 2) present

the psychographic profile of the respondents in terms of: travel intention after the Pandemic COVID-19, kind of tour, when to travel, type of tour, desired trip time and priority aspects of destinations; 3) assess the travel motivation in terms of push travel motivations factors and pull travel motivations mediated by destination image of the province; 4) determine travel intention in terms of: physical, socio-psychological, financial, post-crises destination image and intention to visit; 5) test the significant difference when grouped according to the profile variables; 6) test the significant relationship of travel motivation and intention mediated by destination image of the province ; 7) propose an action plan to improve the tourist destinations in Quezon Province based on the result of the study.

## 2. Methods

***Research Design -*** Quantitative research design will be applied in this study. This study used descriptive method of research to present the result of the study. The descriptive method aims to verify formulated hypotheses that refer to the present situation to elucidate it. Descriptive studies can yield data that lead to important recommendations and to determine travel motivation and intention mediated by destination image of Quezon Province.

***Participants of the Study -*** The participants of the study that will serve as respondents are the tourist who visited in province of Quezon. The criteria to be used are the following: visitors are outside from the province of Quezon, not a resident of Quezon province, and visitors are mostly from Manila and nearby provinces. The total number of participants of this study was then computed through Rao soft calculator gained the result is 385 tourists with the margin of error of 5% and confidence level of 95% of total tourist arrival in Quezon Province. There were 222, 369 total tourist arrival for the year 2020.

***Data Gathering Instrument -*** In order to obtain necessary information regarding the travel motivation and intention mediated by destination image in Quezon Province and how variables affect travel motivation, the researcher used an adapted questionnaire based from the research study of Oabel et al. (2020). and from the study of Ahmad et al. (2021). In addition, the questionnaire was validated by the research adviser and three experts, one from Provincial Tourism Office, one from Municipal Tourism Office and one resort owner being in the tourism business for 15 years. The questionnaire was consisted of four parts; The first part referred to the demographic profile of the respondents: age, sex, civil status, educational background and occupation; second part was about psychographic profile of the respondents in terms of: travel intention after the Pandemic COVID-19, kind of tour, when to travel, type of tour, desired trip time and priority aspects of destinations; third part was the travel motivation in terms of push travel motivations factors and pull travel motivations mediated by destination image of the province; and the final part was the travel intention in terms of: physical, socio-psychological, financial, post-crises destination image and intention to visit Quezon Province. Pilot testing was conducted, and the result of the reliability statistics showed that the computed Cronbach's Alpha Value Travel Motivation (0.989), and Intention Mediated (0.971) signifies that the instrument has strong or excellent internal consistency. Thus, the set of questionnaires are considered valid and reliable for use. Travel motivation and intention used same five-point Likert scale in the instrument and interpretation: 5-Strongly Agree; 4-Agree;3-Moderate Agree; 2- Disagree; and 1-Strongly Disagree.

***Data Gathering Procedure -*** The questionnaire was distributed through online google form to individuals who are confirmed as a previous visitor in travelled in Quezon province. The data was retrieved, tallied, interpreted, and analyzed by the researcher. The researcher is limited on this such kind of procedure since the pandemic is at height thus, mobility of tourists, tourist destination personnel and the operation are restricted, more so, many local and municipality guidelines are strictly controlled and implemented.

***Ethical Considerations -*** The researcher will consider some of the ethical issues while conducting research. This research will make sure that all data collecting techniques is in accordance with the Data Privacy Act of 2012 and that respondents' privacy will be respected. All the respondents' personal information will be kept

private and confidential by the researcher. In order to safeguard them from any harm that might come from having their names revealed, they will also be given the choice of including their names in the questionnaire. The purpose, goal, and consent will be discussed and explained with the respondents and the researcher will treat all their ideas and responses with the highest care and secrecy.

*Data Analysis -* The researcher used different statistical tools to present the data. Frequency and ranking were utilized to identify the number of responses and their position of the items laid in the questionnaire. Whereas the weighted mean was implied for assessing travel motivation and intention mediated by destination image of Quezon Province. The result of Shapiro-Wilk Test revealed that p-values of variables are less than 0.05 which means that the data set is not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for three groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship between dimension of social media and assessment in marketing strategies.

## 3. Results and discussion

**Table 1**

*Distribution of the Respondents' Demographic Profile*

| Age | Frequency | Percentage (%) |
|---|---|---|
| 18 to 27 | 156 | 40.50 |
| 28 to 37 | 139 | 36.10 |
| 38 to 47 | 68 | 17.70 |
| 48 to 57 | 20 | 5.20 |
| 58 to above | 2 | .50 |
| Sex | | |
| Male | 177 | 46.00 |
| Female | 208 | 54.00 |
| Civil Status | | |
| Single | 318 | 82.60 |
| Married | 67 | 17.40 |
| Education Background | | |
| Junior High School | 3 | .80 |
| Senior High School | 42 | 10.90 |
| Bachelor's degree | 188 | 48.80 |
| Postgraduate | 39 | 10.10 |
| College Level | 113 | 29.40 |
| Occupation | | |
| Student | 127 | 33.00 |
| Private Employee | 157 | 40.80 |
| Government Employee | 35 | 9.10 |
| Entrepreneur | 20 | 5.20 |
| Lecturer | 46 | 11.90 |

Table 1 presents the distribution of the respondents' demographic profile. The table shows the frequency and percentage of respondents in each age group, sex, civil status, education background, and occupation. The majority of the respondents were in the age group of 18 to 27, accounting for 40.50% of the total respondents. The second-largest age group was 28 to 37, representing 36.10% of the respondents while age range from 58 to above got the lowest frequency of two (2) or 0.50%. With this, traveling outside of their usual environment is not a top priority for much of this group. The fact that most of the respondents were in the age group of 18 to 37 could indicate that the study is geared towards young adults or individuals in the early stages of their careers. They would rather go to work and return home as part of their daily routine because being with their family is safer and more secure than engaging in leisure and recreation activities unless there is a pressing reason. According to Cueva et al. (2015), the probability of an individual to participate in wildlife activities varies with age, meaning that the probability of activity participation increases when an individual is young and decreases as that individual grows old. Moreover, age is reported to have positive influence on individual's desire for relaxation and nature exploration (Ma et al., 2018).

In terms of sex, many of the respondents were female, accounting for 54.00% of the total respondents. The remaining 46.00% were male. This could suggest that the study may be focused on issues that particularly affect women. It indicates that females engage in more social activity by moving from one location to another for leisure and recreation as an outlet for anxiety and stress from work and community. Most of the respondents were single, accounting for 82.60% of the total respondents. The remaining 17.40% were married. As a result, being single means being self-sufficient in all decisions. They are free to travel from wherever they want because they have fewer responsibilities at home. They want to explore their independence and learn about the tourism industry. Based on the study conducted by Aguilar et al. (2022) recreational computer activities in general, and video gaming especially, are strong leisure luxuries for younger men are assumed to have more free time to engage in various activities compared to those with a family.

In terms of education background, many of the respondents had a bachelor's degree, accounting for 48.80% of the total respondents. The second-largest group was college-level, representing 29.40% of the respondents. This implied that degree holders are more stable in life because they are mostly working and professional people with money to spend, which motivates them to travel to different places. In contrast to the result, education level negatively influenced social travel motivation (Ma et al., 2018) Regarding occupation, most of the respondents were private employees, accounting for 40.80% of the total respondents. The second-largest group was students, representing 33.00% of the respondents. Meaning to say, private employees have the capacity to spend for themselves to travel than entrepreneurs are more focus on their own business. Based on the study conducted by Akinyemi (2021), the massive loss of jobs and implicitly of the incomes had a dramatic impact on the tourist demand during the important summer season of 2020.

**Table 2**

*Distribution of the Psychographic Profile*

| Questions | Frequency | Percentage (%) |
|---|---|---|
| 1. Will you travel again after the Pandemic COVID-19 has ended? | | |
| Yes | 300 | 77.90 |
| No | 25 | 6.50 |
| Maybe | 60 | 15.60 |
| 2. Which tour will you take after Pandemic COVID-19? | | |
| Domestic | 121 | 31.40 |
| Overseas | 39 | 10.10 |
| Domestic and overseas | 225 | 58.40 |
| 3. How long do you intend to travel when these Pandemic ends? | | |
| 0-6 month | 237 | 61.60 |
| 6-12 month | 100 | 26.00 |
| > 12 months | 48 | 12.50 |
| 4. Which type of tour will you choose after Pandemic COVID-19? | | |
| Natural tourism | 239 | 62.10 |
| Culinary tour | 38 | 9.90 |
| Culture tour | 37 | 9.60 |
| Religious Tourism | 58 | 15.10 |
| Urban Tourism | 13 | 3.40 |
| 5. Which time you desire to travel? | | |
| 1-4 days | 202 | 52.50 |
| 5-7 days | 104 | 27.00 |
| > 7 days | 79 | 20.50 |
| 6. Which among the aspects will be your prioritized destinations? | | |
| Secure | 186 | 48.30 |
| Clean | 21 | 5.50 |
| Cool | 9 | 2.30 |
| Beautiful | 38 | 9.90 |
| Suave | 1 | .30 |
| Memories | 130 | 33.8 |
| 7. Which will be the purpose of your visit? | | |
| Holiday | 138 | 35.80 |
| Business trip | 0 | 2.60 |
| Family/friends | 204 | 53.00 |
| Others | 33 | 8.60 |

Table 2 presents the Distribution of the Psychographic Profile of the Respondents. The findings from the given table provide insights into the psychographic profile of individuals regarding their travel plans after the COVID-19 pandemic has ended. The data tells us that most respondents (77.9%) are willing to travel again after the pandemic, while only a small percentage (6.5%) do not want to travel. The table reveals that many respondents want to experience a new lifestyle during the new normal; after being cooped up at their place for nearly two years, they want to explore and enjoy leisure activities away from home. Contradicts with the result of the present study, Langgat et al. (2021), emphasized that travelling to any destination involves risk and uncertainty; hence, people must evaluate a variety of factors, such as attributes of the products or destination, potential negative results, necessity, and values.

Most respondents (58.4%) prefer both domestic and overseas tours, with only 10.1% choosing overseas tours and 31.4% preferring domestic tours. This could mean that people may prioritize domestic tourism, which can help boost the domestic tourism industry in the post-pandemic era. According to the study of Wachyuni & Kusumaningrum (2020) stated that the COVID-19 pandemic changed people's travel preferences in terms of willingness to travel after the pandemic, type of tourism of choice, preferred destination aspects, planned tours after the outbreak, and interest in visiting destinations with or without a history of corona affected patients.

In terms of travel duration, more than half of the respondents (61.6%) intend to travel for 0-6 months, indicating that people may prefer short-term travel plans. The majority of respondents (62.1%) prefer natural tourism, followed by religious tourism (15.1%), which suggests that people may prefer to travel to destinations with natural beauty or religious significance. It is preferable to participate in the activity than not. According to Huang et. al. (2021) tourism practitioners can explain their contingency plan to tourists more clearly, such that tourists can perceive risks as manageable and under control.

In terms of *Which type of tour will you choose after Pandemic COVID-19?"*, most of the respondents choose Natural Tourism which received the highest frequency of two hundred thirty-nine (239) or 62.10% of the total respondents but Urban Tourism had the lowest frequency of thirteen (13) or 3.40% of the total respondents. With this, Quezon province demonstrated that it has a lot to offer in terms of natural resources, with each municipality out of 43 having its own natural resources for residents to enjoy however, only when purchasing local delicacies and souvenirs does urban tourism become a part of the bucket list. Similarly, the previous study of Wachyuni and Kusumaningrum (2020) found that (78%) of respondents are willing to travel after the pandemic ends, (66%) preferred nature tourism, and the destination aspects priorities are (73%) safe, (64%) clean, (62%) beautiful, (52%) cool, (44%) suave, and (42%) memorable.

Regarding the desired length of travel, more than half of the respondents (52.5%) prefer to travel for 1-4 days, which indicates that people may opt for short trips instead of longer ones while less than 7 days got the lowest with 20.50% of the total respondents. This agrees about people prefer to visit a place and plan to return after a short period of time, such as 1-4 days, to satisfy their stimuli in traveling because most tourists must return due to studies and work. Based on the study of Wachyuni et al., (2020) travel is still perceived as fun as before the pandemic existed, with the behavioral control that shows this pandemic does not change the desire of tourists to travel when and wherever they want.

In terms of w*hich among the aspects will be your prioritized destinations?* Secure destinations are the top priority for most respondents (48.3%), followed by destinations that provide memories (33.8%) while being suave got only one (1) or 0.30% from the total respondents who made it as a priority. It denotes that, because of their experience with the pandemic, security is already their top priority whenever a destination is visited, even if the other variables were just an option and bonus throughout the entire leisure experience. According to Zheng 2021 despite the above-mentioned patterns and motivations, the perceived health risk of people during the spread of the coronavirus outbreak may cause fear and anxiety, which may influence tourists' decision to travel.

Finally, most respondents (53%) plan to travel to visit family or friends, while 35.8% will travel for a

holiday. It is interesting to note that no respondents intend to travel for business trips, which could mean that the pandemic has led to a shift in business travel practices. Many people wanted to see their family and friends after being quarantined at home for more than two years. According to Aslan et al., 2018 because of long working hours and the perplexity brought about by city life, individuals have less time to devote to their family and friends. This means that they want to spend their leisure time with them.

**Table 3**

*Summary of travel motivation mediated by the destination image of Quezon Province*

|  | Weighted Mean | Verbal Interpretation | Rank |
|---|---|---|---|
| 1. Push Motivation | 4.20 | Agree | 2 |
| 2. Pull Motivation | 4.21 | Agree | 1 |
| Composite Mean | 4.21 | Agree | |

Table 3 shows the summary of travel motivation mediated by the destination image of Quezon Province. However, the composite mean of 4.21 indicates that the respondents agreed on the above indicators. *"Pull Motivation"* garnered the highest general weighted mean of 4.20 with a verbal description of *"Agree"* while *"Push Motivation"* garnered the lowest general weighted mean of 4.20 with a verbal description of *"Agree"* though it ranked as second among all the indicators. This demonstrates that pull motivations were used to attract people to a specific destination once the decision was made, with Quezon province being the best in terms of attraction and different destinations, whereas push motivations are what make a person want to travel and are primarily psychological motives. On the other hand, push and pull factors have been extensively employed to assess tourists' travel motivations (Wijaya et al., 2018).

The destination image of Quezon Province can be influenced by a number of factors, including marketing campaigns, word-of-mouth, and personal experiences. Destination marketers can play a role in shaping the destination image by highlighting the positive aspects of the province and by communicating these messages to potential visitors. By understanding the relationship between push travel motivation and destination image, destination marketers can develop more effective marketing strategies that appeal to the target market. According to Ermawati et al. (2018) examined the relationship between push travel motivation and destination image. The study found that push travel motivation can have a significant impact on destination image, and that this impact can be mediated by a number of factors, including personal experiences and word-of-mouth.

**Table 4**

*Summary Table on Travel Intention in Visiting Quezon Province*

| The destination…. | Weighted Mean | Verbal Interpretation | Rank |
|---|---|---|---|
| 1. Physical factor | 4.40 | Agree | 4 |
| 2. Sociopsychological | 4.43 | Agree | 3 |
| 3. Financial | 4.39 | Agree | 5 |
| 4. post-crises destination image | 4.45 | Agree | 1.5 |
| 5. Intention to visit | 4.45 | Agree | 1.5 |
| Composite Mean | 4.42 | Agree | |

Table 4 shows the summary table on travel intention in visiting Quezon Province. However, the composite means of 4.42 which specifies that the respondents agreed on the certain indicators. Indicator *"Post-crises destination image"* and Indicator *"Intention to visit"* garnered the highest general weighted mean of 4.45 with a verbal description of *"Agree"* while Indicator *"Financial"* obtained the lowest general weighted mean of 4.39 with a verbal description of *"Agree"* which ranked as fifth among all the indicators.

Upon the given results above, destination image is the top reason for tourists visiting a spot or a destination, and their intentions to visit drive them to be in that place whenever it is, however, financially speaking causes the tourist to experience leisure, and a lack of money exchange stalls or establishments prevents many tourists from visiting the place, such as in Quezon Province. As stated by Ermawati (2018), the higher travel motivation a tourist has, the better destination image and higher travel intention he or she has. On the other hand, tourism

relies heavily on crisis and disaster management to limit the negative effects that can harm both the local economy and the destination's image (Minar, 2019). The concept of post-crisis destination image refers to the way that a destination is perceived by tourists and travelers after a crisis has occurred. This can be a difficult image to manage, as it is often shaped by negative media coverage and rumors. However, there are a number of things that destinations can do to improve their post-crisis image. By analyzing these factors, destinations can gain a better understanding of how their post-crisis image is being perceived and what steps they can take to improve it (Baraquil & Borbon, 2022). According to Jasrotia et al. (2023) found that social media can be a valuable tool for communicating with tourists and travelers and for managing a destination's post-crisis image.

**Table 5**

*Difference on responses of travel motivation mediated by destination image when grouped to demographics*

| Age | $\lambda^2_c$ / U | p-value | Interpretation |
|---|---|---|---|
| Push Motivation | 6.126 | 0.190 | Not Significant |
| Pull Motivation | 4.568 | 0.335 | Not Significant |
| Sex | | | |
| Push Motivation | 16297 | 0.051 | Not Significant |
| Pull Motivation | 17423.5 | 0.363 | Not Significant |
| Civil Status | | | |
| Push Motivation | 9598.5 | 0.201 | Not Significant |
| Pull Motivation | 10623 | 0.971 | Not Significant |
| Educational Background | | | |
| Push Motivation | 4.863 | 0.302 | Not Significant |
| Pull Motivation | 7.374 | 0.117 | Not Significant |
| Occupation | | | |
| Push Motivation | 2.853 | 0.583 | Not Significant |
| Pull Motivation | 2.398 | 0.663 | Not Significant |

Legend: Significant at p-value < 0.05

The statistical Table 5 displays results in finding the difference on the responses of travel motivation mediated by the destination image when grouped according to demographic profile. Upon the application of SPSS software, there was no significant difference exists since all computed p-values were greater than the alpha level. This means that the responses do not differ significantly and implies that the respondents have the same level of assessment. On the other hand, by Kara et al. (2020) found that age was negatively correlated with travel motivation. This means that older people were less likely to be motivated to travel than younger people. Other demographic factors such as education were also reported to have a negative effect on travel motivation (Ma et al., 2018) while marital status was seen to be a significant factor in influencing travel motivation among cruise passengers (Fan et al., 2015).

**Table 6**

*Difference responses on travel intention in visiting Quezon province when grouped according to demographics*

| Age | $\lambda^2_c$ / U | p-value | Interpretation |
|---|---|---|---|
| Physical factor | 4.846 | 0.304 | Not Significant |
| Sociopsychological | 1.874 | 0.759 | Not Significant |
| Financial | 5.317 | 0.256 | Not Significant |
| Post-crises destination image | 2.498 | 0.645 | Not Significant |
| Intention to visit | 4.219 | 0.377 | Not Significant |
| Sex | | | |
| Physical factor | 17686.5 | 0.493 | Not Significant |
| Sociopsychological | 17487 | 0.384 | Not Significant |
| Financial | 17462 | 0.368 | Not Significant |
| Post-crises destination image | 17812.5 | 0.567 | Not Significant |
| Intention to visit | 17682.5 | 0.493 | Not Significant |
| Civil Status | | | |
| Physical factor | 10603.5 | 0.951 | Not Significant |
| Sociopsychological | 9981 | 0.404 | Not Significant |
| Financial | 10455.5 | 0.805 | Not Significant |
| Post-crises destination image | 10374.5 | 0.725 | Not Significant |
| Intention to visit | 10329 | 0.688 | Not Significant |

| Educational Background | | | |
|---|---|---|---|
| Physical factor | 11.35 | 0.023 | Significant |
| Sociopsychological | 12.399 | 0.015 | Significant |
| Financial | 14.017 | 0.007 | Significant |
| Post-crises destination image | 10.977 | 0.027 | Significant |
| Intention to visit | 6.843 | 0.144 | Not Significant |
| Occupation | | | |
| Physical factor | 4.233 | 0.375 | Not Significant |
| Sociopsychological | 2.867 | 0.580 | Not Significant |
| Financial | 4.177 | 0.383 | Not Significant |
| Post-crises destination image | 1.999 | 0.736 | Not Significant |
| Intention to visit | 3.024 | 0.554 | Not Significant |

Legend: Significant at p-value < 0.05

The statistical Table 6 shows results in finding the difference responses on travel intention in visiting Quezon Province when grouped according to demographic profile. Upon the application of SPSS software, there was a significant difference on travel intention except intention to visit when grouped according to educational background. This was observed since the resulted p-values were less than the alpha level of 0.05, thus responses differ significantly. Based on the post hoc test conducted, it was found out that those who obtained bachelor's degree gave greater assessment on travel intention. However, a study by Mohsin (2008) was done to examine the impact of sociodemographic variables on Mainland Chinese holidaymakers who traveled to New Zealand. The overall findings of one-way ANOVA revealed that there is a significant relationship between travel motivation and demographic factors such age and educational level.

Tourism marketers should be aware of these factors when promoting Quezon Province as a tourist destination. They should also emphasize the accessibility of the province, as this is likely to be a major factor for people who are considering visiting. By highlighting these factors, tourism marketers can help to increase the travel intention in visiting Quezon Province. Socio-psychological factors that are likely to be of interest to different groups of people, they could focus on the cultural attractions of the province for people who are open to new experiences, and the natural beauty of the province for people who are introverted. Also emphasize the educational opportunities that are available in the province, as this is likely to be of interest to people with a higher level of education. By highlighting these factors, tourism marketers can help to increase the travel intention in visiting Quezon Province. Financial factors can play a role in a variety of tourism-related behaviors, including travel intentions, destination image formation, and tourist satisfaction (Buena & Borbon, 2022)

**Table 7**

*Relationship Between Travel Motivation Mediated by the Destination Image and Travel Intention*

| Push Motivation | rho-value | p-value | Interpretation |
|---|---|---|---|
| Physical factor | .493** | 0.000 | Highly Significant |
| Sociopsychological | .555** | 0.000 | Highly Significant |
| Financial | .539** | 0.000 | Highly Significant |
| Post-crises destination image | .529** | 0.000 | Highly Significant |
| Intention to visit | .538** | 0.000 | Highly Significant |
| Pull Motivation | | | |
| Physical factor | .580** | 0.000 | Highly Significant |
| Sociopsychological | .593** | 0.000 | Highly Significant |
| Financial | .590** | 0.000 | Highly Significant |
| Post-crises destination image | .589** | 0.000 | Highly Significant |
| Intention to visit | .591** | 0.000 | Highly Significant |

Legend: Significant at p-value < 0.01

The statistical Table 7 shows results in finding the relationship between travel motivation mediated by the destination image and travel intention. Using SPSS software, it was discovered that the computed rho-values indicate a strong direct correlation and that the resulting p-values were less than the 0.01 alpha level. This indicates that there was a significant relationship exists and implies that the better the more motivated, the better is the travel intention. Wherein it corresponds with Wangari et al. (2017), as he conducted a study to provide an in-depth understanding of the factors affecting travel motivation of youth travelers in Kenya. The study revealed that push factors are more crucial in influencing youth travelers in Kenya than the pull travel motives.

There is a growing body of evidence to suggest that physical factors can play a mediating role in this relationship. According to Zhang et al. (2019) physical factors also have a great impact on the distribution of human tourism resources. The physical factors determine the regional accessibility and communication efficiency with outsiders, resulting in different cultures, building styles, and facilities. One way that physical factors can influence travel motivation is through the perceived attractiveness of a destination. Socio-psychological factors play an important role in this relationship. Tourism marketers should consider these factors when developing marketing strategies for their destinations. According to Ahmad et al., (2021) as a phenomenon associated with residents' negative views of tourism development outcomes, socio-psychological foundations of over tourism have so far been insufficiently considered. The destination image can also be influenced by socio-psychological factors.

Financial factors play an important role in this relationship. Tourism marketers should consider these factors when developing marketing strategies for their destinations. According to Khalid et al., (2020) financial crises adversely affect international tourism, whereas other types of crises increase international tourism or have no effect. In the context of post-crises, factors like the severity of the crisis, the way that the crisis is managed, and the way that the crisis is communicated to the public. As examined by Valeri (2022) the mediated role of media influence between the aspects of relationship that affected the recovery of the economy following post-crises, supported by three aspects: restoration of confidence, performance of stakeholders and the response with media influenced as a mediator. In terms of intention to visit, destination image is particularly important. According to Yılmaz et al. (2022) that enjoyment of nature and environmental identity enhance people's attitude toward the environmental attitude, a strong predictor of intention to visit sustainable tourism destinations.

**Table 8**

*Propose Action Plan for the Improvement of Tourist Destinations in Quezon Province*

| Key Result Area / Objectives | Strategies | Perceived Outcome |
|---|---|---|
| **Tourist Travel Motivation** Push motivation (travel amidst the pandemic in Quezon Province) To adopt Government restrictions and safety protocols and **protect the health and safety of the public** (travelers, tourists, and the general public) | Adopt infection prevention and control strategies of Provincial Government to prevent travelers' / tourist exposures to COVID-19 is to implement a comprehensive and multi-faceted approach. | The Provincial Government would educate the public about COVID-19, and monitor the spread of COVID-19 in the province and adjust its infection prevention and control measures as needed. |
| Pull motivation. (More than the usual price for my stay in Quezon Province) To set plans in regards with the set tour/travel to **create a safe, enjoyable, and memorable experience for the traveler** | Follow systematic approach by defining the goals of the trip like creating a budget on how much money do you have to spend on the trip which will help you to narrow down your options and make informed decisions. | This will help you to avoid wasting time and money on things that you are not interested in. Creating a budget will help you to stay on track financially. It will also help you to make informed decisions about how to spend your money. |
| **Tourist Travel Intention** Physical (Has modern Infrastructure) To ensure better implementation in infrastructure development by **create a comprehensive and coordinated plan**. | Identify the stakeholders of who are the people or organizations that will be affected by the infrastructure projects and what are their needs and concerns. Developing a plan for each project. | It also helps to identify the potential risks and challenges that may need to be addressed. **Developing a plan for each project** helps to ensure that the project is implemented in a timely and efficient manner. It also helps to track the progress of the project and to identify any potential problems early on. |
| Socio-Psychological (Have pleasure in seeking fantasy) To give tourists and travelers an orientation with fantasy tourism in Quezon Province is by **providing with a comprehensive overview** | Creating a website or brochure that highlights the province's fantasy tourism offerings. Hosting a travel fair or expo Developing a series of educational videos or webinars. Partnering with travel agencies and | This will help them to make the most of their visit and to avoid wasting time on activities that they are not interested in. This will help to promote the province as a destination for fantasy tourism. |

| of the province's unique attractions and experiences | tour operators to create packages. | |
|---|---|---|
| Financial- (Has available money exchange service)<br><br>To **ensure that tourists and travelers have easy access to reliable and competitive exchange rates**. | Increase the number of currency exchange outlets available.<br>Second is to offer competitive exchange rates<br>Finally, to offer a variety of currency options to exchange their money | It will improve their experience and encourage them to return to the destination in the future.<br>They will be able to make the most of their trip.<br>They will be more likely to return to the destination in the future. |
| Post-Crises Destination Image (Makes sure that crises are isolated and temporary)<br><br>To increase awareness of the BIDA Solution and its benefits, and to motivate people to take action against COVID-19 | Increase awareness of the BIDA Solution that can be done through public awareness campaigns, social media outreach, and educational materials. | it will **help to reduce the spread of the virus and protect the health of the community**.<br>The health of the community will be protected. This is because people will be less likely to get sick and spread the virus to others. |
| Intention To Visit (Is rich with leisure facilities is provided)<br><br>To increase its attractiveness for tourists and travelers. This will lead to increased tourism revenue and economic benefits for the local community. | Partner with local businesses and organizations that will help to raise awareness of the leisure facilities and to attract more visitors.<br>Create a marketing campaign that highlights the leisure facilities that will help to reach a wider audience and to attract more visitors. | It will lead to increased tourism revenue and economic benefits for the local community. |

## 4. Conclusions and recommendations

Overall, data presented in the demographic profile reveals important information about the demographic profile of the respondents in the survey. Most of the respondents are young, with an almost equal gender distribution, and most are single. They also have a relatively high level of education, with almost half holding a bachelor's degree or higher, and come from diverse occupational backgrounds, with the majority being private employees or students. Based on the result data, it indicated that there was no significant difference in travel motivation when mediated by destination image between different demographic groups, including age, sex, civil status, educational background, and occupation. Finally, as a result, there was a highly significant relationship between travel motivation mediated by the destination image and travel intention for both push and pull motivations. All variables, namely physical factor, socio-psychological, financial, and post-crises destination image, show a positive and highly significant relationship with travel intention, indicating that these factors play a critical role in determining whether an individual intends to visit Quezon Province.

This study recommended that the hospitality and Tourism Practitioners may prioritize understanding and catering to the diverse travel motivations and demographic profiles of their target customers. This includes using the right channels, messaging, and offers. Another, to boost travel desire and intention, the local government units of Quezon Province should enhance the socio-psychological and physical aspects of the destinations for tourism. This includes improving the safety and security of tourists, as well as the overall cleanliness and comfort of the destination. Meanwhile, the Provincial Tourism Office in Quezon should offer assistance and incentives that allow business owners to promote the development of travel packages that highlight the various aspects influencing travel intention and motivation. Finally, the future Researchers can conduct future studies to investigate how to investigate the suggested strategies that impact travelers' motivation and intent in Quezon Province.

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