

Motorcycle tourism through the 5As of destination: A study of the Bicol Region

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Abstract

The study analyzed the 5As Motorcycle Tourism, in the Bicol region. Specifically, it sought to present the respondents' demographic profile in terms of age, civil status, travel companion, and frequency of visit; assessed the potential 5As of tourism components in the Bicol Region in terms of attraction, accessibility, amenities, ancillary, and accommodation; tested the significant difference in responses when grouped according to profile variables; and provide recommendation for the enhancement of motorcycle tourism experience in Bicol Region. The quantitative research design was used in the study. The researcher was able to test the significant difference in responses when grouped according to profile variables. 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. The output of the study was to enhance the experience a of motorcycle tourists. Results showed that most motorcycle-traveling tourists are in their twenties and thirties, married, and traveling with their friends as their travel companions. In terms of Potential 5A's of tourism components, motorcyclists would benefit from the presence of retail and eating establishments in their destinations of choice. The attitudinal drivers of the tourism and hospitality business can potentially improve the 5A's of tourism. 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: motorcycle tourism, 5As of destination, Bicol Region

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1. Introduction

Motorcycle tourism, the act of exploring destinations on two wheels, is gaining attraction as a unique and thrilling travel experience. A destination through the lens of the 5As: attraction, accessibility, amenities, activities, and ancillary services; the stakeholders in the tourism industry can identify strengths and weaknesses, develop appropriate marketing strategies, and improve the overall visitor experience. It also helps tourists choose destinations that best fit their interests and needs. Motorcycle riding is a popular leisure activity, its specific impact on tourism remains understudied. This gap persists despite the unique characteristics of this experience, characterized by immersion, dependence on individual skill, and potential challenges. While international organizations like ATTA and UNWTO haven't yet formally recognized motorcycle tourism as a distinct segment, research suggests its growing significance necessitates dedicated examination within existing tourism categories or potentially as a sub-segment with its own specific drivers and impacts. For instance, depending on trip duration, motorcyclists may be classified as tourists or excursionists (Ramoja et al., 2021).

Bicol beckons with a thrilling invitation: explore its hidden gems and fiery landscapes on the back of a motorcycle. Though relatively new on the scene, Bicol motorcycle tourism is quickly gaining traction, thanks to its diverse terrain, welcoming communities, and breathtaking vistas. In fact, Supetran (2022) highlights Bicol as one of the first regions to champion this exciting travel concept. Their Motorcycle Tourism caravan served as a reconnaissance mission, showcasing the area's rich tapestry of experiences. The cruising through Naga City, known as the "Pilgrim City" for its magnificent Basilica Minore del Santo Niño. Next, picture yourself catching waves at the CamSur Watersports Complex, adrenaline pumping as you conquer the ocean's fury. Camarines Sur offers a perfect blend of spiritual reflection and exhilarating adventure, all within reach of your motorcycle's purr. Beyond the stunning landscapes, Bicol's true magic lies in its people. The warmth of the Bicolanos shines through every encounter, whether it's a local sharing stories over a cup of "tinumok" or a family inviting you to join their fiesta celebration. This genuine hospitality adds an unforgettable human touch to every Bicol motorcycle journey. So, petrol heads and adventure seekers, get ready to rev up your engines and embark on a Bicol motorcycle odyssey. With its diverse landscapes, hidden gems, and welcoming spirit, Bicol guarantees an experience that will stay with you long after you park your bike.

Sorsogon is a haven. The caravan riders conquered its diverse landscapes, from the emerald depths of Bulusan Lake National Park to the historic charm of Barcelona and Casiguran. Sorsogon City's bustling energy gives way to serene countryside escapes, each bend in the road revealing a new wonder. The majestic Mayon Volcano. Legazpi Boulevard offers a postcard-perfect view of its fiery peak, while Highlands Park Legazpi provides a panoramic vista that will leave you breathless. Bicol's motorcycle tourism needs a boost. The "5As": attractions, accessibility, amenities, accommodation, and ancillary services. Cater to riders' needs with breathtaking sights, easy travel, comfortable stays, and convenient extras. Connect with them through strong communication. Upgrade existing offerings, diversify experiences, and invest in skilled people.

Motorcycle tourism remains largely unexplored in academic literature, despite its growing popularity and unique attractions for specific tourist segments. This study aims to fill this gap by investigating the emergence of motorcycle tourism in the Bicol Region through the lens of the 5As framework. By understanding what motivates tourists to choose motorcycles and analyzing their experiences through the 5As components, we can address the marketing challenges of attracting this niche market and develop a tailored "motorcycle tourism experience framework" for Bicol. This framework, informed by empirical data and insights from stakeholders, will be a valuable resource for the Department of Tourism, Department of Interior and Local Government, and motorcycle tourism advocacy groups such as the Motorcycle Development Program Participants Association and ARANGKADA Riders Alliance. Ultimately, this study's findings have the potential to inform and enhance

motorcycle tourism initiatives not only in Bicol but also in other destinations around the world, promoting sustainable and responsible travel practices. This research topic has a significant potential to both contribute to academic knowledge and benefit tourism stakeholders in Bicol and beyond. The 5As are a flexible framework and can be adapted to specific situations and contexts.

Objectives of the Study - The study analyzed the 5As 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) assess the potential 5As of tourism components in the Bicol Region in terms of attraction, accessibility, amenities, ancillary, and accommodation; 3) test the significant difference in responses when grouped according to profile variables; and 4) recommend enhancement of motorcycle tourists experience in Bicol Region.

2. Methods

A quantitative research design has been used in the current investigation. 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).

The respondents of the study were based on 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. With the use of the Raosoft Sample Size Calculator, 384 were the total number of respondents which was then distributed based on the number of tourist arrivals per province. Furthermore, stratified random sampling is not the same as simple random sampling. The former takes any part of the population directly as a sample. It is also a trustworthy method compared to simple random sampling. Since the items with diverse characteristics are selected evenly, it generates a sample that reflects the entire population. As a result, a sample of this size is more accurate in reflecting the general population.

The researcher used an adapted and modified questionnaire to make it suitable for the present situation and research locale. The researcher sought five (5) experts in the field to validate the instrument. More so, the researcher also conducted a pilot test with thirty (30) motorcycle tourists outside the Bicol region to ensure the reliability of the instrument. The instrument validity and reliability test results employed in the research instrument. The pilot test questionnaire for potential 5A's Tourism Components in SOCCSKSARGEN obtained Cronbach alpha coefficients of 0.988, verbally interpreted as "Excellent".

Data collection was done on site. The researcher used Google Forms to collect data from participants who had been selected based on answers to pre-determined qualifying questions. It was given to the selected motorcycle tourists at the destination sites. 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. Researchers' rights and responsibilities for their subjects are included in this section. The respondents have to decide whether they want to participate in the study. In the consent form, it is stated that the data acquired will be treated confidentially in accordance with the Data Privacy Act of 2012. The researcher made a formal letter and sent it their email, whose content was to ask permission to use and adopt their developed questionnaire.

The statistical tools and methodologies addressed the study's research questions in preventing 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 evaluate the potential 5As of tourism components in the Bicol Region in terms of

attraction, accessibility, amenities, ancillary, and accommodation; 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. 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

Table 1 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. It can be perceived from the data that most of the respondents using motorcycles during travel are young adults. This makes sense since young adults are usually "working people", preoccupied by work and the demands of employment. Generation Y and Generation Z are also the age groups that always seek a new adventure. They want to explore away from their homes to get away from the toxicity of life. These groups are fond of motorcycle tourism because they are gaining more experiences that can be applied to their present jobs or studies.

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. The above data perceived that married individuals tend to travel a lot as compared to single individuals because, oftentimes, their marriage is somewhat chaotic. Having a family life and encountering marriage problems and frustrations can bring toxicity to someone's life.

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. It can be noticed that friends topped the list as travel companions compared to family members, relatives, and workmates. Motorcycle tourists tend to travel with their friends because they think that traveling comfortably can give them the pleasure they desire.

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. It further implies that the gasoline price for motorcycles is lower than for other private cars. That is why tourists tend to

travel using this mode of transportation. Also, traveling more than once a year using motorcycles can strengthen the activity of motorcycle organizations and their advocacy in tourism.

Table 2

Potential 5A's Tourism Components in Bicol Region in terms of Attraction

Indicators	WM	VI	Rank
1. Well-preserved panoramic view of mountains and river in the tourist destination.	4.70	Strongly Agree	1
2. Well-implemented rules and norms to maintain the attraction and keep clean.	4.65	Strongly Agree	3
3. Presence of local traditional culture is an additional attraction in the tourist destination.	4.67	Strongly Agree	2
4. Rural area life is attractive for motorcycle tourists.	4.57	Strongly Agree	6
5. Unique food and drinks sold are not too expensive.	4.60	Strongly Agree	5
6. The attitude and hospitality of the place and the habits of tourism communities are positive towards motorcycle travelers.	4.63	Strongly Agree	4
Composite Mean	4.64	Strongly 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

Table 2 demonstrates the Potential 5A's Tourism Components in the Bicol Region in terms of Attraction. It has a composite mean of 4.64, verbally interpreted as Strongly Agree. More so, verbally interpreted as Strongly Agree (4.70), the indicator "Well-preserved panoramic view of mountains and river in the tourist destination" got the highest spot. It was followed by the indicator "The presence of local traditional culture is an additional attraction in the tourist destination" (4.67), which was verbally interpreted as Strongly Agree. With the advent of modernization and urban tourism, being in a well-preserved tourist destination with mountains and rivers provides the motorcycle tourist with the capacity to enjoy the beauty of tourism. The results show that rural areas are being appreciated by motorcycle tourists. It gives them immense pleasure to be able to unplug from the toxicity of a busy life. It is true that studies of motorcycling as a tourist attraction have only recently begun. They have focused mostly on selected regions or demographic subsets.

Ramoa et al. (2021) sojourned in his research that motorcycle touring from an adventure and ecotourism perspective. Their study uses adventurers' and ecotourists' reasons for traveling as theoretical and methodological grounding. On the other side of the coin, "Unique food and drinks sold are not too expensive" (4.60, Strongly Agree) and "The attitude and hospitality of the place and the habits of tourism communities are positive towards motorcycle travelers" (4.63, Strongly Agree) are two indicators tied up for the second to the last rank, whereas the indicator that reads "Rural area life is attractive for motorcycle tourists" got the lowest weighted mean (4.57) verbally interpreted as Strongly Agree. It can be perceived that the reason why the indicator "Rural area life is attractive for motorcycle tourists" got the lowest is because the respondents know how attractive it is to visit these areas. Motorcycle tourists tend to travel because they have the chance to visit rural areas. Undeniably, rural places offer picturesque views and tourist destinations that someone may enjoy. Tourist destinations in rural areas should figure out how to influence those processes. Motorcycle tourists are a subset of those who travel by car, and their decision-making behavior has its own unique set of advantages and disadvantages in rural areas (Pujiastuti, 2020)

Table 3

Potential 5A's Tourism Components in Bicol Region in terms of Accessibility

Indicators	WM	VI	Rank
1. There are available routes to destinations.	4.64	Strongly Agree	1
2. There is adequate road infrastructure to pass by motorcycle vehicles.	4.51	Strongly Agree	5
3. Recreation places and tourist destinations can be accessed easily by motorcycle tourists.	4.55	Strongly Agree	4
4. A tourist destination has available local transportation that is easy to get from or to the area.	4.58	Strongly Agree	3
5. Signposts are displayed going to the tourist destination can help the motorcycle tourist to reach the place.	4.60	Strongly Agree	2
Composite Mean	4.58	Strongly 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

Table 3 shows the Potential 5As Tourism Components in the Bicol Region in terms of Accessibility. It has acquired a composite mean of 4.58, verbally interpreted as Strongly Agree. The first in the rank was "There are available routes to destinations" (4.64, Strongly Agree). Second was the indicator "Signposts are displayed going to the tourist destination, which can help the motorcycle tourist reach the place" (4.60, Strongly Agree). Third was the indicator "A tourist destination has available local transportation that is easy to get from or to the area" (4.58, Strongly Agree). There are established routes available for motorcycle tourists going to their desired destinations. Roads are also accessible for them to easily pass through. With the advancement of technology and the budget allocation of the government, concrete roads are being developed to give way to motorcycle tourism.

The article by Кольчугина and Косинец (2020) tackled the prospects for the growth of a new kind of tourism, such as motorcycle tourism. The indicator that reads "Recreation places and tourist destinations can be accessed easily by motorcycle tourists" garnered the second to last spot with a weighted mean of 4.55, verbally interpreted as "Strongly Agree". Surprisingly, the lowest indicator got a weighted mean of 4.51, verbally interpreted as Strongly Agree. It was the indicator, "There is adequate road infrastructure to pass motorcycle vehicles." The provision of roads where motorcycle vehicles can pass by is essential in the tourism and hospitality sectors. There is a need to focus in this area to create a positive impact on motorcycle tourists. Also, it can lessen motorcycle accidents if this is focused on. Alamgir et al. (2017) argued that by 2050, it is expected that the world will have built enough new paved roads to round the Earth more than 600 times. A large majority of the world's new roads will be constructed in developing countries. When built in the right places, new roads can have significant positive effects on the local economy and society, as well as on tourism and hospitality (Mamirkulova et al., 2020).

Table 4

Potential 5A's Tourism Components in Bicol Region in terms of Amenities

Indicators	WM	VI	Rank
1. Within the destination there are clean and healthy restaurants or local shops.	4.63	Strongly Agree	1.5
2. Presence of public toilets and wash room in tourist destinations.	4.57	Strongly Agree	4
3. Food and drinks within the destination are affordable.	4.54	Strongly Agree	5
4. Local communities are friendly to motorcycle tourists.	4.58	Strongly Agree	3
5. The destination maintain safety for motorcycle tourists.	4.63	Strongly Agree	1.5
Composite Mean	4.59	Strongly 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

Table 4 stipulates the Potential 5A's Tourism Components in the Bicol Region in terms of Amenities. It has a composite mean of 4.59, verbally interpreted as Strongly Agree. Tied for the highest spot were the indicators "Within the destination there are clean and healthy restaurants or local shops" and "The destination maintains safety for motorcycle tourists." They both have a weighted mean of 4.63, verbally interpreted as Strongly Agree. It can be observed that the results postulated a positive idea about having local shops and restaurants in the chosen destinations by motorcycle tourists. It can be inferred that there are an increased number of businesses in the area where these people visit.

Haltiwanger (2022) has seen an unprecedented surge of applications to start businesses, even with the occurrence of the pandemic. With this, there has been a rise in new business applications. "Presence of public toilets and washrooms in tourist destinations"—this indicator obtained a relatively low weighted mean of 4.57, still verbally interpreted as "Strongly Agree". Sparingly, the lowest spot was given to the indicator "Food and drinks within the destination are affordable." It has a weighted mean of 4.54, verbally interpreted as Strongly Agree. The data implies that food and drinks are expensive. Hence, motorcycle tourists evidently bring their own food during the trip due to the high price of food. Interestingly, the inclusion of food in the tourism experience is crucial. It influences both the initial decision to travel and the post-trip appraisal of the experience. The caliber of the food served at a particular location affects tourists' decisions to travel there (Lee, et al., 2019).

Table 5

Potential 5A's Tourism Components in Bicol Region in terms of Ancillary

Indicators	WM	VI	Rank
1. Information in the tourist destination sites is easy to access via internet or online.	4.59	Strongly Agree	1
2. Motorcycle Tourists are assisted by the local Government and the local community.	4.55	Strongly Agree	2.5
3. There is motorcycle organization of professionals regularly visiting the tourist destination.	4.55	Strongly Agree	2.5
4. Motorcycle tourists can easily make online reservations such as tour packages.	4.47	Agree	5
5. The tourist destination provides a professional staff, such as a tour guides, medical teams and assistants for motorcycle tourism activities.	4.53	Strongly Agree	4
Composite Mean	4.54	Strongly 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

Table 5 enunciates the Potential 5A's Tourism Components in the Bicol Region in terms of Ancillary. It has a composite mean of 4.54, verbally interpreted as Strongly Agree. Obviously, the indicator "Information on tourist destination sites is easy to access via the internet or online" got the highest point, which is 4.59, verbally interpreted as Strongly Agree. It was followed by the two statements that tied for second rank. These were the indicators: "Motorcycle Tourists are assisted by the local Government and the local community" and "There is a motorcycle organization of professionals regularly visiting the tourist destination". They both have a weighted mean of 4.55, verbally interpreted as Strongly Agree. With the advancement of technology, a motorcycle tourist can easily search online about the destinations they tend to travel to. With the help of social media sites like Facebook, TripAdvisor, and the like, tourists can acquire the information they need immediately. It is faster to inquire since digital marketing has paved the way for tourist destinations to advertise their products and services.

The final results of the study by Brioso and Borbon (2022) indicated that Facebook is the digital medium to which tourists always refer for an advertisement. They usually use it to acquire advertisements for the DOT-accredited hotels in the Bicol region. Hence, Facebook is a useful tool for everyone, especially motorcycle tourists searching for places they want to go. The indicator "The tourist destination provides professional staff, such as tour guides, medical teams, and assistants for motorcycle tourism activities" tallied a weighted score of 4.53 from the respondents, verbally interpreted as "Strongly Agree". Interestingly, the indicator "Motorcycle tourists can easily make online reservations such as tour packages" was the lowest in rank. It has a weighted mean of 4.47, verbally interpreted as Agree. They go on tours on their own and sometimes with their loved ones. Some of them do not want to be controlled by tour guides or other groups because they will not have the freedom to go to places they want to. The tour package industry relies heavily on data. That is why Chen et al. (2017) explained that there were tourists whose spending habits could be influenced by easy access to information.

Table 6

Potential 5A's Tourism Components in Bicol Region in terms of Accommodation

Indicators	WM	VI	Rank
1. The destination offers accommodation for motorcycle tourists.	4.56	Strongly Agree	1
2. Accommodations offer quality service.	4.54	Strongly Agree	3
3. Price of accommodations is reasonable.	4.43	Agree	5
4. Diversity of accommodations is existing.	4.55	Strongly Agree	2
5. Facilities/ equipment of the accommodation are present and well-maintained.	4.50	Strongly Agree	4
Composite Mean	4.52	Strongly 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

Table 6 posits the Potential 5A's Tourism Components in the Bicol Region in terms of Accommodation. It has a composite mean of 4.52, verbally interpreted as Strongly Agree. The highest indicator got a weighted mean of 4.56, verbally interpreted as Strongly Agree. It was the statement "The destination offers accommodation for motorcycle tourists". Next is the indicator "Diversity of accommodations exists," with a weighted mean of 4.55

(Strongly Agree). Lastly, the indicator "Accommodations offer quality service" got a weighted mean of 4.54, verbally interpreted as Strongly Agree. Offering accommodations for motorcycle tourists is one way of showing hospitality. Delving into this idea, the respondents find this indicator a good way to increase the potential of the tourist destination. Given that tourism is a repeat-purchase service (Nieto-García, et al., 2017), the presence of accommodation within the vicinity of tourist destinations is a must. The indicator "Facilities and equipment of the accommodation are present and well-maintained" recorded 4.50 as its weighted mean, making it to the lower post in terms of Accommodation. Still, this indicator is verbally interpreted as "Strongly Agree". Further, the lowest rank got a weighted mean of 4.43 (Agree). It is true that most of the accommodation establishments impose prices that are not reasonable. Nieto-García, et al., (2017) emphasized that the availability of dynamic pricing systems has something to do with the reputations of accommodation establishments.

Table 7

Difference of Responses on Potential 5A's tourism components when grouped according to profile

Profile Variables		p-value	Interpretation
Age			
Attraction	42.987	0.000	Highly Significant
Accessibility	26.728	0.000	Highly Significant
Amenities	20.388	0.000	Highly Significant
Ancillary	17.485	0.000	Highly Significant
Accommodation	21.372	0.000	Highly Significant
Civil Status			
Attraction	15850.000	0.034	Significant
Accessibility	15596.000	0.022	Significant
Amenities	15972.500	0.057	Not Significant
Ancillary	14611.000	0.001	Significant
Accommodation	16378.500	0.143	Not Significant
Travel Companions			
Attraction	8.090	0.044	Significant
Accessibility	6.710	0.082	Not Significant
Amenities	4.751	0.191	Not Significant
Ancillary	10.171	0.017	Significant
Accommodation	2.591	0.459	Not Significant
Frequency of visits to tourist destinations in Bicol Region			
Attraction	23.855	0.000	Highly Significant
Accessibility	21.723	0.000	Highly Significant
Amenities	20.221	0.000	Highly Significant
Ancillary	24.144	0.000	Highly Significant
Accommodation	12.803	0.005	Significant

Legend: Significant at p-value<0.05

Table 7 unfolds the Difference in Responses to Potential 5A's Tourism Components in the Bicol Region When Grouped According to Profile. The results revealed that in terms of Age profile, **Attraction** gained a p-value of 0.000, interpreted as Highly Significant. Age is a high factor when it comes to determining the level of appeal made by an attraction. Having a well-preserved panoramic view of mountains and rivers in a tourist destination can be attractive to senior citizens and other generations. Cultural tourism focuses mostly on the local way of life (Mansour & Ariffin, 2017) and how the community behaves when there are tourists coming to the tourist destinations. Meanwhile, when referring to **Accessibility**, a p-value of 0.000 allows it to be highly Significant when grouped according to Age. It becomes accessible to tourists according to Age when there are available routes to destinations. An adequate road infrastructure to pass motorcycle vehicles can continue to create potential in tourism. This is due to the fact that roads facilitate easy access to numerous economic and social opportunities. It also allows the efficient movement of people and products (Ng et al., 2019).

In terms of Amenities, a p-value of 0.000 posited a Highly Significant difference when grouped according to Age. A destination will be attractive to tourists of all ages if within the destination there are clean and healthy restaurants or local shops. Food and drinks within the destination are also affordable, which can increase the potential of tourism. The study of Sukmawati et al. (2018) emphasized the conveniences and comforts that

attract high-end tourists. Moreover, the **Ancillary** gained a p-value of 0.000 and an interpretation of Highly Significant when grouped according to Age. Information on tourist destination sites that is easy to access via the internet or online can increase the potential of tourism as perceived by the respondents when grouped according to age. Dadić et al. (2022) data shows that tour operators, OTAs, social media, and conventions all play an important role in the tourism industry (MICE segment). The potential of Global Distribution Systems (GDS) is also recognized in their study. The Accommodation also received a p-value of 0.000, which was verbally interpreted as Highly Significant when grouped according to Age. When the destination offers accommodations for motorcycle tourists, the potential for tourism increases tremendously. The quality service offered by these accommodations can help motorcycle tourists feel relaxed. That is why the study of Bigby et al., (2017) looked into how two aspects of service quality—accessibility and accommodation—affect visitors' happiness.

When grouped according to Civil Status, **Attraction** got a p-value of 0.034, which was verbally interpreted as Significant. The Attraction can be significantly affected by Civil Status. It can be entrenched that when a motorcycle tourist has a family, they would want to be in a destination where their children can play. More so, **Accessibility** suggests a p-value of 0.022, verbally interpreted as Significant when grouped according to Civil Status. In anticipation of a return visit, it was discovered, to one's surprise, that the local community's outlook strengthened the connection between accessibility and visitor happiness. A rural destination is more likely to be successful if it has access to transportation that is both affordable and convenient for visitors (Chin et al., 2018).

In terms of **Ancillary**, it postulates a p-value of 0.001 interpreted as significant when grouped according to civil status. This further explains from the result when grouped according to **Travel Companion**, the **Attraction** got a p-value of 0.044, which was verbally interpreted as significant. The attraction becomes more beautiful if there is a travel companion. Travel companions in a tourist destination can have an impact on feelings of happiness and joy. Zhang et al. (2020) stated that people all over the world preferred to travel with their travel buddies.

In terms of **Accessibility**, a p-value of 0.000 allows it to become highly significant when grouped according to the frequency of visits to tourist destinations in the Bicol Region. When recreation places and tourist destinations can be easily accessed by motorcycle tourists, then they will strengthen their potential.

When it comes to **Amenities**, a p-value of 0.000 made them highly significant when grouped according to the frequency of visits to tourist destinations in the Bicol Region. The amenities can be of great significance in maintaining the massive flow of motorcycle tourists. Hence, the tourist destination should maintain the beauty and quality of the amenities it provides to its tourists. Particularly for emerging tourist hotspots, the 4A tourism components—attraction, accessibility, amenities, and ancillary—emerge as key characteristics to be investigated to maximize visitor happiness and loyalty. Also, **Ancillary** suggests a p-value of 0.000, making it highly become highly significant when grouped according to the frequency of visits to tourist destinations in the Bicol Region. The ability of the destination to provide ancillary services can have a positive impact. More so, when it comes to **Accommodation**, a p-value of 0.005 allows it to become significant when grouped according to the frequency of visits to tourist destinations in the Bicol Region. The frequency of visits to tourist destinations in Bicol Region is reliant on the reasonable price of accommodations. Additionally, the presence of Airbnb near a tourist destination can be an advantage. Zhang et al. (2019) exclaimed that Airbnb is used as a replacement for hotels. It serves as an important metric to examine when attempting to gauge the service's potential effects.

4. Conclusions and recommendations

Delving into the demographic profile of the respondents, the findings suggest that most motorcycle-traveling respondents are in their twenties and thirties. It is because most members of Generation Y are already in the workforce and have completed their education. Both Generation Y and Generation Z are known for their constant search for exciting new experiences. They hope that by leaving their normal environments, they might escape the negativity of everyday life. 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. The data perceived that most of the respondents are married rather than single. It would be an advantage for them to expand their connections to forge better relationships that are applicable in their social, intellectual, and married lives.

In terms of the potential 5As of tourism components, the findings suggest that motorcyclists would benefit from the presence of retail establishments and eating establishments in their destinations of choice. A higher concentration of shops is probably to blame for this uptick in foot traffic. The pandemic has forced some residents of the Bicol Region to resort to creating their own enterprises in areas frequented by motorcyclists. On the other hand, based on the results, it seems like groceries and beverages are quite costly. Motorcyclists who travel extensively do not rely on eating out on their excursions. There are undeniably some companies that charge exorbitantly high interest rates on the amounts their clients must pay. Furthermore, motorcyclists planning a trip may learn all about the places they plan to visit. Facebook, TripAdvisor, and similar sites have made it easier than ever for vacationers to find the information they need quickly and easily. Also, culture plays a significant part in the overall impact of a tourist destination, and it causes them to be refreshed after a draining experience at work, which is something that motorcycle tourism can offer.

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. National and Local Government Units (LGUs) may invest in constructing roads and highways that provide greater accessibility for motorcycle tourists. Motorcycle tourists may also encourage their friends, relatives, and families to indulge in motorcycle tourism and become travel companions. The safety and security of tourists may be prioritized to avoid public hazards by implementing agencies and local authorities. This aspect could be addressed through tourism policing, mandated by the Philippine National Police. The City and Municipal Disaster Risk Reduction Council can also take part in these safety and security interventions. Finally, 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.

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