

Campsite attributes, travel motivations and behavioral intentions: Basis to enhance camping tourism experience

Evangelista, Diana Gracia T. ✉

CSTC College of Sciences, Technology and Communications, Inc., Philippines
(dianagraciaevangelista@gmail.com)



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Abstract

This study aimed to provide management and marketing strategies through a development plan to enhance camping tourism experience in CALABARZON Region. It assessed the campsite attributes, determined the travel motivations and evaluated the behavioral intention of campers and tested the significant difference of responses when grouped into profiles and tested the significant relationship of given variables. Quantitative Method and a Descriptive Correlational Research Design was used. The population size was computed using Raosoft with 95% confidence level and 5% margin of error which resulted to 333 sample size. The instrument was adapted from four different studies. The data gathered were analyzed using Weighted Mean, Frequency Distribution, Shapiro Wilk Test, Kruskal Wallis Test, Mann Whitney U-test to test the significant differences and Spearman Rho for the test of significant relationship. The paper concluded that majority are 25 to 40 years old, female, single and employed, camped for rest and relaxation with family for 2-3 days, prefers soft activities near the mountain and used private vehicles to do backpacking/hike camping. The study revealed that campsites that provided directions are preferred. The motivation was to share quality time with family/friends and intends to encourage friends and relatives to visit the campsite. There is a significant difference by the demographic profile except for sex. There is a significant relationship between campsite attributes and travel intention on behavioral intention, as campsite attributes and travel motivation increases, the intention increases. The study proposed development plans for Millennials travelling with family and friends that preferred provisions of natural landscape, rules and regulation, water and toilets and planimetric maps. It recommended for Destination Management Office to promote Regional Camping Loop, Staff Training and Campsite Inspections.

Keywords: destination accessibility, digital detox, domestic tourism, escapism, nature-based tourism

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1. Introduction

Camping can capitalize on worldwide trends as the globe changes swiftly. Camping tourism is growing element of tourism and a cost-effective tourism that may increase domestic travel. Young families want less crowded camping spots to spend time together in nature. Camping gives people the freedom to access isolated, natural, and quiet sites with shared values and communal moments, allowing them to reconnect with themselves, families, and friends in natural settings (Lee, et al., 2019). People today like camping to escape everyday routines, experience nature, and decrease stress by exploring camping activities. It is a sense of new experience that bonds destination and travel partners. Indeed, camping is no longer considered "poor man's tourism." and camping in the 21st century is greatly influenced by new trends in campsite accommodation, particularly new demand that mixes outdoor living with home comforts. (Milohnic et al., 2019).

Recent camping tourism activities show that competition is rising as new campsites provide diverse experiences. Popular tourist locations are those with unique extraordinary conditions and a change of atmosphere. Creating a plan to attract the public and tourists can help overcome tough competition. Tourism demand predicts future business opportunities (Haywood, 2020). Tourist demand can be predicted by examining post-purchase behavioral intention. Understanding visitor behavior is essential for creating tourism offerings that suit tourist needs and compete. According to Rogerson (2020) one of the most under-researched facets of lodging is that which surrounds the niche of camping tourism. This form of tourism has so far been rather neglected by tourism and hospitality research. Kumar and Ahmed (2019) supported this by stating that camping is one of the least well-researched of different lodging forms as is shown through the findings of the recent bibliometric analysis.

The research contributes by broadening the literature in the field of trends and competitiveness in camping by including the perspectives of campers regarding campsite attributes, their travel motivations and behavioral intentions. Therefore, the researcher is motivated to conduct this study to identify the attributes of campsites in CALABARZON pertaining to location and attractions, accessibility, amenities and supplementary services. This study will also investigate the travel motivations of campers in terms of escapism, nature, bonding, learning and social dimensions. Lastly, it will assess the behavioral intentions of campers in terms of revisit intention, word of mouth, willingness to pay more and loyalty. The researcher believes that camping destinations must be evaluated and be able to provide feedback on the factors that influence the tourists in choosing camping as a form of outdoor activity.

The study assessed the campsite attributes of the DOT Accredited tourism establishment in CALABARZON. The tourism establishment that has camping facilities with applicable attributes that can be assessed are chosen, covering twenty-seven (27) registered tourism establishments as of April 2023. The study determined the respondents with 3-year recency of visit to assure that data achieved from the instrument are valid and recent from a post-pandemic perspective. In addition, the study is anchored to the Push and Pull Travel Motivations of Dann (1977). Pull factors are defined as a destination's characteristics, while push factors are defined as someone's desire to travel, and these factors emerge as components of travel motivation. Similarly, the researcher makes an assumption that campsite attributes that meets the camper's preferences further motivates a visitor to enjoy camping and influences the future trends in marketing based on their behavioral intentions.

The applicable value is seen in the evidence on the importance of implementing innovative and satisfactory camping experience in relation to travel motivations. For the target groups of campsite stakeholders, this new trend is the basis for strategic planning of future demands and revisiting intentions potentially for both domestic and international travel.

Objectives of Study - This study provided management and marketing strategies guided by campsite user's preferences. Specifically, this study 1) presented the demographic profile in terms of age, sex, civil status and professional status; 2) identified the psychographic profile of the respondents in terms of: main motive in doing camping, frequent companion when camping, length of stay, number of previous visits in campsite destinations, and frequent choices of preferred activities in campsite destinations, preferred locations of campsite destinations, mode of transportation when visiting campsite ;3) assessed the campsite attributes pertaining to locations and attractions, accessibility, amenities and supplementary services;4) determined the travel motivations of campers pertaining to escapism, nature, bonding, learning and social dimensions; 5) evaluated the behavioral intention pertaining to revisit intention, word of mouth, willingness to pay more and loyalty. 6) tested the significant difference of responses when grouped according to the demographic profile variables; 7) tested the significant relationship of campsite attributes and travel motivations to behavioral intentions; and, 8) proposed a development plan to enhance the camping tourism experience based on the results of the study.

2. Methodology

Research Design - The design used is Quantitative-Descriptive Correlational Research. Quantitative research is the method of employing numerical values derived from observations to explain and describe the phenomena. Moreover, correlational strategies as the exploratory methods aim to measure two general aspects regarding the relationships between two or more variables in the sample or the whole population (Bloomfield, 2019). In addition, Descriptive research contributes to the development of tourist profiles, tourist or traveler typologies, descriptions of travel experiences, steps in tourism decision-making processes, spatial distribution patterns of tourist movements/flows, tourism developments, tourism inventories and baseline databases upon which to measure future changes in tourism trends and impacts (Sileyew, 2019)

Participants of the Study - The participants qualified to be the respondents for this study are those who have experienced camping from 2021-first quarter of 2023 in the listed DOT accredited tourism establishments with camping sites in CALABARZON Region. The researcher made an inquiry on the maximum capacity of the campsites of twenty-seven (27) tourism establishments as basis for the computation of the population size which arrived to two thousand four hundred fifty (2,450). The figure from the population size was computed by Raosoft Sample size calculator with a 5% margin of error and with a confidence level of 95%. It resulted in a sample size of 333 which is the minimum recommended size of the survey. Cluster sampling was used wherein the population represented by CALABARZON is divided into clusters of 5 provinces and these clusters are drawn at random.

Data Collection Instrument - This research study used the adapted questionnaire from Radovic et.al. (2021) entitled "Camping Tourism Experience, Satisfaction and Loyalty: An Empirical Study From Croatia" for the demographic and psychographic profile. For the first variable, the instrument was adapted from Lee (2020) entitled "Understanding the Factors Determining the Attractiveness of Camping Tourism: A Hierarchical Approach". For the second variable, this study adapted the instrument of Van Heerden (2020). "Motivation and Involvement in Camping—A Gender Perspective". For the third variable, this study adapted the instrument of Cakici, et.al (2019) entitled "The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention". The researcher requested the authors of the studies mentioned above for the permission to adapt the instruments. Thereafter, it was further modified for appropriateness by research experts to enhance the statements in each indicator, followed by consulting three (3) expert validator consisting of one (1) Provincial Tourism Officer of Quezon Province and (2) DOT Accredited campsite of managers from Laguna and Quezon. Furthermore, a pilot testing was conducted in through distribution of pilot test questionnaires among individuals who have experienced camping outside the locale of the study. The result underwent careful tallying and run through SPSS Software for the reliability. The Cronbach Alpha achieved by the pilot testing showed the result of 0.915 campsite attributes interpreted as Excellent, 0.876 for travel motivations interpreted as Good, and 0.966 for behavioral intentions interpreted as Excellent.

Data Gathering Procedure - After approval of the instrument to proceed, the researcher prepared and distributed a letter for all twenty-seven (27) DOT accredited tourism establishments with campsites. The coordination to request permission to conduct the study was through Text and Phone call, Facebook Messenger and E-mail. The data gathering commenced from March to May 2023, a favorable time to visit campsites due to the increase of visitors seeking for summer adventures, it was conducted during weekends and holidays to assure that the targeted number of respondents are achieved during the visit. Primarily, the researcher conducted on-site survey distribution to campsite visitors through printed survey questionnaires, Google forms and QR codes whichever is convenient to the selected respondents. Due to limited time to make an actual visit to the campsites and for practical reasons with only few targets, the researcher reviewed Facebook activities of the campsites to look for tagged respondents and messaged them through Facebook on their willingness to participate on the survey. The researcher assisted the respondents on the content of the instrument to fully understand the scope that it tries to assess. The questionnaire has five parts; Firstly, a set of questions about the demographic profile, followed by the psychographic profile of the respondents. The third part pertains to the assessment of the different campsite attributes. The fourth part assessed the travel motivations of campers and lastly, it assessed the behavioral intentions of campers.

Data Analysis - After achieving the desired number of results, the researcher tallied the data through Microsoft Excel. The data pertinent to the objectives raised in the study were obtained which became the basis of analysis and interpretation. Furthermore, to perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to describe the demographic profile and psychographic profile of the respondents. Weighted means and ranking were used to assess campsite attributes pertaining to locations and attractions, accessibility, amenities and supplementary services, to determine the travel motivations of campers pertaining to escapism, nature, bonding, learning and social dimension and to evaluate the behavioral intention pertaining to revisit intention, word of mouth, willingness to pay more and loyalty. The result of Shapiro-Wilk Test revealed that p-values of major 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 the two variables. The following Likert Scale was used in assessing the variables tested: 4.50 – 5.00 = Strongly Agree/Highly Important; 3.50 – 4.49 = Agree/Important; 2.50 – 3.49 = Moderately Agree/Moderately Important; 1.50 – 2.49 = Disagree/Slightly Important; 1.00 - 1.49 = Strongly Disagree/Not Important. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

Ethical Consideration - The study will protect and maintain the respondent's confidentiality. Respondents are carefully informed regarding the objective of the study and how the findings will be utilized. Confidentiality fosters confidence between the researcher and the respondents, as well as the need to keep the respondent's personal information secure and responsibly handled. Republic Act 10173, commonly known as the Data privacy Act of 2012, demands that any data acquired be treated with highest confidentiality in order to safeguard all types of information from respondents. The Data Privacy Act of 2012 will uphold the rights of the data subject – a person whose personal information is collected, stored, and processed – does not impede access to information, which may hinder progress and advancement. It does not preclude the processing of personal data for research. For the approval of the adapted questionnaire, the researcher requested the permission of the authors through an e-mail. In addition, the authors and other sources were properly acknowledged in line with the American Psychological Association (APA) to recognize their ownership of the content and to avoid

3. Results and Discussion

Table 1 presents the demographic profile of the respondents, when pertaining to age ,majority belong to the age group 25 to 40 years old with 48.6percent ; followed by 18 to 24 years old with 35.4 percent, next is 41 to 56 years old with 13.2 percent; and the least were 57 to 75 with 2.7 percent. In terms of sex, majority are female with 185 or 55.6 percent and the male are 122 or 36.6 percent and with the least number are the LGBT with 26

or 7.8 percent. For the marital status, the highest rank is from single with 239 responses or 71.8 percent and the remaining are married with 94 responses or 28.2 percent. In terms of professional status, 167 responses or 50.2 percent are the employed, followed by students with 85 responses or 25.5 percent, then the self-employed has 57 or 17.1 percent, the unemployed has 21 or 6.3 percent of the responses and lastly the retired with 3 results or .9 percent of the total.

Table 1

Percentage Distribution of the Respondents Demographic Profile

Profile Variables	Items	Frequency	Percentage %
Age	18 – 24 (Gen Z)	118	35.4
	25 – 40 (Gen Y)	162	48.6
	41 – 56 (Gen X)	44	13.2
	57 – 75 (Baby Boomers)	9	2.7
Sex	Male	122	36.6
	Female	185	55.6
	LGBT	26	7.8
Marital Status	Single	239	71.8
	Married	94	28.2
Professional Status	Student	85	25.5
	Unemployed	21	6.3
	Self – employed	57	17.1
	Employed	167	50.2
	Retired	3	.9

Millennial campers are expanding in number due to lifestyle changes and how millennials grew up with technology. This generation was born between outdoor play and hand-held technology. Most campers in the CALABARZON Region are women, indicating that many women nowadays are outdoor enthusiasts who wish to explore nature and feel accomplished by stepping into the outdoors, which were previously dominated by men. Single people have more time after work to travel than married people while married people must consider family duties, household chores, and travel preferences. Finally, most respondents are working and relax during free time by camping.

Millennials are described as confident, ambitious, self-absorbed, liberal, optimistic, and tech-savvy (Frederick, 2022). Millennials are inexperienced with outdoor skills, prefer contemplation and tranquility over activities, are concerned about environmental impacts, and prioritize safety and comfort over social interactions (Akhoundogli and Buckley,2021). Youth trips focus on adventure rather than comfort (Włodarczyk,2022). Women outweigh males in leisure and business travel and taking chances can empower women travelers, even though they perceive more hazards and limits(Buckley,2020). Even though women have more recreational limits than males, they are more connected to nature (Rosa et al.,2022). Married tourists are more prone to worry about personal safety, which may have kept them from exploring more appealing places. (Quang, et al.,2020)

Table 2

Percentage Distribution of the Respondents Psychographic Profile

Profile Variables	Items	Frequency	Percentage %
Main Motive for doing camping	For rest and relaxation	254	76.3%
	For new experience	99	29.7%
	For fun	96	28.8%
	For gastronomic offer	17	5.1%
	For the beauty of nature and landscape	138	41.4%
	For sports and recreation	42	12.6%
	For health	48	14.4%
Who do you often travel with	Family	178	53.5
	Friends	125	37.5
	Colleagues	12	3.6
	Organized group	18	5.4

Length of Stay	1 day	113	33.9
	2 – 3 days	210	63.1
	4 – 7 days	10	3.0
Number of previous visits to campsites	This is my first time	100	30.0
	Only once before	48	14.4
	Two or more visits before	102	30.6
	I have been visiting for a long time	83	24.9
Frequent choices of Preferred Activities in Campsite Destination	Swimming	152	45.6%
	Walking/day hiking	132	39.6%
	Photography	160	48.0%
	Trailing	32	9.6%
	Trekking	42	12.6%
	Picnicking	131	39.3%
	Boating	39	11.7%
	Kayaking	23	6.9%
Preferred Locations of Campsite Destinations	Canyoneering	11	3.3%
	Near the beach	127	38.1
	Near the mountain	128	38.4
	Near lakes and rivers	78	23.4
Mode of Transportation when visiting campsites	Uses public transportation to visit the campsite	64	19.2
	Uses private transportation to visit the campsite	220	66.1
	Uses motorbikes to visit the campsite	44	13.2
	Uses bicycles to visit the campsite	5	1.5
Preferred Choice of Camping Type	Backpacking/Hike Camping	166	49.8
	Car Camping	114	34.2
	Glamping	34	10.2
	RV Camping	4	1.2
	Overlanding	15	4.5

Table 2 presents the psychographic profile of the respondents; the table is intended for the profiling of the campers in terms of camping behaviors and trends. The result shows that the main motive for doing camping is for rest and relaxation with 254 responses and majority of the campers travel with family with 178 or 53.5 percent. In terms of length of stay, responses from 210 campers or 63.1 percent have stayed for 2-3 days in a campsite. In the previous visits to campsites, majority of the responses from 102 campers or 30.6 percent have two or more visits before. The results also showed that the most frequent choices of activities in camping are photography with 48percent, swimming with 45.6 percent, and walking/ day hiking with 39.6 percent. When it comes to the most preferred locations of the campsites, majority of the responses prefer locations near the mountain with 38.4 percent. Campers also prefer to use private transportation to visit campsite with 220 and 66.1 percent, in terms of camping type, majority of the respondents prefer backpacking/hike camping with 49.8 percent.

Campsites allow individuals to commune with nature and appreciate the wealth of resources while relaxing and unburdened from job and home. Modern families' lifestyles sometimes hinder interpersonal bonding, as technology divides time and attention at home. Most Filipinos escape on weekends or long weekends during no-work holidays. Frequent campsite visits have also provided Filipino campers with basic to sophisticated gear, and with every return is someone new who was motivated to camp, resulting in more individuals going camping. Visual learners like millennials learn best by seeing things, and photography is a terrific method to capture experiences and share them through “Instagram-worthy” images. The mountain camp's airy terrain and trees falling down the flatlands make tent setup easy. The soundtrack is particularly calming, with birds and crickets singing to welcome guests. Campers have full control over the vacation, which gives them flexibility and convenience. Most campers carry personal gear, so it's easier to take home in your own car. The high desire is due to the availability, ownership, and cost of vehicles. The study estimates that most individual vehicle owners prefer auto camping and that half of the samples that favor hiking are group passengers.

Modern tourists are increasingly self-aware and proactive about their environmental impact. Tourists

increasingly consider these two factors while choosing a spot to rest (Kiryakova-Deniva et al., 2022). Most camping trips bring families together. Forests and their surroundings are ideal for family recreation (Wong, et al., 2021). Nature was considered as a learning environment where one could temporarily escape their daily existence, and allusions to nature included values, beliefs, attitudes, and difficult routines (Zeivots, 2019). Outdoor activities improve health and focus on relaxation, discovery, and socializing for soft adventure enjoyment (Bichler and Peters, 2020). In nature-based tourism, memorable experiences affect satisfaction and return. Positive and memorable encounters make visitors feel comfortable and want to return (Anggraeni, 2019).

Table 3

Summary Table on Assessment of Campsite Attributes

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Location and Attractions	4.32	Agree/Important	4
Accessibility	4.45	Agree/Important	1
3. Amenities	4.38	Agree/Important	3
4. Supplementary Services	4.40	Agree/Important	2
Composite Mean	4.40	Agree / Important	

Legend: 4.50 – 5.00 = Strongly Agree/Highly Important; 3.50 – 4.49 = Agree/Important; 2.50 – 3.49 = Moderately Agree/Moderately Important; 1.50 – 2.49 = Disagree/Slightly Important; 1.00 - 1.49 = Strongly Disagree/Not Important

Table 3 presents over-all assessment pertaining to the attributes of the campsite, respondents agreed on the listed items with the computed mean of 4.39. Therefore, Campsite Attributes are perceived to be important when visiting a campsite for a valuable tourism experience. Highest in rank among the listed items is that respondents agreed regarding campsite accessibility with a mean of 4.45, followed by campsite supplementary services with a mean of 4.40. The lowest ranking item on the list with a composite mean of 4.38 is amenities, followed by the locations and attractions with a mean of 4.32.

This paper defines accessibility as the difficulty of getting to a campsite, its access system, and the sort of transportation used to get there and back. External and internal access can be checked. Accessibility is most popular since campers can drive to the campsite and even with little camping experience, and the campsite gives directions from main roads. Campers like varied settings with different natural attractions, therefore locations and attractions are least agreed upon. A camper may choose a campsite based on weather, company, or purpose. Some campers prefer to switch campsites each week, but most prefer the mountains to relax. Campers prefer natural sights like forests, maintains, rivers, cascades, and beaches. A camper may prefer a mountain overlooking the beach on one visit, a campsite near different water forms on another, and a campsite with sheer solitude that is not in the mountain with no water forms but offers safe camp during rainy days on another.

Hattingh (2022) stated that from a market dominated by tourists ‘in transit’ utilizing the car as the most convenient form of transport between the origin and the destination to one where the vehicle was more vital to the trip's enjoyment. The enormous road and highway network that followed led to car-based tourism and the world's most diverse touring landscapes. Tomej and Liburd (2019) noted that rural tourist attractions are spread and distances are large, which affects visitor travel behavior and mobility. A campground in nature is great for camping tourism. Camping tourism emphasizes nature and openness with certain interferences and overlaps of the attractive natural environment (Lee, 2020). Tourists who understand the nature-wellness paradox have numerous perspectives. Physical health and wellness, lived experience and shared meanings, social lives, and political realities are crucial to the latter's significance. Camping, where human consciousness and nature-based experience coexist, illustrates this link (Peluso and Guido, 2019).

This table summarizes the travel motivations of campers. Generally, the respondents strongly agreed on the listed items pertaining to travel motivations as proven with the computed mean of 4.71. Highest in rank among the listed items is that they strongly agreed that they go camping for bonding with a mean of 4.82, this is then followed by the respondents with strong agreement that that they go camping for nature and learning both with a mean of 4.79. The lowest ranking item on the list with a composite mean of 4.72 is escapism, followed by social motivation with a mean of 4.43.

Table 4*Summary Table on Assessment of Travel Motivations*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Escapism	4.72	Strongly Agree	4
Nature	4.79	Strongly Agree	2.5
Bonding	4.82	Strongly Agree	1
Learning	4.79	Strongly Agree	2.5
Social	4.43	Agree	5
Composite Mean	4.71	Strongly Agree	

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

Group camping is great for bonding. Camping strengthens relationships and socialization. It could be a campfire, stories, or outdoor activities. Camping is an unmatched way to experience nature. Camping rejuvenates mind, body, and spirit with its sensory experience, from waking up to bird songs or sea waves to falling asleep under a starry sky. Camping lets us appreciate nature's beauty and learn to be environmentally responsible. Nature awareness educates campers to conserve, respect, and leave no trace. In a world where comfort and convenience often dominate, campers are motivated to travel because camping offers a chance to connect with nature and its endless beauty, bond with family or friends, and relax and appreciate the wonders around them. Camping experiences inspire people to visit campgrounds in different parts of the region, bringing environmental values with them. Camping promotes meaningful time with family through privacy or social involvement, whether it's intimate or new. Social reason for travel gets the lowest rating due to its diverse outlook. The reason to go camping for personal connections is more vital than seeking new individuals and networks. Campers prioritize bonding with loved ones above meeting new people.

Camping involves shared content, developing relationships, and finding satisfaction in leisure activities and travel, which can boost nature viewing and social engagement (Sommer, 2020). An activity draws visitors, who feel self-expressive or think the area is part of life (Winter, et al., 2019). Camping visitors seek physical and mental release, healthy physical fitness, learning new knowledge, interpersonal interaction and self-challenge. Camping helps to promote the family unit's ability to work together as well as certain skills such as perseverance, physical endurance, teamwork, and cooperation (Graefe, 2020). The value of a family spending time together camping in nature. It shows the positive psychological influence of bringing a family together in a commune style experience. (Ridzuan, 2019).

Table 5*Summary Table on Assessment of Behavioral Intention*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	4.61	Strongly Agree	2
Word of Mouth	4.65	Strongly Agree	1
Willingness to Pay More	4.02	Agree	4
Loyalty	4.16	Agree	3
Composite Mean	4.36	Agree	

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

Table 5 shows that the respondents agreed on the listed items pertaining to the behavioral intention with the computed mean of 4.36. Highest in rank among the listed items is that they strongly agreed that word of mouth influences their behavioral intention with a mean of 4.65, this is then followed by the respondents with strong agreement about revisit intention with a mean of 4.61. The lowest ranking item on the list with a composite mean of 4.16 about behavioral intention is loyalty, followed by willingness to pay more with a mean of 4.02.

Word-of-mouth appears to strongly affect respondent behavior. This suggests that campers appreciate the

advice of other campers more than other sub-variables in the table. Word-of-mouth marketing, which relies on people talking about a campsite, is one of the most powerful and credible ways to influence travel behavior. People are more likely to trust family and friend suggestions because they trust their personal judgment about the campsite and believe it is legitimate. Social media posts from firsthand experience are becoming popular for information collection. Campers often publish images and descriptions of their adventures to inspire others. When someone who has gone camping discusses it, it motivates others with the same interest. Saying good things about a campsite invites others to try it. Campers' conduct is least affected by willingness to pay extra. This is because camping prices and rates vary and are perceived differently. Campers' willingness to spend more depends on several circumstances and may vary with experience. Campsite value can be affected by weather, service quality, competition, and budget. Remember that camping weather and campers are the most unexpected. Poor weather impacts willingness to pay. Another is fellow campers, who have distinct motivations. Sharing space in camping makes the other group adjust, which changes their willingness to spend more. Campers expect fair charges because camping is seen as a cost-effective outdoor activity. Another point is that the campgrounds in this survey are registered enterprises that pay taxes and permits, which means they pay more than newly opened campsites.

Behavioral intentions are options for conduct. Consumer revisit intention is related to their decision to keep using the service provider and revisit intention is decided after the visit (Yogiswari et al.,2021). Visitors' experiences impact their inclination to return. A pleasant experience also makes visitors happy, which influences their aim. Visitors desire uncommon and unforgettable encounters to have favorable sensations, which are determined by experiential quality and affect visitors' revisit intention (Realino et al.,2021). Tourists' readiness to pay is similar to a consumer's willingness to buy things or book recreational activities to satisfy themselves. Tourist WTP has been studied in many contexts, including tourist payment of a premium price to improve product quality and/or the destination experience, natural attractions, outdoor recreation, conservation and management of natural resources, ecological tourism, sustainable destinations, climate change, and even to maintain or improve the tourism product (Duran-Roman et al., 2021).

Table 6

Difference of Responses on Assessment of Campsite Attributes when Compared According to Profile

Indicators	U/H	p-value	Interpretation
Age			
Location and Attractions	38.289	.000	Significant
Accessibility	17.042	.000	Significant
Amenities	42.600	.000	Significant
Supplementary Services	19.577	.000	Significant
Overall Campsite Attributes	39.803	.000	Significant
Sex			
Location and Attractions	1.385	.500	Not Significant
Accessibility	1.543	.462	Not Significant
Amenities	1.940	.379	Not Significant
Supplementary Services	2.806	.246	Not Significant
Overall Campsite Attributes	1.729	.421	Not Significant
Civil Status			
Location and Attractions	8111.000	.000	Significant
Accessibility	8359.000	.000	Significant
Amenities	7340.000	.000	Significant
Supplementary Services	8334.000	.000	Significant
Overall Campsite Attributes	7635.500	.000	Significant
Professional Status			
Location and Attractions	2.068	.000	Significant
Accessibility	2.099	.000	Significant
Amenities	2.353	.000	Significant
Supplementary Services	1.607	.011	Significant
Overall Campsite Attributes	2.183	.000	Significant

Legend: Significant at p-value < 0.05

Data has proven to be not normal in distribution as per the results of the Shapiro Wilk test for normality,

hence the use of nonparametric tests in terms of test of differences and relationship. Findings indicates that in responses on the assessment of all campsite attributes has been proven to be influenced by the respondent's age, civil status and professional status but not with the respondent's sex.

Those who are aged 25-40 years old, currently single and are employed has the highest rating for campsite attributes. This suggests that there are different factors that influence how people assess campsite attributes. This means that the respondent's age, civil status and professional status had an impact on how they rated the campsite attributes, except for sex. The Generation Y have rated the campsite attributes differently because of their unique needs and expectations, Similarly, single respondents rated differently because of their different priorities compared to married individuals. And finally, employed individuals rated differently based on experiences and knowledge. Single and employed millennials value all campsite attributes that can make the positive experience such as the natural attractions, they value campsites that are located in beautiful natural areas and prefers doing soft activities in a scenic setting. In terms of accessibility, external accessibility is important because they value campsites that can be searched in advance for directions. They prefer to use private cars and to have freedom to access less travelled roads compared to public transportation to enjoy the scenery. In terms of Amenities, hygiene and sanitation amenities, they are concerned with supply of water during camping trip and prefers campsites that has well maintained restrooms. In terms, rules and regulations imposed in the campsites, they value clear rules and regulations that are well informed so that they are aware of the expectations and ensures that they also abide by the rules. Sex did not have an impact on the respondent's ratings, this suggests that camping attributes are universal for both men and women and that these attributes are essential for a positive camping experience regardless of the gender.

Millennials are affected by “the digital revolution, globalization and fast consumerism, climate change and sustainability challenges, demographic ageing of the world population, and membership of the most education-minded generation in history”. Those elements affect how Millennials interact with the world and how destination marketers can attract them. (Milhonic, et al. (2019). Millennials seem more tolerant and receptive to change and diversity than earlier generations because they were socialized during a time of significant technical and social development, which exposed them to worlds outside their own and fueled their desire to travel (Lewis, 2021). Due to their lack of nature exposure, millennials prefer to spend money on travel and nature tourism. They are reconnecting with nature after being denied it by digital technology as children. More attractions use natural environments like beaches and equestrian centers to ensure young guests can appreciate nature(Craig, 2019).

Cruz (2023) found that young millennials in Zambales base their attraction selection on safety and security, management, cleanliness and sanitation, and ambience and environment. These variables are crucial to trip enjoyment. The main objective of attractions is to draw customers to a location to explore the attractions. Many factors inspire individuals to visit destinations, but mental and physical health relaxation is the most important. People are happier in clean, hygienic environments, and there are no immediate alternatives. Antosova,et.al., (2023) also suggested prioritizing guest/tourist safety in all aspects. Tourism safety and security are top priorities for some. Also, consumer safety from death, property, and belongings. This suggests that visitors care about hygiene and sanitation. According to Kamruzzaman (2019), traveling in a clean, hygienic atmosphere, especially with clean meals, makes people happier and there are no quick alternatives. Tourism benefits is meaningless if it lacks public safety, sanitation, an effective transport system, and adequate signage. This allows tourists to move around safely in a clean, peaceful environment with police patrolling and good signage indicating attractions. (Marinao,2019).

Data has proven to be not normal in distribution as per the results of the Shapiro Wilk test for normality, hence the use of nonparametric tests in terms of test of differences and relationship. Findings indicates that in responses on the assessment of travel motivations has been proven to be of no influence by the respondent's civil status, professional status and sex, however, age influences social travel motivation.

Table 7

Difference of Responses on Assessment of Travel Motivations when Compared According to Profile

Indicators	U/H	p-value	Interpretation
Age			
Escapism	5.436	.066	Not Significant
Nature	.680	.712	Not Significant
Bonding	1.188	.552	Not Significant
Learning	.183	.913	Not Significant
Social	7.011	.030	Significant
Overall Travel Motivation	1.387	.500	Not Significant
Sex			
Escapism	3.773	.152	Not Significant
Nature	2.050	.359	Not Significant
Bonding	.935	.627	Not Significant
Learning	.210	.901	Not Significant
Social	.644	.725	Not Significant
Overall Travel Motivation	.528	.768	Not Significant
Civil Status			
Escapism	10693.500	.397	Not Significant
Nature	11201.000	.959	Not Significant
Bonding	10772.000	.405	Not Significant
Learning	10691.000	.378	Not Significant
Social	10050.000	.105	Not Significant
Overall Travel Motivation	10809.500	.581	Not Significant
Professional Status			
Escapism	.480	.975	Not Significant
Nature	.295	1.000	Not Significant
Bonding	.432	.992	Not Significant
Learning	.502	.963	Not Significant
Social	1.124	.160	Not Significant
Overall Travel Motivation	.733	.656	Not Significant

Legend: Significant at p-value < 0.05

Those who are from the age group 25-40 years has the highest rating in travel motivation that influences social motivations. Millennials are more likely to be motivated to go camping by the desire to socialize and connect with others. This is likely due to a number of factors such as because of the influence of social media. Millennials are known to be generation that uses social media to connect with family and friends. Camping can be a great way to connect with others in person, and it can also be a great way to share photos and stories of camping experiences on social media. Millennials has the desire to experiences, they value experiences over possessions, and camping can be a great way to have new and unique experiences when connecting with nature and learning about the natural environment. After the pandemic, the desire for community among millennials is also a factor to consider in engaging in camping because it allows to meet and connect with people with the same interests. Moreover, Millennials are more likely to camp with friends or family than with other groups. This suggests that they value the social aspect of camping and see it as a way to connect with people they care about.

Compared to the younger generations, millennials are somewhat less attached to technology and value hanging out with the people they love in person. Pradhan,et.al., (2019) shows that almost half of millennials who go camping take their children with them. In addition to children, millennials like to camp with larger groups of friends, and spend some quality time playing board games, talking about various topics and simply enjoying the company of people. Although they haven't connected with technology to the same extent as newer generations, many millennials bring some form of technology on their travels and camping trips. They like to capture beautiful moments and share them on social networks. The increase in interest in camping is certainly related to the promotion on social networks by millennials. In this way, millennials significantly influence camping's rise in popularity. However, although they're used to using technology daily, millennials are still a generation that knows how to enjoy the moment and the people around them.

Whereas, Floros et.al, (2019) shared that Millennials believe that Digital Free Tourism is beneficial for their well-being, but also have concerns regarding social expectations, technology dependence and environmental

support. While studies note that tourists bring familiar objects, such as communication devices, on holidays, few address how digital media radically change the home/away balance and the tensions arising when connections are interrupted. Cai and McKenna (2023) notes that offline destinations enable more focus on the present, stimulation of dormant skills, and the possibility of evaluating the value of connectedness. Similarly, Syvertsen (2022) point to escape, personal growth, well-being, and strengthening relationships as benefits of offline holidays.

Table 8

Difference of Responses on Assessment of Behavioral Intention on Visiting Campsite in CALABARZON when Compared According to Profile

Indicators	U/H	p-value	Interpretation
Age			
Revisit Intention	.087	.957	Not Significant
Word of Mouth	.249	.883	Not Significant
Willingness to Pay More	17.975	.000	Significant
Loyalty	18.373	.000	Significant
Sex			
Revisit Intention	1.228	.541	Not Significant
Word of Mouth	1.681	.431	Not Significant
Willingness to Pay More	1.717	.424	Not Significant
Loyalty	.101	.951	Not Significant
Civil Status			
Revisit Intention	11114.000	.865	Not Significant
Word of Mouth	10112.500	.104	Not Significant
Willingness to Pay More	8952.500	.003	Significant
Loyalty	9953.000	.096	Not Significant
Professional Status			
Revisit Intention	.238	1.000	Not Significant
Word of Mouth	.778	.580	Not Significant
Willingness to Pay More	1.568	.015	Significant
Loyalty	.900	.393	Not Significant

Legend: Significant at p-value < 0.05

Data has proven to be not normal in distribution as per the results of the Shapiro Wilk test for normality, hence the use of nonparametric tests in terms of test of differences and relationship. Findings indicates that in responses on the assessment of all behavioral intention has been proven to be influenced by the respondent's age, civil status and professional status but not with the respondent's sex.

Those from Generation Y, currently single and are employed has the highest rating in behavioral intentions and influences their willingness to pay more, and the same age group also influences loyalty. This means that they are more likely to be willing to pay more for camping than other demographics due a number of factors such as their disposable income which can be spent on worthwhile experiences gained from camping than that of material possessions, and they are willing to pay more because they want to satisfy their expectations. This age group understands the factors that influences the pricing of campsites in terms of seasonality, size of group and other amenities. They are also likely to spend more days in camping, this means also spending extra for extended days without being bothered of the cost because camping accommodations are far less cost-effective form of outdoor accommodation than staying in hotels. This generation values hard earned money from their career but does not bother to spend whenever it suits their expectations. Thus, when these expectations are met through combinations of desired campsite attributes, millennials become loyal to the campsite that they trust and believe in, they become loyal to campsites that shares the same values in delivering positive experiences and environmental consciousness leading to multiple visits, recommendations and look forward to the next visit.

It was found that millennials are the least loyal buyers. It claims that over 30% of consumers are 'brand- and quality conscious shoppers' who feel only well-known brands can give the finest quality in their industry. However, this study found that value consciousness and convenience drove millennial consumption (Thangavel et al.,2019). Rural destination marketers knew that Millennial travelers were drawn to "authenticity" experiences,

but how to apply this to marketing strategies was unclear. Destination marketers must develop authenticity tactics that are not based on their own perceptions or generational experiences (Lewis,2022). Moreover, Anggraeni (2022) discovered that millennials who value the environment and have a reference group that cares about it will buy green products, even if they cost more. They are becoming an effective demographic group for ethical and environmental issues. Social responsibility is a Millennial priority (Aksoy and Ozsonmez, 2019). Young people love to travel and seek authentic experiences. Generation Y values sustainability too. Millennials are leading the way in eco-friendly travel. Luxury and new experiences are fine with millennials, but they prefer to support companies that share their beliefs (Bugault, 2020; Deloitte, 2019).

Table 9

Relationship of Responses on Campsite Attributes on Behavioral Intention Assessment

Indicators	r	p-value	Interpretation
Revisit Intention			
Location and Attractions	.151**	.006	Significant
Accessibility	.149**	.006	Significant
Amenities	.174**	.001	Significant
Supplementary Services	.210**	.000	Significant
Overall Campsite Attributes	.204**	.000	Significant
Word of Mouth			
Location and Attractions	.198**	.000	Significant
Accessibility	.207**	.000	Significant
Amenities	.245**	.000	Significant
Supplementary Services	.300**	.000	Significant
Overall Campsite Attributes	.282**	.000	Significant
Willingness to Pay More			
Location and Attractions	.446**	.000	Significant
Accessibility	.339**	.000	Significant
Amenities	.484**	.000	Significant
Supplementary Services	.446**	.000	Significant
Overall Campsite Attributes	.495**	.000	Significant
Loyalty			
Location and Attractions	.366**	.000	Significant
Accessibility	.294**	.000	Significant
Amenities	.454**	.000	Significant
Supplementary Services	.403**	.000	Significant
Overall Campsite Attributes	.437**	.000	Significant

Legend: Significant at p-value < 0.05

Results on the relationship between the responses on campsite attributes when related to assessment of behavioral intention is presented on the table. Findings showed that all aspects of the two variables are highly correlated to each other in a positive direction but with only weak relationship. This indicates that as the responses on the campsite attributes increases their responses on assessment of behavioral intention also increase as proven by the computed p – values which were all lower than the set alpha level of 0.05, showing that the relationship present between the variables are highly significant.

The p-value indicates that the relationship between the variables is significant and can be considered true to the general public. This shows that the campsite attributes have an influence to the responses of the behavioral intention. The higher the assessment for the attributes such as location and attraction, accessibility, amenities and supplementary services the higher is the intention to revisit, word of mouth, willingness to pay and loyalty. This is a result of positive experience and satisfaction achieved from a campsite through the desired attributes. The respondent’s met the expectations from the campsites based on their marketing materials and based on the information gained which served as the Pull factors in their motivations.

The researcher believes that despite that there is a positive correlation between two variables, there is a weak relationship due to several other factors that may influence behavioral intentions such as personal preferences, past experiences and social influences. In terms of personal preferences, individuals have preferences which may affect their behavioral intention to camp. For instance, there are individuals that are interested in campsites that

are located in natural areas but in different settings- like beach, mountains, river, lakes or forests. There are individuals that has preference for well-managed campsites than those raw campsites due to the availability of preferred attributes that contributes to their over-all experience. In terms of past experiences, individuals consider important attributes based on their experiences in the past. For instance, the longer the stay in a campsite, preference in attributes varies because of diminishing supplies and perishability of the items brought with them. In terms of social influences, individuals who are camping with groups rely on the attributes that can accommodate larger visitor size which also requires more on the attributes side.

Lee (2019) found that camping is motivated by “staying outside and enjoying nature”, “getting fresh air”, “promoting family harmony”, “meeting others”, and “paying less for accommodations”. Several experts believe “escaping from routine and enjoying nature” motivates camping. Traditional camping restrictions including inconvenience and inadequate safety make camping difficult. The hassles of camping increase demand for high-quality goods. Cleanliness is also important to tourists. Tourists/recreationists may prioritize cleanliness when buying. Cleaning improves customer choices, according to extensive research. Hitchings et al. (2019) found that young survey respondents are more likely to wish to camp (to escape daily life or be in nature) and stay clean. Therefore, providers should concentrate their resources to improving and maintaining public restroom cleanliness to satisfy expectations and boost perceptions of cleanliness reliability, which will lead to good secondary behaviors.

Cruz (2023) emphasizes the importance of friendly service, clean, well-run facilities, information about local attractions and activities, and socialization. This implies that a tourist destination's appeal could be tarnished by inadequate comfort services. Consumer research shows that amazing encounters can create lasting memories, boost pleasure, and inspire personal growth. Extraordinary consuming experience fits experiential and exceptional tourism activities well. Kim, et al. (2019) define Memorable Tourism Experience as an experience that is remembered fondly ever after. It believes that memorable tourism experiences encourage repeat visits and positive word of mouth. Similarly, emotions have been studied in various contexts to examine the relationships between different variables such as customer experiences and behavioral intention. For example, restaurants, hotels, places, brand attachment, shopping, retailing, tourism, festivals. Most studies have validated the findings that emotions influence the behavioral intention of consumers/visitors either via satisfaction or loyalty (Yang, et al., 2021).

Camping tourism is developing, requiring high-quality services and infrastructure. Camping providers must meet the requirements and expectations of a growing tourist population. Knowing why camping tourists participate, like consumption, is crucial. Many scholars have studied the motivation-satisfaction relationship because satisfaction improves tourists' post-purchase behavior, such as recommendation and revisit intention. Thus, camping activity supply vendors and site owners must grasp campers' experiences. Campers will leave special impressions and experiences after each activity. Positive camping experiences mean campers are happy with the activities, people, and environment (Fillieri,et.al., 2021).

Poku and Boakye (2020) posits a direct positive relationship between safety and security and the fortunes of any destination's tourist trade. The general trend is that destinations which are perceived as unsafe and insecure suffer poor image and consequently declines in patronage. While the terms ‘safety’ and ‘security’ are used interchangeably, they are in reality not the same, with the former relating more to unintended harm and the latter focusing on premeditated intended harm.

Results on the relationship between the responses on behavioral intention when related to assessment of travel motivation is presented on the table. Findings showed that most aspects of the two variables are highly correlated to each other in a positive direction but with only weak relationship except for escapism, nature and bonding that does not influence the willingness to pay more. This indicates that as the responses on the travel motivations increases their responses on assessment of behavioral intention also increase as proven by the computed p – values which were mostly lower than the set alpha level of 0.05, showing that the relationship

present between the variables are highly significant.

Table 10

Relationship of Responses on Travel Motivation on Behavioral Intention Assessment

Indicators	r	p-value	Interpretation
Revisit Intention			
Escapism	.411**	.000	Significant
Nature	.420**	.000	Significant
Bonding	.426**	.000	Significant
Learning	.333**	.000	Significant
Social	.300**	.000	Significant
Overall Travel Motivation	.478**	.000	Significant
Word of Mouth			
Escapism	.402**	.000	Significant
Nature	.399**	.000	Significant
Bonding	.384**	.000	Significant
Learning	.381**	.000	Significant
Social	.360**	.000	Significant
Overall Travel Motivation	.513**	.000	Significant
Willingness to Pay More			
Escapism	.071	.194	Not Significant
Nature	.045	.409	Not Significant
Bonding	.088	.110	Not Significant
Learning	.137*	.013	Significant
Social	.286**	.000	Significant
Overall Travel Motivation	.241**	.000	Significant
Loyalty			
Escapism	.171**	.002	Significant
Nature	.188**	.001	Significant
Bonding	.166**	.002	Significant
Learning	.234**	.000	Significant
Social	.367**	.000	Significant
Overall Travel Motivation	.404**	.000	Significant

Legend: Significant at p-value < 0.05

Travel intention is generally favorable. This means more people will say they go camping and more will go. It is not perfect because not all indicators, such as the willingness to pay extra for escapism, nature, and bonding, are related. Motivation is driven by personal needs and wants. Some campers are motivated by different things but want to go to the same place. Human behavior is complicated; thus campers' reasons may not be complex demands but rather high or low intentions to execute the task.

Thus, several factors affect travel motivation and behavioral intention. Personality, values, and experiences come first. For example, if a camper visits a camp for escapism and brings friends who don't value solitude, prefers to be loud, and doesn't value natural attractions, the camper's willingness to invite friends again and pay fines and penalties for the companion's behavior will change.

A camper must examine perceived barriers on subjective standards before making a final decision based on environmental norms like the companion. A camper would think elderly folks prefer home-cooked meals like fish and veggies, but camping food is easier to cook and less perishable. Thus, if the criteria are not met, a camper's intention to return will be affected.

The two factors are weakly related except for escapism, nature, and bonding. This suggests that camping convenience, quality, and safety do not affect willingness to spend extra. Camping simply influences willingness to pay extra for escapism, nature, and togetherness. This indicates that consumers will pay extra for a product if they think it would help them escape their daily life, connect with nature, or connect with loved ones. The results show that campers want emotional and social benefits from campgrounds as well as functional ones.

Traditional travel motivation is the fundamental, psychological, or mental impulse to pursue leisure activities. Motivations in tourism research help identify tourists' demands and link them to the right activities,

interests, or location qualities (Otoo et al., 2020). Tourist motivation also predicts loyalty, image, and behavior (Paudyal, et al., 2019). Understanding certain tourist groups and cohorts, their wants, and how to match items to them is crucial (Otoo and Kim, 2020). For loyalty, Pinkus, et al. (2019) found that visitor pleasure increases their likelihood to return or recommend a visit. Guest loyalty was also favorably correlated with stay length, perhaps mediated by satisfaction. Tourist loyalty is vital for nature-based tourism locations, and aesthetic experiences may boost it (Fu, et al., 2019).

Health, sports, entertainment, and stress relief are perks of travel. Recent travel behavior research has debated whether objective characteristics or subjective attitudes and lifestyles affect travel behavior. Leisure travelers tailor their activities to their likes and needs. Intentions indicate how hard someone are willing to try and how much work they plan to put into an action. The more intent to do something, the more likely it is to do so. It should be noted that a behavioral aim may only be expressed through deliberate behavior. If the person can choose to do or not do it. Some activities may fit this condition effectively, but most depend on non-motivating elements including time, money, skills, and others' participation (Bayih and Singh, 2020).

Tourism, like many other industries, relies on recurring visitors. Most travelers return to their favorite destinations for the best experiences. Tourist destination loyalty indicates potential repeat visits. Therefore, behavioral intention is tourists' expected behavior in a given situation as a probability of action. Most travel motivation research show that contentment is a key element in returning to a tourist destination. Other antecedents include perceived quality, destination image, past experience, cultural differences, novelty seeking, destination features, and favorable word-of-mouth. (Ryu and Park, 2019).

Table 11*Proposed Development Plan for the Enhancement of Camping Tourism Experience*

Key Result Area/ Objectives	Strategies	Outcome
Campsite Attributes		
Location and Attraction		
To limit development of man-made attractions and improve areas for natural attractions	To create a campsite location plan that offers more connections to the natural resources.	Ensure that the campers meet the natural environment and limit the investment for than man-made attractions and be used instead for the improvement of other important facilities
Accessibility		
To provide digital information to campers on the routes and directions	To create a pinned location via Google Map	Ensure that the campers are informed of the exact location even before leaving origin of destination
	To create a general reference or planimetric map that is available on the Facebook page of the campsites	Ensure that without the availability of the internet, campers can still access a map that leads to the campsite direction
To develop access roads leading to the campsite	To ensure the pathways to campsites are accessible by private vehicles in all sizes.	Ensure that professional, beginners and potential campers has access to the camping experience no matter the size and set-up of the vehicle.
Amenities		
To develop a proper water management system that ensures adequate supply of water in bathrooms and common faucets	To practice rain water harvesting for non-potable use such as toilet flushing, dishwashing and general cleaning.	Ensure that the water supply for campers is adequate even during camping peak season where consumption is high.
To provide clean toilets for campers	To build toilets that are regularly checked for safety, cleanliness and trash collections	Ensures well- maintained and safe toilet use.
	To educate campers of the toilet courtesy in terms of trash disposal, some campsites does not trash collections from the local government due to the remoteness, educate the campers of the carry your own trash policy.	Ensures that campers are part of the sustainability practice of the campsites-preservation of the natural environment of the campsite.
	To provide ample trash bins for sanitary wastes	Ensures that there are trash bins for sanitary wastes, if there is a trash collection schedule from the local government.
Supplementary Services		
To create a campsite rules and regulations	To inform campers about the campsite rules and regulation upon arrival through printed information sheets that includes general	Ensures that the campers are aware of the campsite rules and regulations and avoid disturbances brought by a group and

Campsite attributes, travel motivations and behavioral intentions: Basis to enhance camping tourism experience

	services and convenience services	therefore suffered by another.
To impose clear and fair price rates	To make a published rates that is fair based on the amenities and services that can be provided by the campsite like security, maintenance staff, water consumption and post lights.	Ensures that the campers see the worth of money spent, resulting for more recommendations. Allows for a fair pricing practice in business operations.
Key Result Area / Objectives	Strategies	Outcome
Travel Motivations		
Escapism		
To create an environment that provides solitude and privacy	To make a location map of tent pitching areas with proper distancing from one group to another	Ensures that campers have privacy during the camping stay without being disturbed by neighbor campers.
Nature		
To develop areas of the campsites that are near natural resources	To locate the campsite in an area of the property that is far from the disturbances of other recreation activities or eye sores.	Ensure than the intention to commune with nature to rest and relax is achieved by the visit to the campsite
	To educate the campers in maintaining the state of the rivers, lakes and beaches by practicing Leave No Trace principles	
	To educate campers in the mountain camps of the disturbances brought by men to natural wildlife by following the Live and let live principle	
	To impose camper penalties that violates the rules and regulations about the natural preservation of the area.	
	To promote activities that raise awareness by promoting Tree Planting activities during their stay in the campsite	
Bonding		
To establish soft activities in the campsites that fosters bonding among groups.	To provide available board games such as chess, puzzles or scrabbles for rental that promotes social play and interaction	Ensure to provide choices of activities without having to invest large amount for development and maintenance of other activities
	To make activities such as star gazing and provide constellation maps	
	To have a projector display for a Rated PG or to R13 movie night related to family relationships, adventures and learning	
	To provide books for rental such as story books for kids or books of discovery	
	To create a playground for children derived from repurposed materials such as tired and old wood.	
Learning		
To inform campers on the value of educated camping experiences.	To educate campers of the value of the experience in terms of its benefits to physical, mental and social health.	Ensure the values by preserving the natural environment that is sustainable for future use of the next generation
	To promote camping as a form of recreation and leisure through conscious consumption compared to a staycation in hotels or other accommodation facilities.	
	To educate the campers of the small things they could do with huge impacts to sustainable leisure.	
	To educate campers about the ecology of the campsite (Flora and Fauna) thus broadening the knowledge about the area.	
Social		
To establish a social environment within the campsite.	To establish social relationships through provisions of guidelines in making the experience memorable yet responsible.	Ensure creating core memories that will be shared to potential campers and encourage the experience to be an inspiration to do more camping in the future
	To educate campers about common courtesy for other campers while enjoying social time with family and friends.	
	To be involved in camping groups to study the behavioral trends of campers in terms of varied market segments.	
Key Result Area / Objectives	Strategies	Outcome
Behavioral Intention		
Revisit Intention		
To entice the willingness of campers to return again in the campsite	To conduct post camping feedback on the experience related to attraction, accessibility, amenities and supplementary services	Ensure to value the experiences and make this as a reference for service improvements and development on the campsites
Word of Mouth		

To adapt the E-WOM as a faster tool to market the camping experience	To actively promote the campsite through regular posts in the social media To include Chatbots in assisting inquiries about the rates, amenities, locations and other information.	Ensure the campers that the Facebook account is active and updated and could provide information right away for faster travel decision making.
	To create contents that people will talk about in the web or social media and encourage conversation about the camping experience and the campsite to spread faster through the use of hashtags and taglines.	Ensure that the campsite creates social media traffic through searches based on E-word of mouth
	To allow campers to post or comment their camping experience through pictures and videos in the official Facebook page of the campsite.	Ensure that the content generates participation through social-emotional engagement.
Willingness to Pay More		
To conduct a cost-benefit analysis on the areas of improvement in the campsite	To invest in improvements of landscape, accessibility, connectivity and improve service through training of the campsite staff	Ensure that the camper's expectation is met and experience the worth of the published rates
Loyalty		
To promote loyalty to campers and include them as part of the brand	To use loyalty card to reward them in patronizing the campsite.	Ensure that the campers return to the campsite and show value about their visit.
	To create promos for frequent campers such as camp with 4, free 1 person	

4. Conclusion and Recommendation

Majority of the respondents who have visited campsites in CALABARZON are belonged to the age 25 to 40 years old, female, single and employed. Majority of the respondents who have visited campsites in CALABARZON and go camping for rest and relaxation, for new experience and for the beauty of nature and landscape, majority also travel with their family and stayed for 2-3 days and have visited campsites for two or more times before. Moreover, the most frequent choices of activities are photography, swimming and walking/day hiking. The most preferred location of campsites is those near the mountain and uses private vehicles as mode of transportation and prefers backpacking/hike camping as type of camping. Based on the assessment of campsite attributes, responses had an over-all agreement and perceived as important in terms of location and attractions, accessibility, amenities and supplementary services. The result showed that visitors prefer campsites that provides direction to reach the place and can be accessible by private cars, has rules and regulation displayed in different areas about noise, cleanliness and safety, has adequate supply of water, provision of restrooms and has natural attractions.

Based on the assessment of travel motivations, responses had an over-all strong agreement in terms of escapism, nature, bonding, learning and social. The result showed that visitors are motivated to go camping to share quality time with family/friends, it teaches to become environmentally responsible while enjoying the scenery of campsites, to experience solitude and have privacy and meet people with same interests. Based on the assessment of behavioral intention, responses had an overall agreement in terms of revisit intention, word of mouth, willingness to pay more and loyalty. The result showed that campers will encourage friends and relatives to visit the campsite when traveling to CALABARZON, and they themselves are willing visit the campsites when traveling to CALABARZON and intends to choose the campsite in the future and it is acceptable to pay more for the campsite.

The result of the study showed that in responses on the assessment of all campsite attributes, there is a significant difference by the respondent's age, civil status and professional status except for sex. It is followed by the assessment of all travel motivations; it is revealed that there is a significant difference in social motivation among those ages 25-40 years old. Lastly, the assessment of all behavioral intentions revealed that there is a significant difference by the respondent's age, civil status and professional status for willingness to pay more, and loyalty for ages 25-40 years old. The result of the study revealed that there is a significant relationship between campsite attributes and travel intention on behavioral intention, it revealed that all aspects are highly correlated to each other in a positive direction. Thus, increase on the assessment of campsite attributes and travel

motivation also increases the intention to be involved in camping.

The development plan presented indicates key objectives to address the areas of improvement and enhancement for the campsite attributes, travel motivations and behavioral intentions through the presented strategies aligned with the different results of the study and suggests an outcome that is beneficial for the camping tourism experience in CALABARZON. The majority of camping enthusiasts in CALABARZON are Millennials, therefore identifying their expectations and needs from a campsite is an important approach to determine strategic marketing efforts to entice this market segment and focus on the behavioral intentions to this age group. The campsites may focus the marketing efforts that creates a brand image of CALABARZON as a friendly camping destination for quick trips with the family and makes improvements to the services that is in demand for families such as wide picnic areas, security personnels and social activities.

The campsites may further invest in the improvements of the landscape that allows to commune closer to nature, with the provisions of enough toilet, and adequate water supply. Build eco-friendly infrastructure using combination of concrete and natural materials for combined durability and natural aesthetic This limits the use of pure concrete infrastructure that is more costly and thereby ensuring that potential eye soars for the natural scenery may be avoided. The campsites may develop general or planimetric map that allows campers to locate the destination even when there is no access to GPS of Map Applications such as Waze or Google Maps and presenting several routes that may initiate scenic drive experience among campers.

The campsites may adapt the practice of rain harvesting may be done by campsites to ensure the sustainable collection and use of water supply. This will help in assuring that campsites have enough water supply even during peak season which also falls on dry season where there is no rain and there are more campers that explores the outdoors. Likewise, the proper disposal of wastewater must be put into practice, like when there is no sanitary sewerage system, campsites must use Imhoff or septic tank and subsurface absorption field to ensure that impurities from dishwashing and general cleaning are removed. Moreover, the provision of potable drinking water that meteoric, surface or underground sources that conforms to the criteria set in the latest approved national standards for drinking water. In the absence of such, campsites should ensure the availability of safe drinking water for sale to customers.

The campsites may publish and impose rules and regulations and inform this to campers beforehand and upon arrival to serve as a general guide in implementing order during camping. Campsites may also consider having signages around the vicinity to remind the campers of the rules and regulations. The Travel agencies may offer a serviced trip to different campsite locations in the region that is open for joiners, an experience equipped with necessary camping gears and food provision especially for people without the means for private transport who wants experience solitude and commune with nature.

The Regional Tourism Office may conduct an assessment for camping tourism destinations that will loop the whole region which may showcase the beauty, the products and the people of each province. The 5-day CALABARZON Camping Loop will allow groups to visit campsites through their private cars and choose Route 1(Rizal, Laguna, Quezon, Batangas and Cavite) or Route 2(Cavite, Batangas, Quezon, Laguna, Rizal). The Regional Tourism Office may launch partnership for camp owners and discuss on the potentiality of the camping tourism as a tourism product and source of income, thereby educating and training employees about customer service is vital to ensure that campsites are aligned to the standards of the tourism industry and maintain business sustainability. The Regional Tourism Office may launch a camping tourism product that targets family to travel in CALABARZON for a quick escape that promotes family bonding and connectivity with each other in an outdoor setting. Thereby, initiating progressive domestic tourism among groups and connect this groups to the other tourism destinations and potential tourism expenditures en-route such as pasalubong centers and livelihood products.

The Department of Tourism may continue to promote awareness to the Save our Spots (SOS) Campaign “Keep The Fun Going “Sustainable Tourism Campaign With Gamified Challenges that promotes domestic

eco-friendly travels through camping tourism experience. The Local Government Units may inspect for unregistered campsite businesses to ensure that they comply for necessary permits and that inspections can be done to ensure safety and security of the vicinity. The researcher may contribute to the camping tourism by initiating an event to gather campsite owners, camping enthusiasts, service professionals, destination management office (DOT4A) and technology experts to discuss the results of the study and how to deliver an actual implementation. The future researcher may conduct similar study using different variables as such as assessing the impacts of camping tourism, assessing the destination competitiveness of each province for camping tourism and assessing the service quality of the campsites the region to further corroborate in the results of this study.

5. References

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