

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

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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: campsite attributes, travel motivation, behavioral intentions, tourism experience

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1. Introduction

Several authors have explored the global growth, recent trends, and driving elements of camping as it transforms into an adventure form of tourism. The number of individuals who camp over the holidays has increased quickly, and it is now one of the key initiatives encouraging people to engage in outdoor activity. Travelers have a more favorable and satisfying experience when they are inspired to participate in the activity, and it meets their expectations. Between participation motivation and satisfaction, the experience of tourists engaging in camping activities serves as a mediator (Lin and Chuang, 2021). Milohnic et al. (2019) claim that camping in the present day is heavily influenced by current trends in campsite staycations, particularly a desire to stay outdoors but have all the comforts of home. Rogerson (2020) draw attention to the understudied area of camping tourism, a type of housing that has received little attention in studies on travel and hospitality. Today's population enjoys camping because it allows them to get away from their daily routines, relax, explore nature, learn about other cultures, make new friends, and reduce stress. Destinations with distinctive customs and cultures, novel and exceptional circumstances, and a shift in ambience are highly sought-after by tourists (Haywood, 2020). Campsite attributes are the characteristics of a campsite that make it desirable or undesirable to campers such as facilities, amenities, and services to attract and retain tourists in their site (Salo et al., 2020; Lee, 2019; Grande, 2021).

By understanding these motivations, a campsite can create a more targeted marketing campaigns, developed tailored travel experience and ultimately attract more visitors to camping destinations (Chavez, et.al, 2020). Lastly, Attitudes on the probability that an action will result in the desired consequence and subjective assessments of the advantages and disadvantages of that consequence impact behavioral intentions (Yogiswari, et al., 2021). The research expands the literature on camping trends and competitiveness by considering campers' campground features, travel reasons, and behavioral intentions. Thus, the researcher is inspired to analyze CALABARZON campgrounds' location, attractions, accessibility, facilities, and extra services. There is evidence to support the relevance of establishing a new and fulfilling camping experience in connection to travel motivations. For the target groups of camping stakeholders, this new trend provides the basis for strategically preparing future demands and reevaluating intents for both domestic and international travel. The researcher believes that campgrounds ought to be evaluated and equipped to offer insights into what motivates people to camp by identifying travel patterns that can be used for strategically focused initiatives in marketing, operations, awareness, and overall happiness.

Objectives of the Study - The management and marketing tactics presented in this study were informed by the preferences of campers. More specifically, determined the travel motivations of campers pertaining to escapism, nature, bonding, learning and social dimensions; and, proposed a development plan to enhance the campsite attributes and camping tourism experience based on the results of the study.

2. Methods

Research Design - The design used in the investigation is Quantitative-Descriptive Correlational Research with utilized Descriptive Correlation Analysis. Quantitative research was used by employing numerical values derived from observations of camper's responses to explain and describe the motivations.

Participants of the Study - The researcher reviewed the Department of Tourism Website for the list of establishments officially registered by February 2023. The full lists were individually reviewed to gather information on which establishments has campsite facilities, it resulted to twenty-six (26) tourism establishments

with five (5) establishments in each province except for Rizal with six (6) establishments. For the purpose of calculating the population size, which came to 2,450, the researcher inquired about the maximum capacity of each campsite. To ensure that instrument data are valid and current post-pandemic, the researcher selected respondents with 3-year visit recency. Raosoft Sample size calculator was used to get the population size number, which had a 95% confidence level and a 5% margin of error. The outcome was a sample size of 333, which is the survey's minimum advised size. Participants who stayed overnight at the CALABARZON Region's 26 DOT-accredited tourism facilities with camping sites between 2021 and the first quarter of 2023 were eligible to respond to this survey.

Data Gathering Instrument - Furthermore, the modified questionnaire of travel motivations of campers, an instrument developed from Lee et al., (2020) was used for the first variable. The questionnaire assessed the travel motivations of campers in terms of escapism, nature, bonding, learning and social dimensions. Three (3) expert validators were then consulted, including one (1) Provincial Tourism Officer of Quezon Province and two (2) DOT Accredited campsite managers from Laguna and Quezon. Additionally, a pilot test was carried out to thirty (30) respondents who had gone camping outside the study's area. The respondents were among the members of networks of campers where the researcher is also involved, the individuals have camped in Zambales, Baguio, Bulacan, Davao and in Bicol region. The results were carefully counted, and SPSS software was used to assess the reliability. Travel motivations were interpreted as Good (0.876), based on the Cronbach Alpha obtained by the pilot testing.

Data Gathering Procedure - Following the instrument's consent to move further, the researcher wrote a letter that was approved by the adviser and program dean. She then sent the letter to each of the twenty-six (26) DOT-accredited campgrounds. Requests for authorization to carry out the study were coordinated via text, phone call, Facebook Messenger, and email.

Ethical Considerations - The respondent's confidentiality was preserved and safeguarded by the study. The approved letters were sent out with the intention of gathering data needed to reach the study's desired conclusion. The purpose of the research and the application of the results were explained in detail to the participants. Maintaining confidentiality upholds the need to protect respondent privacy and ensure that it is handled responsibly. It also builds trust between the researcher and the respondents. Republic Act 10173, also referred to as the Data Privacy Act of 2012, mandates that all collected data be handled with the utmost confidentiality in order to protect respondents' responses.

Data Analysis - Statistical instruments were employed in the data analysis process. Utilizing frequency and percentage distribution, the following Likert scale was employed: 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; and 1.00–1.49 = Strongly Disagree/Not Important. Additionally, all data were processed using PASW version 26, a statistical program, in order to further understand the study's findings at an alpha level of 0.05.

3. Results and discussion

Table 1

Travel Motivation of the Respondents in terms of Escapism

Indicators	Weighted Mean	Verbal Interpretation	Rank
I am motivated to go camping to be completely away from daily routine	4.67	Strongly Agree	3
I go to campsite to get away from crowded areas	4.69	Strongly Agree	2
I go to campsite to experience the solitude and have privacy	4.74	Strongly Agree	1
Composite Mean	4.72	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 1 demonstrates that the respondents significantly agreed on the things presented regarding travel objectives in terms of escapism with a computed mean of 4.72. The most highly ranked item on the list is their resounding agreement that the reason they go camping is to enjoy the quiet and seclusion with a mean of 4.74, followed by to get away from crowded areas with a mean of 4.69. Campers are motivated to visit campsites for quiet and seclusion with nature. Camping alone is popular for its peace and quiet. They can relax and revitalize in nature away from contemporary life. Many campers prefer uncrowded campsites for privacy, from peaceful forest walks to breathtaking mountain peaks. Some campers want to keep their campsite discoveries to themselves to avoid crowds and provide complete escapism from their daily lives.

Millennials are widely recognized as the first generation to have grown up immersed in the digital environment. As a result, their interactions with information, their environment, and other people have all altered. Escape from everyday life, introspection, and relaxation are the driving forces behind slow camping tourism. Traveling slowly could make visitors feel refreshed. Camping is popular because it lowers stress and enhances both physical and mental health. Natural beauty, being close to a river or lake, seeing wildlife, being at ease and unwinding, and engaging in outdoor activities all add to the satisfaction of tourists (Milohnic, 2019; Brochado, 2019). The statement that they are inspired to go camping in order to entirely escape from everyday routine is the lowest ranked item on the list, with a composite mean of 4.67, which is also interpreted as strongly agreeing.

The findings demonstrate that campers are driven by nature's capacity to escape the everyday grind. Camping lets campers detach from technology and the continual stream of information and stimulation from devices, calm down from hectic activities, and reconnect with loved ones who are just as busy with their careers, pursuits, and studies. The campers are eager to escape their hectic lives. Camping lets you escape your routine and cook under the stars and stargaze. Camping lets people enjoy the moment without work or duties. The experts believe camping relieves stress, allows escape, and provides a much-needed respite. Camping can give a fresh viewpoint, whereas home routines can be boring. It allows people to try new things, meet new people, and feel more alive and involved. The beauty of the outdoors inspires many millennials to get creative and tap into their fun and wonder. There are many ways to escape routine, but camping and experiencing this urge improves mental and physical health.

Leisure behavior changes most during life transitions, when roles, relationships, and ecological environments change. The move from adolescent to emerging adulthood is a major life transformation. when people leave home, develop independence, and take on more responsibilities. Due to high study and living expectations, mental health issues have developed due to multiple stressors (Puhakka, 2021). Humans have become more isolated from nature since industrialization. Capitalism and the desire for material goods have made nature less important to many people. Governments and industry worldwide promote urban environments to boost output and consumption. Many people feel that contemporary living has a negative impact on mental health because "at the deepest level the psyche remains sympathetically bonded to the earth that mothered us into existence" (Hanna, 2019).

Table 2

Travel Motivation of the Respondents in terms of Nature

Indicators	Weighted Mean	Verbal Interpretation	Rank
I visit campsite to commune with nature	4.76	Strongly Agree	3
I visit campsite because I enjoy the natural scenery	4.82	Strongly Agree	1
I visit campsite because I enjoy the tranquility of the area	4.78	Strongly Agree	2
Composite Mean	4.79	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 lists the reasons for travel, together with the nature of those reasons, for which the respondents strongly agreed, as demonstrated by the computed mean of 4.79. The most highly ranked item on the list is their strong agreement that they are motivated to camp because they love the surrounding natural surroundings with a mean of 4.82 , followed by enjoy the tranquility of the area with a man of 4.78. Enjoying nature was the top

camping travel motivator. Immersing in nature improves mental and physical health and connects you to nature. The outcome matches campers' preference for natural attractions. Campers at CALABARZON can enjoy a variety of natural scenes, as some like landforms and others waterforms. Soaking feet in the river, enjoying the sunlight, or looking at the greenery brings serenity and calm that is lacking in cities or with work stress. Birdsong and leaf-rustling can be soothing. Nature may inspire campers and ground them in the big picture. The ocean's expanse, the mountains' height, and the sunset's splendor can make us grateful for God's blessings. Several studies have shown that travel motivation reduces stress, improves mood, and boosts creativity, which jumpstarts anyone. Nature is an excellent travel motivator for self-care, making camping ideal for folks who wish to relax and recharge.

Based on the theory presented by Kaplan (1989), effectively-being includes feeling well and operating effectively. Nature is essential to meeting material and intangible human needs. The theory has found that nature interaction improves psychological, cognitive, physical, social, and spiritual wellbeing. Interacting with nature promotes mood, happiness, and psychological well-being, affecting emotions and behavior. Natural landscapes are relaxing because they allow for 'being away', offer captivating sights that capture our involuntary attention, give a sense of scale, and are consistent with human preferences. People who enjoy the outdoors, the weather, and the local flora and fauna flock to numerous well-known worldwide locations. There is a steady increase in campsites because of the area's natural beauty and exciting activities. Thus, nature should draw people back to any destination. Recurring visitation and visitor satisfaction are correlated with the environment. On the other hand, they described nature as the attributes of the surroundings, such the weather and sunshine. It was clear from their findings that natural settings were important pull factors. The natural features of a place therefore have a beneficial impact on the intention to remain loyal (Park et al., 2019).

Furthermore, Jiang (2020) states that the physical surroundings, ambiance, service, acoustics, visual landscape, and organization all contribute to the stimulation of tourism destinations. Natural soundscapes are provided throughout the experience at nature tourism venues. It is regarded as important for locations that revolve on nature. Natural soundscape is an essential perceptual object and environmental stimulation in nature-based tourism, even though it is ignored by academic studies on tourism. With a composite mean of 4.76, the lowest scoring item on the list is that they are driven to camp in order to connect with nature.

Camping is attached to many other recreational activities that can be in a natural setting. The responses related to attributes provides a valid information that campers prefer to commune in a much slower phase where slow activities such as walking to clear the mind by paying attention to the sights, sounds and smell of the surroundings. Camping provides a leisure time where slower activities through all senses can also be done like fishing in the lake, reading books under the trees, observing animals in the surroundings such as birds and butterflies, feeling the grass beneath your feet, smelling the flowers around, watch the radiant sunset, see the stars in the cold night, hear the flow of water go by. It is in the nature of human to look for grounded experience that steers them away from the demands of present-day way of life, gaining wholeness after the experience.

Natural noises affect travelers' moods and conduct. In nature-based tourism, natural soundscapes strongly influence tourists' emotions and behavior. Emotion from natural soundscapes can increase nature-based visitors' approach behavior and intention. Emotional arousal triggers visitors' approach behavior, whereas emotional pleasure encourages it. Actual approach behavior in natural soundscape can greatly influence tourists' behavior (Jiang,2020). Spending time outside one's comfort zone improves physical and emotional health. Leisure time outside the region improves physical and mental health. Outdoor activities include strolling, fishing, running, playing, mountain climbing, riding, and swimming. Outdoor activities are vital to mental and physical development. Outdoor activities provide enough sunlight. Sunlight hits the skin, and the liver and kidneys produce the physiologically active vitamin.

Table 3*Travel Motivation of the Respondents in terms of Bonding*

Indicators	Weighted Mean	Verbal Interpretation	Rank
In camping, I'm sharing quality time with family/friends	4.84	Strongly Agree	1
In camping, my family/friends enjoy what they are doing in the campsite	4.79	Strongly Agree	3
Camping brings family/friends closer together	4.82	Strongly Agree	2
Composite Mean	4.82	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

The computed mean of 4.82 in Table 3 demonstrated that the respondents strongly agreed on the items related to travel motivations in terms of bonding. The most highly ranked item on the list is their strong agreement that going to a campsite to spend quality time with family and friends motivates them with a mean of 4.84, followed by motivated because camping brings family/friends closer together with a mean of 4.82. It can be challenging to find time for bonding when every day has a busy life and requires to intentionally set effort and schedule time for bonding with loved ones. People desire to be with people they care and love such as family and friends and reconnect with their stories. Bonding time is important for all relationships no matter how many the present life gets. Bonding with family and friends is beneficial for everyone's mental health thus improving good relationship among the rest. Spending time in nature with family and friends can help to strengthen relationships because of the shared experience that brings them closer, like bonfire sessions, cooking together, or helping each other in pitching the tent. Some families are able to discover each individuality, in their strength and weakness. For most parents, it is a valuable time to have increased communication to their children and vice versa because there is nothing much to do and everyone is focused at the moment.

Natural surroundings and shared nature experiences improve well-being by encouraging socialization and family bonding. Communication with loved ones was the best source of social well-being in natural environments. Outdoor spaces may empower people, improve interracial relations, and build community (Puhakka et al., 2021). In addition, a study on young people, Birch et al. (2020) identified well-being benefits from human-nonhuman interaction and caring. Natural places may develop connection to the outside world, which may lead to care and connectedness with others. Similarly, research of Morris and Johnson (2022) reported that organizing the events and then carrying them out had been enjoyable, stress-relieving experiences that brought everyone closer together. With a composite mean of 4.79, the lowest ranking item on the list is that the reason they go camping is to witness their loved ones having fun at the campsite.

Campers are eager to spend time with family and friends. Many will cook marshmallows and share stories over a campfire to relax and bond with loved ones. Campfires symbolize serenity, tranquility, and belonging by gathering around light. Camping with family and friends can generate lifelong memories. Parents and children reunite, and peers appreciate friendship more. Picnics on the campsite are a great way to dine with family instead of going to restaurants on weekends, where conversations and time are limited by crowds. Today's digital conundrum sometimes causes family distance, as members spend most of their time on social media, absorbed in its constant updates. Camping with their own cars and sharing what they observe offers moments of bonding from origin to destination. The confinement of automobiles encourages travelers to get to know each other and communicate better, leading to a more linked personal life. Vacations are better than living at home with responsibilities. Parents have chores, laundry, errands, and commitments. On vacation, life can be happy and worry-free. Weekend camping can provide a break from daily life. Slowly discovering your family's joy is the key.

Camping tourism is appealing in real life and promotes mental health. Camping is most significant to many campers. Sharing camping experiences, establishing relationships, and finding satisfaction in leisure activities are important to camping. Physical and mental leisure activities make individuals happier. Leisure involvement boosts mood and wellbeing through expansion and building. Participating in leisure activities improves quality

of life, relaxation, skills, friendships, and competitiveness. Travel can promote nature viewing and socialization. Camping tourism lets people reconnect with nature and oneself, family, and friends via simpler living. Campers sleep in tents, enjoy nature, and participate in activities. Campers are drawn to particular places by these leisure activities. Tourists' conscious or unconscious preferences for a place or area are referred to as location identification. Camping creates memories, ideas, and associations that make for fun activities, a desire to return, and a deep, friendly emotional link to the destination (Wong, 2021). Furthermore, according to Tong (2020), camping is an inclusive travel activity that welcomes kids and offers chances for social and personal growth as well as enhanced social capital, self-assurance, and self-esteem. Additionally, it helps children grasp what enjoyment is and how to overcome obstacles.

Table 4

Travel Motivation of the Respondents in terms of Learning

Indicators	Weighted Mean	Verbal Interpretation	Rank
Camping provides new knowledge and experience about nature	4.80	Strongly Agree	2
Camping stimulates my curiosity to know more about ecology	4.75	Strongly Agree	3
Camping teaches to become environmentally responsible	4.82	Strongly Agree	1
Composite Mean	4.79	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 refers to the assessment pertaining to travel motivations in terms of learning. Generally, the respondents strongly agreed on the listed items as proven with the computed mean of 4.79. Highest in rank among the listed items is that they strongly agreed that they are motivated to go camping because it teaches to become environmentally responsible with a mean of 4.82, followed by because camping provides new knowledge and experience about nature (4.80). Camping activities connect participants to nature, improving awareness and appreciation for natural scenery. Millennial campers are conscious of the benefits of nature and are more environmentally conscious. They value the benefits of outdoor activities and are proactive in preserving the environment. Campers make responsible contributions, such as using tents, consuming minimal electricity, investing in reusable cooking and eating essentials, and following proper waste disposal. This approach promotes environmental responsibility and encourages future campers to be environmentally responsible while camping.

Urbanization drives vacationers to seek nature breaks, with environmentally friendly destinations becoming crucial. Lewis (2021) asserts that millennials are curious and learning-oriented, appreciating natural environments that are culturally significant, environmentally sensitive, and conscientious. They are driven to the sharing economy because they see it as a means of fully immersing themselves in foreign settings and experiencing the location as a local, which is in line with the expanding discourse on social justice and climatic variability. Camping tourism, leveraging natural landscapes, fosters pro-environmental awareness through outdoor programming and perceived connection to nature, promoting increased environmental awareness and environmental ethics. Concerns have been raised by campers over potential long-term harm to the local ecology (Staples et al., 2019). People's broad cultural qualities, beliefs, and values influence their awareness of environmental challenges. A fundamental component of camp should demonstrate its philosophy, which plays a significant role in the camp's community ethics and norms (Bacsi and Szanati, 2021).

The lowest ranking item on the list with a composite mean of 4.75, is that they are motivated to go camping because it stimulates their curiosity to know more about ecology. Ecological knowledge involves understanding the interactions between organisms and their environment, including physical and biological aspects. It helps campers understand the natural world and manage resources effectively. It also helps campers assess personal conditions, such as allergies, potential dangers like inedible mushrooms or snake infestations, and their fear of heights. This knowledge helps campers manage resources and share them with co-campers. Environmental preservation and climate change are personal concerns for millennials. They don't appear to mind if tourism and

environmental preservation are combined.

Reducing adverse effects on the environment and encouraging eco-friendly activities are two aspects of green practices. With 1% of the world's carbon dioxide emissions coming from the hospitality sector, the sector may promote sustainable development by lowering its negative effects and raising its positive ones through collaborations with managers, staff, visitors, and local communities. At the same time, camping activities can cause significant environmental impacts, affecting soil, vegetation, wildlife, and water quality. The severity varies based on use and party size. Long-term degradation can negatively affect visitor experience, suggesting positive environmental behavior (Colleony,2021). Conversely, "adventure seekers" showed minimal intellectual curiosity about plants, animals, and ecosystems but abstained from significantly altering the natural world physically.

Table 5

Travel Motivation of the Respondents in terms of Social

Indicators	Weighted Mean	Verbal Interpretation	Rank
In camping I meet new people with similar interests	4.43	Agree	2
In camping, it provides opportunities to talk and interact with new people	4.41	Agree	3
In camping, I can build new friends and networks	4.45	Agree	1
Composite Mean	4.43	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

Generally, the respondents agreed on the listed items pertaining to travel motivations in terms of social as proven with the computed mean of 4.43. Highest in rank among the listed items is that they agreed that they go camping because it can build new friends and networks with a mean of 4.45, this is then followed by the respondents with agreement that camping allows to meet new people with similar interests with a mean of 4.43. Respondents are motivated to go camping to meet new friends, sharing outdoor interests. The relaxed environment facilitates conversation. Campers join Facebook groups, which generate over 100,000 people who share their trips and inspire others to visit similar campsites.

Meeting people with similar interests fosters belonging, inclusivity, and community. Sharing experiences helps campers learn from others' experiences, providing valuable insights for future trips. Discussions often cover terrain, gear choices, and campsite satisfaction based on individual experiences. Campers encourage friends and family to join them for social travel, gaining new friends and mental and social wellness. This is especially important during the pandemic when individuals seek social relationships. Social connectedness is mainly achieved through reconnecting with family and friends. Aebli, et.al. (2022) argued that reconnecting with family and friends is a significant travel motive, both domestically and internationally, especially during the lockdown crisis, as tourists often struggle to visit their loved ones. This socialization and group activities are core themes of travel.

In the same way related to isolation, Farmaki and Stergiou (2019) presented that Emotional loneliness arises from lack of close relationships and poor social interactions, while social loneliness arises from inadequate networks. Cohabitation offers opportunities to meet people from diverse backgrounds and cultures, counteracting social loneliness through engaging networks. Emotional and social loneliness have different precursors and coping strategies, with interaction intensity and durability being key influencing factors. The lowest ranking item on the list with a composite mean of 4.41, is that they are motivated to go camping because it provides opportunities to talk and interact with new people.

The result indicates that meeting new people received the highest assessment but talking and interacting to people received the lowest assessment. Campers prefer to be civil when acquainting with fellow campers during their stay. The casual greets and smile is enough to understand that even if social-mental issues are given considerations for going outdoors, privacy and solitude is still more important to campers. It is why campers

prefer destinations that are located remotely and designate a distance away from other campers. Being a responsible camper respects this kind of behavior. Social influence theory can be connected to the investigation of behavior pertaining to the sharing of travel experience. For example, Oliveira, et.al, (2020) reported that online travel communities offer perceived social benefits, attracting more travelers for travel-related tasks like information gathering, tips, and finding friends, focusing on holiday attributes like prices and attractions.

Social influence influences behaviors through identification, internalization, and compliance. Identification occurs when individuals feel they belong to a social group, internalization occurs when they accept others' opinions as truth and their values, and compliance occurs when behavior is adopted for rewards or avoidance. Furthermore, perceived online attachment motivation, innate human trait, positively impacts social interaction and knowledge sharing. Travel motivation involves weighing benefits against costs, focusing on personal wellbeing, relaxation, and social relationships. This complex decision-making process influences travel decisions (Ritchie and Jiang, 2019).

Table 6

Respondent's 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 Agree; 3.50 – 4.49 = Agree; 2.50 – 3.49 = Moderately Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The reasons why campers travel are summed up in this table. The computed mean of 4.71 indicates that, in general, the respondents highly agreed with the stated topics relevant to travel motivations. With a mean score of 4.82, the item that respondents strongly agreed they went camping for bonding was ranked highest among the listed things. Respondents who strongly agreed they went camping for both nature and learning came in second with a mean score of 4.79. Going camping with friends or family can be a great way to strengthen relationships. Strong ties and significant social contacts are fostered by camping. Additionally, social interaction, independence, reconnecting with nature, enjoyment, adventure, and stress relief are all advantages of camping for mental health (Sommer, 2020). The lowest ranking item on the list with a mean of 4.72 is escapism, followed by social motivation with a mean of 4.43. Travel intentions through social motivation received the lowest assessment because of its varied perspective. Motivation depends on expectations and personal value of desired results and personal value of the activity (Lin & Chuang, 2021; Buean & Borbon, 2022).

Table 7

Action Plan to improve Travel Motivations

<i>Escapism To create an environment that provides solitude and privacy</i>	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.
<i>Nature to make improvements to the campground's vicinity of natural resources</i>	The campsite should be situated on a portion of the land that is away from eye sores and other disruptions caused by other recreational activities.	Make sure that the purpose of the campsite visit is to unwind and communicate with nature.
<i>Bonding to create relaxing activities at the campsites that encourage group bonding.</i>	To hire out board games that encourage social play and interaction, such chess, puzzles, or scrabble	Ensure that there are options for activities available without requiring significant financial outlays for the creation and upkeep of additional activities.

<i>Learning</i> To inform campers on the value of educated camping experiences.	To impart to campers the importance of the experience and its advantages for their social, mental, and physical well-being.	Maintain the ideals by protecting the sustainable natural environment for the benefit of future generations.
<i>Social</i> To establish a social environment within the campsite.	To create social connections by offering rules to ensure a fun but responsible experience.	Make sure to create lasting memories that prospective campers will talk about, and urge them to be inspired to go camping more often in the future.

4. Conclusions and recommendations

In terms of travel motivations, responses had an over-all strong agreement. Bonding is an important motivation in camping. The result showed that visitors are motivated to go camping to share quality time with family/friends and meet people with same interests among companions. Millennials value social interaction as a significant pushing motivator in doing camping and through significant social encounters with family and friends affects the behavioral intention through revisit intention, recommendations and loyalty. The study recommended that for escapism, travel agencies may offer serviced trips to various campsite locations, equipped with necessary gear and food, for those without private transport seeking solitude and nature commune. In terms of nature, the Regional Tourism Office may evaluate camping tourism locations by circling the entire region and highlighting the natural beauty, products, and people of each province. Groups can use their own vehicles to visit campsites along the 5-day CALABARZON Camping Loop, selecting either Route 1 (Rizal, Laguna, Quezon, Batangas, and Cavite) or Route 2 (Cavite, Batangas, Quezon, Laguna, Rizal). In terms of Bonding, in an effort to promote domestic travel and family time, the Regional Tourism Office may launch a camping tourism product in CALABARZON. It will also serve as a conduit for group travel to other tourist attractions. In terms of Learning, the Regional Tourism Office may collaborate with camp proprietors to investigate the possibilities of camping tourism as a travel commodity and source of revenue. In terms of social, the destination management offices might host music festivals, educational trips, and camping events to bring together groups of people who share similar interests.

5. References

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