

# Motorcycle tourism destination in Laguna province: Basis for action plan

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## Abstract

With the efforts of the Tourism Promotions Board leading to restore the public confidence of the people to travel, through the Philippine Motorcycle Tourism Campaign, the researcher who is a motorcycle rider himself was encouraged to pursue this study. This paper assessed the safety and security of motorcycle tourism destinations along with the environmental factors influencing motorcycle riding tourist to visit Laguna province in order to propose an action plan to improve the said province as a motorcycle tourism destination. The study focused on three municipalities: Santa Maria, Mabitac, and Lumban, Laguna, wherein 385 respondents who are motorcycle riding tourists were chosen. To make sure the validity of the data coming from the respondents, being members of a motorcycle club or organization was used as qualification. Results showed that majority of motorcycle riding tourists are male millennial, mostly single and employed, with motorcycle riding experience of 2-5 years who took trips once a month. The respondents strongly agreed that to assure safety and security in motorcycle tourism destination, it should be free from disturbances or problems. It is important that motorcycle tourism destinations should not allow tourists to bring any deadly weapons. Serving clean and practicing proper food safety, providing signage and brochures, and feeling safe and secure in the destinations water and air pollution are all important factors. The study also found that guests were strongly influenced by the following: the existence of mountains and hills: commerce, entertainment and supply points; safe social environment of the community; and road width. With the perspective of the motorcycle riding tourist in the safety and security, and the environmental factors influencing their intention to visit, it can be assumed that there are areas that are in need of improvement.

**Keywords:** motorcycle tourism, action plan, environmental factors, motorcycle riders, Laguna province

## Motorcycle tourism destination in Laguna province: Basis for action plan

### 1. Introduction

Motorcycle tourism is a fairly unstudied sector in the United States, but it has the ability to help rural areas create a tourism industry. Motorcyclists are fond of riding on picturesque roads, eating and drinking local food, and avoiding crowded highways, giving rise to the notion that 'off the beaten' route neighborhoods might profit from motorcycle tourism. All motorcyclists choose scenic roads with numerous turns, safe bike parking spots for their bikes, and accommodation for their extended stay. Nonresident riders in Montana spend a typical \$110 per day, with restaurants and bars being the most expensive, followed by motels/hotels (Nickerson, et al. 2019). With the information above, the average expenditures made by motorcycle riders visiting Montana proves that there is profit and potential in the motorcycle tourism industry.

In the Philippines, the Tourism Promotions Board (TPB) accelerated efforts during the epidemic to restore public confidence in travel as it launched its revamped motorcycle tourism campaign. The TPB-led campaign, known as Philippine Motorcycle Tourism (PMT), aims to draw motorcycle enthusiasts and riders as a viable tourism niche market. On November 19, the TPB organized a hybrid webinar to encourage the organizations and influencers of motorcycle riding to showcase the Philippines as a pleasant and secure destination while promoting road safety travel. This micro-ride was started by the TPB and the Department of Tourism 4-A in specific Luzon locations (Calabarzon). The bikers covered over 850 kilometers to 980 kilometers. They go for two days along a predetermined itinerary covering Manila and the provinces of Rizal, Laguna, Quezon, Batangas, and Cavite while exploring various noteworthy pit stops and showcasing the country's beauty to the public on bikes (Rocamora, 2021).

Motorcycle tourism is a fast paced booming industry, but there are certain problems that come along with it as not all areas are prepared in accommodating this kind of tourism in their respective areas. As fellow motorcycle riding tourists, problems in the safety and security are the primary factors that made the researcher take up this study. Improvements in the area of the motorcycle tourism destinations are also needed to further invite the motorcycle riding tourists to visit the area, therefore the environmental factors that influence motorcycle riding tourists were also studied. As per reports in Laguna Province, road mishaps happen quite often. Last July, two riders in Santa Cruz, each with a back-rider, were all injured and sent to the closest hospital. However, the attending doctor pronounced that two of the riders were dead at the scene. The Motorcycle Helmet Act of 2009 requires that all riders wear crash helmets, however, this was not stated in the report if the riders abide to this law (Mallari, 2022). As per the report we can assume that accidents happen due to two reasons, human error and road factors.

While motorcycling itself is not a recent pursuit, the study of its influence within the tourism realm is still in its early stages, with research primarily focusing on specific locations and demographic groups. Nevertheless, tourism literature recognizes the importance of investigating both the features of this industry and the individuals who engage in it (Ramoal et al., 2021). In the USA and the UK, motorcycle tourism has progressively grown as a growing travel niche. Although prior research has shown that motorcycle tourists are motivated by the qualities of both the trip and the destination, it is unclear to what extent the supply-side players are aware of such qualities (Quadri-Felitti et. al, 2019). Philippines were ranked as ninth (9th) when it comes to countries with the most motorcycle usage (Misachi, 2019). This is further supported by a data from Statista (2022), indicating that there are around 7.33 million registered motorcycles and tricycles in the Philippines, thus gives way for motorcycle tourism to be on the rise. Motorcycle tourism lures new riders with disposable income and free time which are two essential factors for tourism to develop, thus engaging this specific clientele can result in considerable financial gains (Sykes et. al.,2015). Laguna is among the most convenient provinces neighboring Metro Manila whenever it relates to weekend getaways. It was said that the Laguna Loop is a great place to go on a long drive

and that Laguna is also famed for its cultural and historic features, but it also has a number of resorts, along with hot springs, lagoons, and waterfalls (Santos, 2017).

The United Nations' Sustainable Development Goals (SDGs) specifically on Goal 11 which is "Sustainable Cities and Communities", states that by investing in public transportation, establishing green public areas, and promoting public participation in urban governance and design can help attain sustainability. Anchored on these, this research focuses on assessing the level of safety and security of Laguna as a motorcycle tourism destination for motorcycle riders. This will also look at environmental factors which may impact motorcycle riding visitors' intention to visit Laguna. The formulating, advertising, and sustaining of tourism attractions necessitate an evaluation of key success factors that can indicate the location's potential. As a result, two primary criteria will be utilized to assess Laguna Province's potential as a motorcycle tourism destination. The public hazard, life and property, public health, accessibility, and environmental safety of Laguna as a motorcycle tourism destination for motorcycle riders are all factors to consider. Environmental elements that may influence motorcycle riders' decision to visit Laguna will also be examined. The natural environment, built environment, social environment, and road network characteristics are the aspects discussed here. Researchers agreed that a destination's capability to depict itself as a motorcycle rider's haven may be demonstrated by the convergence of such criteria.

Previous researches suggests that the popularization of motorcycle riding and tourism is significantly associated to increased risk of injury or even death (Tunncliffe, et al, 2011), thus shows the significance on studying the safety and security of Laguna as a motorcycle tourism destination. Considering the motorcycle tourist as well as the motorcycle tourism industry, according to another study, it may help support authorities, local areas, and firms to create events and showcase places by altering current methods to cater to motorcycle riders as well (Sykes et. al.,2012). One of the areas here in Laguna which is flocked by motorcycle riders and enthusiasts are the slopes of MARILAQUE although it is covered by four provinces, there are many motorcycle tourist destinations located in Laguna, specifically at Santa Maria. The slopes of Marilaque spring to life every Saturday morning with the sound of two-wheeled motors. This location is compared to Tennessee's Tail of the Dragon, a two-lane, 11-mile road that is a sanctuary for motorbikes and sports automobiles due to its infinite twists and magnificent mountain scenery (Papa, 2017). There are more areas in Laguna similar to the MARILAQUE, one of these said areas is the Caliraya Lake, which is a man-made lake situated on the municipalities of Lumban, Kalayaan, and Cavinti.

The research will discuss the demographic profile of the motorcycle rider-respondents, the level of safety and security of Laguna province as a motorcycle tourism destination, and the environmental factors influencing the motorcycle riding tourists to visit Laguna province. The demographics will include the sex, age generation, marital status, employment status, motorcycle riding experience, and the number of motorcycle riding trips taken in a year. The level of safety and security of Laguna as a motorcycle tourism destination is to be assessed through public hazard, life and property, public health, accessibility, and environmental safety. Environmental factors which may impact motorcycle riding visitors' intention to visit Laguna shall also be reviewed. The factors referred here are the natural environment, built environment, social environment, and its road network characteristics. The variables of the research were adapted from Torralba et al. (2021) that discussed the safety and security among resorts in the Batangas Province, and the second main variable of the study was taken from the study of Bakogiannis et al. (2020) which assessed the motivations and barriers of cycling tourism. As the lock-downs and travel restrictions are getting lifted due to the decrease in the risk for COVID-19, the Philippines is now shifting to the new normal (Kabagani, 2022). With the number of people excited to travel to different tourists destinations using their motorcycles due to being locked up for so long we can expect a fast paced improvements brought by the motorcycle tourism.

As a motorcycle rider/tourist himself, the author sees the potential of Laguna as a motorcycle tourism destination. Therefore, the author sees that this study shall be able to contribute to the improvement of tourism in the Laguna province, by allowing the motorcycle riding tourists to be the respondents of this study wherein they are able to provide their opinions based on the scope provided by the research questionnaire in the improvement

of the tourism destinations. Furthermore, this shall also enlighten the local government unit or the LGU on how they can improve not only the safety and security but the services that can be offered to our motorcycle riding tourist through using the results found on this study. Last but not the least, motorcycle riders and associations shall be able to give their opinions on what the areas in Laguna province is lacking as a motorcycle tourism destination through giving their opinions on the data gathering procedure made on the study.

**Objectives of the Study** - This study aimed to evaluate Laguna Province as a motorcycle tourism destination. More specifically, (1) it presented the demographic profile of the respondents in terms of sex, age generation, marital status, employment status, motorcycle riding experience, and the number of motorcycle riding trips taken in a year; (2) assessed the level of safety and security of Laguna as a motorcycle tourism destination in terms of public hazard, life & property, public health, accessibility, and environmental; (3) determined the environmental factors influencing the motorcycle riding tourists to visit Laguna province in terms of natural environment, built environment, social environment, and road network characteristics; (4) tested the significant difference when grouped according to the profile variables; and (5) proposed action plan to improve Laguna Province as a motorcycle tourism destination.

## 2. Method

**Research Design** - The researcher used a quantitative research design, as this study is a non-experimental research wherein the variables are cannot be controlled, therefore the best suitable research design is quantitative that uses survey or questionnaire as its approach to gather data (Edmonds et. al.,2016).

**Participants of the Study** - There were 381 motorcycle riders who were the target respondents of this study. These motorcycle riders were deemed to be qualified in taking part to this study through using membership in a motorcycle riding association, organization or clubs as a criteria in which make them experts on the field wherein the study is being focused on. As there are limited studies regarding motorcycle riders and as the number of motorcycle riding visitors are not separated from the actual number of tourists, data provided by the Tourism LGU of the three municipalities based on their Tourism Attraction Visitor Record, Santa Maria on June 2022, have the grand total number of 8,688 visitors. While Mabitac on June 2022, have a grand total number of 11,536 visitors, and Lumban has the highest number of visitors which is the grand total of 21,685 visitors. The sample size was based on the total of 41,909 tourist arrivals in the month of June 2022 of the three municipalities in which the parameters were set at a five percent (5%) margin of error, a ninety five percent (95%) confidence level, and a fifty percent (50%) response distribution. With this data, the sample was distributed to each of the areas. Santa Maria with the lowest population resulted to it having a sample size of seventy nine (79), while Mabitac resulted into a sample size of one hundred five (105), lastly Lumban with the highest number of population resulted into having a sample size of one hundred ninety seven (197).

**Data Collection Instrument** - The survey questionnaire was divided into three sections. Part One inquired about the demographic profile of motorcycle riders in terms of sex, employment status, marital status, age, motorcycle riding experience, and the number of motorcycle riding trips taken in a year. Part Two consists of five criteria for assessing Laguna's level of safety and security as a motorcycle tourism destination for motorcycle riders. Public hazards, life and property, public health, accessibility, and the environmental were among them. This was based on Torralba et al. (2021) research on resort safety and security in Batangas Province. Part three will cover environmental factors that may influence tourists' intentions to visit Laguna on motorcycles. The natural environment, built environment, social environment, and road network characteristics are the factors in question. This is based on Bakogiannis et al. (2020)'s study, which looked at the incentives and impediments to bicycle tourism. The survey questionnaire then underwent the validation of experts to assure that the questions given would be able to help analyze and assess the level of safety and security of Laguna as a motorcycle tourism destination and the environmental factors that influence motorcycle riding tourist to visit Laguna Province. The experts chosen to validate the survey questionnaire are local DOT or tourism officers in Laguna. Three tourism officers of Laguna were chosen as expert validators; the first validator is the current

Assistant Secretary General of Association of Tourism Officers and Coordinators of CALABARZON and is the tourism officer of Lumban, Laguna. Another validator is the tourism officer of Mabitac, Laguna, and the last but the least of the validators is the tourism officer of Santa Maria, Laguna and former President of the Tourism Officers League of Laguna. The Likert scale will be used to evaluate the factors described in Parts II and III. The following scale will be used to assess Laguna's level of safety and security as a motorcycle tourism destination for motorcycle riders: 5 – Strongly Agree; 4 – Agree; 3 – Moderately Agree; 2 – Disagree; and 1-Strongly Disagree. 5-Very Satisfied; 4-Satisfied; 3-Moderately Satisfied; 2-Unsatisfied; 1-Very Unsatisfied will be the ratings for environmental factors.

**Data Gathering Procedure** - The data gathering procedure started once the questionnaire adapted by the researcher from two different studies have passed the different procedures required to validate the questionnaire. The first procedure that the questionnaire went through was the expert validation. With the help of the local DOT or the Tourism head of the LGU of the three municipalities, namely Santa Maria, Mabitac, and Lumban, the questionnaire received some comments and suggestions. After the expert validation the questionnaire was then used for pilot testing on forty five (45) bicycle riders as a basis for the reliability testing. With the help of the Nusedela Bikers the researcher was able to gather the needed data for the reliability test. After the reliability tests, some questions were revised to use more friendly terminologies. The data gathering procedure then started by coordinating with some of the motorcycle rider club members who are colleagues of the author, to help with the gathering of the data. The researcher also went to the motorcycle tourism destinations to have printed questionnaires be answered by the motorcycle riders. As per suggestions of the motorcycle riders to make the data gathering procedure faster, the author made an online questionnaire via Google Forms for the motorcycle organizations to share it to their other members.

**Data Analysis** - The data analysis used on this study was provided by the statistician assigned to the researcher. As the expert on the field of statistics the researcher thoroughly followed the guide given by the statistician throughout the data analysis. In this study, the demographic profile of the respondents was described using frequency and percentage distribution. To assess the level of safety and security in Laguna as a motorcycle tourism destination, weighted mean and rank were employed, considering factors such as public hazard, life and property, public health, accessibility, and environmental aspects. Furthermore, the study aimed to identify the environmental factors influencing motorcycle riding tourists' visits to Laguna province, including natural environment, built environment, social environment, and road network characteristics. The results of the Shapiro-Wilk Test indicated that the p-values for all variables were less than 0.05, indicating non-normal distribution of the dataset. As a result, non-parametric tests were utilized to determine significant differences, employing the Mann-Whitney U test for two groups and the Kruskal-Wallis test for more than two groups. Additionally, the significant relationships between variables were examined using the Spearman rho correlation coefficient. All statistical analyses were performed using SPSS version 26.

**Ethical Consideration** - In accordance with the Data Privacy Act of 2012, the author included a question wherein the participants are asked whether they agree to answer the survey and provide their information with utmost willingness. The questionnaire used on this study lets the participants understood that their information and professional judgment are important contributions to the study. A short message was included to further give emphasize that the findings will be kept private and utilized solely for academic purposes. In making this study the researcher tried to seek permission from the authors of the studies in which the variables used and questionnaire used was adapted from. Although the said studies are published online and is free for use on the internet, the author found it ethical to still send a message to the respective authors in using their research questionnaire. Through the messaging option provided by Research Gate, the website wherein the researcher found the study made by Bakogiannis et al. (2020) which is one of the studies where the questionnaire was adapted, the researcher sent a message to ask permission to adapt their research questionnaire.

### 3. Result and discussion

**Table 1**  
*Distribution of Respondents' Profile*

Profile Variables	Frequency	Percentage
<b>Sex</b>		
Male	321	84.3
Female	60	15.7
<b>Age Generation</b>		
Boomers	7	1.8
Gen X	53	13.9
Millennial	217	57.0
Gen Z	104	27.3
<b>Marital Status</b>		
Single	321	84.3
Married	60	15.7
<b>Employment Status</b>		
Employed	222	58.3
Self employed	110	28.9
Unemployed	49	12.9
<b>Motorcycle Riding Experience</b>		
1 year	17	4.5
2 -5 years	186	48.8
6 years and more	178	46.7
<b>Number of Motorcycle Riding trips taken in a year</b>		
At least once a month	131	34.4
twice a month	82	21.5
thrice a month	108	28.3
four times a month	42	11.0
five times a month or more	18	4.7

As seen from table 1 in terms of sex, the majority of motorcycle riding tourists are male with the frequency of 321 and a percentage of 84.3% on the other hand female motorcycle riding tourist got a frequency of 60 and a percentage of 15.7%.

There is no doubt that there are going to be more male motorcycle riders as it is in the nature of men to take risks and to join the thrill of riding a motorcycle (Hidalgo-Fuentes et. al.,2018). This data is further supported by research conducted by the Motorcycle Industry Council, indicating a growing trend of women purchasing motorcycles. According to the report, there has been a significant increase in the percentage of women motorcycle owners. In 2009, only 10% of riders were women, while the recent survey reveals that 19% of motorcycle owners are now women (Brandt, 2018). While the number of female riders is on the rise, it is important to note that male riders still constitute a larger portion of the overall rider population in terms of sheer numbers.

For age generation, millennial ranked first with the frequency of 217 and the percentage of 57%, this was followed by Gen Z with a frequency of 104 and percentage of 27.3%. Gen X comes in third with the frequency of 53 and percentage of 13.9%. The last in rank in terms of age are boomers with only a frequency of 7 and a percentage of 1.8%.

A CDK Global Lightspeed survey cited in Powersports Business found that 43% of off-road motorcycles bought in 2019 were by Millennial. Based on information from Dealership Management Software, this figure represents the 109,000 new and used vehicles sold between August 1, 2019, and July 31, 2020. With 35% of units sold, Generation X (born 1965–1979) was next in line for purchasing, followed by 12% by Generation Z (born after 1996), and Boomers (1946–1964) at 10%. The Silent Generation was included in the study as well, who consumed less than 1% of the total, likely due to their preoccupation with amassing priceless antique machinery in their garages (Rupert, 2020). Through the data presented on the previous statement we can see that there is a significant gap in between the purchasing of motorcycles by Millennial and Boomers. From this we can ascertain that there would be more Millennial driving motorcycles as tourists.

In terms of marital status, single motorcycle riders outnumbered married motorcycle riders with a frequency of 321 and a percentage of 84.3%. In relation to age generation that shows that the first two in rank are Millennial and Gen Z we can conclude that majority of the riders are younger, therefore they may have been in a relationship but is not yet married.

Employment status shows that there are more employed motorcycle riding tourists with a frequency of 222 and a percentage of 58.3%. Self-employed MRTs (motorcycle riding tourists) got a frequency of 110 and a percentage of 28.9% last are unemployed MRTs with a frequency of 49 and a percentage of 12.9%. In the motorcycle statistics in America, it was recorded that 71% of motorcycle riders are employed and 24% are retired. If we are to relate to the stated data, majority of MRTs are employed as motorcycle riding and tourism would require money wherein if you have a job there is no doubt that you can afford to purchase goods and services as a motorcycle riding tourist (Lieback, 2019).

In terms of motorcycle riding experience, MRTs with 2-5 years of motorcycle riding experience got a frequency of 186 and a percentage of 48.8% which is close to the second rank which is 6 years and more with a frequency of 178 and a percentage of 46.7%. Last is MRTs with 1 year of experience. Filipinos fell in love with motorcycles since they are the quickest and most convenient mode of transportation that is also affordable. Inconvenient traffic is a major issue in the country right now, and many Filipinos believe that having a motorcycle is one of the solutions, even though riding one involves risk. Many individuals understand how useful and convenient it is to use (Cynthia, 2020), therefore we can say that more and more MRTs are gaining experience in riding motorcycles that we can conclude that the MRTs who ride motorcycles with 2 years of experience and above fell in love with motorcycles at an early age.

The number of motorcycle riding trips taken in a year shows that the majority of MRTs make trips once a month with a frequency of 131 and a percentage of 34.4 percent followed by thrice a month with a frequency of 108 and percentage of 28.3%. Twice a month ranked third with a frequency of 82 and a percentage of 21.5%, next is four times a month with a frequency of 42 and percentage of 11%. Last is five times or more wherein it only got a frequency of 18 and a percentage of 4.7%. From this data we can assume that most of our MRTs have limited time to take trips as if we relate it to their employment status that shows that majority of them are employed. Employed people often find themselves wanting to have an adventure. According to the findings of the study made by Frash et. al.,(2018) and his colleagues, motorcycle tourists are driven by an urge for personal escape, feeling the flow state while riding, and taking transit routes that correspond to their non-institutionalized adventurer perception of oneself.

Table 2 describes the level of safety and security of Laguna as a motorcycle tourism destination in terms of public hazard. As seen in the table, the respondents were strongly agreed on safety and security used in terms of public hazard with a composite mean of 4.55. Among the cited indicators, the motorcycle tourism destination is free from disturbances or problems that interrupt an event, activity, or process got the highest weighted mean of 4.68, followed by the motorcycle tourism destination makes us feel secure and safe with a weighted mean of 4.57 and verbal interpretation of strongly agree.

**Table 2**  
*Level of Safety and Security of Laguna as a Motorcycle Tourism Destination in terms of Public Hazard*

Indicators	WM	VI	Rank
The motorcycle tourism destination is free from disturbances or problems that interrupt an event, activity, or process.	4.68	SA	1
The motorcycle tourism destination makes us feel secure and safe.	4.57	SA	2
Police are visible to the motorcycle destinations to maintain peace and order	4.39	A	3
Composite Mean	4.55	SA	

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

The motorcycle tourism destination establishments do have safety and security guidelines that they need to follow in order to be able to operate, through this public hazards are can be mitigated, which is one of the primary practices of the motorcycle tourism establishments not only in Laguna but in any business. As large

number of people are concerned about public hazards. The scope covers both natural and man-made catastrophes including fires, hurricanes, and floods. People's life and property are severely affected by such catastrophes (Santad et. al.,2018), therefore establishments tend to connect with the LGUs Municipal Disaster and Risk Reduction Management Office to lessen or mitigate the risks indicated above. However, only police are visible to the motorcycle destinations to maintain peace and order was rated agree and got the lowest weighted mean of 4.39. The proper position of this is that based on my observations a motorcycle rider, majority of police are stationed at the boundary of the municipality wherein they cannot cover the whole motorcycle tourism destination as it is a big area to monitor. They also said that there police in the area that can respond to cases but they are just not visible.

Enhancing police and barangay tanod visibility is widely regarded as the most effective strategy in preventing crime. Implementing this approach across the entire city is crucial to thwart the efforts of criminals and maintain overall public safety (The City Government of Baguio, n.d.). While the responsibility of ensuring the safety and security of tourism lies with law enforcement agencies, it is important to acknowledge the significant challenges faced by police departments in fulfilling this role (PAYAM, 2020).

**Table 3**  
*Level of Safety and Security of Laguna as a Motorcycle Tourism Destination in terms of Life & Property*

Indicators	WM	VI	Rank
The motorcycle tourism destinations provide CCTV cameras	4.58	SA	2
The motorcycle tourism destinations provides security personnel to the motorcycle riders	4.50	SA	3
The motorcycle tourism destinations do not allow tourists to bring any deadly weapons	4.68	SA	1
Composite Mean	4.59	SA	

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

The composite mean score for the guest's level of safety and security with regard to their life and property is 4.59, which is considered to be strongly agreed. The weighted mean response for the final and top-scoring question about carrying any lethal weapon was 4.68, or in the strongly agree zone. The weighted mean for the second-placed question about the resort having security staff in resort establishments is 4.58, which is similarly interpreted as strongly agree. The last in rank is the second indicator that talks about the provision of security personnel with the weighted mean of 4.50 and a verbal interpretation of strongly agree.

There is clear policy on preventing tourist from bringing deadly weapons in a motorcycle tourism establishment, we can actually prevent terrorism or other acts wherein the life and property of motorcycle riding tourists are to be put in danger. These days, technology is the main force behind change. The promise of advancements raises the shadow of disaster while also promising to improve our lives. For example, in this case, the rapid advancements in genetic manipulation and bioengineering on a global scale are incredibly promising for the creation of life-saving treatments, but the same tools, in the hands of terrorists, can be used to produce lethal weapons that have the potential to cause significant harm to safety and security (Keilitz, et al., 2019). In relation to the previous statement, in the advancement of technology, CCTV cameras have greater importance when it comes to life and property rather than having security personnel. The reason for this is that most of the time especially in front of the law we need a definite proof to indicate that there are crimes wherein having CCTVs in the area would help us give proof or evidence. As some people say, "if there is no evidence then there is no crime". Although the provision of security personnel for the motorcycle riders came last in rank it still does have a verbal interpretation of strongly agree. Security personals are still of great importance when it comes to the safety and security of motorcycle riding tourist's, life and property.

Provision of security personnel is a must when it comes to making our motorcycle riding tourists safe and secure, as having someone to protect you in the area would help advertise the destination. The concept of tourism security encompasses both theoretical and operational dimensions, highlighting the intricate relationship between tourism and security. Essentially, it pertains to ensuring a high level of safety and security for tourists during their visits. Moreover, it emphasizes the importance of providing a sense of security to the local tourism sector, the community, and the tourist destinations that depend, directly or indirectly, on tourism enterprises. This



security is vital for sustaining livelihoods, employment opportunities, and the overall well-being of individuals and their way of life (Chhetri, 2018).

**Table 4**  
*Level of Safety and Security of Laguna as a Motorcycle Tourism Destination in terms of Public Health*

Indicators	WM	VI	Rank
The motorcycle tourism destinations provide medical experts to assist motorcycle riders during emergency case	4.54	SA	2
The motorcycle tourism destinations served clean and practice proper food safety	4.65	SA	1
The motorcycle tourism destinations have proper waste disposal	4.41	A	3
Composite Mean	4.53	SA	

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

With a composite mean of 4.53, the respondents strongly agree to the level of safety and security of Laguna as a motorcycle tourism destination in terms of public health. The second indication, which came in the first place, addresses food safety. Based on the respondents' answers, a mean score of 4.65, or strongly agree, is calculated. The mean score for the final question, which is ranked last, is 4.41, indicating that the respondents support the establishment's degree of guest safety and public health as well as its correct waste disposal practices.

It can be said that serving clean and the practice of proper food safety is important when it comes to the public health of our motorcycle riding tourist. Before a food and beverage establishment is allowed to operate they have certain standards that they need to comply with especially when it comes to food and beverages. The importance of food safety as a fundamental human right cannot be overstated, considering that food is essential for our survival. The presence of unsafe food poses significant risks to billions of people worldwide. Each year, millions of individuals fall ill, and many tragically lose their lives as a result. Throughout the entire food chain, which encompasses the journey from farm to fork or plate, various issues related to microbial, chemical, personal, and environmental hygiene can arise. Historical instances of both intentional and unintentional actions, as well as failures by authorities to safeguard food quality and safety, have resulted in documented human fatalities and economic turmoil associated with consuming contaminated meals (Fung et al., 2018).

In the context of motorcycle tourism destinations, there are challenges pertaining to proper waste disposal. With rapid population growth, particularly in low- and middle-income countries, the generation of waste is escalating at an alarming rate. While landfilling remains the predominant method of waste disposal in these nations, there is a lack of adequate funding for effective waste management, and the adoption of advanced waste treatment technologies is limited. Improperly managed landfills can pose significant risks, as exemplified by the Shenzhen landslide in China on December 20, 2015. In addition to formal waste recycling processes, an estimated 15 million individuals engage in informal recycling programs, predominantly focused on polymers, metals, glass, and paper materials (Yang et al., 2017).

**Table 5**  
*Level of Safety and Security of Laguna as a Motorcycle Tourism Destination in terms of Accessibility*

Indicators	WM	VI	Rank
The location of the motorcycle tourism destinations are accessible	4.56	SA	3
The motorcycle tourism destinations provide signage's and brochures	4.66	SA	1
The motorcycle tourism destinations provide tourist guides for the motorcycle riders	4.59	SA	2
Composite Mean	4.60	SA	

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

When it comes to accessibility, the participants or the tourists riding on motorcycles have observed that there are indications that the locations are accessible. They also concurred in this area because it received a composite mean of 4.60, which is considered to be a strongly agree rating. With a weighted mean of 4.66, the second indicator which came in first deals with signage and brochures, indicating that the respondents strongly agreed with this. The first indicator, which comes in at number three, is all about how easily accessible a motorcycle tourism site is. In this case, the mean score was 4.56, which is still in the strongly agree category. The third

indicator ranks second, which says that the motorcycle tourism location offers tourist guides with a mean of 4.59, which is near to the third in rank.

Having signage or brochures are important as motorcycle rider as these are one of the factors that adds up to the safety and security of motorcycle riders. These are also the things that motorcycle riders look for whenever they are looking for directions. In addition to identifying legal requirements or directions, road signs also give drivers the necessary warnings and information. The signs must be instantly recognizable and readily accessible in a complicated visual scene, plainly indicate the message's status (legal, warning, or information), convey it quickly to minimize graphical distraction, be understandable so that drivers can understand the response (or decision) to be taken, and be positioned to ensure that the driver has enough time to react on the message (Jamson et al., 2005). Accessibility is important and there are different views or perceptions on what accessibility really is. There are some motorcycle riders who like rough roads and some who do not. Accessibility here may refer to the preference of the motorcycle rider and the type or kind of motorcycle that he or she brings unto the motorcycle tourism destination. Policies aimed at making public transportation more accessible to make it an acceptable alternative to driving on a daily basis, particularly in urban areas with high density, are an aspect of the present focus on environmentally responsible travel in Europe. For more than ten years, planning for transportation has prioritized safety. Nevertheless, despite all of the focus from policymakers, decision-makers, and academics, there is still a lack of information regarding how perceptions of travel safety may affect views of accessibility. According to the definition of perceived accessibility, it is the simplicity of leading a fulfilling life and pertains to the individual views, experiences, and assumptions of accessibility (Friman, et al., 2020).

**Table 6**

*Level of Safety and Security of Laguna as a Motorcycle Tourism Destination in terms of Environmental*

Indicators	WM	VI	Rank
Feeling safe and secure in the motorcycle tourism destinations with proper knowledge about ecological fee or other ordinances of the province and municipalities	4.51	SA	3
Feeling safe and secure in the motorcycle tourism destinations water and air pollution	4.57	SA	1
Feeling safe and secure in the motorcycle tourism destinations with awareness about the natural disaster on the place like landslides, etc.	4.54	SA	2
Composite Mean	4.54	SA	

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

In the table above referring to the level of safety and security of Laguna as a motorcycle tourism destination, environmental got a composite mean of 4.54 with a verbal interpretation of strongly agree. Water and air pollution received a weighted mean of 4.57 for the second question, which came in top place, which is read as strongly agree. With adequate knowledge of the ecological fee or other ordinances of the province and municipalities, one can feel comfortable and secure in motorcycle tourism destinations, which is the last in rank. The weighted mean for this question was 4.51, which is likewise interpreted as strongly agree. Tourists are informed on how water and air pollution can harm their health which is why it ranks first based on this section. It is common to every motorcycle rider especially those who are coming from cities to look for motorcycle tourism destinations that are not polluted as it helps them lessen their stress and enjoy their rides. In the past 20 years, there has been a significant increase in global awareness of the effects of environmental degradation (including air pollution) on healthcare expenditures. While there has been considerable advancement in academic research on the link between air pollution and healthcare expenses, there are still major gaps, such as the inadequate evaluation of each person's aversion behavior and rural-urban and global movement (Xu et al., 2022).

The verbal interpretation for indicator number 1 is strongly agree as there are might still be problems when it comes to knowing the ordinances per municipalities that made this indicator last in rank when it comes to the level of safety and security of Laguna as a motorcycle tourism destination in terms of environmental. As a motorcycle riding tourists especially in the Philippines there are different municipal ordinances that makes it hard to remember everything. On the other hand numerous national legislation in the Philippines are designed to address the five main risk factors for safer road users. However, efforts to improve road safety are hampered by a lack of strong municipal regulations and rules. Many cities and municipalities may not realize that they have the

authority to establish comprehensive road safety legislation and other general welfare measures because of their local autonomy (Bartolay, 2018).

**Table 7**

*Environmental Factors Influencing the Motorcycle Riding Tourists to Visit Laguna Province in terms of Natural Environment*

Indicators	WM	VI	Rank
Landscape alterations	4.57	SA	4
Existence of lakes, rivers and beaches	4.47	A	5
Fresh air	4.60	SA	2.5
Existence of mountains and hills	4.66	SA	1
Untouched natural landscapes	4.60	SA	2.5
Biodiversity	4.46	A	6
Composite Mean	4.56	SA	

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

Table number 7 measures the environmental factors influencing the motorcycle riding tourists to visit Laguna Province in terms of natural environment, with a composite mean of 4.56 with the verbal interpretation of strongly agree. In this environmental factor, the fourth indicator rank first, which talks about the existence of mountains and hills in the motorcycle tourism destination, with a weighted mean of 4.66 and a verbal interpretation of strongly agree. This was followed by two indicators which is fresh air and untouched natural landscapes that tied at the rank of 2.5 with the weighted mean of 4.60 and a verbal interpretation of strongly agree. There is no doubt that when it comes to rides, motorcycle riding tourists finds the existence of mountains and hills appealing as it brings thrills to the activity. As motorcycle rider himself the author really do like the existence of mountains and hills when finding a destination to travel. We may assume that most riders may have felt the satisfaction whenever they travel through the mountains and hills of Laguna. Although riding on mountainous terrain can be more punishing than on flat territory, the reward or sensation of satisfaction is higher. Mountains have deep metaphorical and spiritual importance that is based on enlightenment, success, and escape from material strife in many different cultures (Pruner, 2020).

The indicators which rank fifth on these criteria, is the existence of lakes, rivers, and beaches, with the weighted mean of 4.47 and a verbal interpretation of agree. So far the reason for this might be because motorcycle riding tourists here in Laguna tend to make only one day trips for their leisure. Last in rank for this section, refers to biodiversity, with the weighted mean of 4.46 and verbal interpretation of agree. The broad array of life found on Earth is referred to as biodiversity. It can be applied more precisely to all the species found in a certain area or environment (National Geographic, n.d.). With dramatically increased levels of local and international extinction and the waning of once-abundant species, biodiversity seems to be under attack (Kremen & Merendeler, 2018). With this, riders should still be wary of the effects of the decline of biodiversity and how they can help prevent or lessen these things from happening.

**Table 8**

*Environmental Factors Influencing the Motorcycle Riding Tourists to Visit Laguna Province in terms of Built environment*

Indicators	WM	VI	Rank
Commerce, entertainment and supply points	4.73	SA	1
Traditional settlements	4.57	SA	4
Historical routes, monuments and sites	4.42	A	6
Archaeological sites and museums	4.71	SA	2
Urban green spaces	4.69	SA	3
Lack of industrial spaces	4.54	SA	5
Composite Mean	4.61	SA	

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

Built environment as one of the environmental factors got a composite mean of 4.61 which is rated with a verbal interpretation of strongly agree, therefore, built environment really is one of the factors that influence motor cycle riders to visit Laguna Province. For this segment, it is the first indicator in the top rank with the weighted mean of 4.73 and a verbal interpretation of strongly agree. At times, when motorcycle riding tourists are making their visit to the motorcycle tourism destination, they would tend to distress and one of the things that

help them is through entertainment wherein they can have their leisure time. Entertainments are provided by the motorcycle tourism destinations in Laguna Province, as every establishment have their very own unique way of accommodating their visitors or tourists, they do have their respective marketing and advertising strategies to gain tourist visits. Tourists are encouraged to traverse the world by entertainment attractions (Luo et al.,2017). As per this statement, it can be presumed that motorcycle riding tourists travel for the same purpose which is entertainment.

In terms of built environment as a factor that influences motorcycle riding tourists to visit Laguna Province, it is found that historical routes, monuments, and sites are the least of the indicators with a weighted mean of 4.42 and a verbal interpretation of agree, which is the only indicator which got agree as its verbal interpretation. Historical routes, monuments, and sites are most of the time far from the main roads or highways, from this we may assume that motorcycle riding tourists are not influenced easily by this indicator. The accessibility of nearby facilities and attractions is a major factor in how tourists select their travel destinations. In other words, travelers evaluate sites according to how easily they can be reached (Mansouri et. al.,2016).

**Table 9**

*Environmental Factors Influencing the Motorcycle Riding Tourists to Visit Laguna Province in terms of Social environment*

Indicators	WM	VI	Rank
1. Cultural events	4.71	SA	2.5
2. Traditional activities and Agritourism	4.35	A	5
3. Safe social environment of the community	4.77	SA	1
4. Population of motorcycle riders visiting the area	4.38	A	4
5. Hospitable Community	4.71	SA	2.5
Composite Mean	4.59	SA	

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

The findings arrived at a composite mean of 4.59, which is verbally interpreted as strongly agree in table number 9, which examines the factors encouraging motorcycle-riding tourists to visit Laguna Province in terms of the social environment. With a weighted mean of 4.77 and a verbal interpretation of strongly agree, the third indicator which discusses the safe social environment of the community in the motorcycle tourism destination ranks first in this environmental factor. Two factors cultural activities and a hospitable community that tied at the rank of 2.5 with a weighted mean of 4.71 and a verbal interpretation of strongly agree, was the next two indicators. Having a safe social environment of the community in the motorcycle tourism destination is the primary indicator when it comes to social environment that influences motorcycle riding tourists in choosing their destinations. As a fellow motorcycle riding tourist the author perceives that having a safe environment on the community to be visited adds to the satisfaction as a tourist. The success of a location is determined by how safe it is for tourists to travel to and enjoy the places they visit. However, the conception and level of development for tourists' perceived safety at places has received little attention (Xie et al., 2020).

With only a weighted mean of 4.35 and a verbal interpretation of agree the second indicator that addresses traditional activities and agritourism placed last in terms of the social environment. As there is a slow growth in popularity for traditional activities and agritourism and that the respondents still agreed that it is one of the indicators for social environment, we can take for granted that there are few of the motorcycle riding tourists who sees this as a factor influencing them in choosing Laguna as a motorcycle tourism destination. Agritourism, which is described as educational and leisure activities provided on working farms, has been around for a while now. Agritourism has slowly grown in popularity over the past forty years as more people seek out rural experiences and family farms work to strengthen and diversify their revenue (Barbieri 2019).

It can be deduced that one of the environmental factors that influence motorcycle riders to travel to Laguna Province is the road network characteristics because it received a composite mean of 4.51, which is rated with a verbal interpretation of strongly agree. The third indicator, with a weighted mean of 4.67 and a verbal interpretation of strongly agree, is in the top rank for this segment. When visiting a motorcycle tourism location, tourists who ride motorcycles sometimes take the time to evaluate the area's road width because it is one of the factors that contributes to a rider's safety and ability to demonstrate their riding talents. Due to their ignorance of

safe havens and evacuation routes, tourists are frequently more at risk than locals in cases of abrupt calamity. The effects of road width and, to some extent, network structure were evaluated in a study conducted in Japan. The results show that tourists tend to use large roadways and travel straight. When participants were under time constraints, these inclinations became more prominent (Sabashi, et al., 2022). According to the aforementioned study, we can assume that our motorcycle-riding visitors are choosing their destinations with road width in mind for their personal safety in the event that mishaps or disasters occur while they are traveling.

**Table 10**

*Environmental Factors Influencing the Motorcycle Riding Tourists to Visit Laguna Province in terms of Road network characteristics*

Indicators	WM	VI	Rank
1. The destination has sharp curves (sharp curves attract motorcycle riders as it helps them showcase their riding skills.)	4.57	SA	2
2. The roads have smooth surfaces (road are free from holes or other debris)	4.35	A	6
3. Road width (the road can accommodate all of the vehicles passing through)	4.67	SA	1
4. Visible traffic signs and information signals	4.49	A	4
5. Modal share (number of different vehicles used by tourists on the road)	4.55	SA	3
6. Accessibility of public transport is on the area (tricycle, buses, jeeps)	4.39	A	5
Composite Mean	4.51	SA	

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

Roads with smooth surfaces are the least of the indicators, with a weighted mean of 4.35 and a verbal interpretation of agree, making them one of the indicators with agree as its verbal interpretation, when considering the characteristics of the road network as a factor that influences motorcycle-riding tourists to visit Laguna Province. We can presume that most of the motorcycle-riding tourists do not care that much with the road conditions as long as there is a scenic view waiting for them at the destination that they have chosen. In relation to the statement above, some visitors favor or view the challenges of difficult driving and rough roads as worthwhile endeavors that will be rewarded by stunning views (Kerr, 2018).

**Table 11**

*Difference of Responses on level of safety and security of Laguna as a motorcycle tourism destination when grouped according to profile*

Profile Variables	U/ $\lambda^2$ c	p-value	Interpretation
<b>Sex</b>			
Public Hazard	9192.500	0.548	Not Significant
Life & Property	7529.500	0.005	Significant
Public Health	8706.000	0.212	Not Significant
Accessibility	6892.000	0.000	Highly Significant
Environmental	9265.500	0.623	Not Significant
<b>Age Generation</b>			
Public Hazard	16.594	0.001	Significant
Life & Property	25.489	0.000	Highly Significant
Public Health	0.904	0.825	Not Significant
Accessibility	11.816	0.008	Significant
Environmental	3.045	0.385	Not Significant
<b>Marital Status</b>			
Public Hazard	7303.000	0.001	Significant
Life & Property	9560.000	0.925	Not Significant
Public Health	6684.000	0.000	Highly Significant
Accessibility	7811.000	0.014	Significant
Environmental	7901.000	0.020	Significant
<b>Employment Status</b>			
Public Hazard	11.941	0.003	Significant
Life & Property	28.895	0.000	Highly Significant
Public Health	18.705	0.000	Highly Significant
Accessibility	4.053	0.132	Not Significant
Environmental	23.128	0.000	Highly Significant

Motorcycle Riding Experience			
Public Hazard	1.122	0.571	Not Significant
Life & Property	7.202	0.027	Significant
Public Health	7.560	0.023	Significant
Accessibility	0.576	0.750	Not Significant
Environmental	57.740	0.000	Highly Significant
Number of Motorcycle Riding trips taken in a year			
Public Hazard	12.778	0.012	Significant
Life & Property	99.413	0.000	Highly Significant
Public Health	66.696	0.000	Highly Significant
Accessibility	29.848	0.000	Highly Significant
Environmental	75.921	0.000	Highly Significant

Legend: Significant at  $p\text{-value} < 0.05$

Significant statistical differences were observed in the assessment of life and property ( $p=0.005$ ) and accessibility ( $p=0.000$ ) when participants were grouped according to sex. This indicates that male and female respondents had significantly different responses, with male respondents showing higher assessments in terms of life and property and accessibility. According to Dunlop (2022), men tend to prioritize good transport links and accessibility when making decisions, which aligns with their higher assessments in these areas. They also consider the safety of their life and property when evaluating a neighborhood. Moreover, significant statistical differences were found in the assessment of public hazard ( $p=0.001$ ), life and property ( $p=0.000$ ), and accessibility ( $p=0.008$ ) when participants were grouped according to age generation. Post hoc tests revealed that there were significant differences in responses to public hazard between the Gen X and Millennial groups, as well as between the Gen Z and Millennial groups, with the Millennial generation showing higher assessments of public hazard. In terms of life and property, there was a significant difference between the Millennial and Gen X groups, with the Gen X generation having higher assessments compared to other age groups. Lastly, there was a significant difference in the assessment of accessibility between the Millennial and Gen Z groups, with the Gen Z generation showing higher assessments.

These findings suggest that different age groups have varying perceptions and assessments of public hazard, life and property, and accessibility in the given context. Compared to other age generations, millennials are more tolerant to different things according to Tsai (2018), there are characteristics of millennial that make them different from the generations. One if them is flexibility and multitasking. As they are flexible and multitasking, they see that public hazard can affect their flexibility, on the other hand they don't pay attention to much to life and property due to their trust in technology as a tech savvy. Another characteristic of millennial is cultural acceptance wherein accessibility is also not a problem with them as they can adjust accordingly to what is catered by the destination that they are visiting.

There was statistically significant difference on public hazard ( $p=0.001$ ), public health ( $p=0.000$ ), accessibility ( $p=0.014$ ), and environmental ( $p=0.020$ ) when grouped according to marital status. This means that single and married respondents have differ responses where the single respondents have higher assessment on public hazard, public health and environmental while the married respondents have higher assessment on accessibility. As per the survey gathered by Doctor Bella (DePaulo, 2023) there are different things that single and married people spend their time on. Based on our study single people have higher assessment on public hazard, public health, and environmental, this is due to single people spending more time on personal care, wherein they prioritize their safety and health, they also spend more time on socialization and leisure which shows that they also prioritize the kind of environment they are in. The survey also showed that married people tend to spend most of their time working and doing household activities therefore states that they have limited time on other activities that made them prioritize accessibility which makes them arrive at a destination faster.

There was statistically significant difference on public hazard ( $p=0.003$ ), life and property ( $p=0.000$ ), public health ( $p=0.000$ ), and environmental ( $p=0.000$ ) when grouped according to employment status. There was significant difference of responses between unemployed and self-employed , and between employed and

self-employed where the self-employed respondents have higher assessment compared to other group. As per the Forbes article by Sawyer (2020), business owners / self-employed individuals makes leisure travel one of their most important activity. They might differ from employed and unemployed individuals as this activity is part of their routine to keep their businesses running. As a self-employed individual they have take the importance of their own health safety and security seriously along with the environment that they bring their family to which may differ from unemployed and employed individuals who might travel alone, or with their friends but not their immediate family.

There was statistically significant difference on life and property ( $p=0.027$ ), public health ( $p=0.023$ ), and environmental ( $p=0.000$ ) when grouped according to motorcycle riding experience. Post hoc test revealed that there was significant difference of responses between 6 years and more and 2 – 5 years where those respondents had 2 – 5 years of motorcycle riding experience have higher assessment. As a motorcycle rider himself, with more than 6 year’s experience the author agrees in the difference of responses. As experiences are building up the importance of life and property, public health and environmental rises as well. There was statistically significant difference on pubic hazard ( $p=0.012$ ), life and property ( $p=0.000$ ), public health ( $p=0.000$ ), accessibility ( $p=0.000$ ), and environmental ( $p=0.000$ ) when grouped according to number of motorcycle riding trips in a year. Post hoc test showed that there was significant difference of responses between at least once a month and four times a month where rider who travelled four times a month have higher assessment. In the case of the statement above, as people who travel on the same area for more than once, they will surely have a better understanding of how the safety and security works on the destinations. Therefore we can conclude that they will have a significant difference with their assessment rather than the motorcycle riding tourist who seldom traveled on the same destination.

**Table 12**

*Difference of Responses on the environmental factors influencing the motorcycle riding tourists to visit Laguna province when grouped according to profile*

Profile Variables	U/ $\lambda^2$ c	p-value	Interpretation
<b>Sex</b>			
Natural Environment	7355.000	0.002	Significant
Built Environment	9239.000	0.612	Not Significant
Social Environment	8311.500	0.076	Not Significant
Road network characteristics	8607.000	0.171	Not Significant
<b>Age Generation</b>			
Natural Environment	19.760	0.000	Highly Significant
Built Environment	13.745	0.003	Significant
Social Environment	22.705	0.000	Highly Significant
Road network characteristics	4.925	0.177	Not Significant
<b>Marital Status</b>			
Natural Environment	8866.000	0.303	Not Significant
Built Environment	9459.000	0.825	Not Significant
Social Environment	9583.500	0.950	Not Significant
Road network characteristics	9563.500	0.929	Not Significant
<b>Employment Status</b>			
Natural Environment	10.555	0.005	Significant
Built Environment	31.822	0.000	Highly Significant
Social Environment	17.605	0.000	Highly Significant
Road network characteristics	18.158	0.000	Highly Significant
<b>Motorcycle Riding Experience</b>			
Natural Environment	1.538	0.463	Not Significant
Built Environment	23.355	0.000	Highly Significant
Social Environment	18.095	0.000	Highly Significant
Road network characteristics	25.076	0.000	Highly Significant
<b>Number of Motorcycle Riding trips taken in a year</b>			
Natural Environment	49.512	0.000	Highly Significant
Built Environment	107.764	0.000	Highly Significant
Social Environment	77.555	0.000	Highly Significant
Road network characteristics	24.306	0.000	Highly Significant

*Legend: Significant at p-value<0.05*

A statistically significant difference was observed in the assessment of the natural environment ( $p=0.002$ ) when participants were grouped according to sex. This indicates that there were significant variations in responses between male and female participants, with male respondents demonstrating higher assessments of the natural environment. To support the findings above, DeVries et al. (2022), stated on their podcast that men do have a better relationship with natural environment compared to women. From the focus of this research, which is motorcycle tourism that involve nature, men prefer to do things like hiking, fishing, camping, of course motorcycle riding, and all sorts of activities involving the natural environment better than women. Which indicates that the findings of this study is true to some extent.

A statistically significant difference was found in the assessment of the natural environment ( $p=0.000$ ), built environment ( $p=0.003$ ), and social environment ( $p=0.000$ ) when participants were grouped according to age generation. Further analysis through post hoc tests revealed significant differences in responses to the natural and social environment between the Millennial and Gen Z groups. Additionally, a significant difference in responses to the built environment was observed between the Millennial and Gen X groups. Specifically, respondents from the Millennial group showed lower assessments compared to the other age generation groups. Tsai (2018) indicated that there are some characteristics that made millennial think a little bit differently, with this generation being flexible they may not care to much with the things catered by the motorcycle tourism destinations as they are also very lenient to accepting new things like, culture. Therefore, the environmental factors stated above may not influence them too much.

There was statistically significant difference on natural environment ( $p=0.005$ ), built environment ( $p=0.000$ ), social environment ( $p=0.000$ ), and road network characteristics ( $p=0.000$ ) when grouped according employment status. There was significant difference of responses between unemployed and self-employed, and between employed and self-employed where the self-employed respondents have higher assessment compared to other group. According to the study of Parker (2013), men which is the highest in terms of rank in the number of our respondents spend a lot of time working on their own business but they spend time in other leisure activities such as motorcycle riding more than women. Therefore, self-employed motorcycle riding tourist can make spend more time at rides as they can bring their work even during their travel. Which makes them have a higher assessment on this research.

There was statistically significant difference on built environment ( $p=0.000$ ), social environment ( $p=0.000$ ), and road network characteristics ( $p=0.000$ ) when grouped according to motorcycle riding experience. Post hoc test revealed that there was significant difference of responses between 6 years and more and 2 – 5 years where those respondents had 2 – 5 years of motorcycle riding experience have higher assessment. If based on motorcycle riding experience, the author as a motorcycle rider himself agrees that riders with a riding experience of 2-5 years will have a higher assessment. With 4 ages being covered they would have more in terms of number at the same time during this stage, many motorcycle riders are still gaining experience which is why they are trying to test their motorcycle riding skills in different motorcycle tourism destinations that makes them assess more the environment that they are travel to.

There was statistically significant difference on natural environment ( $p=0.000$ ), built environment ( $p=0.000$ ), social environment ( $p=0.000$ ), and road network characteristics ( $p=0.000$ ) when grouped according to number of motorcycle riding trips in a year. Post hoc test showed that there was significant difference of responses between at least once a month and four times a month and between at least once a month and twice a month where rider who travelled at least once a month has lesser assessment. Same as the stated information above, having less experience on the motorcycle tourism destination would make a motorcycle riding tourist hard to assess the destination. Having more time to travel on the motorcycle, tourist destinations would help the motorcycle riding tourists to assess the destination with more accurate information.



**Table 13**

*Proposed Action Plan to Improve Laguna Province as a Motorcycle Tourism Destination*

<b>Laguna Motorcycle Tourism Destination Improvement Action Plan</b>				
Key Result Areas / Objectives	Method /Strategies and Programs	Persons Involved	Timeline	Outcomes
To build essential safety and security facilities close towards the location	As essential safety and security facilities are needed close towards the location. With the collaboration of the RHU, PNP, LGU, and the Sanguniang Barangay. A station is can be made that may act as a police station and emergency health care facility is can be made close to the destination. As there might be limited RHU and PNP personnel, selected people of the community shall be chosen to be trained to act as an emergency response team, that can provide basic first aid and monitoring of the area.	Municipal Health Unit Municipal Police LGU and Brgy. Officials Community	3 months (12 weeks) 2 weeks is can be used for the planning wherein the area to put the facility is to be strategically chosen along with who the persons to be involved in the program and from where the funding shall be taken. Once planning is done, 6 weeks is to be used for the joint training of the RHU, PNP, LGU, SB, and the selected community members wherein making an emergency response team , shall be the main focus of the training. The remaining four (4) weeks shall then be used for the implementation of the program wherein it is going to be assessed if it is helpful for the community and the motorcycle riding tourists.	The ease of the tourist in an emergency situation and quick action in a crisis is the aimed outcome of this program. To assess if the program is effective, during the implementation every week, a survey shall be given to 100 motorcycle riding tourists to assess if the emergency response team is efficient on that week and the following week. Wherein the continuation of the program shall be considered.
To provide safety and security personnel at the establishments within the motorcycle tourism destination.	As food establishments within the motorcycle tourism destinations might find it hard to provide security personnel's due to its effect on its revenue, in accordance with the program stated above, the PNP or the SB (tanod) or the emergency response team made may provided regular patrols on the area.	Municipal Police LGU and Brgy. Officials Community	1 month (4 weeks) If the previous program becomes helpful for the community and tourists, there is may be an expansion in the operations. 1 week is to be used to find more people to be employed into the task force. 3 weeks shall be used to train the persons chosen in the same training provided to the old members of the emergency response team.	Mitigation of crimes that may endanger the safety of security of tourist's life and property.  Same with the previous program, this shall be added to the survey provided to the 100 motorcycle riding tourist weekly.
To implement and monitor proper waste disposal in motorcycle tourism destination.	Inline with the above program, a task force shall be made that shall focus on the maintenance of the motorcycle tourism destinations. This task force shall focus on monitoring the proper waste disposal of the business in the destination, along with the maintenance of the cleanliness of the destinations to protect the biodiversity, and this task force shall also be trained on how to maintain the historical routes, monuments and sites. To be specific, the task force shall be given a seminar in regards to the RA 9003 or the Ecological Solid Waste Management Act that provides for a systematic, comprehensive and ecological waste management program to ensure the protection of public health and the environment. The task force made and trained shall make the inspections on the establishments. This action may then be able to protect the biodiversity in the tourism destination. The task force shall also be assigned in quarterly checking of the destination's historical routes, monuments, and sites, wherein if they have found worn out paint, structures, and	LGU SB Private Sector (Businesses in the motorcycle tourism destination)	2 months (8 weeks) 1 Week shall be used to invite all of the private sector in the destination 1 week shall be used to hold a meeting with the private sector in regards to the monitoring of their waste disposal along with what sanctions are to be given if they can't comply. 4 weeks shall be given to the private sectors to comply with the proper waste disposal. 2 week shall be used for the inspection of the private sectors. Based on the result of this program waste disposal in the destination may improve.	Prevent the risks or problems that may arise from malpractices in terms of waste disposal.
To protect the biodiversity		LGU SB Community	2 months (4 weeks) As stated on the methods on this program a task force shall be made and trained within eight (8) weeks.	Improvement and maintenance of the destinations biodiversity.
To maintain and improve the historical routes, monument, and sites.		LGU SB Community	2 weeks shall be used for planning of the program which shall cover the agendas like where the funds shall be taken, the personnel for the task force, the persons incharge of train the task force. 1 week shall be used for selecting personnel for the task force. 4 weeks shall be used for the training of the task force. This training will focus on how to maintain the biodiversity and the historical routes, monuments, and sites. 1 week shall be used for monitoring if there is improvement on the maintenance of the destination wherein the continuation of the	Enhancement of the historical routes, monuments, and sites, to attract more tourists.

	signage. The municipal government shall then hire, people to restore the found damages thus improving and maintaining the destination's historical routes, monuments, and sites.		program is going to be based on.	
To advertise and Publicity Campaign for traditional activities and Agritourism.	Elevate marketing means through coordination with other municipalities to showcase each other's traditional activities and Agritourism. Through the collaboration of different municipalities itineraries are can be made and offered to the tourists visiting the area and Opening Billboards (OBB Videos) are can be made and shared through different social medias of each municipality.	LGU	2 months (8 weeks) 1 week shall be used for inviting the respective tourism heads of each municipality. 1 week shall be used for the meeting wherein the agenda shall address the collaboration of the municipalities in promoting different traditional activities and agritourism sites, along with where the funds shall be taken. 4 weeks shall be used to make promotion materials such as: OBBs, Posters, Tarpaulins, wherein the collaboration and support of each municipality with each other shall be showcased.	Broaden the advertising of traditional activities and Agritourism to gather more tourists' visits.
To refine the roads.	Prioritize maintenance of roads through removal of holes and debris.	LGU DPWH Private Sectors	2 months (8 weeks) 1 week is to be used plan the action to be made in removal of holes and debris in the roads of the motorcycle tourism destination along with where the funds shall be taken. 1 week shall be used to find sponsors (private sectors) for additional funds on the project. 1 week is going to be used to survey the roads to know the areas that would need the urgent construction. The remaining weeks shall be used for the overall construction of the holes in the roads. (this may be shortened or lengthened based on the road damage)	Improving the safety and security of motorcycle riding tourists through proper road maintenance that would influence increase on tourist's intention to visit.

#### 4. Conclusions and recommendation

Majority of motorcycle riding tourists are male millennials, who are mostly single and employed, with motorcycle riding experience of 2-5 years and took trips once a month. These motorcycle riding tourists have enough funds to make trips but may have limited time to do so knowing that they are employed. The future researchers therefore may use this conclusion to find means to make the trips taken by motorcycle riding tourists more remarkable as they only have limited time in a month to spare for this activity. The respondents strongly agreed that on the level of safety and security in Laguna province in public hazard, motorcycle tourism destination is free from disturbances or problems. On the other hand in life & property, the motorcycle tourism destinations do not allow tourists to bring any deadly weapons. Public health shows that the destinations served clean and practice proper food safety. In accessibility, the motorcycle tourism destination provides signage and brochures. Lastly in environmental, the participants feel safe and secure in the destinations water and air pollution.

Guests were strongly influenced by the following environmental factors and indicators: First in terms of natural environment, existence of mountains and hills is the highest indicator. The second factor pertains to built environment, wherein, commerce, entertainment and supply point is soaring. Safe social environment of the community as an indicator elevated when it comes to social environment. Last but not the least in terms of road network characteristics, road width is the most influential indicator. This study draw to a close that there is a statistically significant relationship between the two main variables of the study which is the level of safety and security of Laguna Province as a motorcycle tourism destination and the environmental factors influencing the motorcycle riding tourists to visit Laguna province. In the difference of responses on level of safety and security of Laguna as motorcycle tourism destination when grouped according to profile, in terms of sex, there was

difference in life and property and accessibility. In terms of age generation, there was difference in public hazard, life and property, and accessibility. In marital status, there was difference in public hazard, public health, accessibility, and the environment. In employment status, there are differences in public hazard, life and property, public health, and the environment. In motorcycle riding experience, there is difference in life and property, public health, and the environment. In the number of motorcycle riding trips made each year, there are differences in public hazard, life and property, public health, accessibility, and the environment.

In the difference of responses on the environmental factors influencing the motorcycle riding tourists to visit Laguna province when grouped according to profile, when categorized by sex, there was difference in the environment. In age generation, there is a difference in the constructed environment, social environment, and natural environment. In built environment, social environment, and road network when categorized according to employment position, there was difference. When the built environment, social environment, and road network features were categorized according to the motorcycle riding experience, there was difference. In the quantity of motorcycle riding excursions in a year, there was difference in the natural environment, constructed environment, social environment, and road network features. The level of safety and security of Laguna Province as a motorcycle tourism destination and the environmental factors influencing motorcycle riding tourists to visit Laguna Province were improved through the proposal of a plan of action.

Using social media applications such as Facebook, Tiktok, YouTube and Instagram, the Tourism Officers League of Laguna may create a media team with a job specifically aimed to promote the lakes, rivers, and beaches existing in the motorcycle tourism destination of their respective areas. This may be done through collaborating with famous social media motorcycle riding influencers such as Motodeck, Boss Vic Vlog, Reed Motovlog, Jao Moto, Jet lee, and many more. Training programs such as National Certification II on Food and Beverage Services, Bar tending, Housekeeping, and Tour guiding, may be prioritized by the municipal government as this may help the community in handling the arrival of motorcycle riding tourists in their area. Training can also be done through reaching out to nearest state universities within the vicinity of the town through the universities extension programs that will benefit both organizations. The municipal government with the help of the tricycle operators and drivers' association may create a public transportation routed to the remote areas of the motorcycle tourism destination to make the site accessible not only to the motorcycle riding tourists but to tourists who prefer to use public transport. As traffic sign is one of the means of tourists to navigate the destinations especially areas wherein mobile phone signal is weak, monthly inspection of road signage may be conducted by the local government unit and based on the condition of the signage it may be repaired or repainted in order to be maintained at a good condition for our motorcycle riding tourists. The proposed action plan may be implemented to improve Laguna as a motorcycle tourism destination. To further corroborate the study's findings, future researchers may undertake follow-up research in the field of customer satisfaction of motorcycle riding tourists in Laguna.

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