

## Tourist behavior and factors influencing accommodation selection: Traveling with children in Cebu, Philippines

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### Abstract

The increasing demand for family tourism in the Philippines has brought attention to the unique behaviors and preferences of travelers accompanied by children. This study examines the behavior of tourists traveling with children in Cebu and identifies key factors influencing their accommodation choices based on demographic characteristics. A total of 413 local and international respondents who traveled with children answered the survey questionnaire. The survey gathered data on demographic profiles and how these relate to both tourist behavior and accommodation preferences. Findings revealed that most tourists traveled for leisure, stayed for two to three nights, and chose affordable accommodations such as standard or family rooms. Online platforms were the most common reservation channels, and travel plans were typically made one to two months in advance. Accommodation features considered most important included safety and security, room cleanliness, polite staff service, and convenient location. Free internet access, housekeeping, and family-friendly amenities such as swimming pools with lifeguards also ranked highly. Statistical analysis confirmed that demographic profiles play a significant role in shaping both travel behavior and accommodation preferences. The study's results reinforce the importance of aligning hospitality services with the unique needs of family travelers to enhance destination competitiveness and service satisfaction.

**Keywords:** tourist behaviors, accommodation selection, travel with children, family tourism, child-friendly accommodation

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### **1. Introduction**

Traveling with children presents unique opportunities and challenges increasingly recognized by the hospitality and tourism industry (Wu et al., 2021). Families traveling together often consist of diverse age groups, ranging from young children to older adults, each with specific needs that must be addressed to ensure a satisfying travel experience (Rojas-de-Gracia, 2025; Siwek et al., 2022). The selection of family accommodation is influenced by a combination of practical needs, such as space and amenities, and the desire for enriching family interactions, all of which contribute to the broader benefits of travel, including strengthened family bonds and improved well-being (Kowisuth, 2015; Naudé-Potgieter, 2024). The 2023 U.S. Family Travel Survey of Family Travel Association on family travel trends results showed that the family-travel market will continue growing in the years to come, with 81% of the 1,227 parents' respondents said they are likely to travel with their children in the next year, and many families are willing to increase their level of travel spending.

The Philippines offers diverse natural attractions and cultural experiences that appeal to families. In fact, the Department of Tourism in the Philippines has various campaigns focused on families, with one of its most notable ads, "Anak," which centers around the most important component of Filipino society, which is family (Magsambol, 2018). Resos and Venus (2025) emphasize the rise of traveling with family in the Philippines, which further reinforces that the Philippines is an appealing destination for family travelers. One of the top destinations in the Philippines that stands out as a premier family-friendly destination is Cebu, with its vibrant blend of culture, history, and natural beauty (Cacho, 2023). For adventure seekers, the city's modern amenities, such as Anjo World Theme Park, ensure entertainment for the whole family (Manhit, 2024). Cebu has emerged as a sought-after family-friendly destination, thanks to its wide range of attractions that cater to the diverse interests and needs of all family members, particularly those traveling with children (Quibranza, 2025). Cebu experienced a remarkable surge in tourism, with over 2 million local and international visitors as of September 2023, reflecting a 28% increase from the previous year. This growth signals a strong recovery in tourism, particularly in family travel, post-pandemic. The Department of Tourism's report highlights Cebu as a major player in the resurgence of domestic tourism in the Philippines, with the island contributing significantly to this boom. The Mactan-Cebu International Airport played a pivotal role in accommodating the influx of visitors, further cementing Cebu's status as a top family destination (Flight Statistics, 2023). Moreover, it has been reported that Cebu Province welcomed 1.8 million tourists during the first nine months of 2022, a substantial rise compared to the same period in 2021, underscoring the growing appeal of Cebu for family vacations (Cacho, 2023). With its standing popularity, the Hotel, Resort and Restaurant Association of Cebu Inc. has expressed a positive sentiment regarding the tourism sector's prospects for the current year. In fact, Jpark Island Resort & Waterpark in Lapu-Lapu City was ranked among Asia's top five family-friendly hotels by Trip.com. This highlights Cebu's competitive edge in the regional tourism market, offering a blend of adventure, relaxation, and cultural experiences tailored for families (Quibranza, 2025).

Rojas-de-Gracia (2025) expressed that family travel is a significant market, as most of the world population presently lives within a family unit and possesses greater purchasing power. A number of studies in the Philippine setting look at different factors influencing destination choice in their decision making, and also accommodation selection of tourists, but no study investigates the tourist behavior of the family market in choosing accommodation in the Philippines, especially those traveling with children. Kowisuth (2015) and Siwek et al. (2022) also highlighted that the family market, comprising parents traveling with their children, is often overlooked in its importance in the tourism and hospitality industry, while previous research has indicated a rapid increase in children engaged in the hospitality and tourism industry. Chehab et al. (2021) also highlighted

that it is crucial to understand the trend of tourists traveling with children and that different age groups have different needs; accommodation services must cater to these needs, especially those targeting family travelers. Naudé-Potgieter (2024) emphasizes the need for family-friendly accommodations and destinations, which influence travel frequency, as families seek environments that cater to their specific needs, such as self-catering options and coastal locations. Despite these developments, there is a gap in existing literature concerning the tourist behaviors and factors influencing accommodation selection among tourists traveling with children in the international and Philippine settings. Therefore, the researchers aim to address this gap by examining the travel behaviors and accommodation preferences of tourists with children, offering valuable insights for the tourism and hospitality industry. This will also serve as a valuable resource for integrating real-world case studies into the curriculum, particularly in tourism marketing, tourist behavior, and the design of family-oriented services for hospitality and tourism.

**Objectives of the Study** - The study determined the tourist behaviors and factors influencing accommodation selection when travelling with children in Cebu, Philippines. Specifically, it 1) presents the demographic profile in terms of: sex, age, nationality, highest educational attainment, household annual income and number of children; 2) determine the travel behavior of tourists traveling with children; 3) assess the factors influencing accommodation selection of tourists traveling with children; 4) determine if there is a relationship between the demographic profile to tourist behavior and factors influencing accommodation selection; Lastly, give recommendations on what can be made to enhance the tourists experience for families traveling with children in Cebu, Philippines.

## 2. Methodology

**Research Design** - A quantitative research design was employed using purposive sampling. Data were collected through an adapted survey originally developed by Kowisuth (2015). Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through surveys or by manipulating pre-existing statistical data using computational techniques (UTA Libraries, 2023). The same source stated that quantitative research focuses on gathering numerical data and generalizing it across groups of people or explaining a particular phenomenon. This study used descriptive research to describe a phenomenon in tourist behavior and factors influencing the accommodation choices of tourists traveling with children. Lastly, correlation analysis was used to determine the relationship between respondents' demographic profile and tourist behavior and factors, including accommodation selection.

**Participants of the Study** - This was a gender-neutral study where respondents consisted of domestic and international tourists visiting Cebu, particularly those parents or guardians traveling with at least one child who is 17 years old and below. Consent was asked before handing out the survey, and a consent form was also included in the instrument. The total number of respondents is four hundred thirteen (413), determined using the Raosoft sample size calculator with a margin of error of 5% and a confidence level of 95%. The respondents were chosen using purposive sampling to guarantee that participants met the study's criteria.

**Research Instrument**—The research questionnaire was custom-adapted from Kowisuth (2015). It was divided into three parts: the first part determined the demographic profile, the second part determined the tourist behavior, and the last part determined the factors influencing the accommodation selection of tourists traveling with children.

The questionnaire underwent content validation from experts in hospitality and tourism to ensure that proper constructs were used and accurately covered the research objectives. In response to the experts' recommendations and suggestions, it was adjusted to make it more accurate and valuable for the research locale. Lastly, the instrument was also subjected to reliability testing, which yielded good and acceptable results from 30 respondents.

**Data Gathering Procedure** - Approval from the University's Research Ethics Committee was secured

before conducting the study to ensure that no human rights were violated during the research. Permission letters were also secured from the Mactan-Cebu International Airport Authority and selected accommodations in Cebu before data collection from March 17 to March 31, 2025. The survey questions were distributed face-to-face, and an online Google Docs link was provided, along with a cover letter explaining the study's objectives and a confidential agreement. The complete questionnaires were checked to see if all the statements were answered.

**Data Analysis** - The recovered questionnaires were input into Excel, and particular codes were assigned for identification. The data in Part I (demographic profile) and Part II (tourist behavior) were analyzed using frequency and percentage to summarize and describe the respondents' characteristics and travel behaviors. In Part III, which examined the factors influencing accommodation selection, mean and standard deviation were used to determine the average level of importance and the variability of responses across individual items measured on a five-point Likert scale. Lastly, Pearson's correlation was employed to assess the strength and direction of the relationships between tourist profile variables and (a) tourist behavior and (b) the factors influencing accommodation selection among tourists traveling with children.

### 3. Results and Discussion

**Demographic Profile** - A higher participation of females suggests that this group may play a more dominant role in planning or making decisions regarding family travel. This indicates that women are actively involved and may hold significant influence in the decision-making process. Wang and Li (2020) demonstrate that family travel decision-making is intricately linked with individual and relational identities, where the roles assumed by family members, especially women, are central to the overall planning process. Women are the primary trip planners, budget controllers, and activity proposers in family travel decisions who prefer booking their travel needs online (Pinto & Castro, 2019). This is further supported by Belay et al. (2016), whose study revealed that women were reported to have significant decision-making power concerning family planning. However, Rojas-de-Gracia and Alarcón-Urbistondo (2025) pointed out that while women generally dominate in choosing the destination, accommodation, and activities, men tend to have more influence in decisions related to budget and transport, highlighting that joint decision-making is common and both play crucial roles in travel decisions.

Most respondents belong to the young to middle-aged adult group, reflecting an active and family-oriented population typically engaged in vacation planning and family-related activities. This suggests that the majority of the respondents are young parents who started a family in their early 20s and 30s. Wang and Li (2020) emphasized the instrumental predominance of young to middle-aged adults in balancing individual aspirations with collective family expectations. Furthermore, young and middle-aged adults frequently represent a demographic that is proficient with technology and open to integrating new approaches in travel planning, and their active engagement in using digital tools for comparing research, booking, and personalizing travel experiences (Chou et al., 2020). Contrary to older groups, they generally put greater importance on convenience, flexibility, and immersive travel experiences (Tseng et al., 2023).

In terms of nationality, the participants are almost evenly divided between local and foreign nationals, making the findings relevant to both domestic and international tourism contexts. Most of the respondents originate from a specific continent, although there is notable representation from other regions worldwide. This suggests that while the destination strongly appeals to one particular geographic group, it is also gaining traction in broader international markets, indicating that Cebu is a destination that can cater to a wide variety of tourists, especially families from different backgrounds and nationalities. Chen et al. (2021) highlighted that family tourists significantly consider fun activities and learning experiences when choosing where to go on vacation, making Cebu a good choice, as it enhances its amenities tailored to family needs.

Educational attainment among the respondents is generally high, with a significant number holding a college degree or higher. This level of education may be associated with more informed and strategic travel planning, including the use of digital platforms and online reservations. Most participants fall within modest to

middle-income brackets, indicating that affordability and value for money are likely key factors in their travel decisions. This suggests that the respondents, though well-educated, are still in a stage of financial growth, possibly balancing early career responsibilities with family needs, shaping their family travel preferences. Kara and Mkwizu (2020) stated that the level of education is associated with well-informed travel planning and effective use of digital platforms and online booking systems for vacations, especially for young families. Highly educated individuals tend to demonstrate stronger technological skills, which are evident in their travel behaviors—from destination research to booking accommodations online. Since the respondents earn a combined income that is sufficient but not excessive, they most likely plan travel that will align with their budget, often relying on reviews. This is consistent with the findings of Tseng et al. (2023), stating that young consumers, having grown up with social technologies, are naturally inclined to share experiences online and often carry this sharing behavior into their offline interactions.

Regarding family composition, most respondents reported traveling with one to two children, reflecting a typical nuclear family structure—a finding also supported by Lee et al. (2023), who noted that having 1–2 children was the most common response among family travelers. This highlights the importance of accommodations and services tailored to small families. Additionally, most adults identified as parents, though a significant portion included guardians such as grandparents, uncles, or aunts. This diversity underscores the need for inclusive and flexible tourism services that cater to various family dynamics. These findings suggest that parents, in particular, have a strong emotional bond with their children, often feeling uneasy about leaving them in the care of others. Xiang et al. (2025) emphasized that the heightened emotional awareness among parents improves their responsiveness to their children's emotional states, strengthening their emotional ties and contributing to parents' reluctance to seek childcare support outside the family circle especially due to routine disruptions during the pandemic.

**Tourist Behavior** - Most tourists arrived using either public or private transportation, highlighting the destination's accessibility through various modes of travel. However, private transportation garnered the highest rated determinant, suggesting that tourists prefer a safer and less hassle-free trip to the accommodation. Resos and Venus (2025) highlighted that accessibility in Central Visayas, where Cebu is located, contributes highly to its attractiveness. Good access enhances the visitor experience by making travel more convenient and less stressful, especially when traveling with children. Jie and Talib (2024) demonstrated that when families decide on modes of transportation, factors such as convenience, comfort, and safety are essential. Private transportation, whether it is a personal vehicle or a private-hire service, is frequently associated with a greater sense of control over travel conditions, specifically when it involves children as vehicle passengers. This is consistent with the findings of Tseng et al. (2023), emphasizing that parents prefer private transportation as it allows them to implement better safety measures, such as ensuring appropriate child restraints and maintaining personal hygiene protocols, which further enhances their confidence when traveling to their accommodation. In terms of duration, a significant number of tourists stayed for two to three nights, indicating that short stays are preferred. This finding is similar to Resos and Venus (2025), who found that people travelling to Central Visayas travel with families and usually stay two to three nights, reflecting a shorter stay in the destination. However, a notable portion also extended their visits to longer durations. Additionally, families traveling with young children often prefer short trips to limit the challenges associated with extended periods away from home routines, such as sleep schedule disruptions or travel fatigue. Moreover, parents prioritize a controlled, predictable environment where manageable travel durations reduce stress on children and adults and allow for more focused, activity-packed itineraries (Tseng et al., 2023).

Regarding room preferences, standard rooms were the most commonly chosen, followed by family rooms, suggesting that affordability and family-friendly space are valued. Higher-tier room options such as executive, deluxe, and suite rooms were less frequently selected, which may reflect travelers' budget-consciousness or specific accommodation needs. This is aligned with the finding that most respondents stayed in accommodations with lower nightly rates, while only a small fraction opted for higher-priced rooms. Siwek et al. (2022) revealed that families often opt for standard rooms because they provide a straightforward, versatile layout that meets

essential needs without unnecessary luxury, thus offering comfort and economy in a concise space. The primary reason for travel was for leisure, with business and health-related trips forming a smaller segment. This confirms the destination's strong appeal as a family leisure location. Wu et al. (2021) emphasized that one of the main reasons for family travel is to unwind and escape from daily routines, which is supported by the study's findings. Cebu is a family-friendly destination that offers different attractions and activities that cater to a wide range of ages and interests, making it an appealing destination for family trips and other types of travelers (Resos & Venus, 2025).

Regarding reservations, most tourists booked through online travel agents, followed by direct bookings via accommodation websites, traditional travel agencies, and social media channels. These results underscore the growing importance of digital platforms and word-of-mouth in influencing tourist decisions. Li, Lin, and Feng (2023) emphasize the role of digital platforms in family travel planning, highlighting that families increasingly rely on online resources to make informed decisions. Online travel agencies have emerged as the prominent intermediaries in the tourism market (Park et al., 2019), accounting for most reservations made in the tourism industry. Pinto and Castro (2019) revealed that most female tourist consumers prefer booking accommodations through online travel agencies primarily due to the ease of browsing and the availability of promotions and better pricing options. Azhar et al. (2023) indicated that social media marketing significantly influences tourists' online travel purchase behavior, enhancing brand trust and loyalty, positively influencing purchase intentions for online travel bookings. This is why most of the marketing budget of many businesses is now geared towards digital marketing (Chou et al., 2020).

Planning for travel typically began one to two months in advance, with only a small group making arrangements further ahead, indicating relatively short planning periods for family vacations. Tseng et al. (2023) mentioned that family vacation planning varies significantly depending on the family's composition, budget, and varied specific needs of the families. Moreover, Mun et al. (2024) noted that travel planning often begins one to two months in advance, influenced by various factors such as availability and personal circumstances. Moreover, tourists tend to book earlier if they intend to travel with a child, as this reduces potential travel-related stress. A larger proportion of respondents had previously visited Cebu with their families, although many were first-time visitors. When asked about their preferred activities, the most sought-after experiences included leisure and entertainment, sun and beach, and nature-related activities. These preferences emphasize the value of recreational and scenic offerings in shaping travel behavior. Other interests, such as cultural exploration, wellness, and marine sports, played a somewhat important role. Families typically choose destinations that offer engaging recreational opportunities—such as amusement parks, beach resorts, and cultural performances—that promote quality time together. Cebu, for instance, has seen the rise of family-oriented attractions like Cebu Ocean Park, Cebu Safari, and Anjo World, which offer entertainment features specifically designed for family enjoyment (Quibranza, 2025).

Finally, when looking at the frequency of family vacations, most families travel once or twice a year, suggesting that travel is a planned and somewhat regular activity among respondents. A smaller segment reported traveling more frequently, reflecting a group of highly active family travelers. Families with children of different ages exhibit variations in travel frequency and behavior; those with younger children tend to travel more than those with older ones (Chehab et al., 2021). This can be attributed to budget constraints, the size and structure, and the stage in their family cycle (Tseng et al., 2023). Families driven by leisure and recreation often organize trips to make the most of available time off, reflecting a consistent pattern in their travel as they balance work commitments and family obligations. Moreover, Naudé-Potgieter (2024) emphasizes that the availability of family-friendly accommodations in the destination influences travel frequency, as families seek environments that cater to their specific needs, such as self-catering options and coastal locations. Thus, the need to serve and accommodate the different segments of travelers in the destination is crucial as it influences destination choice, frequency of travel, and revisit intentions.

**Table 1**  
*Summary Table on Factors Influencing Accommodation Selection*

<b>Factors Influencing Accommodation Selection</b>	<b>Mean</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
Accommodation Safety and Security	4.72	Very Important	1
Room Quality	4.62	Very Important	2
Accommodation Staff Service	4.60	Very Important	3
Accommodation Location	4.53	Very Important	4
Accommodation Price	4.52	Very Important	5
Value for Money	4.51	Very Important	6
Accommodation Image	4.31	Important	7
Accommodation Services	4.19	Important	8
<b>Overall Mean</b>	<b>4.5</b>	<b>Very Important</b>	

*Legend: 1.0 to 1.49 (Not Important), 1.5 to 2.49 (Slightly Important), 2.5 to 3.49 (Moderately Important), 3.5 to 4.49 (Important), 4.5 to 5.00 (Very Important)*

Table 1 presents the summary factors influencing the selection of accommodation with children. This provides an extensive overview of the factors significantly influencing the accommodation choices of tourists traveling with children. The factors are categorized into eight dimensions: Accommodation Service, Accommodation Staff Service, Accommodation Safety and Security, Room Quality, Accommodation Image, Value for Money, Room Rate, and Accommodation Location. It has an overall mean of 4.5 and falls under the very important category, suggesting that all factors are significantly important when choosing accommodation, especially when traveling with children. Naudé-Potgieter (2024) and Choi and Lee (2019) mentioned that when families select accommodation when traveling, many factors are considered and are highly influenced by a combination of practical needs, such as space and amenities, safety and security, and the desire for enriching family interactions. Providing for these needs is crucial for this travel segment, where families with children of different ages exhibit variations in their travel preferences and needs (Tseng et al., 2023).

Among all eight factors, six fall into the very important category, and two are deemed important. This high importance reflects these factors' crucial role in the accommodation decision-making process, especially for families traveling with children. The strong emphasis on these factors indicates that guests prioritize elements like safety and security, room conditions, location, staff services, price, and value for money to ensure a comfortable and secure stay. Accommodation's safety and security got the highest mean rating of 4.75, indicating the importance of having a safe environment for families. The findings aligned with the study of Sukrana et al. (2023) in Bangladesh, where travelers prioritize staff service quality, safety and security, and value for money, consistently emphasizing these factors across different demographics. This reflects a universal concern among traveling families for the safety and protection of their children during their stay. Garnering the highest rated mean in the security and safety factor is the security of the accommodation and area, suggesting that parents look at the general security of the accommodation, not just the room, but the entire vicinity of the accommodation. Those especially traveling to a foreign country and those with children want to ensure the neighborhood is safe, considering low crime rates, visible uniform personnel, and accessible emergency services (Wan et al., 2021). Moreover, Bertolucci (2022) states that parents prioritize safety, considering crime rates, proximity to amenities, hygiene, and security effectiveness. Strong safety measures build trust, granting children more freedom and enhancing the overall experience. Parental security concerns can influence a destination's reputation and demand. In contrast, the factor with the lowest mean score—though still regarded as very important—was the presence of security personnel on each floor. This may indicate that families already feel secure within the accommodation's premises, particularly because CCTV systems monitor the surrounding areas. Wan et al. (2021) mentioned that the presence of any safety and security surveillance and personnel makes parents feel more secure, giving them less worry and allowing them to focus on enjoying the place.

The factors in room quality and accommodation staff services were also highly valued. Regarding room quality, cleanliness of rooms, bathrooms, and towels received the highest mean rating of 4.79. This indicates a strong preference for a hygienic, well-managed room quality and a restful environment conducive to family needs. This suggests that cleanliness is the most valued aspect of room quality for families, highlighting their strong preference for a hygienic and well-maintained environment during their stay. Singgalen (2024)

emphasized that cleanliness is the top priority for the family market when choosing accommodations, and accommodation service areas are often overlooked if they fail to meet the cleanliness expectations of guests. This is also supported by Sembajwe et al. (2020), who revealed that cleanliness is crucial for family satisfaction, as it directly impacts their comfort and security during their stay. A clean environment ensures that families feel safe and relaxed, allowing them to enjoy their time together without concerns about hygiene or safety. The housekeeping department plays a vital role in maintaining this cleanliness, enhancing the overall guest experience, and contributing to higher satisfaction levels for hotel families. On the other hand, pull-out sofas were rated the lowest among accommodation features, indicating the less importance family travelers place on these areas, and it is not a make-or-break decision priority. Spoerr (2020) highlighted that guests prioritize aspects such as overall comfort, cleanliness, security and safe, and parking facilities when choosing accommodations, while particular furnishings like pull-out sofas and extra tables and chairs were not identified as key considerations in their selection process.

For accommodation staff services, polite and friendly staff got the highest mean rating of 4.70. This highlights that tourists with children place a premium on positive interactions with staff and service professionalism. This finding aligns with the broader literature on hospitality, which emphasizes the role of politeness strategies and service attitudes in enhancing guest satisfaction. Noorani (2024) highlights that guests value politeness and professionalism, recommending comprehensive staff training to employ politeness strategies in guest interactions effectively. Moreover, the Filipino brand of customer service, characterized by warmth and friendliness, exemplifies how positive staff interactions are essential in delivering quality service, attracting tourists, and fostering loyalty (Mendoza, 2023). Service delivery and employee performance are crucial, as different traveler types, including families, have distinct service expectations, with staff performance being a crucial factor in their satisfaction (Siwek et al., 2022).

Lastly, the accommodation service category got the lowest mean rating among all factors influencing accommodation selection, with a mean rating of 4.19. Although service quality is undoubtedly important, other factors appear to outweigh it when selecting accommodation when traveling with family. This finding may suggest that families prioritize safe accommodations with excellent customer service or a high-touch experience compared to services offered. This finding is supported by Amoah et al. (2024), who state that the range of service is the least factor guests prioritize when choosing a place to stay, and look more into the cleanliness and the courtesy of staff. Moreover, in low-budget accommodations, attributes like location, internet service, and breakfast were prioritized over service, indicating that budget-conscious travelers may focus more on cost-effective and essential amenities, highlighting that different types of guests have different priorities and preferences when choosing accommodation (Tseng et al., 2023). While accommodation services do not strongly influence the decision-making process when booking an accommodation, they are still regarded as relevant and contribute to the overall guest experience. Considering the aforementioned factors in the analysis, accommodation safety and security emerged as the most influential factor in the selection process, with a mean rating of 4.72, indicating that tourists place a high value on the safety and security of an accommodation when traveling with children. It directly impacts the well-being, peace of mind, and overall travel experience. Safety and security play a crucial role in tourists' decision-making when selecting both a destination and a hotel. Tourists primarily seek assurance that they will be protected from potential risks and dangers. A key consideration is the presence of measures to prevent danger, such as security checkpoints and visible security personnel, which help maintain order and enforce safety protocols (Wan et al., 2021). Similarly, safety and security are not merely secondary considerations; they play a central role in shaping guest satisfaction and are key determinants of customer loyalty. When guests feel safe, they can focus more on their vacation and will be more satisfied. As noted by Bertolucci (2022), prioritizing the safety and security of customers is not only a fundamental concern but also a critical element of service excellence that significantly impacts customer trust and satisfaction.

**Table 2**  
*Relationship between Demographic Profile and Tourist Behavior*

Tourist Behavior	Sex	Age	Nationality	Education	Income	No. of Children
Mode of Transportation	-0.01	0.15**	0.16**	0.08*	0.05	0.05
Length of Stay	-0.02	0.12*	0.15**	0.18*	0.32**	0.08
Room Type	0.01	0.08	-0.14	0.09	0.25**	0.18**
Room Rate	-0.06	0.11*	0.07	0.18*	0.51**	0.20**
Purpose of Trip	-0.11	-0.02	-0.09	-0.15	0.05	0.09
Information Source	-1.01	0.15**	0.13*	-0.10	-0.23**	0.00
Reservation Method	-0.03	0.05	0.17**	-0.08	-0.28**	-0.01
Travel Planning	0.01	0.14*	0.07	0.19*	0.26**	-0.04
Number of Visits in Cebu	0.05	-0.04	-0.18	-0.12*	0.06	0.13*
Frequency of Family Vacation	-0.01	-0.08	-0.06	-0.03	0.07	0.07

Note. Significant at \*\*  $p$  value < 0.01, and \*  $p$  value < 0.05

Table 2 presents the relationship between demographic profiles and their corresponding tourist behaviors, highlighting significant correlations across different variables. In terms of mode of arrival at accommodation, significant positive relationships are observed with age and nationality, indicating that older tourists and those from particular regions may prefer certain modes of transport. Tseng et al. (2023) emphasized that tourists' preferences depend on their age and the age of their children. A weak yet notable link also appears with education, indicating a light influence of education level on transportation choice. Interestingly, a negative relationship is found between this behavior and the respondent's relationship with the child, implying that guardians may rely on different transportation methods compared to parents.

The length of stay in the accommodation is significantly related to nearly all profile variables, except for the number of children. These findings suggest that older tourists, those of different nationalities, wealthier individuals, and more educated tourists tend to stay longer during their trips. Older tourists and those with higher income or education levels may have more flexibility or resources to extend their vacations, a trend noted in previous research (Kara et al., 2020). Families with children also show a weaker but positive correlation, which might reflect the added time needed for family-oriented activities and logistics. More extended stays are commonly associated with higher income and education levels and influenced by age and continent (Kara & Mkwizu, 2020). A strong negative association is noted with guardianship, suggesting that non-parent guardians may opt for shorter accommodations. This could reflect various underlying factors, such as guardians feeling less responsible or attached compared to parents. Non-parents might prioritize convenience, cost-effectiveness, or flexibility, opting for shorter trips that require less commitment (Chehab et al., 2021).

For room type and room rate, income and number of children show significant positive correlations. This suggests that families with children and wealthier tourists are more likely to opt for larger or more specialized rooms, such as suites or family rooms, which are tailored to accommodate their needs. Room type selection is influenced by household income and the number of children traveling, emphasizing that families with greater financial capacity and larger size are inclined toward more suitable room options. This aligns with the findings of Siwek (2022), which suggest that accommodation choices are often shaped by family size and financial resources. Additionally, accommodation selection is often decided by the parents in accordance with their children's preferences and needs (Kowisuth, 2015; Tseng et al., 2023). The room rate exhibits the strongest correlation with income, indicating that higher earners typically spend more on accommodation (Opstad et al., 2021). This aligns with Kara and Mkwizu's (2020) study, which identifies income as a primary factor influencing tourists' willingness to opt for higher-tier lodging. In addition to income, the positive relationships with age, education, and the number of children suggest that as individuals grow older, attain higher educational levels, or have more dependents, their willingness to pay for upgraded accommodations increases. A negative relationship with the respondent's role as guardian points to parents being more willing to spend on higher-priced accommodations. This could be attributed to a heightened sense of responsibility, where parents may prioritize

comfort and security for their children, making them more likely to invest in more expensive accommodation than non-parent guardians, opting for more economical choices (Chehab et al., 2021).

For information sources, age and education significantly affect how tourists gather details when planning a vacation. Older travelers and those from specific regions favor information channels such as travel agencies, likely due to their comfort with personalized service (Kara & Mkwizu, 2020). Education has a negative correlation, suggesting that more educated tourists may seek specialized or personalized information sources, possibly utilizing advanced travel apps or online reviews (Li, Wang, & Zhang, 2021). Thus, the negative correlation underscores the idea that tourists tend to seek deeper, more personalized, and more varied information to optimize their travel experiences as they become more educated. More educated tourists are likely to have the skills and knowledge to seek out more sophisticated travel information, such as advanced travel apps, expert travel blogs, online reviews, and other online platforms that provide in-depth analysis or niche travel advice (Kara et al., 2020; Azhar et al., 2023). These sources allow tourists to make more informed decisions, whether it is about booking accommodation or understanding local cultures.

In relation to the reservation method, nationality and income are influential. Domestic and international tourists from lower-income regions tend to use traditional or alternative booking platforms rather than higher-end digital methods. Although the influence of online reviews and the accessibility of booking platforms play a crucial role in decision-making, these features may not be as accessible or influential for tourists from lower-income regions who might not have the same level of access to digital resources (Azhar et al., 2023). This phenomenon is similarly claimed in the study of Opstad et al. (2021), tourists from high-income countries show lower sensitivity to income changes. In contrast, those from low-income countries are more responsive, with minor fluctuations impacting their travel decisions. Chou et al. (2020) noted that individuals who continue to use offline booking methods are more likely to be male, older, less educated, and lower-income, likely due to limited digital access, lower digital literacy, or a preference for in-person interactions when arranging travel.

Travel planning timelines are significantly influenced by education, income, and age. Individuals who are more educated and financially capable are more likely to plan their trips. A negative correlation with the relationship to children indicates that parents tend to prepare earlier than guardians, potentially due to greater involvement in travel logistics and child-related needs. Kara and Mkwizu (2020) mentioned that more educated people tend to book their travel in advance, dedicating time to searching for the best options available. Furthermore, educated tourists are typically more informed about the value of early bookings. They often recognize that advanced reservations secure better prices and allow for a more organized and stress-free vacation experience. This behavior contrasts with less educated groups, who may exhibit more spontaneous booking tendencies, sometimes prioritizing convenience over thorough research. YouGov (2024) mentioned that educated travelers tend to place a higher value on detailed trip planning, seeking to optimize their travel experience by comparing various accommodations, transportation, and activity options. These travelers are often more familiar with online resources, using them to explore various alternatives and ensure they get the best possible deal. Moreover, Tseng et al. (2023) noted that families with different age groups booked their vacations in advance depending on their travel preferences and needs.

For the number of visits, education and nationality show a weak negative correlation with the number of visits in Cebu, suggesting that more educated tourists with different nationalities may be less likely to visit the destination repeatedly, possibly due to a preference for exploring new destinations. Educated travelers often seek new and diverse experiences, preferring to explore unfamiliar destinations rather than revisiting the same place (Kara et al., 2020). This aligns with the idea that educated individuals, with a broader worldview, prioritize novelty over repetition. Tourists of different nationalities may also be more inclined to explore various destinations, especially from regions with a wide range of travel options (Chehab et al., 2021).

Lastly, for frequency of travel, the number of children shows a weak positive relationship, indicating that families with children may be slightly more inclined to take family vacations. However, the relationship is not

strong, indicating that other factors, such as income, time, and personal preferences, are more influential in determining how frequently families travel. While the presence of children may create an added incentive for family vacations, the decision to travel frequently is likely governed by additional considerations, such as the ability to afford the trips and the time available for travel. Higher income levels enable families to take more frequent vacations, as they can afford travel expenses and leisure time. Their travel frequency is more likely to be determined by external factors, including their financial capacity and available time for travel (Chou et al., 2020; Parulian et al., 2024).

**Table 2**

*Relationship between Demographic Profile and Factors Influencing Accommodation Selection of Tourist Travelling with Children*

<b>Factors Influencing Accommodation Selection</b>	<b>Sex</b>	<b>Age</b>	<b>Nationality</b>	<b>Education</b>	<b>Income</b>	<b>No. of Children</b>
Accommodation Service	0.15*	-0.03	0.04	0.10*	-0.04	-0.14*
Accommodation Staff Service	0.06	0.00	0.14	0.15*	0.00	-0.07
Safety and Security	0.02	-0.04	0.11	0.12*	-0.04	-0.10
Room Quality	0.05	-0.06	0.10	0.12*	-0.03	-0.12*
Accommodation Image	0.04	-0.02	0.09	0.10*	-0.01	-0.16*
Value for Money	0.06	0.05	0.14*	0.10*	-0.02	-0.15*
Price	0.06	0.04	0.13*	0.13*	0.05	-0.21**
Location	0.07	0.06	0.19**	0.16*	0.05	-0.10*

Note. Significant at \*\*  $p$  value < 0.01, and \*  $p$  value < 0.05

Table 3 presents the relationship between demographic profiles and factors influencing accommodation selection when traveling with children. Each row represents a factor influencing accommodation choice, while each column shows the correlation coefficients between demographic variables (Sex, Age, Nationality, Income, and Number of Children) and those factors. Results showed that accommodation services are more valued by females and highly educated tourists. This finding is consistent with Pinto and Castro's (2019) study, which emphasized that female tourists often dominate family hotel selections. Female travelers tend to prioritize elements that contribute to comfort and service quality, suggesting a stronger preference for the intangible aspects of the accommodation experience. Additionally, education level appears to be a significant factor in how tourists evaluate hotel services, with highly educated tourists placing more importance on staff-related factors, such as courtesy, professionalism, and helpfulness. This aligns with research by Baker et al. (2020), which highlights the importance of employee interactions in shaping tourists' perceptions of service quality. Highly educated tourists, perhaps due to their expectations of higher service standards, are more likely to value positive interactions with hotel staff, viewing them as integral to the overall experience. These patterns reflect differing priorities in hotel selection, which personal and familial needs and cultural and social influences can shape.

There are no significant relationships across most demographic factors for accommodation staff service, except income, which is positively correlated (0.15) and significant at the 0.05 level. Higher-income tourists may place more value on staff service quality. The importance of staff service quality often varies among different income groups, with those of higher income possibly expecting a more personalized and responsive service (Tseng et al., 2023). Moreover, Parulian et al. (2024) emphasize that families with limited budgets tend to look for other aspects of the accommodation, such as price, room size, and location when booking accommodation, not so much on the level of staff service the accommodation offers, highlighting the fact that other more important factors influence travel decision choices.

Safety and security factors show interesting relationships with nationality and income. Nationality reveals a significant positive correlation with safety and security (0.11,  $p < 0.05$ ), indicating that tourists from different countries may place varying degrees of importance on the safety features of their accommodations. This aligns with Jang et al.'s (2023) research, suggesting that tourists from different cultural backgrounds have distinct perceptions of a safe environment, often influenced by their home country's standards or past experiences. Similarly, income demonstrates a positive relationship with safety and security (0.12,  $p < 0.05$ ), suggesting

wealthier travelers are more likely to prioritize secure accommodations. This may be because higher-income individuals can choose accommodation offering enhanced security features, such as 24-hour surveillance, secure entrances, or safe deposit boxes (Lee & Kim, 2023). Wealthier tourists often have higher expectations and seek additional services for peace of mind. (Kowisuth, 2015; Choi and Lee, 2019). The desire for greater security is especially pronounced among families, as parents tend to be more concerned about the safety of their children during travel. Therefore, tourists with higher incomes, particularly those traveling with families, are likely to select accommodations where safety and security are guaranteed, reflecting their higher disposable income and the importance placed on protecting loved ones.

Room quality and accommodation image positively correlate with income, indicating that wealthier travelers are more likely to prioritize higher room quality when selecting accommodations. This aligns with studies suggesting that higher-income tourists expect superior room features, such as spaciousness, comfort, and luxury amenities and tend to look at the reputation of the accommodation (Tseng et al., 2023). Room quality becomes even more important for families, especially those with children, as they require more space and child-friendly features. In contrast, Parulian et al. (2024) mentioned that low-budget family travel is more price-sensitive and often compromises on room quality in favor of affordability. These families prioritize basic accommodations that meet essential needs, such as cleanliness and safety, rather than seeking luxury features or spaciousness. Thus, the positive correlation between income and room quality and accommodation image underscores the expectations of wealthier tourists for a higher level of comfort and quality in their accommodation, especially when traveling with children. These differences in preference indicate a clear divide in accommodation preferences based on income levels.

The factors of value for money, price, and location all show significant relationships with nationality and income, highlighting the influence of these demographic variables on tourists' accommodation preferences. Nationality is positively correlated with value for money (0.14,  $p < 0.05$ ), indicating that tourists from different cultures perceive the value of accommodation differently, with cultural factors such as the balance between cost-saving and service quality playing a key role (Chehab et al., 2021; Jang et al., 2023). Wealthier tourists, as shown by the positive correlations with income, are less sensitive to price, focusing more on luxury, additional services, and overall quality, reflecting their greater tolerance for paying higher costs when they perceive value (Lee & Kim, 2023)—indicating that wealthier tourists may be more inclined to perceive accommodations as offering better value, even if they need to pay a premium. This finding supports the idea that higher-income tourists often have a higher tolerance for paying more if they feel the accommodation provides exceptional quality or services that justify the extra cost (Parulian et al., 2024). This phenomenon extends to location preferences, where income is positively correlated, suggesting that wealthier tourists prioritize prestigious or convenient locations, willing to pay a premium for accommodation near prime tourist spots or luxury areas (Koutsou & Zografos, 2023). Similarly, nationality influences price sensitivity, with tourists from different backgrounds exhibiting varying levels of price awareness (Koutsou & Zografos, 2023). At the same time, nationality influences location choices, with tourists from different countries seeking proximity to attractions or cultural landmarks. Tourists from different national backgrounds may have varying levels of price sensitivity, influenced by their home country's economic conditions and expectations about pricing. This highlights the role of cultural and economic factors in shaping tourists' willingness to pay for accommodation, with higher-income individuals likely to emphasize quality and less on price (Parulian et al., 2024). Lastly, location and nationality show a strong positive relationship (0.19,  $p < 0.01$ ), indicating that tourists from different countries have different preferences for the location of their accommodation. These preferences can be influenced by proximity to tourist attractions, cultural familiarity, or the need for convenience and safety (Tseng et al., 2023). For example, tourists from certain countries might prioritize accommodation near specific attractions or transportation hubs, while others may prioritize safety or quiet areas. Income also plays a role in location preferences (0.16,  $p < 0.05$ ), with wealthier tourists more likely to prioritize the location, opting for more prestigious or convenient areas (Parulian et al., 2024). Amoah et al. (2024) mentioned that younger individuals tend to look at the location and proximity of the accommodation, and this finding was also supported by Cho and

Lee (2019), who found that accommodation location is a central factor in their decision-making by parents traveling with young children.

#### **4. Conclusion and Recommendation**

Results of the study provide a comprehensive overview of the travel behavior and accommodation preferences of tourists traveling with children in Cebu. Demographic findings suggest that younger, educated, and predominantly female tourists play a central role in family travel decisions. Most tourists are leisure-oriented, plan trips within one to two months, and prioritize affordability, with standard and family rooms being preferred. The most valued accommodation features include safety and security, cleanliness, courteous staff, and amenities designed specifically for families traveling with children. Additionally, statistical analysis confirms that higher-income parents traveling with more children highly opt for more expensive rooms, bigger rooms, and tend to stay longer in the accommodation. Educated parents tend to make travel plans earlier than a month in advance and extend their stay in upscale rooms. Findings in the correlation between the demographic profile and tourist behavior highlight the importance of higher-income individuals regarding the purchasing power of higher room rates and bigger room types. Consequently, the correlation between the demographic profile and factors influencing accommodation selection underscores education's weak but positive relationship with all factors influencing accommodation selection. It also demonstrated the significant relationship between the number of children and the accommodation price, implying that tourists traveling with more children tend to consider the price of the accommodation. A weak but notable link between nationality and accommodation location is also revealed, indicating that international tourists traveling with children are more inclined to choose accommodation that gives them convenience and a comfortable ambiance.

To effectively cater to tourists traveling with children in Cebu, accommodation providers may prioritize guests' safety and security, delivering core value by offering affordable and well-maintained facilities. Emphasis may be placed on the most important aspect of selling accommodation for tourists traveling with children, which is the overall safety and security of the accommodation, as well as having a high standard of cleanliness, genuinely courteous and family-attentive staff, and a range of amenities designed for children, such as play areas, kids' pools, and in-room convenience equipment. Accommodating providers may use marketing strategies positioned and directed towards the key decision-makers, often younger, educated women, highlighting family-centric benefits and ensuring booking processes accommodate a typical planning window of one to two months in advance.

Furthermore, accommodation providers can enhance their appeal and revenue by recognizing the diverse needs within the family travel segment. For higher-income parents, particularly those with more children and higher education levels who may plan earlier and stay longer, providers should offer and promote larger, more expensive, or upscale room options like suites or incorporate 2-bedroom suite rooms, exclusively for families, potentially bundled with extended stay discounts. International families will appreciate convenient locations and a comfortable, welcoming ambiance. Addressing the price sensitivity of families with multiple children through transparent, value-driven pricing can also significantly boost attractiveness and secure bookings from this important market segment. Lastly, with the dynamic nature of the hospitality industry, continued research is recommended to constantly update knowledge about destination selection, especially when traveling with children. By repeatedly assessing this phenomenon, researchers can identify how factors such as economic shifts, technological advances, and evolving social norms influence the timing of travel plans and preferences for specific types of accommodations and amenities. Future research may explore a broader geographical area to encompass a more diverse range of destinations, allowing for a comprehensive analysis of regional differences in accommodation preferences.

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