

Travel Motivations of Baguio Central University Students Affecting Accommodation Preferences

Joey D. Vallejos¹, Crystal May J. Fontanos², Angelica Joyce H. Villaflor³, Jen Claire B. Fukasan⁴, and Mary Joyce M. Lachica⁵

^{1,2,3,4,5}Student, College of Hospitality and Tourism Management, Baguio Central University

Abstract— This quantitative research investigates the travel motivation and accommodation preferences of Baguio Central University. The research aims to understand the factors influencing students' travel choices and the relation between their travel motivation and lodging selection. By examining a sample of fifty (50) students of Baguio Central University with domestic or international travel experience, the study employs descriptive survey methods to collect data through questionnaire. The salient findings of the study were: the level of agreement of the prime motivators of Baguio Central University students when traveling is agree; the level of agreement of the accommodation preferences of Baguio Central University students is strongly agree; and the Level of influence of travel motivation to the accommodation preferences of Baguio Central University students is very much influential. The conclusions drawn are the following: Baguio Central University students travel mostly for relaxation, adventure, and social experiences, far less for academic or school-related reasons; Baguio Central University students prioritize accommodations that are in quiet and convenient locations and offer affordable rates; the travel motivation of Baguio Central University students very much influences their accommodation preferences.

Keywords— Traveller, Travel choices, Accommodation choices, Influence.

I. INTRODUCTION

Motivation is the process that initiates, guides, and maintains goal-oriented behaviors. Motivation describes why a person does something and is the driving force behind human actions (Roberts, 2023). Motivational processes are grounded in internal motives such as needs, cognition, and emotions, and driven by environmental, social, and cultural sources (Bansal & Sharma, 2020). Since motivation is a way to understand travellers' behavior (Crompton, 1979), travel motivation and related research have attracted interest in tourism research.

Globally, travel motivations can be categorized into relaxation, adventure, cultural immersion, and social interaction (Moisa, Parapanos, & Heap, 2024). A study by Ritchie & Xie (2019) argued that motivations for traveling are evolving due to changing social norms and the rise of experiential travel. The emergence of the COVID-19 pandemic has also induced a shift in motivations, with health and safety becoming primary concerns (Ganepola & Kassem, 2022).

In the Philippines, a tropical archipelago known for its diverse culture and natural beauty, motivations for travel can be influenced by factors such as culture, adventure, and leisure (Tibon 2012). A study by Biales, Cerio & Valencia (2022) highlighted that Filipinos often travel domestically to connect with family and heritage, indicating that social bonds are a significant driver of national travel motivations. Additionally, the rise of the millennial and



Gen Z demographics in the Philippines has driven a shift towards experiential and sustainable travel preferences (Etrata, Roborar, & Torres, 2024).

Baguio City, known as the "Summer Capital of the Philippines," is a popular local travel destination renowned for its cool climate and vibrant culture. Local tourist motivations in Baguio often revolve around the desire for relaxation, cultural experiences, and natural attractions. According to a study by Estoque, Murayama & Saldivar-Sali 2013, visitors to Baguio seek not only to escape the heat of the lowlands but also to engage in local festivals and learn about indigenous cultures. Additionally, the city's emphasis on Eco-tourism and sustainability resonates with a growing segment of the market concerned with environmental impact (Todyog & Alvaro, 2023).

While previous research has explored various aspects of this study, significant gaps remain in understanding students' travel motivations. According to Statista (2023), 22.8% of travellers are students. Therefore, students represent a significant portion of travellers, and exploring the gap in understanding their travel motivations remains crucial and significant. In addition, the researchers explored the gap in how students' travel motives influenced their decision to choose their desired accommodation. Addressing these gaps is essential because understanding what travel motives drive students can help accommodation providers design their facilities and tailor their services to meet their needs which can lead to customer satisfaction.

Thus, this study seeks to fill the gap by conducting Quantitative research which deals with numbers and anything measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions within measurable variables to explain, predict, and control a phenomenon (Mohajan, 2020). Through this research, the overall goal is to determine What is the level of agreement of the primary travel motivations of Baguio Central University students. (1) What is the level of agreement of the accommodation preferences of Baguio Central University students? (2) What is the level of influence of travel motivation to the accommodation preferences of Baguio Central University students? (3). By contributing new ideas, this study contributes knowledge in the field to understand a certain market segment, particularly student travellers. However, it is important to acknowledge the boundaries and limitations of this study, such as it is based on a small group of participants, and the findings cannot represent the whole population of the students. And that Baguio Central University students may not capture wider travel motivations and accommodation preferences.

Theoretical and conceptual framework

The theoretical and conceptual framework is crucial in guiding the study as it provides an understanding of the phenomenon. This research is anchored on three (3) different theories.

Maslow's Hierarchy of Needs

This five (5) levelled Hierarchy of needs is widely used in research for its capacity to understand human behavior. The concept of these five levels of needs is that if one level is fulfilled it will rise to a higher level, consequently forming a hierarchy. In this study, this theory can be used since the hierarchy of needs helps clarify travellers' motives and understand travellers' behavior in choosing their accommodations.



The first level in Maslow's hierarchy of needs is the "psychological needs" (Maslow, 1943) which is connected to the individuals' basic needs such as food, shelter, water, and clothing. In The application of this theory to this study, these psychological needs are the necessities a traveller looks for in choosing their accommodation such as portable water, amenities, food, beverages offered, and accessibility to transportation. These needs are so basic that they can be considered as a fundamental motivation for all travellers. (Maslow, 1943)

The second level in Maslow's hierarchy of needs has something to do with safety and security (Maslow, 1943). Most travellers look for accommodations that are perceived as safe, secure, and clean. Travelers choose accommodations that protect them from potential threats and ensure hygiene standards are observed during their stay. (Maslow, 1943)

The third level in Maslow's (1943) hierarchy of needs is the desire for an individual to connect with others and to form a sense of belonging. The urge to be included and feel a sense of belonging leads individuals to choose accommodations that help them to integrate socially with others.

Once these needs are fulfilled, a fourth level arises, related to self-esteem. Through travel, travellers can develop preferences for future accommodations. This could foster self-identity, often uplifting self-esteem. (Maslow, 1943). The final level in Maslow's (1943) hierarchy of needs is self-actualization. Choosing Accommodations that are in line with individual personal preferences serve as a reflection of one's identity and priorities. Selecting accommodation based on personal identity can lead to feelings of fulfilment, giving a sense of purpose

Social Identity Theory

This theory explains how people derive their self-concept from their personal and social identities (Turner, 1970). Applying this theory to this study suggests that some travellers make their travel choices based on psychological and social factors. It explains how people are influenced

by their personal and social identities in choosing their accommodations. Travelers might rely on the norms and values of their social groups to determine their accommodations (Tajfel & Turner, 1979). For instance, a traveller who strongly identifies with a particular religion chooses accommodation that meets their religious needs. (Tajfel & Turner, 1979).

Theory of Planned Behavior

This theory examines the relationships among concepts such as attitudes, subjective norms, and perceived behavior (Hsu & Huang, 2016). This theory is used in this research to analyse the benefits of these concepts in predicting people's travel motivation intentions.

Attitudes are a strong predictor of behavior. Attitudes will shape the traveller's preferences through various factors, including costs, comfort, location, amenities, and past experiences (Hsu & Huang, 2016). For example, staying in a lodge is cheaper than staying in a luxurious hotel because lodges are less expensive.

Social pressure refers to subjective norms to engage in or not to perform a behaviour. This is influenced by the traveller's beliefs about whether important individuals in one's life (family, friends, or colleagues) believe they



should take part in choosing accommodation. Believing that significant people support a behavior increases the possibility of intending

to perform it (Ajzen & Fishbein, 1991). For example, an individual's family and friends preferred a hotel with shared positive experiences. Most likely the individual will have social pressure to choose the same accommodation preference.

Perceived Behavior controls the individual's perception of performing the behavior with ease and struggle and can greatly impact their perception of behavioral control depending on the situation. An individual's perceived ability to access a type of accommodation can influence their choices (Ajzen, 1991).

For example, an individual believes that they can easily book a hotel room but struggles to secure a reservation. This perceived control will favour hotel accommodations.

Statement of the problem

This study aims to explore the travel motivations of the Baguio Central University students that affect their accommodation preferences. This study also aims to investigate the relationship between travel motivation and accommodation preference among the students of Baguio Central University and will answer the following questions:

1. What is the level of agreement of the prime motivators of Baguio Central University students when traveling?
2. What is the level of agreement of the accommodation choices of Baguio Central University students?
3. What is the level of influence of travel motivation on the accommodation preferences of Baguio Central University students?

Assumptions

This study rests on several key assumptions.

1. It is assumed that Baguio Central University students exhibit a range of travel motivations including relaxation, adventure, and cultural experiences.
2. It is assumed that Baguio Central University students exhibit a range of accommodation preferences.
3. The Level of influence of travel motivations on the accommodation preferences of Baguio Central University students is not influential.

II. METHODOLOGY

Research Design

In this study, the researchers used a descriptive survey. According to the definition, a descriptive survey is a quantitative research design that collects data to describe the characteristics or behavior of a population (Smith, 2021). It is descriptive-survey research because it examined the behavior of Baguio Central University in choosing its accommodations.



The study was descriptive in nature because it used questionnaires as a tool. The results showed the specific items related to Baguio Central University students to their travel motivations and accommodation preferences. The researchers did not tamper with any data from the survey but instead, only interpreted the collected data.

Locale and Population of the Study

The study was conducted at Baguio Central University during the school year's second semester of 2024-2025.

It includes fifty (50) Baguio Central University college students with domestic or international travel experience. Participants must have visited at least three different locations within the Philippines or have experienced at least one international trip, including staying in an accommodation during their travels. Students who did not meet these travel requirements, are not currently enrolled at Baguio Central University, or are not pursuing an undergraduate degree is excluded from the study. This ensures that participants have sufficient experience with both domestic and international travel to provide valuable insights.

Data Gathering Tool

The most essential tool in collecting data for this study is the survey which is answered by the respondents. The data-gathering tool, particularly the questionnaire, is composed of three sections of questions.

The Part One response to Statement of Problem number one, the primary travel motivations of Baguio Central University students; Part two response to Statement of Problem number two, the accommodation preferences of Baguio Central University students; And Part Three response to Statement of Problem number three, the level of influence of travel motivation to the accommodation preferences of Baguio Central University students.

Data Gathering Procedure

The request letter is obtained from the Research Director of Baguio Central University. A set of questionnaires was distributed to teachers and students who had been informed about the surveys and were given in every classroom during vacant or class hours, with permission from the instructor to conduct the surveys.

Reliable and Validity of the Instrument

To investigate the reliability of the survey questionnaire was pre-tested on ten (10) SIHTM students of the University of Baguio. The Kuder-Richardson formula 21 was used to measure the interval consistency or homogeneity of the test. The computed reliability coefficient is 0.90 which is interpreted as highly reliable. The formula is:

$$R_k-r = \frac{(N s^2 - m(N-m))}{(N-1) s^2}$$

Where:

s^2 = Variance

m = Mean

N = Number of items in the questionnaire

1 is a constant



In establishing the validity of the survey questionnaires, content validity was used by the researchers. Content validation is essential to assessing the instrument's effectiveness.

Statistical Treatment of the Data

The respondent is asked to rate the questionnaire using a 4-point Likert scale and the data collected would be treated using a weighted mean. To compute the weighted mean of the gathered data from respondents, the formula below was used.

Formula: $Weighted\ mean = \frac{\sum(w_n)(\bar{x}_n)}{\sum(w_n)}$

where:

\bar{x} = the mean value of the set of given data.

w = corresponding weight for each observation.

The obtained weighted mean was interpreted with the use of the following scale, statistical limits, and descriptive equivalents.

For the primary travel motivation and accommodation preferences of Baguio Central University students.

Scale	Statistical Limit	Descriptive Equivalent
4	3.26 – 4.00	Strongly Agree (SA)
3	2.51 – 3.25	Agree (A)
2	1.76 – 2.50	Disagree (D)
1	1.00 – 1.75	Strongly Disagree (SD)

For Level of influence of travel motivation to the accommodation preferences of Baguio Central University students.

Scale	Statistical Limit	Descriptive Equivalent
4	3.26 – 4.00	Very Much Influential (VMI)
3	2.51 – 3.25	Influential (I)
2	1.76 – 2.50	Slightly Influential (SI)
1	1.00 – 1.75	Not Influential (NI)

Considering the ethical aspect of this study, the researchers ensured that the participants would be confidential and not be named in any parts of the study. Students will not be mandated to respond to this study; it is voluntary. Informed consent is essential and the answered questionnaires will be kept safe and were only used in this study. Later on, questionnaires will be disposed of properly.

Ethical Considerations

Ethical considerations are paramount in research, ensuring the integrity and validity of the study while safeguarding the rights and well-being of participants. Researchers must prioritize voluntary participation, ensuring participants are fully informed about the purpose, procedures, potential risks and benefits, and data



usage before obtaining informed consent. Protecting privacy and anonymity is crucial, collecting data anonymously whenever possible and storing identifying information securely and separately. Using respectful and inclusive language in all research materials is essential, avoiding offensive, discriminatory, or unacceptable language that could be harmful. Academic integrity demands acknowledging references and citing all sources accurately using a consistent referencing system like APA. Maintaining objectivity throughout the research process is vital, striving to present findings accurately and avoid letting personal opinions or biases influence analysis. By adhering to these principles, researchers can conduct responsible and ethical research that contributes to knowledge while upholding the highest standards of academic integrity.

III. RESULTS AND DISCUSSIONS

This chapter presents the research methodology used in this study, including the research design, the subjects and data sources, instrument development and validation, data collection procedures, the statistical treatment of the data, the results of the study, and the discussion.

Level of Agreement of the Prime Motivators of Baguio Central University Students when Travelling

Table 1 presents the level of agreement of Baguio Central University students towards their prime motivators when traveling.

The data reveals that the respondents strongly agree on three travel motivations which is traveling for relaxation with the highest weighted mean of 3.68, traveling for adventure and exploration gained the second highest weighted mean of 3.42, and traveling for social interaction with family and meet new people obtained the third highest weighted mean of 3.28. While traveling for school-related activities obtained the lowest weighted mean of 2.26, corresponding to a descriptive equivalent of disagree. Overall, the level of agreement of the prime motivators of Baguio Central University students when traveling obtained an average weighted mean of 3.08, corresponding to a descriptive equivalent of agree. Students agreeing on most of the motivations mentioned means that they have diverse travel motivation that reflects into their choice of destination, activities, and travel styles. And according to Marques et.al. (2020) this motivation are shaped by individual's personality traits, personal interest, and prior travel experiences.

Looking further at the result of the data, it can be observed that students commonly travel for relaxation. The reason behind this is that students want to escape from their busy university life and they wanted to travel as a break from their daily environment. According to Van Wee et.al. (2023), people travel because they desire to be away from their daily setting, mainly home, school or work. And that people travel to escape from unpleasant situations, individuals, or environments. This change of environment can interrupt the cycle of stress and provide a mental reset. According to Travel Bug Tonic (n.d.), the simple act of being in nature, exploring new environments, and disconnecting from daily routines can boost mental well-being. This led students to choose leisure travels over academic trips; thus, it is unsurprising that students are not engaging in school-related travel because students may perceive school-related travels as an additional burden rather than a beneficial experience. According to Dale & Ritchie (2020), school excursions are viewed by the students as academic responsibility and that it is a stress associated with managing schoolwork while traveling.



The basic assumption which states that Baguio Central University students exhibit a range of travel motivation is agree is therefore true and accepted.

Level of Agreement of the Accommodation Preferences of Baguio Central University student

In Table 2, the level of agreement among students regarding their preferences for accommodations is presented.

The finding shows that the respondents strongly agreed on the following accommodation preferences when traveling which is accommodations in quiet areas with the highest weighted mean of 3.70, accommodation with great views with a weighted mean of 3.70, and accommodation that are budget-friendly gained the weighted mean of 3.70.

While luxurious accommodation gathered the lowest weighted mean of 2.92, corresponding to a descriptive equivalent of Agree. In general, the level of agreement of the accommodation preferences of Baguio Central University students gained an average weighted of 3.30, correlating to a descriptive equivalent of strongly agree. This means that students have different preferences when it comes to accommodations. According to Oppewal, H. (n.d), students exhibit diverse preferences when selecting accommodations, influenced by the experiences they seek and the objectives they aim to achieve.

Exploring the result of the data, most students prefer accommodations in quiet areas to ensure a peaceful and avoid travel-related stresses. A quiet environment away from noise and bustle of city life often promotes relaxation that provides better sleep quality and reduces feelings of overwhelm. According to Jones & Brown (2022), the negative impact of noise pollution on mental well-being causes an increase of anxiety, stress and sleep disturbance.

That's why students prioritize accommodations away from noises and bustle to ensure uninterrupted sleep routines and to experience peace and tranquillity. A research by World Health Organization (WHO) shows that the level noise above 55 decibels are common in busy cities that distract their sleep cycles. Unlike leisure travellers, many students face significant academic pressures, even when traveling.

A peaceful environment significantly reduces stress and promotes relaxation that contributes to students to improved their mental state and also to enjoy their travel. While it is observed that luxurious accommodation is not a major concern of students and that they don't prioritize luxurious comfort and services. According to Patel & Joshi (2020), this is because most students prefer a good price over an expensive one, highlighting their practicality and financial instability.

They seek accommodations that provide them with good utilities that have lower cost and often find an alternative budget-friendly one that can give them the same experience or value as much as luxurious accommodation can provide. According to Kotler (2020), people are willing to pay less for a product that delivers the same utility as a luxury brand if they perceive the quality to be comparable. Students save this much to allocate their limited funds towards activities and experiences rather than spending too much money on high accommodation costs.

The basic assumption which states that Baguio Central University offers a range of accommodation preferences is strongly agree is therefore true and confirmed.



Level of influence of travel motivation to the accommodation preferences of Baguio Central University students

The table reveals that student’s accommodation preferences is very much influenced by the following: the desire to relax with a 3.72 weighted mean, budget with a 3.58 weighted mean, desire for adventure with a 3.56 weighted mean, availability of nature-based activities with a 3.40 weighted mean, and convenience and accessibility with a 3.30 weighted mean. While restaurant, malls, and shopping hubs near their accommodation got the lowest weighted mean of 2.80 with descriptive equivalent of influential. Comprehensively, the level of influence of Travel motivation the accommodation preferences of Baguio Central University students when choosing their accommodation earned an average weighted mean of 3.08, correlated to a descriptive equivalent of very much influences.

It is observed that travellers’ motivations, whether driven by relaxation, adventure, cultural immersion, social interaction, convenience, proximity to amenities, engagement with nature, or budget constraints, significantly shape their choices regarding accommodation. According to Calinao, Balba and Lita (2021) these reasons may change in response to changes in travel conditions like family, finances, desires and experience.

It is consistently shown that students prioritize accommodations that align with their trip's purpose and desired experiences. And According to Sibullen et.al. (2025), A destination with a favourable image encompassing its natural scenery, shopping opportunity, cultural infractions, infrastructure safety and available activities that strongly affects travellers’ destination making process. For instance, a traveller seeking relaxation might opt for an accommodation catered in quiet areas, away from the hustle and bustle of city life, while an adventurous traveller might prioritize accommodations with engaging outdoor activities. Similarly, budget plays a crucial role, leading budget-conscious travellers to choose economical options like guesthouses or budget hotels, whereas those with higher budgets may prefer luxury hotels or resorts.

The impact of social interaction is also observable, with travellers interested in socializing choosing accommodations with communal areas or those located near social hubs. According to Dobrota et.al. (2021), tourist have different preferences when it comes to accommodation. Each accommodation offers a different experience and purposes so students prioritize various accommodations based on the experience they want to feel and the goals they want to fulfil.

The basic assumption which states that the Level of influence of Travel motivation to the accommodation preferences of Baguio Central University students is not influential is negated.

Table 1: Level of agreement of the prime motivators of Baguio Central University students when traveling n=50

Indicators	Level of Agreement				TWP	WM	DE	R
	SA	A	D	SD				
	4	3	2	1				



1.I travel mostly for relaxation.	35	14	1	0	184	3.68	SA	1
2. I am driven to travel for adventure and exploration.	26	19	5	0	171	3.42	SA	2
3. I am motivated to travel for cultural experiences.	16	21	13	0	153	3.06	A	4
4. I travel primarily to interact socially with my family and to meet new people	25	15	9	1	164	3.28	SA	3
5. I travel to experience new cuisines and shopping experiences	15	25	7	3	152	3.04	A	5.5
6. I travel to enhance my social status or prestige.	13	17	19	1	142	2.84	A	6
7.I travel to experience landscapes and wildlife.	18	18	12	2	152	3.04	A	5.5
8. I travel for school-related activities.	5	18	12	15	113	2.26	D	7
Average Weighted Mean	3.08 A							

Legend:

Scale	Statistical Limits	Descriptive Equivalent	Symbol
4	3.26-4.00	Strongly Agree	SA
3	2.51-3.25	Agree	A
2	1.76-2.50	Disagree	D
1	1.00-1.75	Strongly Disagree	SD

Table 2: Level of agreement of the accommodation preferences of Baguio Central University students

n=50

Indicators	Level of Agreement				TWP	WM	DE	R
	SA	A	D	SD				
	4	3	2	1				
1. I prefer accommodations located in quiet areas, away from the hustle and bustle of city life.	36	13	1	0	185	3.70	SA	1
2. I am more likely to select accommodations with engaging outdoor activities (e.g., zip lining, camping).	21	20	8	1	161	3.22	A	4
3. I prefer accommodations that provide unique cultural experiences.	13	22	14	1	147	2.94	A	7
4. I prefer accommodations that offer social interaction opportunities.	16	24	10	0	156	3.12	A	5
5. I prefer accommodations around local markets and culinary and shopping districts.	17	22	10	1	155	3.10	A	6
6. I prefer luxurious accommodations that prioritize comfort and service.	15	16	19	0	146	2.92	A	8



7.I prioritize accommodations with great views (e.g., mountains, beaches).	36	13	1	0	185	3.70	SA	2.5
8. I prefer accommodations that are budget-friendly	37	11	2	0	185	3.70	SA	2.5
Average Weighted Mean	3.30 SA							

Legend:

Scale	Statistical Limits	Descriptive Equivalent	Symbol
4	3.26-4.00	Strongly Agree	SA
3	2.51-3.25	Agree	A
2	1.76-2.50	Disagree	D
1	1.00-1.75	Strongly Disagree	SD

Table 3: Level of influence of travel motivation to the accommodation preferences of Baguio Central University students N=50

Indicators	Level of Influence				TWP	WM	DE	R
	VMI	I	SI	NI				
	4	3	2	1				
1. I am motivated by the desire to relax when selecting my accommodation.	36	14	0	0	186	3.72	VMI	1
2. My desire for adventure influences my choice of accommodation.	28	22	0	0	178	3.56	VMI	3
3. My preference for accommodation was influenced by my love for local culture.	10	29	10	1	148	2.96	I	7
4. I am influenced by the availability of facilities where I can have social interaction and meet new people when choosing my accommodations.	14	21	15	0	149	2.98	I	6
5. My preference for accommodation was heavily influenced by convenience and accessibility	23	19	8	0	165	3.30	VMI	5
6. I am influenced by the restaurants, malls, and shopping hubs near my accommodations	12	21	17	0	145	2.90	I	8
7. I am influenced by the availability of nature-based activities, such as sightseeing when choosing my accommodation.	25	20	5	0	170	3.40	VMI	4
8. My budget greatly influences the accommodation I choose.	33	13	4	0	179	3.58	VMI	2
AWM						3.30	VMI	

Legend:

Scale	Statistical Limits	Descriptive Equivalent	Symbol
4	3.26-4.00	Very Much Influential	VMI
3	2.51-3.25	Influential	I
2	1.76-2.50	Slightly Influential	SI
1	1.00-1.75	Not Influential	NI



IV. CONCLUSION

Conclusions

The following are the conclusions obtained from the finding of the study:

1. Baguio Central University students travel mostly for relaxation, adventure, and social experiences far less for academic or school related reasons.
2. Baguio Central University students prioritized accommodations that are in quiet and convenient locations and offer affordable rates.
3. The travel motivation of Baguio Central University students very much influences their accommodation preferences

Recommendations

The following are the recommendation obtained from the finding of the study:

1. Future research could further examine the factors behind student's limited participation in school-related travel.
2. Future research could investigate how different accommodation features affect students' academic success, mental health, and overall student experience.
3. Organize a seminar that could help the student to identify their travel motivation, plan and choose accommodations, and navigate and use booking sites properly when traveling.

REFERENCES

- [1] Azjen, I. (1991). The theory of planned behavior. *Organizational & Human Decision Process*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [2] Bansal, H. S., & Sharma, G. (2020). Travel motivations and travel behavior: Understanding the role of personality traits. *Tourism Management Perspectives*, 35, 77-85. <https://www.sciencedirect.com/science/article/abs/pii/S1447677019302578>
- [3] Biares, M. A., Cerio, M. R. C., & Valencia, M. C. A. (2022). Tourists' motivations and activity preferences in farm tourism destinations: A case study of a farm tourism site in the Philippines. *Journal of Tourism and Hospitality Management*, 10, 1-18. <https://doi.org/10.1080/23311886.2022.2104706>
- [4] Brunt, P., Hombly, Z. (2024). Crime and tourism: A review of contemporary research. *Journal Travel Research*. 58(5)
- [5] Crompton J.L. (1997). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424.
- [6] Calinao, R. J., Balba, J. P., & Lita, J. (2021). Travel vlogs: Tourist' decision and travel intention during COVID-19 pandemic. *PAPSCU Excellent Academic Research Link (PEARL) Bulletin*, 2(3), 65-67. <https://ejournals.ph/function/reader1/read2/web/reader.php?id=uploads%2Farchive%2FPAPSCU%2FVol.+2+No.+3+%282021%29%2FArticles%2FArticle7.pdf&di=18322>
- [7] Dale, N. F., & Ritchie, B. W. (2020). Understanding travel behavior: A study of school excursion motivations, constraints and behavior. *Journal of Hospitality and Tourism Management*, 43, <https://doi.org/10.1016/j.jhtm.2020.01.008>



- [8] Dobrota, G., Grigore, A., & Chifan, R.M. (2021). The analysis of the tourist preferences regarding accommodation. *Romanian Economic and business review*, 16(2). <http://www.rebe.rau.ro/RePEc/rau/journal/SU21/REBE-SU21A7.pdf>
- [9] Estoque, R. C., Murayama, Y., Saldivar-Sali, A. (2013). City profile: Baguio. *Cities*, 30, 240-251. <https://doi.org/10.1016/j.cities.2011.05.002>
- [10] Etrata, A., Roborar, J.L., & Torres, J. (2024). Factors influencing Filipino generation z's travel intention & behavior: perceived use of social networking sites, 14(1), 553-571. https://buscompress.com/uploads/3/4/9/8/34980536/riber_14-1_36_b24-018_553-571.pdf
- [11] Ganepola, C., Kassem, R. (2022). Tourists' travel motivations during crises: Lessons from the COVID-19 pandemic. In *Tourism and the COVID-19 Pandemic: Lessons Learned and Future Perspectives*, 111-127. https://link.springer.com/chapter/10.1007/978-3-031-22257-3_8
- [12] Halpen, D. (2021). Environmental noise and sleep disturbances: A threat to health sleep science, 7(4), https://www.who.int/?fbclid=IwY2xjawKAgitleHRuA2FlbQIxMABicmlkETEyaWR2WTNwD3U2M0ZxT0pGAR53Wp4CakojxO6tn-NAwF11brDjjzqBkAJlt-WamcnQy88mDYjwoMTnm82QxXA_aem_V_wAs90XH0RY-WVDXBajWw
- [13] Hsu, H. C., & Huang, H. (2016). Reconfiguring Chinese cultural values & their tourism implications. *Tourism Management*, 54, 230-242. <https://doi.org/10.1016/j.tourman.2015.11.011>
- [14] Kotler, P. (2020). Knight Frank UCAS student accommodation survey, 26(1), 5-10, <https://content.knightfrank.com/research/1663/documents/en/knight-frank-ucas-student-accommodation-survey-report-2024-11-543.pdf>
- [15] Maslow, A.H. (1943). A theory of human behavior, *Psychological Reviews*, 50, 370-396. <https://doi.org/10.1037/h0054346>
- [16] Mohajan, H. (2020). Quantitative research: A successful investigation in natural and social sciences. *Journal of Economic Development, Environment, and People*, 9(4), 52-79. https://mpr.aub.uni-muenchen.de/105149/1/MPRA_paper_105149.pdf
- [17] Moisa, D. G., Parapanos, D., & Heap, T. (2024). Exploring the strategies to market SMEs' activities: The role of personality traits and travel motivations in tourist activities. *Tourism and Hospitality*, 5(4), 1042-1064. <https://doi.org/10.3390/tourhosp5040059>
- [18] Patel, K.S., & Joshi, R.M. (2022). *Journal of Tourism and Hospitality Research*, 57(3), <https://scholar.google.com/scholar?q=Accommodation+Choices+among+College+Students+Cost+and+Comfort>
- [19] Ritchie, B. W., & Xie, L. (2019). The motivation, constraint, behavior relationship: A holistic approach for understanding international student leisure travelers. *Journal of Travel Research*, 25(1), 1-33. <https://journals.sagepub.com/doi/abs/10.1177/1356766717750421?journalCode=jyma>
- [20] Roberts, E. (2023). Motivation: Definition, types, theories, and how to find it. *Verywell Mind*. <https://www.verywellmind.com/what-is-motivation-2795378>



- [21] Sebullen, M.T., Ang, J.B., & Bayacsan, A.A. (2024). Gastronomic tourism's influence on baguio tourist's travel choices and cultural experience. <https://journal-innovations.com/assets/uploads/doc/d5c6b-1401-1420.09107.pdf>
- [22] Statista. (2023). Travel and tourism users in the Philippines by age. https://www.statista.com/forecasts/1201618/travel-tourism-users-philippines-by-age?fbclid=IwZXh0bgNhZW0CMTAAR0ejOKirTGwKtnhaZJWBZkvPVdp1NajNMTNfF_xPcCDdS9aG-GFyh30qbU_aem_Vq_CggHPp3CDeXooXX5miA
- [23] Tajfel, H., & Turner, J.C. (1979). Introducing social identity and intergroup relations,1, 7-24. <https://doi.org/10.4324/9780203505984-16>
- [24] Tibon, M. V. (2012). A push motivation model of Filipino youth travel. *Journal of Modern Accounting and Auditing*, 8(9), 1392-1397. https://www.researchgate.net/publication/301554138_A_Push_Motivation_Model_of_Filipino_Youth_Travel
- [25] Todyog, W. L., & Alvarado, J. E. (2021). Enhancing sustainable tourism through proper solid waste management. *Open Journal of Social Sciences*, 9, 255-260. <https://doi.org/10.4236/jss.2021.93017>
- [26] Travel Bug Tonic (n.d.). Travel and wellbeing: How travelling can improve your mental health. <https://www.travelbugtonic.com/blog/traveland-wellbeing>
- [27] Van Wee, B., & Mokhtarian, P. (2023). Escape theory: Explaining a negative motivation to travel. *Transportation Research Part A: Policy and Practice*, 169,. <https://doi.org/10.1016/j.tra.2023.103603>

