

Millennial Travel Motivations And Return Intention To Beaches In Pindasan, Mabini, Compostella Valley

Amor B. Jangao, Dave Louie P. Bautista, Rubie Jene T. Codilla

Thea Beatrice V. Duguiles
University of Mindanao
Matina Davao City, Philippines
College of Hospitality Education

ABSTRACT. This study was conducted to determine the Millennial Travel Motivation and Return Intention to Beaches in Pindasan Mabini Compostella Valley. The researchers employed quantitative research method and a researcher made survey questionnaire was used as data collection instrument. The instrument used in the study was validated by some experts from the faculty of College of Hospitality of Education in University of Mindanao. The research respondents of this study were 400 millennial Tourists from Beaches in Pindasan, Mabini, Compostella Valley. Average Weighted Mean was used to determine the Millennial Travel Motivation and Return Intention to Beaches in Pindasan Mabini Compostella Valley, while ANOVA determined the hypothesis of the study. Furthermore, findings revealed that there is no significant relationship between Travel Motivation and Return Intention when analyzed according to the profile of the respondents in terms of age and gender since Millennial Tourist still has revisit intention whether their motivation to travel decrease or increase.

Keywords: Millennial, Travel Motivations, Return Intention, Beaches

INTRODUCTION

Millennial, also known as Generation Y, are individuals who reached adulthood around the turn of the 21st century. These individuals are born between 1982 and 2004 (Main, 2017). The majority of this group are already settling down and becoming more aware of their life plans, and that is why they are the most sought when it comes to marketing. In terms of travel, Mitra (2017) stated that millennial travel to get out of daily routine, for social confirmation, to escape and to experience new things. Khuong & Nguyen (2018) further stated that one way to influence a tourist to revisit a destination is to make them extremely satisfied with recreations and entertainments, natural environment, and cultural and historical attractions. However, issues such as crime rates, terrorism, food safety, health issues, and natural disaster significantly affect the choices of tourists, whether to travel or not (Ayob & Masron, 2014).

Safety and security are very significant in the development of the tourism industry. Safety is a necessary component in all tourist destinations, which includes transport routes, beaches, parks, restaurants, restrooms, hotels, malls, or religious places to tourists. Safety or security both are important in promoting the tourism industry (Tan et al., 2017). Bac et al. (2015) believe that natural and anthropogenic disasters have an immense impact on tourists' motivations to travel. Also, adverse events caused by people have a longer effect causing a lack of motivations to travel because in the safety of potential tourists in the region or city where the events took place. For instance, in the United States of America, major terrorist attacks occurred on September 11 (also referred to as 9/11). It was a series of attacks by the Islamic terrorist group al-Qaeda which greatly affected the international tourist's arrival in the country from 6.8 million in 2000 to 5.7 million in 2001 (Corasaniti & Wolfe, 2018).

Locally, in Maragusan, Compostela Valley 1000 residents of the said place were in fear after the members of NPA entered their community (Manila Bulletin, 2018). After the incident, many tourists are afraid to visit Compostela Valley fearing that the community is still surrounded by NPA's. Wang (2014) indicated that the security and safety serve as the most significant condition and there is a deeper relationship between safety and destination choice for tourists' before making their trips

The objective of this study is to understand travel motivation of millennials in Pindasan, Mabini, Compostella Valley and examine how push and pull travel motivations explain and predict return intention to Pindasan, Mabini, Compostella Valley. Thus, this study will benefit Pindasan, Mabini, Compostella Valley destination managers for it will help them develop strategies and plans to encourage millennials to return to Pindasan, Mabini, Compostella Valley shortly.

METHOD

The respondents of this study were four hundred (400) millennial tourists visited in Pindasan, mabini ComVal Beaches. The researchers used a descriptive quantitative research design. The method describes the aspect of the data set.

The research instruments used in conducting the study was an adapted from the study of Khuong and Thi Thu Ha (2014), to obtain the necessary information that pertains to the Tourist's motivation in Beaches in Pindasan, Mabini, Compostella Valley. And also, the study of Cartagena, E.A., Paragas, H., and Mamosog, M.S.J. to obtain the necessary information that pertains to the Tourist's return intention in the destination.

Moreover, the survey questionnaire was divided into two (2) parts. The first part covered the profile of the respondents. The second part were questions pertaining to the extent of Travel Motivation of millennial tourist. The Third part were questions pertaining to the extent of Return intention of millennial tourist.

The researchers used a descriptive quantitative research design. The method describes the aspect of the data set. For this research, the design is to determine the millennial travel motivation and visit intention in Beaches in Pindasan, Mabini, Compostella Valley. According to Fischler (2014), Quantitative research is an educational type of research in which the researchers were tasks to decides what to study; ask particular or narrow questions; gather quantitative data from the respondents; using statistical procedures in analyzing numbers and also conducts the information in an unbiased, verifiable behavior. The descriptive research is appropriate because the research objective includes, determining the factors of millennial travel motivation and revisit intention in Beaches in Pindasan, Mabini, Compostella Valley.

RESULTS

Table 1 shows the demographic profile of the respondents. The researchers surveyed random 400 respondents from Beaches in Pindasan, Mabini, Compostella Valley. The survey will help identify the factors that motivate millennials to travel and revisit intention in Beaches in Pindasan, Mabini, Compostella Valley.

Table 1. Demographic Profile of the Respondents

Profile	Frequency	Percentage
Age		
15-20 years old	45	11%
21-26 years old	200	50%
27-31 years old	110	28%
32-37 years old	45	11%
Total	400	100%
Sex		
Female	211	53%
Male	189	47%
Total	400	100%
Educational Status		
High School Level	6	2%
High School Graduate	97	24%
College Level	149	37%
College Graduate	139	35%
Post Graduate	9	2%
Total	400	100%

Table 2 shows the level of travel motivation of tourist with an overall mean score of 4.05 or agree. Push factors with a mean of 3.98 and a standard deviation of 0.379, which means high. This signifies that the tourist wants to learn something new and interesting, to visit a place they have not been before, to fulfill their dreams of visiting different destinations, to escape from daily routine, to meet new people and socialize with local people, to visit safe and easy access destination, to visit friends and relatives, and to experience unusual destination. The pull factors with a mean score of 4.11 and a standard deviation of 0.490 or high. This means that they want to taste a variety of foods, to visit a place they have not been before, to experience good physical amenities such as accommodation, transportation, and recreational facilities, to experience warm and sunny weather, to witness beautiful natural scenery and landscape of beaches and lastly, to experience festival activities. This means that the millennial tourist on the push and pull motivation are high. Moreover, the researchers conclude that travel motivation is very important for the tourist journey because this is the basis why they visit destination. According to E. Simkove and J. Holzner (2014) that Maslow's Hierarchy of needs suggests that people are motivated to fulfill their basic needs, before moving into other, every tourism destination must meet to basic need-physiology needs and safety to motivate tourist.

Travel Motivation can also be defined as interval physiological force motivation is also considered a major force in compelling tourist behavior (MJ. Khan and et al. 2014).

Table 2. Level of travel motivations of millennial tourists

Indicators	Mean	SD
Push Factors	3.98	0.379
Pull Factors	4.11	0.490
Overall	4.05	0.397

Table 3 shows the level of Return Intention of Millennial Tourist with an overall means score of 4.23 or Standard Deviation of 0.321, which means very high. This signifies that the tourist wants to return to the tourism destination in Pindasan Mabini Compostela Valley. The beaches remain their choice if they're going to visit again. This further signifies that they will keep in contact with the people that they know in Pindasan beaches for their next visit. They want to try more tourist products and services in Pindasan shortly. The place was accessible, and they can freely express their emotions. The attraction was enjoyable, and the activities were entertaining. They felt like escaping from reality; they will consider revisiting Pindasan Mabini Compostela Valley. The destination's safety and security was assured. The destination is close to where they live, and they can do whatever they want. And lastly, peace of mind was encountered.

Environmental interpretation in a resource- sensitive tourism destination is considered to be an effective visitor management strategy that helps to encourage visitors to adopt more appropriate behavior to sustain the development of tourism. On the other hand, it also aims to create enjoyable visitor experiences in the hope that the visitor will appreciate the value of the site (I-Ling Kuo, 2002). Also, According to Buhalis et al. (2012), accessible tourism is not only about providing access to people with disabilities. It should also address the creation of universally designed environments, services, and information that support people who may have temporary disabilities, families with young children, the ever-increasing aging population, as well as creating safer workplaces for employees.

Table 3. Level of return intention of millennial tourists

Indicators	Mean	SD
Overall	4.23	0.321

Table 4 shows the Pearson correlation between Push factor and Return Intention is -0.261 and has 0.00 P-Value which means there is no significant relationship and the Pearson correlation between Pull factor and Return Intention is -0.677 and has 0.00 P-Value which means there is no significant relationship. Thus, the null hypothesis is accepted. On travel motivation when correlated with Return Intention, the Pearson correlation is -0.542 with a P-Value, which means there is no significant relationship. No significant relationship indicates

that the level of tourist's revisit intention is not affected whether the level of tourist's travel motivation will increase or decrease.

On the other hand, the study of Khuong Thi Thu Ha (2014) entitled "The influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam — A mediation analysis of Destination Satisfaction" has a different result which indicates that travel motivation and return intention has a significant relationship.

Table 4. Correlation matrix of the relationship between travel motivation and return intention.

Indicators	P-value	Pearson Correlation with Return Intention	Decision onHo
Push Factors	0.00	-0.261*	Accept
Pull Factors	0.00	-0.677*	Accept
Overall	0.00	-0.542*	Accept

*** P < 0.05**

DISCUSSIONS

Analysis of demographic profile of the respondents- based on the result, overall, majority of the respondents were female Mandaya students within the 18-20 years old range.

Analysis of the extent of Millennial Travel Motivations and Return Intention to Beaches in Pindasan, Mabini, Compostela Valley – based on overall findings revealed that Millennial are motivated by various things to travel, as reflected in the overall mean rating of 4.05. Also, overall findings on Return Intention revealed that Millennial has very high Intention to revisit to destination, as reflected in the overall mean rating of 4.23.

The level of travel motivation in Pindasan beaches in terms of pull factors was considered by the respondents as the highest level of travel motivation. It is considered by the millennial tourist as the highest level of travel motivation because they wanted to taste a variety of food, to visit a place they have not been before and they wanted to experience good physical amenities and beautiful natural scenery and landscape of the beaches in Pindasan Mabini ComVal. Which followed by push factors, as they want to learn something new, visit a place they have not been visited before, to meet new people and socialize to the local community, to escape from daily routine and to visit friends and relatives.

The level of Return Intention of Millennial Tourist has an overall means score of 4.23 or Std. Deviation of 0.321 it means that tourist intention is very high. The attraction was enjoyable has

the highest mean of 4.68 and Std. Deviation of 0.510, which means that the respondents return intention is very high, Followed by The place was accessible 4.46 and Std. Deviation of 0.523 and the destination close to where I live has the lowest, which has a mean of 3.41 and Std. deviation of 0.826 this means that the respondents level of return intention is high.

The Pearson correlation between Push factor and Return Intention is -0.261 and has 0.00 P-Value which means there is no significant relationship and the Pearson correlation between Pull factor and Return Intention is -0.677 and has 0.00 P-Value which means there is no significant relationship. Thus, the null hypothesis is accepted. On travel motivation when correlated with Return Intention, the Pearson correlation is -0.542 with a P-Value, which means there is no significant relationship. No significant relationship indicates that the level of tourist's revisit intention is not affected whether the level of tourist's travel motivation will increase or decrease.

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