

## Davao Backpackers: A Profile and Motivational-based Segmentation

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**ABSTRACT.** The purpose of the research was to provide a motivational-based segmentation analysis of one particular tourist group in Davao City, commonly known as 'backpackers'. This research was undertaken due to the lack of understanding and knowledge of this market in Davao City, Philippines, specifically their needs, wants and motivations. Exploratory Factor Analysis was used to identify backpackers' motivation. Test of differences were then used to determine variations in their motivations. Results revealed that Davao backpackers are motivated by six primary factors: novelty and experience; social/self-development; relaxation-relation; altruistic networking and; attendance to event. While there were no demographic-based differences in backpackers' motivation, purpose and frequency of travel were found to have influenced Davao backpackers' motivation. The results of the ANOVA tests also revealed that, based on the six factors, two motivation clusters can be distinguished: *social seekers* and *destination seekers*. The aim of this article is to provide a wider understanding of backpacking tourists in Davao and provide useful marketing and promotional strategies for tourism operators and marketers of the backpackers' market. Findings of this study provide significant implication to tourism planners particularly in terms of giving more attention to the potential value of budget-style tourism, such as backpacking. Study findings also contribute relevant information to the lacking literature on backpacking tourism in Davao City, and in the Philippines as a whole.

Keywords: *Davao Backpackers, motivational-based segmentation, novelty, altruistic networking*

### INTRODUCTION

As the tourism business keeps on growing, it gives chances to acknowledge better approaches to explore and travel to the far corners of the planet. A trend that has gotten much consideration from the more youthful statistic of today is backpacker tourism. Backpacker tourism can be viewed fairly as a substitute to the standard types of tourism in today's general public (Simmons, 2012).

Tourism Research Australia characterizes a backpacker as, "a man that spends at least one evening in either a backpacker or lodging settlement." A clearer interpretation of this kind of traveller is given by Pearce (1990), as cited in Simmons (2012), whereas, "backpackers are transcendently youthful travellers on extended occasions with an inclination for spending convenience, adaptable and casual travel schedule; with an emphasis on meeting individuals and taking part in a scope of excitement," Ooi and Laing (2010), as cited in Simmons (2012).

Global tourism is usually seen by Less Developed Countries (LDC) government tourism organizers as a motor of financial development, yet the concentration is usually upon mass tourism while disregarding the sub-sector of backpacker tourism. The contextual analysis of Gili Trawangan Island in Lombok, eastern Indonesia, shows that the support of backpacker tourism may alleviate a portion of the overabundance of universal mass tourism (Hampton, 1998).

The economic and socio-cultural results of low-budget backpacking in Southeast Asia have been viewed as negative, even devastating, for quite a while. However, after a short talk of both the history and measurements of global tourism inside the region, the idea of backpacking

as a type of sustainable development was introduced, which as a result opened doors for grass-roots improvement for an extensive variety of individuals (Spreitzhofer, 2004).

Low-budget backpacking had a tendency to be highlighted as a fitting other option to Third World tourism. Nonetheless, low-budget backpacking ends up being mass tourism on a low-spending level itself, offering no better tourism at all and as a rule initiates package tourism (Spreitzhofer, 2004).

Backpackers are autonomous voyagers and have a high adjustment level and a low (yet expanding) volume growth. As they are drifters, they need to wander universally and need to collaborate and converge with the host group. Backpackers are driven by allocentric (having interest and attention centered on other people) motives, implying that they are searching for a place unique from their home environment. Self-realization and encountering new things as a rule assume a part in backpackers' travel motivation (Vaals, 2013).

Motivation answers the question why individuals travel (Fellman, 2015). Each vacationer is distinctive and has diverse motivating variables. The fundamental elements deciding a tourist's motivation are identity, way of life, past encounters, past life, their own picture and impression of their own qualities and shortcomings. Motivators may change after some time if there are changes in the individual's close to home conditions like e.g. having a child, intensifying wellbeing or increase or lessening in salary. Each vacationer is probably going to be impacted by various distinctive motivators at once, not only one (Fellman, 2015).

Classifying backpackers based on their motive profile was first done by Loker-Murphy in 1997 as cited in Zhang, Tucker and Wu (2017). Her study focused on backpackers' motivation based from Pearce's travel career ladder.

As indicated by the qualification between the motivators "sunlust" (quest for a superior domain than at home) and "wanderlust" (craving for new experiences and unknown surroundings) of Zhang, Tucker and Wu (2017), backpackers are propelled by 'wanderlust'. Backpacking is viewed as a 'lifestyle', with backpackers having their own social identity. 'Lifestyle' travel linked to sustained physical mobility (Zhang, Tucker and Wu, 2017).

Studies on backpacking research has mostly centered on Western backpackers even though their destinations are to less developed Asian nations (Teo and Leong, 2006). In the Philippines, there are only a number of researches with regards to backpacking. Moreover, in an article written by Gonzaga (2014) entitled: *12 Must Visit Backpacker Towns in the Philippines*-which includes Manila, Banaue, Sagada, Cebu, Boracay Island, Puerto Princesa, El Nido, Coron, Dumaguete and Siquijor, Bohol, and Siargao. It is noticeable that Davao City was not included among the list of backpackers' hub in the country. But with the growing number of population of backpackers in the country, the researchers were motivated to study more about Davao backpackers-their profile and the level as well as the segmentations of their motivations. With these, the study was conducted.

## METHOD

The nature of the research was quantitative and employed exploratory factor analysis (EFA) to be able to determine the profile and motivational-based segmentation of Davao Backpackers. 100 respondents were surveyed at the local airport during data gathering. Respondents of the study were selected through purposive sampling. Data collection was limited to those backpacker passengers who were present during the conduct of survey.

Data collection was done through distribution of validated questionnaires by the researchers to the respondents. Frequency Count and Percentage were utilized to present the socio-demographic characteristics of the respondents. EFA was used to identify and confirm the factors under each of the Davao Backpackers' motivation. After which, Mean was used to determine the level of the respondents' motivation to travel. In addition, Analysis of Variance (ANOVA) and t-Tests were used to test for differences in motivations among the backpackers' characteristics. Lastly, Cluster analysis was utilized to determine segmentation of backpackers.

## RESULTS AND DISCUSSION

### Demographic Characteristics of the Respondents

Table 1 illustrates that majority of the backpacker respondents belonged to the age bracket of 18-27 (44%) and only minimal number of respondents were below 18 (4%). It was also found out that most of the travellers were female (57%), single (61%) and employed (46%); travelled alone (51%) with the purpose of sport and recreation (30%) and travels once (30%) in a year.

**Table 1: Demographic Characteristics of the Respondents**

<i>Characteristics</i>		<i>Frequency</i>	<i>Percentage</i>
<b>Age</b>	Below 18	4	4%
	18-27	44	44%
	28-37	27	27%
	38-47	7	7%
	48-57	9	9%
	Above 57	9	9%
<b>Sex</b>	Male	43	43%
	Female	57	57%
<b>Civil Status</b>	Single	61	61%
	Married	33	33%
	Divorced	3	3%
	Widowed	3	3%
<b>Social Status</b>	Student	20	20%
	Employed	46	46%
	Self-employed	17	17%
	Unemployed	10	10%
	Retired	7	7%
<b>Type of traveller</b>	Alone	51	51%
	With a companion	37	37%
	With a group	12	12%

<b>Purpose of Travel</b>	Incentive	13	13%
	Health or medical	19	19%
	Education	9	9%
	Adventure	10	10%
	Religion	2	2%
	Sport and recreation	30	30%
	Eco-tourism	10	10%
	Leisure	3	3%
	Others	4	4%
	<b>Frequency of travel</b>	Once	30
Twice		29	29%
Thrice		16	16%
Four		4	4%
Five or more		21	21%

### Backpackers

Table 2 presents the motive-profile of Davao backpackers. Originally, there were 29 variables identified as factors that account for backpackers' motivation to travel. The results from EFA extracted six (6) factor loadings which enabled the researchers to group backpackers based on their motivation to travel.

As can be noted, backpackers were primarily motivated by the need for *Novelty and Experience*. This manifested in their desire for excitement, freedom, exploration, immersion to different cultures, new experiences and opportunity to engage themselves in a once in a lifetime activity where they can share with their family and friends.

Another motivating factor for backpackers was the opportunity for self-development through social interaction. Backpackers with this desire for travel were the typical explorer type of tourists who opt for unplanned trips where they can use their own abilities and imagination while interacting with the local people.

Notably, tourists go for backpacking because they wanted to relax in a calm environment while at the same time, associate with other backpackers. Ironically, backpacking is a physically-inclined form of travel (Philippine Daily Inquirer, 2016). However, findings of the study show that tourists can find relaxation through backpacking. This corresponded to the findings of Paris and Teye (2010), Cao (2013), Lingqiang and Qingqing (2013) and Chen and Huang (2014).

Backpacking was also sought as an avenue for network building and altruistic endeavour. Backpackers seek to develop friendships and at the same time to be able to give something of value to the places they may have visited. It is worth noting that the findings of the study support previous authors' backpacking motivation for positive contribution to community of Godfrey, Wearing and Schulenkorf (2014) as well as the need for camaraderie of Ryan and Mohsin (2001).

More so, backpackers' motivation is also evident in being able to escape from the daily routine at either school or work. This is also true with backpacker tourists to Ghana as mentioned in

Dayour, Adongo and Taale (2016), domestic and international backpackers to China (Chen, Bao, and Huang, 2014), (Lingqiang and Qingqing, 2013), and Cao (2013) and to Scotland (Hindle and Nash, 2015). Finally, findings from the study also revealed that there were actually backpackers who only travel to attend special events.

**Table 2: Motive-Profile of Davao Backpackers**

Factors	Novelty/ Experience	Social Self- development	Relaxation/ Relation	Altruistic Networking	Escape	Attendance to Event
Experience once in a lifetime activities	0.77					
Experience excitement	0.74					
Be free and independent	0.73					
Gain experiences to share with friends and family	0.73					
Experience the local practices	0.7					
Increase my knowledge	0.66					
Explore other cultures	0.65					
Use my physical abilities/skills		0.77				
Use my imagination		0.76				
Organize one's own journey		0.71				
Interact with local people		0.65				
Relax physically			0.7			
Be in a calm atmosphere			0.69			
Associate with other travellers			0.63			
Develop close friendships				0.78		
Contribute something to the places I visit				0.73		
Escape from the daily routine in school/work					0.78	
Attend special events						0.79

### Analysis on Backpackers' Motivation Based on Age

Results showed that the Novelty and Experience as a motivation factor for backpackers in Davao City was significantly different based on age. This further meant that respondents who were 18 to 27 years old were more motivated to go backpacking to experience freedom, excitement and learn cultures (Table 4). Other factors that influenced backpackers' motivation did not vary according to age.

Age had an effect in the backpackers' motivation. Wherein, young respondents were likely to be motivated to get more general knowledge than older respondents [20]. Respondents who were over 30 were more likely motivated by learning about things than those 30 and under (Cao, 2013).

Lingqiang and Qingqing (2013) found that backpackers aged 36 years old or above are significantly less motivated by self-development than other age groups; backpackers with master or doctoral degrees were significantly not motivated by learning and experience.

**Table 4: ANOVA on Davao Backpackers' Motivation by Age**

	Age	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Below 18	4	3.50	3.10	0.01	Reject
	18-27	44	4.36			
	28-37	27	4.55			
	38-47	7	3.62			
	48-57	9	3.91			
	Above 57	9	4.48			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Below 18	4	4.44	1.51	0.19	Accept
	18-27	44	3.94			
	28-37	27	4.22			
	38-47	7	3.50			
	48-57	9	3.83			
	Above 57	9	4.42			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Below 18	4	3.50	1.74	0.13	Accept
	18-27	44	4.11			
	28-37	27	4.32			
	38-47	7	3.57			
	48-57	9	4.04			
	Above 57	9	4.44			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Below 18	4	4.13	1.21	0.31	Accept
	18-27	44	3.91			
	28-37	27	4.30			
	38-47	7	4.36			
	48-57	9	4.22			
	Above 57	9	4.44			
	Total	100	4.12			
<b>ESCAPE</b>	Below 18	4	3.75	0.29	0.92	Accept
	18-27	44	4.00			
	28-37	27	3.93			
	38-47	7	3.71			
	48-57	9	3.56			
	Above 57	8	4.25			
	Total	99	3.92			
	Below 18	4	3.75	0.31	0.91	Accept
	18-27	44	3.95			
	28-37	27	3.78			
	38-47	7	4.00			

<b>ATTENDANCE TO EVENT</b>	48-57	9	4.00
	Above 57	9	4.22
	Total	100	3.93

### Analysis on Backpackers' Motivation Based on Sex, Civil and Social Status and Type of Traveller

For this study, there were no marked differences among backpackers when analyzed in terms of sex, civil status, social status and type of traveller (Tables 5 to 8).

Motivation for adventure in the country received varied opinions among males and females. Female backpackers were becoming more adventurous than male counterparts. Motivation for adventure and escape differed by age and level of education respectively. However, the various background variables, except for continent of origin, were found not to have had any effect on the choice of heritage tourism in the country (Dayour, Adongo and Taale, 2016).

**Table 5: t-Test on Davao Backpackers' Motivation by Sex**

	Sex	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Male	43	4.29	0.00	0.98	Accept
	Female	57	4.30			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Male	43	4.09	0.24	0.63	Accept
	Female	57	4.00			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Male	43	4.00	1.78	0.19	Accept
	Female	57	4.22			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Male	43	3.99	2.03	0.16	Accept
	Female	57	4.22			
	Total	100	4.12			
<b>ESCAPE</b>	Male	42	3.76	1.03	0.31	Accept
	Female	57	4.04			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Male	43	3.88	0.16	0.69	Accept
	Female	57	3.96			
	Total	100	3.93			

**Table 6: ANOVA on Davao Backpackers' Motivation by Civil Status**

	Civil Status	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Single	61	4.39	1.80	0.15	Accept
	Married	33	4.18			
	Divorced	3	4.39			
	Widowed	3	3.39			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Single	61	4.06	0.06	0.98	Accept
	Married	33	3.99			
	Divorced	3	4.17			
	Widowed	3	4.00			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Single	61	4.12	0.35	0.79	Accept
	Married	33	4.17			
	Divorced	3	4.22			
	Widowed	3	3.67			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Single	61	4.04	1.60	0.19	Accept
	Married	33	4.33			
	Divorced	3	4.00			
	Widowed	3	3.50			
	Total	100	4.12			
<b>ESCAPE</b>	Single	61	4.00	0.42	0.74	Accept
	Married	32	3.72			
	Divorced	3	4.00			
	Widowed	3	4.33			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Single	61	3.95	0.44	0.73	Accept
	Married	33	3.97			
	Divorced	3	3.67			
	Widowed	3	3.33			
	Total	100	3.93			



**Table 7: ANOVA on Davao Backpackers' Motivation by Social Status**

	<b>Social Status</b>	<b>N</b>	<b>Mean</b>	<b>f value</b>	<b>p value</b>	<b>Decision on Ho</b>
<b>NOVELTY/ EXPERIENCE</b>	Student	20	4.39	0.41	0.80	Accept
	Employed	46	4.28			
	Self-employed	17	4.31			
	Unemployed	10	4.38			
	Retired	7	3.95			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Student	20	4.15	0.16	0.96	Accept
	Employed	46	3.99			
	Self-employed	17	4.06			
	Unemployed	10	3.93			
	Retired	7	4.11			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Student	20	3.98	0.37	0.83	Accept
	Employed	46	4.11			
	Self-employed	17	4.31			
	Unemployed	10	4.17			
	Retired	7	4.14			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Student	20	4.08	1.54	0.20	Accept
	Employed	46	3.95			
	Self-employed	17	4.32			
	Unemployed	10	4.40			
	Retired	7	4.50			
	Total	100	4.12			
<b>ESCAPE</b>	Student	20	3.60	1.21	0.31	Accept
	Employed	46	4.15			
	Self-employed	17	3.82			
	Unemployed	10	3.40			
	Retired	6	4.33			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Student	20	4.20	1.36	0.25	Accept
	Employed	46	4.02			
	Self-employed	17	3.76			
	Unemployed	10	3.40			
	Retired	7	3.71			
	Total	100	3.93			

**Table 8: ANOVA on Davao Backpackers' Motivation by Type of Traveller**

	Type of Traveller	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Alone	51	4.19	1.89	0.16	Accept
	With a companion	37	4.50			
	With a group	12	4.11			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Alone	51	4.06	0.18	0.84	Accept
	With a companion	37	4.05			
	With a group	12	3.90			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Alone	51	3.95	2.57	0.08	Accept
	With a companion	37	4.29			
	With a group	12	4.39			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Alone	51	4.03	0.97	0.38	Accept
	With a companion	37	4.16			
	With a group	12	4.38			
	Total	100	4.12			
<b>ESCAPE</b>	Alone	50	3.70	1.50	0.23	Accept
	With a companion	37	4.19			
	With a group	12	4.00			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Alone	51	3.92	0.09	0.92	Accept
	With a companion	37	3.97			
	With a group	12	3.83			
	Total	100	3.93			

**Analysis on Backpackers' Motivation Based on Purpose of Travel**

Table 9 showed that there were marked significant differences in the backpackers' motivation in terms of their purpose for travel. Particularly, backpackers of different purposes of travel did not agree in their social novelty/experience and relaxation/relation motivations. Motivation in terms of novelty and experience was heterogeneous among backpackers of different travel profile. Backpackers may find excitement in experiencing ecotourism, adventure or even in sports and recreation. Cultures could be learned also through religion-led travel. Yet, some of the purpose of travel specified are not "novelty" in nature or are not seemingly the type of activities which can create excitement, adventure or freedom like in the case of education and health or medical. More than that, tourists who opt for backpacking for the purpose of religion, eco-tourism, health and recreation may also be motivated by the need to relax and associate with others but not quite likely to opt for an adventure or sports activities.

**Table 9: ANOVA on Davao Backpackers' Motivation by Purpose of Travel**

	Purpose of Travel	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Incentive	13	4.29	4.50	0.00	Reject
	Adventure	19	4.18			
	Eco-tourism	9	4.63			
	Health or medical	10	3.10			
	Religion	2	4.58			
	Leisure	30	4.52			
	Education	10	4.65			
	Sport and Recreation	3	4.50			
	Others	4	4.21			
	Total	100	4.29			
<b>SOCIAL/ SELF- DEVELOPMENT</b>	Incentive	13	4.13	0.66	0.73	Accept
	Adventure	19	3.84			
	Eco-tourism	9	4.28			
	Health or medical	10	3.63			
	Religion	2	4.13			
	Leisure	30	4.08			
	Education	10	4.35			
	Sport and Recreation	3	3.92			
	Others	4	4.13			
	Total	100	4.04			
<b>RELAXATION/ RELATION</b>	Incentive	13	4.21	3.40	0.00	Reject
	Adventure	19	4.37			
	Eco-tourism	9	4.33			
	Health or medical	10	3.33			
	Religion	2	2.33			
	Leisure	30	4.28			
	Education	10	4.10			
	Sport and Recreation	3	4.44			
	Others	4	3.83			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Incentive	13	4.08	0.73	0.66	Accept
	Adventure	19	3.79			
	Eco-tourism	9	4.33			
	Health or medical	10	4.25			
	Religion	2	4.50			
	Leisure	30	4.15			
	Education	10	4.15			
	Sport and Recreation	3	4.67			
	Others	4	4.13			
	Total	100	4.12			
	Incentive	12	3.50	1.58	0.14	Accept
	Adventure	19	3.68			
	Eco-tourism	9	3.78			
	Health or medical	10	4.10			

<b>ESCAPE</b>	Religion	2	2.00			
	Leisure	30	4.30			
	Education	10	4.40			
	Sport and Recreation	3	4.00			
	Others	4	3.00			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Incentive	13	4.08	1.19	0.31	Accept
	Adventure	19	3.74			
	Eco-tourism	9	3.78			
	Health or medical	10	3.30			
	Religion	2	4.50			
	Leisure	30	3.97			
	Education	10	4.20			
	Sport and Recreation	3	4.67			
	Others	4	4.50			
	Total	100	3.93			

#### Analysis on Backpackers' Motivation Based on Frequency of Travel

Finally, backpackers' motivations to travel were equal among respondents' of varying travel times (Table 10). Backpackers of different frequencies of travel concurred in their motivations except for their motivation on an event. Event participants had one primary aim when travelling to another destination which is usually to attend to a conference or convention. Normally, registration fees for these activities are already inclusive of accommodation, food and sometimes even tours which can include visiting famous sites (Lingqiang and Qingqing, 2013). Event participants may have also travelled more than once. In short, the more frequent a tourist travels, the more adventurous he or she becomes to the point that he or she will have to plan his/her trip by himself as mentioned as well by Loker-Murphy (2010) to Australian backpackers and Dayor, Adongo and Taale (2016) consequently to backpackers who come from Ghana, while for those who just travelled for the first time, and not so familiar with the destination, he would opt for a more planned trip.

**Table 10: ANOVA on Davao Backpackers' Motivation by Frequency of Travel**

	Frequency of travel	N	Mean	f value	p value	Decision on Ho
<b>NOVELTY/ EXPERIENCE</b>	Once	30	4.1	1.4	0.24	Accept
	Twice	29	4.38			
	Thrice	16	4.11			
	Four	4	4.79			
	Five or more	21	4.49			
	Total	100	4.29			
<b>SOCIAL/ SELF-DEVELOPMENT</b>	Once	30	3.87	1.24	0.3	Accept
	Twice	29	4.02			
	Thrice	16	3.94			
	Four	4	4.69			
	Five or more	21	4.26			
	Total	100	4.04			

<b>RELAXATION/ RELATION</b>	Once	30	3.89	1.25	0.3	Accept
	Twice	29	4.25			
	Thrice	16	4.06			
	Four	4	4.58			
	Five or more	21	4.25			
	Total	100	4.13			
<b>ALTRUISTIC NETWORKING</b>	Once	30	4.07	1.43	0.23	Accept
	Twice	29	4.07			
	Thrice	16	3.84			
	Four	4	4.5			
	Five or more	21	4.4			
	Total	100	4.12			
<b>ESCAPE</b>	Once	30	3.37	2.14	0.08	Accept
	Twice	29	4.24			
	Thrice	16	4			
	Four	4	4.5			
	Five or more	20	4.1			
	Total	99	3.92			
<b>ATTENDANCE TO EVENT</b>	Once	30	3.73	2.88	0.03	Reject
	Twice	29	3.83			
	Thrice	16	3.63			
	Four	4	4.75			
	Five or more	21	4.43			
	Total	100	3.93			

### Clustering of Backpackers based on Motivation

Cluster analysis was utilized to determine segmentation of backpackers. The six motivation factors identified above were used as composite variables in the identification of the clusters based on their similar motives for backpacking tourism. In order to determine the number of segments, the hierarchical cluster analysis Ward method was conducted. The results of the procedure indicated a two-cluster solution supported by the criterion of agglomeration coefficient. The results of the ANOVA tests also revealed that, based on the six factors, two motivation clusters can be distinguished ( $p < 0.01$ ): *social seekers* and *destination seekers* (Table 11). This mirrors the findings from Chen, Bao and Huang's (2014) study on Chinese backpackers' motivation to travel who were classified as social interaction, self-actualization, destination experience as well as escape and relaxation; and have utilized the statistical tool cluster analysis, same as to this study, where they identified three distinct travel motivations from the respondents as self-actualizers, destination experiencers and social seekers while a study conducted by Paris and Teye (2010) have also used cluster analysis but have clustered backpackers into two groups: 'high travel experience' and 'low travel experience' based on the respondents' travel experience.

**Table 11: Backpackers' Motivation Factors among the Clusters**

Factor	Social Seekers	Destination Experiencers	Total Mean	f value	Decision on H <sub>0</sub>
<i>Novelty/ Experience</i>	4.45	3.57	4.29	20.41	Reject
<i>Social Self-Developer</i>	4.22	3.17	4.03	26.75	Reject
<i>Relaxation/ Relation</i>	4.26	3.50	4.12	13.92	Reject
<i>Altruistic Networking</i>	4.21	3.67	4.11	7.09	Reject
<i>Escape</i>	4.38	1.83	3.92	122.75	Reject
<i>Attend Event</i>	4.02	3.50	3.93	4.08	Reject

### CONCLUSION AND RECOMMENDATION

Davao City Backpackers are dominated by Millennial female single travelers who are mostly employed, travel alone once in a year for sports and recreational activities. These Backpackers are primarily motivated by their need for novelty and experience, self-enhancement through interacting with the locals and relaxation with other backpackers. Moreover, opportunity to contribute to the host communities visited is also noted as a motivating factor for Davao Backpackers along with their desire to escape and attend event.

Davao City Backpackers are motivated by all the same factors but can be categorized into two clusters: Social Seekers and Destination Experiencers. Travel motivations of Davao City backpackers vary in terms of age, frequency and purpose of travel. Sex, civil and social status as well as type of traveller are non-determinant factors to motivational differences.

Generally, results of the study provide several implications for tourism planners, operators and marketers. While this study results to consistent findings with previous researches, several limitations of the study are also found. One, the scope of the study is only delimited to respondents who were identified as "backpackers" by the virtue of identifying themselves as "backpackers" and whom were surveyed only at the airport. In addition, the number of respondents surveyed is also limited and may or may not be a good representation of the Davao Backpackers. The study also did not explore on other segmentation variables. Further study may be conducted in Davao City or Region XI focusing on backpackers who are staying at usual backpacking accommodations such as hostels, bread and breakfast inns or even those who really go camping at tourist sites. In addition, it is also imperative to determine others constructs of backpackers' behaviour such as perception, preferences, satisfaction or return intention. On the supply side, it can be suggested to conduct study on the challenges, opportunities and trends of backpacking tourism in Davao City.

Findings of this study can also contribute additional knowledge to students specifically the in the importance of market research to the development of strategic plans.

Tour operators and travel agencies may use the findings of the study as part of their market analysis where they can develop tour packages that will suit potential backpackers. They may include in their tour proposals avenue for backpacking activities combined with other forms of tourism. They may introduce a single backpacking tourism package or integrate it with other packages.

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