

Tourist Motivational Perspective Analysis of Selected Accredited Homestay in Banaue, Ifugao: Basis for a Proposed Marketing Model

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DOI : <https://dx.doi.org/10.47772/IJRISS.2024.805062>

Received: 21 April 2024; Revised: 30 April 2024; Accepted: 04 May 2024; Published: 04 June 2024

ABSTRACT

Homestay today is on the rise and has become one of many tourist attractions in the world. The context of homestay tourism is described as a double-edge sword because even when communities succeed in operating a homestay program, this success comes at the price of diminished authenticity, greater dependence on tourism, and enhanced social and economic inequalities.

This study focused on four motivational perspectives of tourists in staying at traditional hut homestays of Banaue, Ifugao. A study aimed to determine the motivational drivers of tourists and identify problems on attractiveness, promotion, and definition of traditional hut homestay concept. Tourist motivation leads to better goals by establishing the right picture of tourist satisfaction focusing on the business which later increases business success. Descriptive method was used to describe the demographic and sociographic profile of the tourists. Qualitative and quantitative methods were used. A self-made survey questionnaire was administered to 135 tourists and interview was conducted among tourists, homestay owners, and managers. Findings indicated that the tourists were extremely motivated in terms of humanistic perspective or hierarchy of needs. Moreover, social perspectives were important for the tourists especially on the sense of belongingness with the host family.

In essence, this study shed light on the motivational perspectives of tourists which led to the proposed experiential Ifugao culture tourism marketing model for homestay program.

Keywords: Marketing Model, Tourism, Traditional Hut Homestay, and Travel Psychology

INTRODUCTION

Homestay today is on the rise and has become one of the many tourist attractions in the world. In some countries, the rise of homestay accommodation paved the way for local and foreign tourists to experience a multi-ethnic life situation with cultural experiences and economic well beings of the local people through homestay program. A commercially established homestay creates a scope for tourism to actively participate in tourism activities with the local communities while homestay accommodation provides comfortable guest rooms for tourists during their stay in the site (Luekveerawattana, 2024).

According to Kontogeorgopoulos (2015), the context of homestay tourism is described as a double-edge sword because, even when communities succeed in operating a homestay program, this success comes at the

price of diminished authenticity, greater dependence on tourism, and enhanced social and economic inequalities. Rural communities will continue to respond to tourists' demand for novelty and authenticity by commercializing their homes and offering homestay experiences that deliver glimpse of rural life to curious guests. Novelty and authentic offerings of homestay owners of a certain tribe are the primary drivers for travelling (Simkova, 2014). Hasan (2018) defined homestay by its combined words (home-stay) as staying in someone's home as a paying guest for a short period. Such guests are provided accommodation and services by individual families as well as communities. The homestay seeks to draw tourists away from the posh and crowded urban areas to the locality full of splendid natural surroundings by providing them with clean, comfortable, and budget friendly accommodation and food. Thus, homestay offers travelers unique local experience and possibilities of interaction with the host family.

The potentialities of the homestay program have reached the Philippine archipelago. Talavera (2017) of the Philippine Star stated that there is a big potential of homestay market particularly in the rural areas where hotels, resorts, inns and the like are not present. Hence, Talavera added that the homestay program provides tourists alternative accommodation services managed by the locals which involves board and lodging while sharing the Filipino culture and lifestyle to their guest. Based on the 2018 statistics analysis conducted by ABS-CBN Investigative and Research group, tourism is one of the major drivers of Philippine economy. According to the Department of Tourism (DOT), international tourist arrivals grew to 8.5 percent from the normal statistics which is equivalent to 2.87 million in come from January to April, 2019 (https://beta.tourism.gov.ph/news_and_updates/tourism-industry-hikes-share-in-gdp-to-13-puyat-sees-strong-recovery-from-pandemic/).

Since the number of tourists choosing homestay is growing, the Department of Tourism supervises and monitors the quality control of the homestay services thru accreditation in compliance to the ASEAN homestay standard manual (2012). However, the unique feature of the Philippine homestay is for tourists to experience the way of life of typical villagers in rural areas while travelling to tourist attractions. Homestay is a new alternative accommodation practice in Philippine tourism industry which means that the visitors enjoy the local cultural hospitality from a host family in a particular area. As a new concept in Philippine tourism industry and for community development, the homestay program provides accommodation to visitors by offering local cultural hospitality and receives financial benefit in return. It is acknowledged as a potential economic activity in Philippine tourism industry (www.visitmyphilippines.com).

With this trend in the lodging and accommodation sector, it is paramount to analyze the tourists' motivational drivers. Travel motivation propels tourists to visit a destination. It is the underlying dimension for a destination to devise plan in targeting tourists by determining their preferences and motivations. People who travel to other countries may not want to spend their time with a tour guide provided by the tourist authority and they may not want to stay in a chain hotel. In some countries, this desire to experience the "real" culture can be accomplished through a homestay.

In the study of Murayama (2018), tourist motivation was explained by determining the factors influencing tourists to travel. Motivation is only one of the many contributing factors which explain tourist behavior. It is considered a critical factor as it is the "impelling and compelling force behind all behaviors". In support, Kendra (2019) stressed that motivation causes someone to act or engage in any activity. Mainly, the components of motivations are drives and needs, instincts, and arousal levels. If travelers are motivated, they have greater desire to pursue the said activity. Understanding motivation is important in many areas of life including business or establishment. Moreover, clearer background of tourist motivation leads to better goals by establishing the right picture of tourist satisfaction focusing on the business which later gives higher percentage for its business success (Kendra, 2019). These studies were affirmations to the theory of Lahey

(2012) that motivation involves the process that energizes, directs, and sustains behavior. Motivation can be described through its four perspectives of behavioral, humanistic, cognitive, and social perspectives.

The study aimed to determine the motivational drivers of tourists and identify problems on attractiveness, lack of promotion, and absence of clear definition of traditional hut homestay concept. The fact that no marketing strategies were established inspired the researcher to conduct this study. Findings of the study were deemed valuable in attempting to analyze the key motivational drivers and identify the barriers experienced by tourists in homestay programs. The findings served as baseline information in designing a marketing model for the host province.

LITERATURE REVIEW

A homestay means that travelers live with a family for at least part of their trip. This enables travelers to experience life as it is lived day to day in the host country. A homestay can be a great experience if the travelers follow guidelines. First, they need to acquaint themselves with the customs of the country they are visiting. Most host families will be tolerant of some faux pas, but travelers should make sure they are aware of basic examples of courtesy such as removing one's shoes before entering a home particularly in Japan. Politeness in every country is a key to making the stay a happy one (Foster, 2019).

In the Philippines, rural homestay emerged as the frequently visited accommodation of tourists. Based on the latest available data, there were 149 accredited homestay facilities nationwide (www.dot.gov.ph). Indeed, in 1995, the UNESCO declared Banaue Rice Terraces as a World Heritage Site and was described as the best contribution of our Philippine ancestors to humanity (<https://whc.unesco.org/en/list/722/>). The rice terraces were made by the Ifugaos approximately 2,000 years ago, even earlier than the Colosseum of Rome and Hadrian's Wall in the United Kingdom. This amazing work can be found at the Cordillera Mountain Range, located north of the Philippines (www.dilgcar.com, 2015). In addition, Banaue is described as a place for nature adventures and cultural immersions. Physical activities are commenced during day time while campfire chats at a village or warm indoor cossetting the lodges and inns are held at night (www.tourism.gov.ph/phil_destination.aspx). The biggest challenge in Banaue is the increasing number of unregulated development caused by the influx of tourists which lasted until 2012 (Tikkanen, 2024). This caused the natural-cultural heritage Banaue Rice Terraces to lose its UNESCO Certification as World Heritage Site. Due to this, sustainable tourism was promoted and set of controls was placed to preserve its beauty (Bonifacio, 2013). According to the Department of Interior and Local Government of Cordillera Administrative region, there were a total of 23,000 tourists recorded in the year 2018 and 400, 000 visitors which was 50% higher than last year's records (Geminiano, 2018). With this increase of tourist arrivals, accommodations for tourists and available facilities around the area should also be increased. Scarcity of land was a barrier to the development of new accommodation facilities. Up to this time, there is no DOT accredited homestays in Banaue, Ifugao. However, according to Mr. Humiwat, the Supervising Municipal Tourism Officer, there are six (6) accredited traditional hut homestays.

Abong, Inappal, Bale, and Alang are the four types of Ifugao traditional houses (Juanico, 2018). Similar to a studio-type condominium unit, the Ifugao house is a multi-functional one-room shelter where the entire family - father, mother and pre-pubescent children - live, sleep, cook, and eat. Built by local carpenters called munhabats, these houses are architectural wonders of their own. Every hut is a representation of the Ifugao family and its rich resplendence. Significantly, with almost every facet of Ifugao life and culture, the construction of the houses, from start to finish, entails the performance of rituals and strict observance of signs and ritual prohibitions known as ngilin culture.

In relation to the increase in homestay tourism related initiatives in the country (Luekveerawattana, 2024),

this study determined essential tourist preferences in choosing a homestay with the objective of knowing their motivational drivers. The lack of studies about tourist consumption and motivation behavior in homestay tourism research prompted the researcher to conduct this study. An empirical study would be helpful for the tourism industry to understand the nature and motivations of tourists in the province.

Homestay facilities in the area are not enough. The province is on the right track in increasing tourism related infrastructure for tourists since there is no clear definition of traditional hut homestay. Also, behavioral motivations of tourists in Banaue were not widely investigated. In order for the province to achieve competitiveness in homestay tourism, designing appropriate strategies is inevitable to meet the demands and expectations of the tourists who are the target market of homestay facilities. Thus, a study geared on this area was deemed essential.

Conceptual Framework

Based on the foregoing pronouncements, the researcher designed a conceptual framework based on the theory of the four motivational perspectives of Lahey (2012). Kendra (2019) and Hurst (2019) expounded the meaning of the four motivational and behavioral perspectives. Hence, behavior perspective is based on the observable behaviors of humans. Humanistic perspective is influenced by the essential roles of motivation in thought and behavior. As indicated in Maslow’s hierarchy of needs (Kendra, 2019), cognitive perspective focuses on mental processes such as memory, thinking, problem-solving, language, and decision-making. Hence, these are non-observable states/responses (Kendra, 2019). The concept of competence motivation refers to Cognitive Perspectives (Lahey, 2012). Social Perspective or the need of affiliation or relatedness refers to the motives to be securely connected with other people (Lahey, 2012). Cross-cultural psychology focused on the chance to learn how other culture influences one’s thinking and behavior (Kendra, 2019). Andrienko (2015) stated that a major aspect of marketing is persuading people to make decisions (or to help them change their minds). A number of psychological researches, marketers, and advertisers are interested in revolving around understanding the human decision-making process. The success of any destination is through depth analysis of human behavior especially in the different motivational perspectives. Figure 1 depicts the conceptual framework showing all interrelated variables studied.

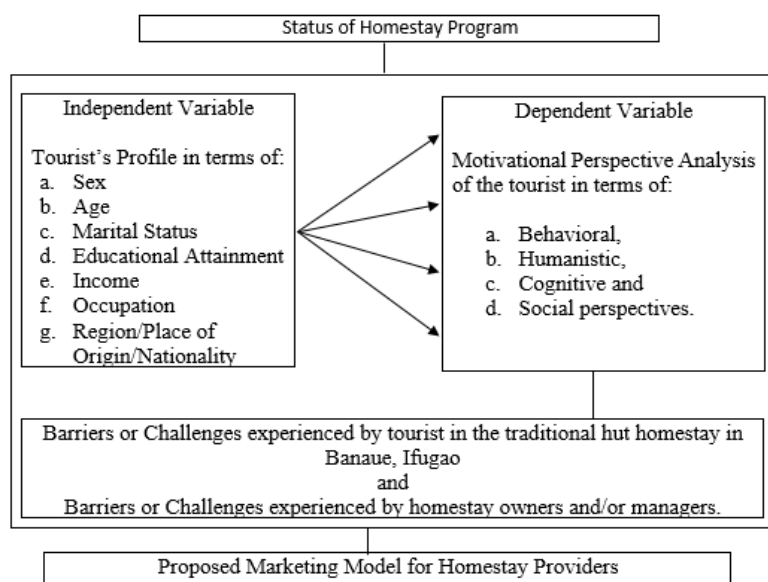


Figure 1. Conceptual Framework of the Study

Based on the study of Guevarra, S., and Rodriguez (2015), Homestay and Tourism in a Philippine Municipality: A conceptual Framework for Sustainability

In this study, the researcher used the process flow chart or the planning program structure of framework whereby the initial phase secured documentary data about the status of homestay program. Subsequently, analysis of the independent variables (profile), about the motivational perspectives of tourists staying in traditional hut homestays was conducted through a survey questionnaire and interview. Lahey, 2012; Murayama (2018) said that the root cause or base line of every motivation of human is based from their persons' profile or background. Description method was used to describe the characteristics of the demographic and sociographic variables. Data were summarized and analyzed to determine the dynamics of motivations among tourists and assess its significant association to the profile variables. Barriers and/or challenges encountered by the tourists in staying at traditional huts were gathered (part of the survey questionnaire), tallied, and analyzed. On the other hand, problems encountered by the homestay owners and/or managers were determined through in-depth interview. The results served as baseline information in developing a proposed marketing model for homestay program.

METHODOLOGY

Research Design

Descriptive method was used to describe the characteristics of the demographic and socio-graphic profile of tourists. Further, quantitative and qualitative methods were employed. Quantitative method was used since it attempted to collect quantifiable information, specifically in the tourists' motivational perspective analysis. Quantitative method emphasized objective measurements and the statistics, mathematical, or numerical analysis of data collected through questionnaires (Bhat, 2019).

To know the tourists' motivational perspective of staying in the traditional hut homestays, a self-made survey questionnaire was constructed. The said questionnaire was backed-up with theories about motivational perspective of Lahey (2012) and Murayama (2019). Purposive sampling was employed for such respondents. Qualitative method was also used to analyse the tourists' responses from the interview. This study was deemed important since through this research, tourist motivation and interest to stay within the local community using traditional type of accommodations can be analysed and determined.

Respondents of the Study

The respondents of this study were tourists who were paying guests in the traditional hut homestay and who were directly involved in the local community exercising Ifugao culture in terms of eating, staying, and participating in the cultural activities.

Purposive random sampling method was employed during the data gathering. Respondents of this research must at least stayed for an overnight in a traditional hut in the homestay.

Research Instruments

A self-made survey questionnaire was used in order to determine the motivations of tourist to stay in the traditional hut homestay in Banaue, Ifugao. The gathering of information was done purposively among selected respondents. Information gathered from readings of related materials was used as basis for the questionnaire which consisted of 3 parts. Part 1 determined the profile of the tourists in terms of: sex, age, marital status, highest educational attainment, income, occupation, and place of origin. Part 2 identified the

motivational perspective of tourists in terms of: behavioral, humanistic, cognitive, and social perspective. Part 3 determined the barriers or challenges the tourists encountered during their stay in the traditional hut homestay as well as their comments and suggestions for the homestay.

In terms of the instrument construction, the researcher made reference to the theory given by Agyeiwaah (2015), Lahey (2012), Kendra (2019), and Hurst (2019) and was patterned based on the premise of the researcher on the motivational perspective analysis. Demographic and socio-graphic profiles of tourists were based on the study of Agyeiwaah (2015). Behavioral perspective (Hurst, 2019) was based on observable behaviors (Kendra, 2019). It is theoretical perspective in which learning and behavior are described and explained in terms of stimulus-response relationships. The key assumptions of behaviorism are: environment influences behaviour; learning is described through stimuli and responses; learning must involve a behavioral change; learning must result when stimulus and response occur close together in time; and animals and humans learn in similar ways. Humanistic Perspective is influenced by the essential roles of motivation in thought and behavior. It was focused on Maslow’s Hierarchy of needs (Kendra, 2019). Cognitive Perspective focuses on mental processes such as memory, thinking, problem-solving, language, and decision-making. Hence, these are non-observable states/responses (Kendra, 2019). Social Perspective refers to the need for affiliation or relatedness. Motives are securely connected with other people (Lahey, 2012). Cross-cultural psychology focused on the chance to learn how other culture influences one’s thinking and behavior (Kendra, 2019). It consisted of 25 items of motivational perspectives.

The instrument was subjected to face and content validity among experts in the field of tourism research and research advocates who were expert in the field of psychology and travel motivations. Sufficiency and balance of questions on the different motivational drivers were determined. Likewise, the instrument was validated by the research adviser. Pilot testing of the survey questionnaire was conducted from September to October 15, 2019, within the vicinity of the five traditional hut homestays in Banaue, Ifugao. The pilot testing was commenced to verify the research tool’s reliability. Data were then subjected to statistical treatments such “Cronbach’s α ” method. The result yielded Cronbach’s Alpha of 0.894 which indicated that the research tool was reliable.

Table 2 Reliability Test Result

Part	N	Cronbach’s α
Behavioral Perspectives	28	0.8925
Humanistic Perspectives	28	0.8935
Cognitive Perspectives	28	0.8867
Social Perspectives	28	0.889
Overall	28	0.894

Table 2 shows the reliability test result of the questionnaire. With 28 sample questionnaires, behavioral perspectives yielded a Cronbach’s alpha of .8925, humanistic perspectives yielded 0.8935, cognitive perspectives yielded .8867 and social perspectives yielded .899. The overall result was .894.

According to Chetty and Datt (2015), the acceptable reliability value is .6. Therefore, if the questionnaire’s reliability result is more than .6, then the questionnaire is considered “reliable”. With this, the questionnaire is reliable (0.894).

Data Gathering Procedure

The researcher presented the questionnaire to the research adviser and panelists for approval. The approved questionnaire was presented to the University Statistician, Industry Practitioner, licensed psychologist, and psychometrician for content validation.

The researcher secured permission and endorsement from the office of the municipal mayor and tourism office and showed the endorsement to the management of the selected accredited homestays before the questionnaire was floated to the respondents. The said endorsement of LGU Banaue was the basis of selecting DOT Accredited Homestays.

The researchers asked the assistance of the managers and staff in distributing the survey questionnaire to the respondents in lieu of the researcher.

Data gathered were evaluated by the researcher for further study, recommendations, and solutions. The collected data were tallied, analyzed, and interpreted.

Treatment of Data/Data Analysis

Various statistical tools were used to analyze quantitative data. Frequency counts and percentage distribution were used to determine the demographic profiles of the respondents. Weighted Mean and standard deviation were employed to describe the tourists' motivational analysis perspective. Moreover, Mann-Whitney Test was used to determine the significant association or relationship between the tourists' motivational perspectives in terms of the four aspects when grouped according to sex while Kruskal-Wallis Test was used for the relationship in the level of tourists' motivation in the four aspects when grouped according to age, marital status, educational attainment, income, occupation, and region/place of origin. Spearman's Correlation was used to measure the strength and direction of association between two ranked variables (Gupta, 2023). In this study, motivation was linked to the tourists' profile variables and correlation was derived. Lastly, after determining the latent variables, regression factor scores were calculated and included into further analysis. Hence, ANOVA was used to determine the level of influence / predictors of the tourists' motivational perspectives with their profile variables. These four factors were used as the dependent variables in a series of linear multiple regressions. The aim of these multiple regression analyses was to examine the relative contribution of individual respondent characteristics on travel motives.

Descriptive Analysis

Table 3 The Median and its Qualitative Description for the Motivational Perspectives

R	Scale	Quantitative Description	Description
4	3. 50- 4.00	Extremely Motivated	Exceeds tourist expectations.
3	2. 50- 3.49	Very Motivated	Meets minimum tourist expectations.
2	1.50- 2.49	Slightly Motivated	Satisfactory happy and just meet the standard expectations.
1	1.00-1.49	Not Motivated	Does not conform to the minimum requirement and does not meet the tourist expectations.

RESULTS, FINDINGS & DISCUSSION

Results

The total number of the respondents was 135 obtained through purposive random sampling method. These 135 tourist respondents answered the survey questionnaire through convenience sampling or upon checking-in at the homestay establishments.

Table 1 Distribution of Respondents

Homestay Providers	Frequency	Percent
Ujah Native Village Inn	48	35.6
Baleh Boble Guesthouse	39	28.9
Banaue Ethnic Village Inn and Resort	15	11.1
Hiwang Native Village Inn	20	14.8
Ramon's Homestay	13	9.6
Total	135	100.0

Table 1 reflects the distribution of tourist respondents per establishment or homestay. Accordingly, 49 respondents were from Ujah Native Village Inn, 39 respondents were from Baleh Boble Guesthouse, 20 respondents were from Hiwang Native Village Inn, 15 respondents were from Banaue Ethnic Village Inn and Resort, and lastly, 13 respondents were from Ramon's Homestay. Most respondents were from Ujah Native Village Inn.

In addition, among the five participating homestay providers, the managers or owners were the key informants for the interview guide questions relative to the study.

SOP1. Status of Homestay Program in Banaue, Ifugao in terms of: Homestay Tourism Providers (Both Commercial and Traditional Hut), Tourist Arrivals, Tourist Attractions, and Tourism Activities (Cultural and other Related Programs for Tourist).

Homestay tourism providers (both commercial and traditional hut)

Table 4 List of Accommodation (Both Commercial and Traditional/Native Village Inns

Department of Tourism Accredited Accommodations/ Establishments 2019			
	Name of Accommodation	Category	Address
1	Banaue Hotel & Youth Hostel	Hotel	Ilogue, Tam-an
2	7th Heaven's Café & Lodging	Pension	Pangngat, Poblacion

3	Banaue Homestay	Pension	Pangngat, Poblacion
4	Halfway Lodge & Restaurant	Pension	Poblacion
5	Ilob Village Inn	Pension	Ilob, Bocos
6	Koreen Guest House	Pension	Poblacion
7	Pink Banaue Hostel	Pension	Ilogue, Tam-an
8	Sanafe Lodge & Restaurant	Tourist Inn	Trade Center, Poblacion
9	Uyami's Greenview Lodge & Restaurant	Tourist Inn	Poblacion
10	Banaue Ethnic Village & Pine Forest Resort	Ecolodge	Aparnga-o, Viewpoint
11	Uhaj Native Village Inn	Ecolodge	Uhaj
12	Banaue Sunrise Restaurant	Tourist Inn	Yayud, Poblacion

Continuation of Table 4.

13	Baleh Boble Guesthouse	Ecolodge	Bissang, Tam-an
14	Tam-an Hotel	Tourist Inn	Bissang, Tam-an
15	Ramon Homestay	Ecolodge	Batad
16	Trekkker's Lodge & Café	Tourist Inn	Lubbun, Poblacion
17	Banaue View Inn	Pension	Angadal, Poblacion
18	Las Vegas Lodge & Restaurant	Tourist Inn	Bissang, Tam-an
19	Banaue Evergreen Hostel	Pension	Ilogue, Tam-an
20	Bogah Homestay	Pension	Batunbinongle, Bocos
21	Rice Homestay	Pension	Batunbinongle, Bocos
22	People's Lodge & Restaurant	Pension- on process	Poblacion
23	Halfway Homestay	Pension- on process	Poblacion
24	Rita's Inn	Pension	Batad

NON-ACCREDITED ACCOMMODATIONS / ESTABLISHMENTS as of 2019

	Name of Accommodation	Address
1	Querencia Hotel	Poblacion

2	Randy's Brookside	Pasnakan, Pobalcion
3	Spring Village Inn	Poblacion
4	Stairway Lodge & Restaurant	Poblacion
5	Terrace Ville Inn	Yauyd, Poblacion
6	Wonder Lodge Grill & Restaurant	Poblacion
7	DDD Guests Heritage Inn	Bissang, Tam-an
8	Fairview Inn & Tiffany's Diner	Ilogue, Tam-an
9	Greenfields Inn	Awaan, Bocos
10	Nature's Mist	Batunbinongle, Bocos
11	Savta	Batunbinongle, Bocos
12	Viewpoint Inn & Restaurant	Main Viewpoint
13	Batad Viewpoint Guesthouse & Restaurant	Batad
14	Batad Transient	Batad
15	Batad View Inn	Batad
16	Christina's Inn	Batad
17	Hillside Inn	Batad
18	Lhoren's Inn	Batad
Continuation of Table 4.		
19	Simon's Inn	Batad
20	Highland Inn	Batad
21	Countryside Inn	Batad
22	Cabin Inn	Cambulo
23	Tourist Homestay	Cambulo
24	Am-Way Lodge	Cambulo
25	Cambulo Guesthouse	Cambulo
26	Hikers Homestay	Cambulo

27	Bangaan Village Homestay-NH	Bangaan
28	Family Inn	Bangaan
29	Pula Homestay	Pula
30	Chalet	Pugo, Amganad

Source : Municipal Tourism Office, LGU- Banaue, Ifugao

Table 4 shows the list of DOT accredited and non-accredited accommodation providers in Banaue, Ifugao. DOT accredited accommodation were as follows: Banaue Hotel & Youth Hostel, 7th Heaven's Café & Lodging, Banaue Homestay, Halfway Lodge & Restaurant, Ilob Village Inn, Koreen Guest House, Pink Banaue Hostel, Sanafe Lodge & Restaurant, Uyami's Greenview Lodge & Restaurant, Banaue Ethnic Village & Pine Forest Resort, Uhaj Native Village Inn, Banaue Sunrise Restaurant, Baleh Boble Guesthouse, Tam-an Hotel, Ramon Homestay, Trekkker's Lodge & Café, Banaue View Inn, Las Vegas Lodge & Restaurant, Banaue Evergreen Hostel, Bogah Homestay, Rice Homestay, People's Lodge & Restaurant, Halfway Homestay, and Rita's Inn. Non-accredited accommodations were as follows: Querencia Hotel, Randy's Brookside, Spring Village Inn, Stairway Lodge & Restaurant, Terrace Ville Inn, Wonder Lodge Grill & Restaurant, DDD Guests Heritage Inn, Fairview Inn & Tiffany's Diner, Greenfields Inn, Nature's Mist, Savta, Viewpoint Inn & Restaurant, Batad Viewpoint Guesthouse & Restaurant, Batad Transient, Batad View Inn, Christina's Inn, Hillside Inn, Lhoren's Inn, Simon's Inn, Highland Inn, Countryside Inn, Cabin Inn, Tourist Homestay, Am-Way Lodge, Cambulo Guesthouse, Hikers Homestay, Bangaan Village Homestay-NH, Family Inn, Pula Homestay, and Chalet. It can be noted that there were 24 DOT accredited accommodations and 30 non-accredited accommodations. With this, 44% were accredited accommodations while 56% were non-accredited accommodations.

According to the different owners/managers of homestay, processing of business permits and other legal documents was very easy but the most common problems encountered were the presence of freelancer, illegal, and unregistered tour operators and guides. Because of this, overpricing had taken place in the locality. The managers added that these should be managed and regulated and the government should appoint person/officer in-charge in supervising local prices and coordinators. On the other hand, decrease of human resource /manpower was encountered. Mrs. Taylor and Mrs. Sarol stated that most graduates or undergraduates/skilled workers preferred to work outside the municipality because of the competitive work rate.

Tourist Arrival

Table 5 Yearly Tourist Arrivals

<i>Year</i>	<i>Foreign Travelers</i>	<i>Percent Increase/ decrease</i>	<i>Domestic Travelers</i>	<i>Percent Increase/ decrease</i>	<i>Overseas Travelers</i>	<i>Total</i>	<i>Percent Increase/ decrease</i>	<i>Remarks</i>
2018	31378	55.76073	23659	18.14142	0	55037	37.0068	Increased
2017	20145	-21.4559	20026	-13.7442	0	40171	-17.7919	Decreased

2016	25648	-12.509	23217	3.656576	0	48865	-5.70789	Decreased
2015	29315	3.663496	22398	4.099275	110	51823	3.776759	Increased
2014	28279	-10.0111	21516	-7.45408	142	49937	-9.12615	Decreased
2013	31425	55.69263	23249	13.97127	278	54952	0	None
2012	20184	-40.231	20399	-39.0929	167	54952	34.85153	Increased
2011	33770	-25.281	33492	-16.27	167	40750	-53.5888	Decreased
2010	45196	18.59666	40000	1.626016	2606	87802	8.8585	Increased
2009	38109	-20.7285	39360	-5.53449	3188	80657	-14.5347	Decreased
2008	48074	28.41993	41666	5.641338	4634	94374	17.41272	Increased
2007	37435	55.81686	39441	-21.6383	3502	80378	2.911503	Increased
2006	24025	-26.5582	50332	-6.6162	3747	78104	-13.9663	Decreased
2005	32713	19.97726	53898	-5.92568	4172	90783	6.747016	Increased
2004	27266	285.9306	57293	43.25757	486	85045	79.85619	Increased
2003	7065	22.38005	39993	54.78964	227	47285	48.62019	Increased
2002	5773	-27.8916	25837	-43.3424	206	31816	-40.8811	Decreased
2001	8006	N/A	45602	N/A	209	53817		N/A

Source: Banaue Municipal Tourism Office

Table 5 shows the yearly tourist arrivals from 2001 to 2018 in the Municipality of Banaue, Ifugao. The total number of tourist arrivals per year showed inconsistencies. However, 2008 had the biggest arrivals with a total count of 94, 374 (48, 074 foreign travelers, 41, 666 domestic arrivals and 4, 634 overseas travelers) while 2002 had the lowest tourist arrivals with a total count of 31, 816. In 2018, there were 55, 037 tourists who visited Banaue, Ifugao.

According to Hon. John Raymond Wesley A. Dulawan, MD, MPH., one of his platforms for his regimen is to boost rehabilitated rice terraces and tourism. He believed that through tourism, development will happen. According to him, he started to meet different agencies such as accommodations, transportation, travel

agencies and the like to continue strong partnership in preserving the Ifugao culture and the land. His initiatives were shown through the changes among service providers' mindset. During the interview, one of the questions was, "Is/are there government initiatives to boost tourism?", in which most homestay owners answered affirmatively. According to Ms. Monina Taylor, owner and manager of Ujah Native Village Inn, series of meetings were conducted already and information was cascaded among owners. Tourism development plans, new memorandum circulars, policies, and others were discussed.

Table 6 Monthly Tourist Arrivals

<i>Local Government of Banaue Province of Ifugao Municipal Tourism Office Monthly Tourist Arrivals 2018</i>				
<i>2018</i>	<i>Foreign Travelers</i>	<i>Domestic Travelers</i>	<i>Total</i>	<i>Quarter</i>
January	2, 618	1, 744	4, 362	1st Quarter 15, 997
February	4, 016	1, 488	5, 504	
March	4, 258	1, 873	6, 131	
April	3, 480	3, 747	7, 227	2nd Quarter 16, 040
May	3, 922	3, 187	7, 109	
June	886	818	1, 704	
July	1, 557	2, 085	3, 642	3rd Quarter 7, 254
August	1, 023	1, 319	2, 342	
September	427	843	1, 207	
October	2, 473	1, 223	3, 696	4th Quarter 15, 746
November	3, 481	2, 507	5, 988	
December	3, 237	2, 825	6, 062	
TOTAL	31, 378	23, 659	55, 037	

Source: Municipal Tourism Office, LGU- Banaue, Ifugao

Table 6 shows the monthly tourist arrivals divided into different quarters. It shows that the Third (3rd) quarter (July, August and September) had the lowest number of arrivals while the First (1st), Second (2nd) and Fourth (4th) quarters had almost the same results. According to Mr. Rio Dale Humiwat, the Supervising Tourism Officer of Banaue, tourist arrivals increase on the second quarter because two biggest events or activities of Banaue are celebrated / practiced. These are: 1) *Bolnat led* or ritual offering rice wine to bulul by a *mumbaki* or local shaman followed by *Huntanum Hi Page* or rice planting activity of all participants and 2) the celebration of Imbayah Festival or thanksgiving ritual after a bountiful rice harvest.



Figure 2. Ifugao Ritual (Source: www.sunstar.com.ph)



Figure 3. Ifugao Ritual (Source: <https://www.steemkr.com>)

The Ifugao Rituals can be seen in Figures 2 and 3. These are sample images of the songs and dances celebrated during festival and special events within the tribe. In support, Almondo (2018) said that the best months to visit Banaue is from April to May because these are the months where new season of planting heirloom rice starts and where “Imbayah Festival” is celebrated. Unique traditional ritual appreciation can be experienced during these months. According to Mr. Humiwat, they invite tourists to participate during the different celebrations or rituals because they want to showcase their culture to tourists and increase awareness among visitors of the local culture. October and November is the greenest view of the rice terraces. Based on the feedbacks of tourist, they visited the place and stayed in the local huts because of the view and cold weather. October is the start of cold season of Banaue, Ifugao.

On the other hand, all managers/owners of homestay said that they were proactive in the delivery and showcase of Ifugao culture through the homestay program or services made available for tourists. They also

mentioned that the problem in the service delivery was they could not control tourists’ decision. However, through recommendations and word of encouragement, tourists’ requests for song and dances can be drawn. According to Mr. Ramon Binalit, his strong encouragement to follow Ifugao culture was sometimes declined by the tourists. An example is when tourists want to take a picture of themselves wearing the Ifugao garment with the hut as background. Male tourists should remove their underwear or they may hide their underwear in order that no underwear is seen when the *g-string/bahag* is worn. This is in respect to the local tradition.



Figure 4. View from Hiwang Native Village Inn

Figure 4 shows a picture of the view of nature and rice terraces taken from Hiwang Native Village Inn. This native inn is located at the uphill of sitio Hiwang which gives panoramic view of Banaue Rice Terraces.

Tourist Attractions

Table 7: Inventory of Tourist Attractions

(City/Municipality): BANAUE

(Province): IFUGAO

As of (Month/Year) : 5/1/2019

Name of Attraction	Type	Category	Annual Visitor		Description
			Foreign	Domestic	
1 Banaue Viewpoint Rice	History & Culture	Other Cultural	Many	Many	This point looks down on mud terracing. It is a perfect spot on top of a plateau for taking

	Terraces		Attraction			pictures of the rice terraces with a larger deeper magnitude. Several souvenir items like those that are found in the town center such as woodcarvings, hand woven materials and other products of the villagers are on sale.
2	Batad Village and Rice Terraces	History & Culture	Unique Cultural Heritage	Many	Moderate	A UNESCO World Heritage Site with a typical village and an amphitheatre-shaped terraces inscribed on the world heritage list as an outstanding example of living cultural landscapes.
3	Bangaan Village and Rice Terraces	History & Culture	Unique Cultural Heritage	Moderate	Moderate	A UNESCO Site that has a panoramic view of the village and the pot-shaped rice terraces that one can just stand by the roadside and idle one's time gazing at its fascinating environs.
4	Ducligan Rice Terraces	History & culture	Other Cultural Attraction	Few	Rare	The village that practices twice a year cropping of the local rice variety. Its cluster rice terraces positioned nearby the snake river has a striking panoramic view along the road level towards the town of Mayoyao.
5	Bocos Village & Rice Terraces	History & Culture	Other Cultural Attraction	Few	Rare	The village is the last leg of the "Bannawor Trail Trek" that offers stunning view of rice terraces along Viewpoint and Bocos.
6	Poitan Village & Rice Terraces	History & Culture	Other Cultural Attraction	Few	Rare	A village that retained much of its traditions and beliefs. This village has a legendary "stone post" protected by the villagers.
7	Cambulo Village & Rice Terraces	History & Culture	Other Cultural Attraction	Moderate	Rare	A cobblestone village with a warm and friendly atmosphere and hospitality among the old and the young village people. This is one beautiful place due

						to its fascinating stone walled terraces and preserved Ifugao Typical Houses.
8	Pula Village & Rice Terraces	History & Culture	Other Cultural Attraction	Moderate	Rare	This is a rustic village that showcases rare and indigenous ornamental plants and ancient craft of the bark cloths worn by the villagers aside from its rice terraces, the Ifugao native houses, and the warmth hospitality of the village people.
9	Bayninan Village	History & Culture	Other Cultural Attraction	Rare	Rare	A stunning village well known as the center of historical research in Banaue where the late American Anthropologies, Professor Harold Conklin kept most of his research works about Ifugao and the Cordilleras.
10	Tam-an Village	History & Culture	Other Cultural Attraction	Moderate	Few	A village of weavers and carvers where one can witness preserved bones of the villagers' ancestors wrapped in traditional clothing.
11	Hiwang Native Village Inn	History & Culture	Other Cultural Attraction	Moderate	Moderate	Showcasing private collections of artifacts and antiques of the Cordillera region and offering Ifugao houses as accommodation with a beautiful view on top of a plateau overlooking Bocos village & the Banaue Viewpoint terraces
12	Banaue Ethnic Village and Pine Forest Resort	Nature	Unique Natural Landscape	Few	Moderate	This privately owned resort accredited as an eco-lodge sits in what locals known as "Apar Nga'-o", tucked well away from the busy town center and roads. The wide spaces, pine trees and the natural cold climate make it a perfect get away for camping and a retreat area for individuals and groups.

						The evolution of the Ifugao Native Houses in their open show area is also interesting to gaze at.
13	Ducligan Hot Spring	Health & Wellness	Hot Spring	Rare	Rare	Located after a 30 minute walk from the road where one can have a hot bath in a two developed hot tub. It also has a wide swimming pool for one to enjoy.
14	Guihob Natural Pool	Nature	River & Landscape	Few	Few	Serves as a place that is more ideal for picnics and for a cool refreshing swim in crystal-clear spring water.
15	Tappiyah Waterfalls	Nature	Falls	Many	Moderate	Situated at Batad, a place to take a break and relax or dive in to the pool after a 30 minutes trek from Batad viewpoint.
16	Ducligan Snake-shaped River	Nature	River & Landscape	Few	Rare	The river that contributes to the volume of water of Magat Dam. It has an attractive view particularly at "Bagang Bugan" along the national road to Mayoyao.
17	Banaue Museum	History & Culture	Museum	Moderate	Moderate	They have sizable collection of historic Ifugao and Cordillera photographs and artifacts that include beads, baskets, pottery, woodcrafts and woven materials.
18	Museum of Cordillera Cultural Heritage	History & Culture	Museum	Few	Few	The venue that depicts various aspects of Ifugao and Cordillera history and material culture through arts and artifacts.
19	Matanglag Bronze Smith	Industrial Tourism	Arts and Crafts	Few	Few	A venue that produces finished native jewelries; good luck emblems and traditional rice god – "bulul" using only crude and almost primitive tools.
20	Imbayah Festival	Customs & Traditions	Festival	Many	Many	The most awaited and the grandest festival in the town of Banaue. It is a prestige rite of

						<p>passage to nobility in the olden times traditionally performed by the elite people. At present, it is a traditional celebration that highlights the continuing revival of the town's culture.</p>
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As shown in Table 7, there were 20 tourist attractions consisting of Banaue Viewpoint Rice terraces, Batad Village and Rice terraces, Bangaan Village and Rice Terraces, Ducligan Rice Terraces, Bocos Village and Rice Terraces, Poitan Village and Rice Terraces, Cambulo Village and Rice Terraces, Pula Village and Rice Terraces, Bayninan Village, Tam-an Village, Hiwang Native Village and Pine Forest Resort, Ducligan Hot Spring, Guihob Natural Pool, Tappiya Waterfalls, Ducligan Snake-Shape River, Banaue Museum, Museum of Cordillera Cultural heritage, Matanglag Bronze Smith, Imbayah Festival. The most visited attractions were the Banaue Viewpoint Rice Terraces, Imbayah Festival, and Tappiyah Waterfalls.

Out of six traditional hut homestays, five were open for tourists. Ilob Native Village Inn is located in Barangay Bocos and is now used as staff house for delivery boys and drivers of goods. Consequently, it was then omitted as part of the research locale. All these are situated in most strategic places where tourist attractions can be seen. Ramon's Hometay is located in Barangay Batad where Batad Village, Amphitheater Rice Terraces and Tappiya Falls is situated. Hiwang Native Village Inn is positioned at the Viewpoint of Banaue Rice Terraces. Banaue Ethnic Village and Pine Forest Resort are located at the upper part of Banaue Viewpoint Rice Terraces. Baleh Boble Guesthouse is situated in Barangay Tam-an and lastly, Ujah Native Village Inn is the farthest among the homestay providers because its location is the boundary between the municipality of Hungduan and Banaue. Hapao Hot Spring and rice terraces are located in Hungduan, approximately 30 minutes away from Ujah Native Village Inn.

According to Mrs. Taylor, transportation had the biggest effect to tourist satisfaction and motivation in visiting and experiencing the different tourist attractions. In addition, the availability of transportation determined the schedules and sometimes, overlapping was experienced by homestay owners/managers. Communication signal was the problem experienced by Batad villagers and service providers. Mr. Ramon said online booking affected the business operations but it was regarded as advantageous to all Batad settlers because it is a way to preserve local culture and activities. Ms. Sarol added that weather affected much the tourist visits to the tourism sites. This sometimes-affected tourist motivation to stay longer in the homestay. To sum it up, there were enough cultural tourism sites but there were external and internal barriers to consider in managing tourists' motivations and business operation.

Tourism activities (cultural and other related programs for tourist)

Table 8 List of Tourist Activities (Banaue is a place for nature adventures and cultural immersion)

Day Activities	Night Activities
1) Strolling	1) Campfire chats or warm cosseting at the lodges and inns
2) Biking (using the woodcraft bike)	2) Songs and dances appreciation
3) Trekking	
4) Swimming	

5) Weaving	
6) Fishing	
7) Planting of Rice in the Terraces	
8) Pounding of Rice	

Source: Municipal Tourism Office, LGU- Banaue, Ifugao

Table 8 shows the tourist activities for both day and night. There were eight tourist day activities and these are: strolling, biking (using the woodcraft bike), trekking, swimming, weaving, fishing, planting of rice in the terraces, pounding of rice. There were two tourist night activities consisting of campfire chats or warm cossetting at the lodges and inns and song and dances appreciation.

Based on the conducted interview among homestay owners and managers, tourists/occupants of the traditional huts were briefed on the local culture and were highly encouraged to try pounding of rice, appreciate rituals through songs and dances and feel the cold breeze at night through campfire beside the traditional hut gardens.

Mrs. Taylor, Mrs, Sarol and Mr. Ramon included cooking of Ifugao delicacies as part of the tourist activities. This is also the highlight of staying in the traditional hut. Drinking of rice wine or also known in the local dialect as *Tapey* is offered to some tourists who may want to try. These activities have no extra fee. Cooked *Inlagim* (an ifugao dish) and pounded rice is the main course of tourists.

SOP 2. Profile of the Respondents

Tables 9 to 15 provide the results of frequency and percentage distribution of respondents according to the different profile variables. Table 9 shows the results of frequency and percentage distribution of respondents according to sex.

Table 9: Frequency and Percentage Distribution of Respondents according to Sex

Sex	Frequency	Percent
Male	67	49.6
Female	63	46.7
No Answer	5	3.7
Total	135	100.0

Table 9 reveals that out of 135 respondents, there were 67 males, 63 females and five did not specify their sex. Respectively, male respondents had higher percentage of distribution than females.

According to Tilley and Houston (2016), younger cohorts of women travelled further as they age whilst younger cohorts of men were no longer more mobile as they approached early mid-life, traditionally a life course peak in travel mobility. Based on Table 3, there were five tourists aged 60 and above consisting of four females and one male. It can be noted then women were more mobile travelers than male. According to Ms.

Sarol, females perceived higher value of amenities especially bath soaps and shampoos. She addressed the issue by providing branded soaps and shampoos.

Table 10 shows the results of frequency and percentage distribution of respondents according to age.

Table 10: Distribution of Profile According to Age

Age	Frequency	Percent
Below 24	15	11.1
25 to 29	26	19.3
30 to 34	21	15.6
35 to 39	14	10.4
40 to 44	9	6.7
45 to 49	8	5.9
50 to 54	6	4.4
55 to 59	6	4.4
60 above	5	3.7
No answer	25	18.5
Total	135	100.0

Table 10 reflects the distribution of respondents according to age bracket. There were 26 respondents aged 25 to 29, 25 did not indicate their age, 21 respondents aged 30 to 24, 15 respondents aged below 24, 14 respondents aged 35 to 39, nine respondents aged 40 to 44, eight respondents aged 45 to 49, six respondents aged 50 to 54, six respondents aged 55 to 59 and lastly, five respondents aged 60 and above. It can be noted that most respondents were from the age brackets of 25 to 29 and 30 to 34.

According to Assante (2019), the number of travelers older than age 30 showed the biggest percentage increase from 2007. In addition, Assante cited David Chapman, director general for the WSYE travel confederation in his statement that young travelers today want, more than ever, to enrich themselves with cultural experiences, meet local people, and improve their employability when they return home.

Based on the findings, the age bracket is both from the generations x and y as indicated by Assante and Chapman.

Table 11 shows the results of frequency and percentage distribution of respondents according to marital status.

Table 11: Distribution of Profile According to Marital Status

	Frequency	Percent
Single	52	38.5
Married	57	42.2
Widowed	2	1.5
Separated	7	5.2
No answer	17	12.6
Total	135	100.0

Table 11 shows the distribution of the respondents according to marital status. Fifty-seven (42.2%) respondents were married, 52 (38.5%) respondents were single, 17 (12.6%) respondents had no answer, seven (5.2%) respondents were separated, and two (1.5%) respondents were widowed. Accordingly, most respondents were married and single.

Based on the study of Marcus (2016), women, as the most the traveled, were solo travelers or exclusively with other women or their husband for leisure and recreation activities.

Table 12 shows the results of frequency and percentage distribution of respondents according to highest educational attainment.

Table 12: Distribution of Profile According to Highest Educational Attainment

	Frequency	Percent
High School	9	6.7
Diploma	11	8.1
College/Bachelor Degree	62	45.9
Masters	14	10.4
Doctorate	3	2.2
No answer	36	26.7
Total	135	100.0

Table 12 reflects the distribution of respondents according to their highest educational attainment. Sixty-two were college/bachelor's graduates (45.9%), 36 (26.7) respondents had no answer, 14 (10.4) respondents were master's graduate, 11 (8.1%) respondents were diploma holders, nine (6.7%) respondents were high school

graduates and three (2.2) respondents were pursuing doctorate degrees. It can be noted that most respondents were college/bachelor’s degree or had finished tertiary level of education.

Lee (2007) stated that tourism motivation has five functional segments consisting of ego enhancement, knowledge, punishment minimization, self-esteem, and reward maximization. This can be assessed based on attraction and social motivation. Social motivation refers to education, adventure and holistic approach to motivation.

This implies that highest educational attainment is important in studying tourists’ motivational perspectives.

Table 13 shows the results of frequency and percentage distribution of respondents according to monthly income.

Table 13: Distribution of Profile According to Monthly Income

	Frequency	Percent
Below 30, 000	10	7.4
31, 000 to 50,000	4	3.0
51, 000 to 70, 000	4	3.0
71, 000 to 90,000	16	11.9
91, 000 and up	9	6.7
No answer	92	68.1
Total	135	100.0

Table 13 shows the distribution of respondents according to income. Among the 135 respondents, 92 (68.1%) respondents had no answer, 16 (11.9%) respondents were earning 71, 000 to 90, 000, ten (7.4%) respondents reported earning 30, 000 and below, nine (6.7%) respondents were earning 91,000 and up, four (3%) respondents were earning 31, 000 to 50, 000 a month, and four (3%) respondents were earning 51, 000 to 70, 000. Findings showed that most respondents did not disclose their monthly income.

According to Lucas (2015), salary is confidential especially to Americans who did not to disclose salary information to anyone even to their spouses as part of their culture. Hence, 43 % of married couples did not know their spouses’ salary. Based on interview with the managers/owners, most tourists were high income earners. As indicated in Table 7 (Occupation), 16 respondents were managers and most of them occupied high positions.

Marcus (2016) also stated that most travelers in this modern industrial revolution are classified as “affluent travelers” having abundance or goods or riches (Merriam-Webster Dictionary). Hence, most of the respondents were high earners.

Based on the study conducted by Chen et al. (2018), “price” is regarded as indicator to quality and quantity tourist preferences but the high-budget group of travelers was different from the low- and middle-class groups. High budget travelers were not affected by the quality and quantity based on price.

Table 14 shows the results of frequency and percentage distribution of respondents according to occupation.

Table 14 Distribution of Profile According to Occupation

	Frequency	Percent
Student	7	5.2
Businessman/Business Developer	9	6.7
Designer/Artist	1	0.7
Advocates	1	0.7
Tour Guide	1	0.7
Marketing	1	0.7
Medical Services- Midwife, Nurse, Doctor	12	8.9
Psychologist/Psychometricians	3	2.2
Anchor/T. V Personality	3	2.2
Manager	16	11.9
Supervisor	2	1.5
Housewife	2	1.5
PNP/Pulis/Armed Forces	3	2.2
Event Manager	1	0.7
Gov. Official	8	5.9
Pilot/Flight Attendant	2	1.5
Accountant	1	0.7
Engineer	3	2.2
Receptionist	1	0.7
Call Center Agent/BPO	1	0.7
Salesman	3	2.2
Sports Player	3	2.2

Consultant	1	0.7
Scientist	2	1.5
Retired Worker	4	3
Electricians	1	0.7
Lawyer	2	1.5
Driver	1	0.7
No answer	40	29.6
Total	135	100

Table 14 reveals the distribution of respondents according to their occupation. There were 40 (29.6%) respondents who had no answer, 16 (11.9%) respondents were managers, 12 (8.9%) respondents had medical-related jobs such as nurses, doctors, midwives and the like, nine (6.7%) respondents were business developers/businessmen, eight (5.9%) respondents were government officials, seven (5.2%) were students, four (3%) were retired workers, and three (2.2%) respondents were in the following occupation: psychologist/psychometricians, anchor/t/v actor/es, PNP/Armed Forces, engineer, salesman, and sports player. Two (1.5%) respondents had the following occupations, respectively: supervisor, housewife, pilot, scientist, and lawyer and lastly, one (.7%) respondent had the following occupations, respectively: Designer/Artist, Advocates, tour guide, marketing, event manager, accountant, receptionist, call center agent, consultant, electrician, and a driver. Hence, most respondents were managers while the other respondents did not indicate their occupations.

Table 15 shows the results of frequency and percentage distribution of respondents according to place of origin.

Table 15 Distribution of Profile According to Place of Origin

	Frequency	Percent
Local/Philippines	55	40.7
International/Foreigner	66	48.9
No answer	14	10.4
Total	135	100.0

Table 15 shows the distribution of respondents according to their place of origin. Among the 135 respondents, there were 66 (48.9%) respondents who were foreigners or from other countries, 55 (40.7%) were Filipinos, while 14 (10.4%) did not answer. Hence, most respondents were foreigners. This is affirmed in the Annual Tourist Arrival (Figure 8) where among the 55, 037 tourists, 57 percent (31, 378) were foreigners.

The researcher observed the following: most kids were speaking in English; parents instilled to their sons and daughters that life would better if they finish a college degree; native houses were regarded as treasures but these were not used as their home; most houses were made of concrete bungalows with 2 or more floors and many others. According to Yang and Liu (2018), economic globalization and technology advancement are the causes of the declining cultural distance (CD). Geographic distance extensively obstructs tourism flows. Thus, cultural distance is given less attention. Yang and Liu expounded that the presence of international tourists plays significant role in the erosion of cultural practices of a certain place/destination.

SOP 3. The Tourists’ Key Motivational Drivers in Choosing Traditional Hut Homestay in Banaue, Ifugao

Tables 16 to 19 provide the results of the tourists’ key motivational drivers in choosing traditional hut homestay in Banaue, Ifugao as rated by tourists in terms of the Behavioral perspective, Humanistic perspective, Cognitive perspective, and Social perspectives.

Table 16 Tourists’ Motivational Drivers According to Behavioral Perspectives

It is important for me that, I	Std. Deviation	Mean	Quantitative Description
1. will be immersed in the host culture, tribe, community activities, and environment.	.632	3.54	Extremely Motivated
2. consider good experience/s of other tourists in staying at the homestay	.595	3.63	Extremely Motivated
3. consider reference and recommendations of others such as tourists who may be my friend, a travel vlog, travel sites ratings and the like.	.719	3.56	Extremely Motivated
4. consider bad experience/s of other tourists in staying the homestay. This will make me more curious to try staying with the traditional hut homestay.	.950	1.81	Slightly Motivated
5. want to be part of the trends on traveling and means to be accommodated in the place.	.980	2.96	Very Motivated
6. want to challenge myself to be enculturated by the host family.	.812	3.27	Very Motivated
Overall Mean	.37611	3.1272	VERY MOTIVATED

Legend: 1.00-1.49 (Not Motivated), 1.50-2.49 (Slightly Motivated), 2.50-3.49 (Very Motivated), 3.50-4.00 (Extremely Motivated).

Table 16 shows the result of the tourists’ motivational driver according to behavioral perspectives.

Respondents were slightly motivated (motivational driver number 4) of bad experience/s of other tourists which this made them curious to try staying with the traditional hut (1.81). Respondents were very motivated (motivational driver numbers 5 and 6) in choosing traditional Ifugao hut as their accommodation because they want to be part of the trends in travelling and means to be accommodated in the place (2.96). Likewise, they want to challenge themselves to be enculturated by the host family (3.27). Respondents were extremely motivated (motivational driver numbers 1, 2 and 3) to be immersed in the host culture, tribe, community activities, environment, and considered the good experience/s of other tourists in the homestay. Lastly, the overall mean result of tourist motivational drivers for behavioral according to behavioral perspective indicated that the tourists were very motivated (3.12).

The findings of Lent (2017) supported the statement that “It is important for me that I, consider good experience/s of other tourist in staying the homestay”. Decision-making process involved the exploration of verbal and non-verbal persuasion or good feedbacks of others in relation to the motivations to undertake (Lent, 2017). Pacific Asia Travel Association (2019), in their latest update to travel trends stated that travelers in today’s modern industrial revolution checked on reviews of previous clients of a certain establishment. In addition, rating reviews of services of tourists were found in online booking sites like TripAdvisor. In relation to this, all five DOT-accredited Traditional Hut Homestay providers were rated 8.0 to 9.8. A rate of 10 indicates “excellent service”. On the other hand, PATA expounded that travelers preferred to spend money on experiential activities like visiting places. According to Kendra (2019), behavioral psychology focused on observable behaviors. Hwang et al. (2018) studied travel consumption order preference of material and experiential activities. Findings showed that travelers exhibited relative preference to experiences than material purchases. Traveling with immersion of local culture and activities and good recommendations are extremely important. These drive motivations.



Figure 5. View from Ujah Native Village Inn

As seen in Figure 5, the guest was seated inside the Ifugao native house in Ujah Native Village Inn. In the interview, the guest accommodated in the hut said that they saw the picture of the said place in an online booking site which motivated them to check-in and enjoy the scenic view of rice terraces, cold breeze, and serene place.

Table 17 presents the tourists’ motivational drivers according to Humanistic Perspectives as rated by tourists in the humanistic perspective analysis.

Table 17 Tourists’ Motivational Drivers According to Humanistic Perspectives

It is important for me that I...	Std. Deviation	Mean	Quantitative Description
1. can sleep comfortably. Basic needs in sleeping like pillow, blanket and bed are considered.	.505	3.79	Extremely Motivated
1. can eat and drink. It is important for me to try the ethnic delicacies.	.579	3.69	Extremely Motivated
2. am safe and my belongings are secured. The local culture on safety and security among the locals/community is a plus factor.	.296	3.90	Extremely Motivated
3. can feel security, affection or care and attention from the others (host family). That I am treated as a member of their family.	.573	3.67	Extremely Motivated
4. Sense of good feelings and responses coming from the host family/homestay owner.	.532	3.74	Extremely Motivated
5. Can fulfill my dreams and have the sense of attainment of my goal and realizations of higher satisfactions to life.	.670	3.61	Extremely Motivated
Overall Mean	.31491	3.7333	EXREMELY MOTIVATED

Legend: 1.00-1.49 (Not Motivated), 1.50-2.49 (Slightly Motivated), 2.50-3.49 (Very Motivated), 3.50-4.00 (Extremely Motivated).

Table 17 shows the results of the motivational drivers according to humanistic perspectives. Respondents were extremely motivated to stay in traditional homestays when they can sleep comfortably with basic sleeping materials like pillow, blanket and bed (3.79); when they can eat, drink and can try ethnic delicacies (3.69); when they are safe (3.90), when their belongings are secured (3.67); when they feel a sense of good feelings (3.74); and when they can fulfill their dreams and have a sense of attainment and realizations of higher satisfactions in life (3.61). The overall mean for humanistic perspective indicated that the tourists were extremely motivated (2.73).

According to Garcia et al. (2018), determinants of the decision to stay overnight and how long to stay are not the same. Besides, a positive previous experience and having seen advertising of the destination positively affect the overnight stay decision and the number of days. This statement supports the drivers from behavioral perspectives wherein travelers considered good experiences of past visitors or tourists in their decision making. In addition, there were effects of socio-demographic factors among travelers such as distance, mode of transportation, natural environment, and climate to their decisions of staying overnight or longer in the accommodation facility.

Filep and Laing (2018) studied the trends and directions in tourism and positive psychology. They found that humanist-inspired research platform can minimize the negative effect of tourism as a destructive force. Humanist-inspired platform focuses on potential for improving the human condition, both collectively and individually and not on negative side or transcendental qualities of tourism.

Based on the interview, the common problem encountered by the owners/managers was the presence of insects in the hut and the area. According to Ms. Sarol and Ms. Buyao, they addressed this by providing insect repellent. They also explained that since the location of the site is mountainous, the site harbors insects.

Table 18 presents the tourists’ motivational drivers according to cognitive perspectives as rated by the tourists.

Table 18 Tourists’ Motivational Drivers according to Cognitive Perspectives

It is important for me that I...	Std. Deviation	Mean	Quantitative Description
1. can apply the learning and insights gained from the immersion I attended.	.739	3.44	Very Motivated
2. can reminisce memories from my experiences.	.700	3.48	Very Motivated
3. can help realize my goal in life through the cultural immersion. The way of living of others can give good idea of what life is all about.	.745	3.40	Very Motivated
4. can improve my views of life through experiences and be part of others’ lives.	.700	3.47	Very Motivated
5. may be able to adopt and transfer the ideas gained from the local culture.	.639	3.41	Very Motivated
6. can use this new environment learnings to deal with the challenges in life from my place/country/community.	.719	3.44	Very Motivated
Overall Mean	.50929	3.4395	VERY MOTIVATED

Legend: 1.00-1.49 (Not Motivated), 1.50-2.49 (Slightly Motivated), 2.50-3.49 (Very Motivated), 3.50-4.00 (Extremely Motivated).

Table 18 presents the results of the tourists’ motivation according to cognitive perspective. The overall mean was 3.43 which showed that they were very motivated. The respondents were very motivated that they (No. 13) can apply their learnings and insight from the immersion they attended (3.44); that they can reminisce memories from their experiences (3.48); that they can help realize their goal in life through cultural immersion (3.40); that they can improve their views of life through experiences and be part of others’ lives (3.47); that they may be able to adopt and transfer the ideas from the local culture (3.41), and that they can use this new environment learnings to deal with the challenges in life from their place, country/community (3.44).

According to Nazish (2018), visiting a foreign place and immersing oneself in the local environment like participating in the song and dances of the Ifugaos increased cognitive flexibilities. This enhanced "depth and in tegrativeness of thought," consequently giving a boost of creativity. Hence, traveling stimulates creativity only when you engage with the local culture of that place. Longer period of stay in the said destination can boost creativity. Thus, extended traveling improves productivity, problem-solving skills, and can even increase the chances of getting promoted at work because of the quality of work given.

The study of Buckley (2017) on Tourism and Natural World Heritage found the link between legal, political, economic, social and environmental factors and tourism and world heritage areas. This can be positive but some effects were controversial or negative. It is important to choose the right partners in establishing mechanism for external counseling towards relationship frameworks. Further, results of impact assessment, stakeholders and stockholders should be quantified to a large-scale compilation and comparison for a better understanding. Stakeholders are actually tourists. Based on the stated drivers of cognitive perspectives, tourists were asked if they were motivated to be immersed and learn the local culture. Results showed that the tourists were very motivated which indicated that cognitive motivation was high.

Table 19 present the results of the tourists’ motivational drivers according to social perspectives as rated by the tourists.

Table 19 Tourists’ Motivational Drivers According to Social Perspectives

It is important for me that I...	Std. Deviation	Mean	Quantitative Description
1) am accommodated well by the host family.	.650	3.59	Extremely Motivated
2) am recognized as one of them but with respect still on my own culture. The host family recognizes the culture I belong to.	.711	3.53	Extremely Motivated
3) belong to the whole community. That they let me feel the warm hospitality as tourist and as part of their tribe.	.786	3.41	Very Motivated
4) am given importance specially that the host family want me to learn the culture and practices.	.763	3.39	Very Motivated
5) can show my interest to be with them and can establish good relations with the host family.	.656	3.47	Very Motivated
6) am given the chance to engage in the different activities inside the house and community through hands-on training and orientation.	.825	3.32	Very Motivated
7) can support the preservation, transition and protection of the culture to the young ones and other tourists.	.591	3.59	Extremely Motivated
Overall Mean	.52737	3.4709	VERY MOTIVATED

Legend: 1.00-1.49 (Not Motivated), 1.50-2.49 (Slightly Motivated), 2.50-3.49 (Very Motivated), 3.50-4.00 (Extremely Motivated).

Table 19 reflects the tourists’ motivation according to social perspective. Result for item 22, 23, and 24 is very motivated. The tourists were very motivated that they can learn the culture and practices (3.39); that they can show the interest to be with the host and can establish good relations (3.47), and that they can be given chance to engage in the different activities inside the house and community through hands-on training and orientation (3.32). The tourists were very motivated that they can be accommodated well by the host family (3.59); that the tourists are recognized as part of the host family yet still be given respect in terms of their own culture (3.53); and lastly, that they can support the preservation, transition, and protection of the culture to the young ones and other tourists (3.59). The overall mean showed that the tourists were very motivated (3.47).

Park and Santos (2016) explored tourist experience through sequential approach. Findings showed that the most recalled memories by tourists were the post travel stage. These are unique and unexpected personal experiences. Interactions between the tourists and the locals should be given importance for higher recalled tourist memory. Recalled experiences of tourist are the drivers for social perspectives.

Positive feedback from the tourist can be traced at online booking sites and from the administered questionnaire. All homestays were rated by tourists in the different online travel and booking sites from 8.0 to 9.8. The highest rating is 10. The tourists reported that they were accommodated well, food was awesome, the place was relaxing, thumbs up for the cleanliness and orderliness of the huts, and many others.

Table 20 presents the summary rating results of the different perspectives as rated by tourists.

Table 20 Summary Ratings of the Different Perspectives

Perspectives	Std. Deviation	Mean	Quantitative Description
Behavioral Perspectives	.37611	3.1272	Very Motivated
Humanistic Perspectives	.31491	3.7333	Extremely Motivated
Cognitive Perspectives	.50929	3.4395	Very Motivated
Social Perspectives	.52737	3.4709	Very Motivated
Overall Mean	.36337	3.4427	VERY MOTIVATED

Legend: 1.00-1.49 (Not Motivated), 1.50-2.49 (Slightly Motivated), 2.50-3.49 (Very Motivated), 3.50-4.00 (Extremely Motivated).

Table 20 shows the overall result of the tourists’ motivations on the different perspectives. The tourists were very motivated Behavioral (3.12), Cognitive Perspective (3.43), and Social Perspective (3.47) while they were extremely motivated in terms of Humanistic Perspective (3.73). Overall, the tourists were very motivated (3.44) to stay at the traditional huts.

Heritage tourism is increasingly viewed as both an individual and experiential phenomenon as well as being related to specific attributes of a destination. Hence, ancestral tourism fits the former perspective and centers on tourists traveling to sites which they perceive to be a “homeland” where, during the visit, tourists attempt to discover more about their own heritage (Alexander et al., 2016).

Based on the interview with the owners and managers of traditional hut homestay of Banaue, their goal is to let the tourists experience the different cultural activities, stay in the native house and let them feel they are

home and be part of the family. Through these, they preserve and promote cultural heritage.

According to Ms. Sarol, Owner of Baleh Boble, good service delivery and world class experience from the traditional hut anchored in the Ifugao culture is very important. Comfortable and clean bedroom is given attention. Basic beddings for Ifugaos are accepted but to fit the needs of the tourists, leveling to their expectations and needs are important for the success of business. Ms. Sarol said “I want my guests to feel that they are in the Ifugao hut and be like an Ifugao but I will not sacrifice comfort just to provide authentic Ifugao practice. I will explain and show my guests the Ifugao culture in the olden times”. She added that it is to let them know and appreciate the Ifugao culture.

Based on the overall tourists’ motivational perspectives, humanistic perspective was rated as extremely important for the tourists. Tourists appreciate a comfortable house to sleep in, eat and feel good affection from the host family and community.

SOP 4. Significant Association between Key Motivational Drivers of Tourists and their Profile Variables

Tables 21 to 27 provide the results of the significant association of the tourists’ Motivational Perspectives (Behavioral perspective, Humanistic perspective, Cognitive perspective, and Social perspective) when grouped according to their profile variables.

Table 21 shows the correlation of tourists’ motivational perspective according to sex.

Table 21: Correlation of Tourists’ Motivational Perspectives According to Gender

	Sex	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.00	.136	.185*	.091	.131	.137
Sig. (2-tailed)	.	.094	.010	.190	.068	.036
N	135	135	135	135	135	135

Legend: * significant at .05 p-values > 0.05 is not significant

Table 21 reveals the result of the correlation of the tourists’ motivational perspectives according to sex. There is significant relationship between the tourists’ humanistic perspectives (p =.010) when grouped according to sex. However, no significant relationship was found between the tourists’ Behavioral Perspectives (p =.094), Cognitive Perspectives (p =.190) and Social Perspectives (p =.068). The overall correlation of the tourists’ motivational perspectives when grouped according to sex was not significant (p =.113). Thus, null hypothesis is rejected.

According to Filep and Laing (2018), more than one cultural perspective is necessary in order to examine positivity for different genders, given that different cultures have varying ideas of what is positive with respect to gender. Positivity is the holistic picture of the current and emerging trend of travelling based on sex. According to Lahey (2012), social perspective refers to the need for affiliation or relatedness to other people. Such motivation secures connection with other people. This means that cultural perspective is part of social

perspective. The view of Filep and Laing (2018) pictured varying ideas of the effect of sex in travelling. The Humanistic approach indicates how humans perceive travelling based on their sex classification.

With this, to have a better analysis of the need of travelling based on sex is to view based on the different cultural perspectives.

Table 22 shows the correlation of the tourists’ motivational perspective according to age.

Table 22 Correlation of the Tourists’ Motivational Perspectives according to Age

	Age	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.00	.035	.165	.103	.041	.100
Sig. (2-tailed)	.	.926	.017	.173	.226	.192
N	135	135	135	135	135	135

Legend: * significant at .05 p-values > 0.05 is not significant

Table 22 shows the correlation of the tourists’ motivational perspectives according to age. Overall, the tourists’ motivational perspectives in relation to age yielded no significance ($p = .192$). The tourists’ behavioral ($p = .926$), cognitive ($p = .173$), and social ($p = .226$) perspectives were not significantly related to their age, but there was a significant relationship between humanistic ($p = .017$) and age. With this, null hypothesis is accepted.

Table 23 shows the correlation of tourists’ motivational perspective according to marital status.

Table 23 Correlation of Tourists’ Motivational Perspectives According to Marital Status

	Marital Status	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.000	.082	.026	.045	-.007	.042
Sig. (2-tailed)	.	.798	.945	.726	.826	.927
N	135	135	135	135	135	135

Legend: * significant at .05 p-values > 0.05 is not significant

Table 23 reveals the correlation of the tourists’ motivational perspectives according to marital status. The tourists’ Behavioral ($p = .798$), Humanistic ($p = .945$), Cognitive ($p = .726$), and Social ($p = .826$) perspectives in relation to marital status yielded no significance. Thus, the null hypothesis is accepted.

Table 24 show the correlation of the tourists’ motivational perspective according to highest educational status.

Table 24 Correlation of the Tourists’ Motivational Perspectives According to Highest Educational Status

	Highest Educational Attainment	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.000	.035	.075	.028	.042	.052
Sig. (2-tailed)	.	.722	.551	.406	.573	.448
N	135	135	135	135	135	135

Legend: * significant at .05 p-values > 0.05 is not significant

Table 24 presents the tourists' motivational perspectives when they are grouped according their highest educational attainment. The tourists' Behavioral (p =.722), Humanistic (p =.551), Cognitive (p =.406), and Social (p =.573) perspectives in relation to highest educational attainment yielded no significance. Thus, the null hypothesis is accepted.

Table 25 shows the correlation of the tourists' motivational perspective according to Monthly Income.

Table 25 Correlation of the Tourists' Motivational Perspectives According to Monthly Income

	Income	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.000	.070	-.011	.024	.139	.067
Sig. (2-tailed)	.	.800	.353	.485	.943	.731
N	135	135	135	135	135	135

Legend: * significant at .05, p-values > 0.05 is not significant

Table 25 presents the tourists' motivational perspective when they are grouped according to their monthly income. The tourists' Behavioral (p =.800), Humanistic (p =.353), Cognitive (p =.485), and Social (p =.943) perspectives in relation to monthly income yielded no significance. Thus, the null hypothesis is accepted.

Table 26 shows the correlation of the tourists' motivational perspective according to Occupation.

Table 26 Correlation of the Tourists' Motivational Perspectives according to Occupation

	Occupation	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.000	.117	.100	.240**	.304**	.245**
Sig. (2-tailed)	.	.055	.439	.002	.001	.003
N	135	135	135	135	135	135

Legend: * significant at .05 p-values > 0.05 is not significant

Table 26 shows the tourists’ motivational perspective when they are grouped according to occupation. The tourists’ cognitive (p =.002) and Social (p =.001) perspectives in relation to occupation yielded significant results. However, the tourists’ Behavioral (p =.055) and Humanistic (p =.439) perspectives had no significant difference. Hence, the overall result indicated that the tourists’ motivational perspective was significantly (p =.003) correlated to occupation.

According to Yoo et al. (2018), psychographic profile or line of interest like hobbies and occupation can affect travel motivations and destination settings. The study of Yoo (2018) showed that these psychographic types can have different variation of duration, purpose, and destination setting.

According to Briggs (2017), curiosity is essential to motivation. Hence, curiosity is a cognitive motivation (Lahey, 2012). The curiosity to try in staying at the Ifugao hut and locals and be at the place with scenic and peaceful place are the internal rewards of the tourists. External rewards are in the form of monetary or expressed in material things. The best way to look at what drives tourists to stay is the internal rewards (Briggs, 2017).

In addition, Briggs (2017) said that environment where safety is valued and there were no tensions and worries facilitate playful curiosity. This could even make the tourists become creative. Social perspective refers to the need for affiliation or relatedness to other people. Such motivation secures connection with other people (Kendra, 2019) where tourists are valued. The relationship between occupation and cognitive and social perspectives is significant because this perspective is facilitated by education (Briggs, 2017). Curiosity is driven by brain systems of motivations. Brain system is backed-up by education. Most of the respondents were educated and with work/occupation.

Table 27 shows the correlation of the tourists’ motivational perspective according to Place of Origin.

Table 27 Correlation of the Tourists’ Motivational Perspectives According to Place of Origin

	Place of Origin	Overall Behavioral Perspectives	Overall Humanistic Perspectives	Overall Cognitive Perspectives	Overall Social Perspectives	Overall Correlations
Correlation Coefficient	1.000	-.074	-.248**	-.247**	-.176*	-.198*
Sig. (2-tailed)	.	.186	.017	.045	.300	.061

N	135	135	135	135	135	135
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Legend: * significant at .05 p-values > 0.05 is not significant

Table 27 reflects the tourists’ motivational perspective according to according to place of origin. The tourists’ behavioral (p=.186), cognitive (p =.045), social (p =.300) and behavioral (p =.393) perspectives in relation to place of origin yielded no significant results. But humanistic perspective (p =.017) was correlated to the place of origin. The overall results show that there is no significant relationship (p =.061) in the tourists’ motivational perspective when grouped according to the place of origin.

According to Chien et al. (2016), understanding of what influences behavior is important as ultimately, governments and industry would like travelers to take precautionary activities prior to travel such as taking travel insurance or seeking health advice. Worry was found to have a strong influence on individuals’ protective behaviors. The overall result of humanistic perspective when correlated to different profile variables was significant. Humanistic perspective questions focused on the basic need of tourists. Tourists are extremely motivated. Seeking for new environment, being relieved from stress, and travelling safely and comfortably are important.

In general, tourists want to stay in the traditional hut homestay because of its unique features as house. Secondly, they want to stay because of the beautiful scenic view within the hut. However, tourists also considered safety and comfort. Some tourists suggested the need for perimeter fence within the vicinity where huts are located. But, according to Mrs. Balenga, owner of Hiwang Native Village Inn, putting up perimeter fence will destroy the culture. Ifugaos are sociable in nature. To wit, the *Watwat* ritual is for all the members of the community. Relatives or not, everyone is invited to participate.

On the other hand, distance affects cultural discrepancies and this could create inconveniences and barriers for both travelers and providers ranging from language barriers to higher travel costs and business operations. Once these logistics concerns are addressed (primarily through technology, globalization, and tourism experience optimization), cultural distance could very well resume its role as a travel demand generator rather than constraint (Yang et al., 2018). Based on the researcher’s observation, the host families of the traditional huts were fluent in English. There were barriers in communication but not significant.

Table 29 provides the results of the significant predictors of motivational perspectives.

Table 28 Significant Predictors of Motivational Perspectives

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.293 ^a	.086	.072	.37889
a. Predictors: (Constant), occupation, sex				
ANOVA ^b				

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.776	2	.888	6.187	.003 ^a
	Residual	18.949	132	.144		
	Total	20.726	134			
a. Predictors: (Constant), occupation, sex						
b. Dependent Variable: Overall mean of motivational perspectives						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.186	.104		30.640	.000
	Sex	.105	.058	.153	1.821	.071
	occupation	.009	.003	.232	2.766	.006
a. Dependent Variable: Overall mean of perspectives						

Table 28 presents whether gender or occupation predicts motivational factors. Since gender and occupation are significantly correlated with motivational factors, this study further determined whether these profile variables are significant predictors of motivational factors. The ANOVA table shows that the model summary is significant ($F(2,132)=6.187, p=.003$), thereby, gender and occupation are good predictors of the outcome variable which is the motivational perspectives. Looking at the model summary, 7.20% of the variance in motivational perspectives can be explained by one's gender and occupation. However, looking into the Coefficients table, it can be said that occupation is a significant predictor of motivational perspectives.

According to Damijanin (2013), analyzing tourist market in general is statistically significant in relation to travel motives and gender. But in this study, even gender and occupation are significantly correlated. Occupation is solely a significant predictor of motivational perspectives. According to Tan (2020), travelling and choosing a place to visit is an opportunity especially those who are working 60 hours per week who are only given limited off-hours work. To add, narrowing choices in travelling are based on a thoughtful approach, that is, it is based on the nature of work. Some might need laidback activities which allow tourists to unwind like sightseeing or trying cultural cuisine while others need extreme activities or like skiing, zipline, and the like. Hence, factors that drive motivations to travel are length of time available, financial resources, personal

interest, and travel styles (Makepeace, 2014). Thus, occupation greatly affects tourists' motivation to travel.

On the other hand, Chen et al. (2014) stated taking leisure trips provides opportunities for relaxation, detachment from work, mastery experience, and personal control. Moreover, relaxation is a better predictor of life satisfaction for people's engagement in shorter trips while life satisfaction after longer trips can be best predicted by detachment from work, mastery, and control. Thus, availability or length of available time, which are directly connected from work / occupation, affects the motivations to travel.

SOP 5. Barriers or Challenges Experienced by the Tourists in the Traditional Hut Homestay in Banaue, Ifugao

Barriers or challenges experienced by tourists in the traditional hut homestay were listed, tallied, and reflected in Table 28. Tourist-respondents checked the questionnaire and gave their comments on the left part. Survey questionnaire was given during or upon check out in the homestay. Based on the researcher's observation and interview, the tourists were appreciative specially those coming from other countries. They liked the place, the huts, and foods very much. Most tourists said that they were amazed by the Filipino hospitality, scenic view, and foods that were served. Most tourists had their commendation rather than suggestions and recommendations. Only 45 tourists provided comments, suggestions, and recommendations on the homestay program.

Table 29 provides the results of barriers or challenges experienced by the tourists in the traditional hut homestay in Banaue, Ifugao.

Table 29 Barriers or Challenges Experienced by the Tourists in the Traditional Hut Homestay in Banaue, Ifugao

No	Barriers or Challenges Experienced by the Tourists	Frequency	Rank
1	There is no Wifi Connection or if there is a Wifi router the connection is very weak.	9	1
2	Variety of dish offerings was limited. Plating size is quite enough.	6 (*3)	2
3	Cleanliness of room and within the vicinity	3 (*2)	3
4	Safety parameter/fence within the area	2 (*1)	4
5	Additional outdoor lights	2 (*1)	4
6	Lights and electricity inside the hut	2 (*1)	4
7	To offer Halaj foods	2 (*1)	4
8	Add swimming pool	1	5
9	Restroom/Toilet nearer the hut	1	5
10	Difficult to book accommodation and other online	1	5

	transactions		
11	Add quality cushion	1	5
12	Short briefing or orientation	1	5
13	Rechargeable lamps in case of emergency and blackouts	1	5
14	Rooms should have double lock	1	5
15	Damp bed	1	5
16	Dogs' litter/feces	1	5
17	Reception should be clean and presentable	1	5
18	Words of encouragement from the local/host to do the household chores	1	5
19	Stain on linens	1	5
20	Laundry services	1	5
21	To offer online banking	1	5
22	Television	1	5
23	Slippers inside restroom/toilet	1	5
24	Dining utensils should be in sequence based on the food served	1	5
25	To lessen the water pressure coming out from the shower head	1	5
26	Animal is just around the dining and hut area.	1	5
	Total	45	

As presented in Table 29, there were 26 barriers and challenges encountered by tourists. These were the following: There is no Wifi Connection or if there is a Wifi router the connection is very weak (ranked first); Variety of dish offerings was limited. Plating size is quite enough (ranked second); Cleanliness of room and within the vicinity (ranked third); Safety parameter/fence within the area, Additional outdoor lights, Lights and electricity inside the hut, and To offer Halaj foods were ranked fourth; while the following were (ranked fifth): Add swimming pool; Restroom/Toilet nearer the hut; Difficult to book accommodation and other online transactions; Add quality cushion; Short briefing or orientation; Rechargeable lamps in case of emergency and blackouts; Rooms should have double lock; Damp bed; Dogs' litter/feces; Reception should be clean and presentable; Words of encouragement from the local/host to do the household chores; Stain on linens; Laundry services. To offer online banking; Television; Slippers inside restroom/toilet; Dining utensils should be in sequence based on the food served; To lessen the water pressure coming out from the shower head; Animal is just around the dining and hut area.

It can be noted that Wifi or online connection ranked first among the 26 barriers or challenges experienced

by tourist. Based on the researcher’s observations, most traditional hut homestays are located on top of the hill and/or far from the poblacion which account for the weak connection. According to Mrs. Balenga of Hiwang Naive Village Inn and Mrs. Taylor of Ujah Native Village Inn, both managers/owners, there is a need to install or build satellites to make the connections stronger. In addition, this recommendation was common among the tourists they accommodated. However, according to Mr. Ramon of Ramon’s Homestay in Batad, it is better to have no internet connection because it is a way to preserve the cultural activities. Mr. Ramon added that they just included some of the dishes available for sale for business. They limited the dishes available for sale to tourists because they wanted to highlight their local delicacies/dishes like Inlagim (Boiled Chicken with homegrown vegetables like sayote or papaya). According to Ms. Mary Jane, Committee on Tourism Development of Banaue, Manager of Banaue Ethnic Village and Pine Forest Resort, they wanted to preserve the Ifugao culture by offering these traditional huts to tourists as one accommodation product. But to some extent, they wanted to tweak their culture a little to the accepted tourism behavior. On contrary, Mr. Ramon said that “if the tourists want to try our culture then let it be. Nothing should be changed just to please them to try our cultural way of living”. Mr. Ramon reiterated that their culture should be presented to tourists as it is. It is the pride of the Ifugaos. If we will change some, then little by little the Ifugao culture will diminish.

On the other hand, cleanliness, safety, and security were part of the challenges encountered by the tourists. According to Mr. Ramon, whatever is found under the huts/house like cut woods, chicken cage, bones, agricultural equipment are part of their culture. Dogs, pigs, cats and other animals playing and roaming around the area are considered part of the culture.

Lopez et al. (2012) described travelers as version “2.0” because of the new platforms and ways of travelers in visiting destinations. In his study, technology affected the motivations of travelers where information was available easily on the cloud or internet. Hence, booking or reservations can be done in hassle-free means. Travel-related services can be done with the aid of internet connection and gadgets like PCs, smartphones, tables, and the like. Motivation, opportunity, and ability are determining factors in intentions to use social media or internet. On the other hand, social media is now important to connect people. Updating status in social media is a result of technology savvy traveler (Lopez et al., 2012).

Strong cultural orientation was a barrier or challenge to tourism development. However, this is an advantage among Ifugaos as means to preserve their culture. In support, Ngidlo (2013) stated that the current scenario of Ifugao Province is affected by five motivation drivers and tourism is part of it. These drivers may affect singly or in combination to the reduction of integrity of rice terraces and the culture attached to it.

SOP 6. Problems Encountered by the Homestay Providers in the Operation of Traditional Hut Homestay in Banaue, Ifugao

Problems experienced by tourists in the traditional hut homestays are as follows:

Problems Encountered	Intervention Made
1. Wifi connection is very weak or not applicable to have because of the location.	Mrs. Sarol of Baleh Boble Guesthouse (BBG) and Ms. Buyao of Banaue Ethnic Village and Pine Forest (BEVPPF) said through explanation and apology, tourists do understand the situation. Mrs. Talor of Ujah Native Village Inn (UNVI) said she changed service providers 3 times until she was

	<p>able to have a good one. But during rainy season and bad weather condition, explanation to the tourist will be the last option to avoid complaints.</p> <p>Mr. Binalit of Ramon's' Homestay in Batad (RHB) said, the whole community experience no wifi and cellphone connection. But through brief orientation tourist complaint is controlled.</p>
2. Insects and rodents in the hut and within the area.	All homestays experienced this but brief explanation is given just after the check-in procedure of tourists. Isolated cases were observed. Because they are in the mountainous area and in a forest part, visible insects and rodents might be experienced. But there are insect repellants and other chemicals to be applied if this will happen.
3. Cancellation of booked accommodations	BBG, UNVI, and BEVPFR experienced this problem especially during rainy seasons. Profit loss is experienced. Rescheduling was the solution applied.
4. Electric and Water Interruption	UNVI experienced this unscheduled interruption for at least twice a month but through postcards of announcements pinned on strategic locations, only isolated cases of complains are administered. UNVI provides rechargeable lights and banked water in case interruption happens. Other homestay providers have not yet experienced this problem.
5. Washroom / toilet / restroom location is far from the hut.	BBG and Hiwang Native Village Inn and Viewpoint (HNVIV) experienced the said problems while other homestays did not. BBG said that portable urinal tub is provided to tourists while HNVIV said it is the nature of the Ifugao Culture and will be explained to the tourists.
6. Malfunctioning Water Heater	BEVIPF experienced this because according to the manager, most of their appliances were old and they planned to change this 2020.
7. Fence and Security Guard on duty	HNVIV experienced this problem and it was managed through briefing before check-in procedure and constant supervision of the caretaker to avoid such accidents and related theft problem.

The list of problems are presented above and arranged based on the number of homestays affected. WIFI or internet connection was the most common problem encountered by the homestay owners and/or managers. According to Lopez et al. (2012), WIFI is important to tourists. This is also a determining factor of tourists'

intention to stay and motivations to travel. Most owners/managers made interventions to solve the problem. Secondly, insects and rodents ranked 2nd. Based on the intervention made, complaints were controlled / regulated. Briggs (2017) said that one of the motivations of tourists is the basic need to be safe and secured. In relation to humanistic motivation drivers of tourist, tourism development should be balanced and conformed to the cultural aspect of the place. In the Ifugao culture, houses are not fenced (Based on the interview with Mrs. Balenga of Hiwang Native Village Inn and Viewpoint). Other problems such as cancellation of booked accommodations, electric and water interruption, washroom/toilet/restroom location is far from the hut, malfunctioning water heater, and fence and security guard on duty were listed and ranked respectively.

SOP 7. Proposed Marketing Model

Based on the findings, the marketing model can be proposed for homestay providers named as Experiential Ifugao Culture Tourism Marketing Model for Traditional Hut Homestay of Banaue Ifugao (see Annex A). This proposed model was grounded on the experiential phenomenon by Alexander et al. (2016) and through the four motivational perspectives. This can be used with the aid of sequential approach by Park and Santos (2016). Lastly, part of the model was the set of controls which was elaborated by the set goals per part or stage.

Summary of Findings

1. The status of homestay program in Banaue, Ifugao in terms of following:
 - 1.1 That there were 24 DOT-Accredited Accommodation and 30 non-accredited accommodation facilities. There were only six DOT Accredited Eco-Lodge/Homestay in Banaue, Ifugao.
 - 1.2 Tourist arrivals per year had continually increased for the past 2 years. Lean season in Banaue is from the months of June, July, August, September, and October. The peak seasons are January, February, March, April, May, November, and December;
 - 1.3 There were 20 Tourist attractions; and
 - 1.4 There were 10 Tourism activities (cultural and other related programs for tourist). Eight activities were for day time and two activities were done at night.
2. The demographic profile of tourists in terms of:
 - 2.1 Gender. There were 67 males, 63 females, and 5 who had no answer.
 - 2.2 Age. There were 26 respondents aged 25 to 29, 25 respondents who had no answer, 21 respondents aged 30 to 34, 15 respondents were below the age of 24, 14 respondents aged 35 to 39, nine respondents aged 40 to 44, eight respondents aged 45 to 49, six respondents aged 50 to 54, six respondents aged 55 to 59 and five respondents aged 60 and above.
 - 2.3 Marital Status. There were 57 married respondents, 52 were single, 17 who had no answer, 7 were separated, and 2 were widowed.
 - 2.4 Highest Educational Attainment. There were 62 college/bachelor's degree, 36 who had no answer, 14 with masters, 11 who had diploma, 9 were high school graduates, and three were doctorate degree holders.

- 2.5 Income. There were 92 respondents who had no answer, 16 respondents who earned 71, 000 to 90, 000, ten respondents earned below 30, 000, nine respondents earned 91, 000 and up, four respondents earned 31, 000 to 50, 000 and four respondents earned 51, 000 to 70, 000.
- 2.6 Occupation. There four 40 respondents who had no answer, 16 respondents were managers, 12 respondents had jobs under medical services such as nurse, doctor, midwife and the like, 9 were business developers/businessmen, 8 were government officials, 7 were students, 4 were retired workers, at least 3 respondents were in the following occupation: psychologist/psychometricians, anchor/t/v actor/es, PNP/Armed Forces, engineer, salesman, and sports player, at least 2 respondents had the following occupations: supervisor, housewife, pilot, scientist, and lawyer and lastly, and at least one respondent had the following occupations: designer/artist, advocates, tour guide, marketing, event manager, accountant, receptionist, call center agent, consultant, electrician, and a driver
- 2.7 Place of Origin. There were 66 respondents who were foreigners or from other countries, 55 were local or Filipinos while 14 had no answer.
3. Tourists' key motivational drivers in choosing traditional hut homestay in Banaue, Ifugao according to the following:
 - 3.1 In terms of Behavioral perspectives, out of six motivational drivers, three drivers were rated Extremely Motivated, one driver was rated slightly motivated while two were rated very motivated. The overall mean indicated that the tourists were very motivated.
 - 3.2 In terms of Humanistic perspectives, all six drivers were rated Extremely Motivated but motivational driver for safety has the highest rating.
 - 3.3 In terms of Cognitive perspectives, all drivers were rated Very Motivated.
 - 3.4 In terms of Social perspective, among the seven drivers, three were rated extremely motivated and four were rated very motivated. The overall rating indicated that the tourists were very motivated.
 - 3.5 Among the four motivational perspectives, humanistic was rated as extremely motivated while the others were rated very motivated. The overall rating indicated that the tourists were very motivated.
4. The significant association between key motivational drivers of tourists and their profile variables are as follows:
 - 4.1 Gender was significantly correlated to humanistic perspective but there was no significant correlation for behavioral, cognitive, and social perspectives.
 - 4.2 Age was not significantly correlated to the behavioral, cognitive, and social perspectives but correlated with humanistic perspectives.
 - 4.3 Marital Status was not significantly correlated to behavioral, humanistic, cognitive, and social perspectives.
 - 4.4 Highest Educational Status is not significantly correlated to behavioral, humanistic, cognitive, and social perspectives.
 - 4.5 Income was not significantly correlated to the behavioral, humanistic, cognitive, and social

perspectives.

- 4.6 Occupation was significantly correlated to cognitive and social perspectives but for behavioral and humanistic perspectives, there was no significant difference.
- 4.7 Place of Origin was significantly correlated to behavioral and cognitive perspectives but there is no significance when correlated to behavioral and social perspectives.
- 4.8. Gender and Occupation was significantly correlated with motivational factors but only occupation is significant predictor of motivational perspectives.
5. Barriers or challenges experienced by tourists in the traditional hut homestays in Banaue, Ifugao are as follows: Wifi connection, safety and security means, lights, cleanliness, and other activities that can be done within the area.
6. Problems encountered by homestay providers in the operation of traditional hut homestays in Banaue, Ifugao were poor internet connection or Wifi, presence of insects and rodents within the hut and area, cancellation of booked accommodations, electric and water interruption, washroom/toilet/restroom location is far from the hut, and malfunctioning water system.
7. Based on the findings, experiential phenomenon was important among tourists in the different stages of tourist activities.

CONCLUSIONS

The following conclusions were drawn based on the findings of the study: the status of homestay program in Banaue, Ifugao in terms of available accommodation providers is enough but there are more non-accredited than accredited DOT accommodation providers. The tourist arrivals per year have continually increased for the past two years. There were 20 Tourist attractions, both man-made or natural sites. Lastly, there were ten tourism activities (cultural and other related programs for tourists). In terms of demographic profile, there were more males than females; most respondents were aged 25 to 29 and below the age of 24; most respondents were married and single and college/bachelor's degree holders; most respondents did not disclose their monthly income. There are 28 positions listed but most respondents had no answers. And lastly, there were more foreigners than locals or Filipinos tourists. Tourists are behaviourally, cognitively, and socially very motivated to stay in the traditional hut homestays in Banaue, Ifugao. However, tourists are extremely motivated considering their basic needs which refer to the humanistic perspectives. Gender and occupation are significantly correlated with the motivational factors. However, only occupation variable is a significant predictor of motivational factors. The barriers or challenges experienced by tourists in the traditional hut homestays in Banaue, Ifugao are mostly technological concerns such as wifi, television, online booking, and safety. Lastly, based on the findings, the proposed marketing model is named as: Experiential Ifugao Culture Tourism Marketing Model for Traditional Hut Homestay of Banaue Ifugao

RECOMMENDATIONS

In the light of findings and conclusions drawn from the results of the study, the following recommendations are forwarded:

1. Homestay Owners/Managers should look into the importance of tourists' motivations especially humanistic perspectives. Basic needs should be given the most consideration in travelling. Comfort, safety, and security come first among tourists. Secondly, tourists are motivated because of incentives and

rewards. Thus, cultural immersion must be dealt as crucial or critical element in motivating tourists to stay longer in the place. Humanistic and behavioral perspectives highlight the creation of experiential marketing model. Tourists who commonly visited homestays are both males and females, under the age bracket of 25 to 29, most are professionals, and with managerial positions who are paid at least Php. 30, 000 a month and most are foreigners which means that the marketing material should play with the promotions to the itemized information given.

2. Local and Provincial Government should look into the tourism development especially in improving infrastructure and communication. It was discussed that Wifi or Internet connection is important to the travelers specially that most travelers are foreigners who are technology savvy. Tourist attraction has a good number but the tourism activities must be improved. Cultural immersion among tourists is important. This can motivate tourists to visit Banaue, Ifugao and tourist arrival will be increased significantly. It was found that unregulated tourist guides and tour operators are the destroyer of tourist expectations and satisfactions. The government should regulate these activities. Significant number of non-accredited accommodation providers is higher than the accredited one. The government should make a way to increase the number of accredited accommodation providers.

On the other hand, communication flow system should be improved such as telecommunication and online services. Online banking was recommended as other means in settling bill to the different accommodation providers. The government may consider checking the improvement of communication flow system, regulate freelancer tour operators and guides and look into overpricing issues and availability of banks available in the area.

For future researchers, this may lead them to conduct a study for the improvement of accommodation facility or other sectors. The highlight of this study is the use of motivational perspectives in the field of tourism, travel psychology, and hospitality specifically in the traditional hut homestay. With this, future researchers may use motivational perspectives to other field of interest. Lastly, the proposed “Experiential Ifugao Culture Tourism Marketing Model” should be tested for its effectiveness on the traditional hut homestay programs.

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Annexes

Annex A. THE PROPOSED “EXPERIENTIAL IFUGAO CULTURE TOURISM MARKETING MODEL”

By: John Michael C. Ibarra

Rationale

The rationale of the “Experiential Ifugao Culture Tourism Marketing Model” is a result of the study entitled “Tourist Motivational Perspectives of Homestay in Heritage Destination: Basis for Marketing Model”. The said study found that all tourists were motivated to choose and stay in the native/traditional huts based on humanistic perspective or considering the basic needs as humans followed by social perspectives or sense of belongingness, cognitive perspectives or as learners, and the behavioral perspectives. The model was backed up with literatures. The current homestay program status of Banaue, Ifugao and barriers and the challenges encountered by tourists and owners/managers made the proposed marketing model concrete.

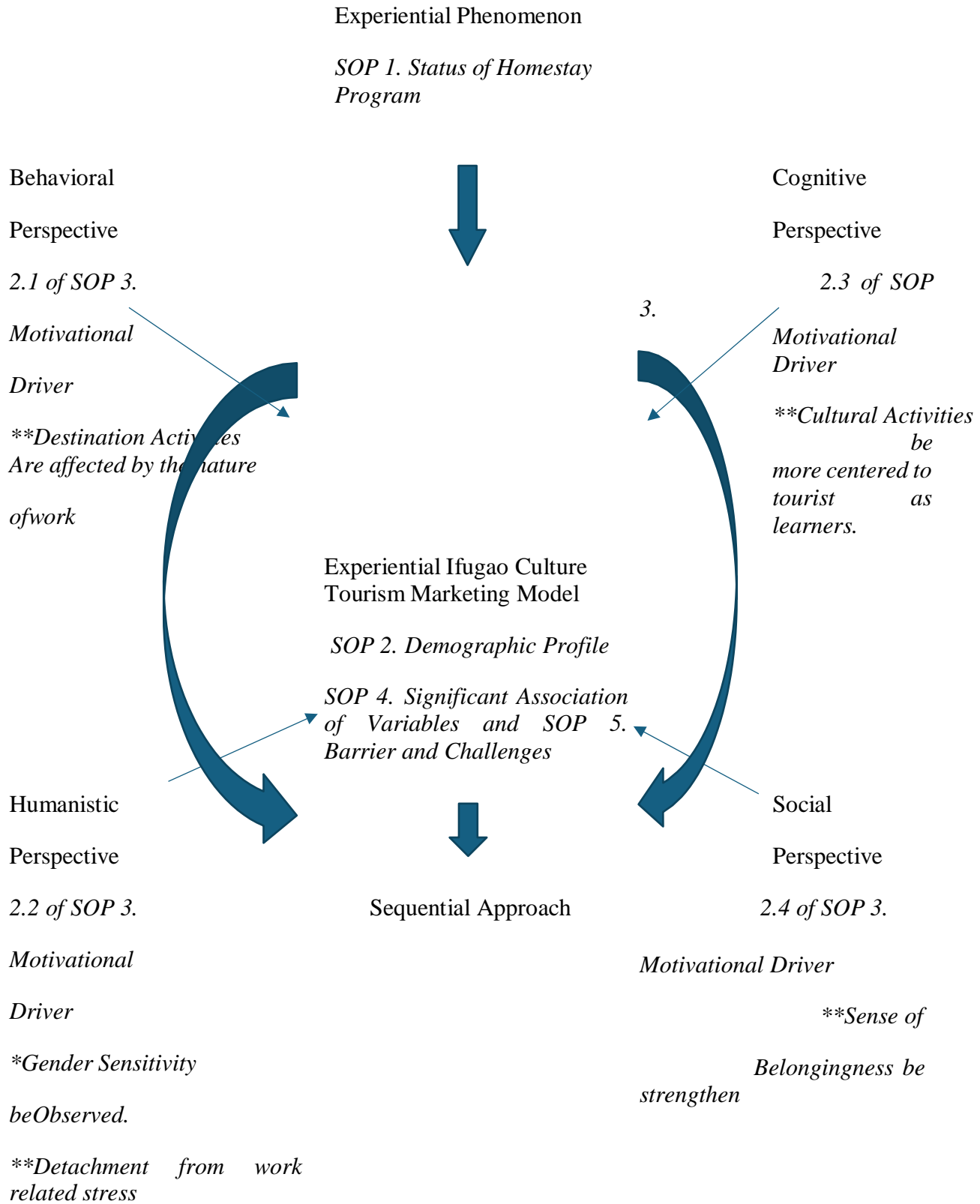
Objectives

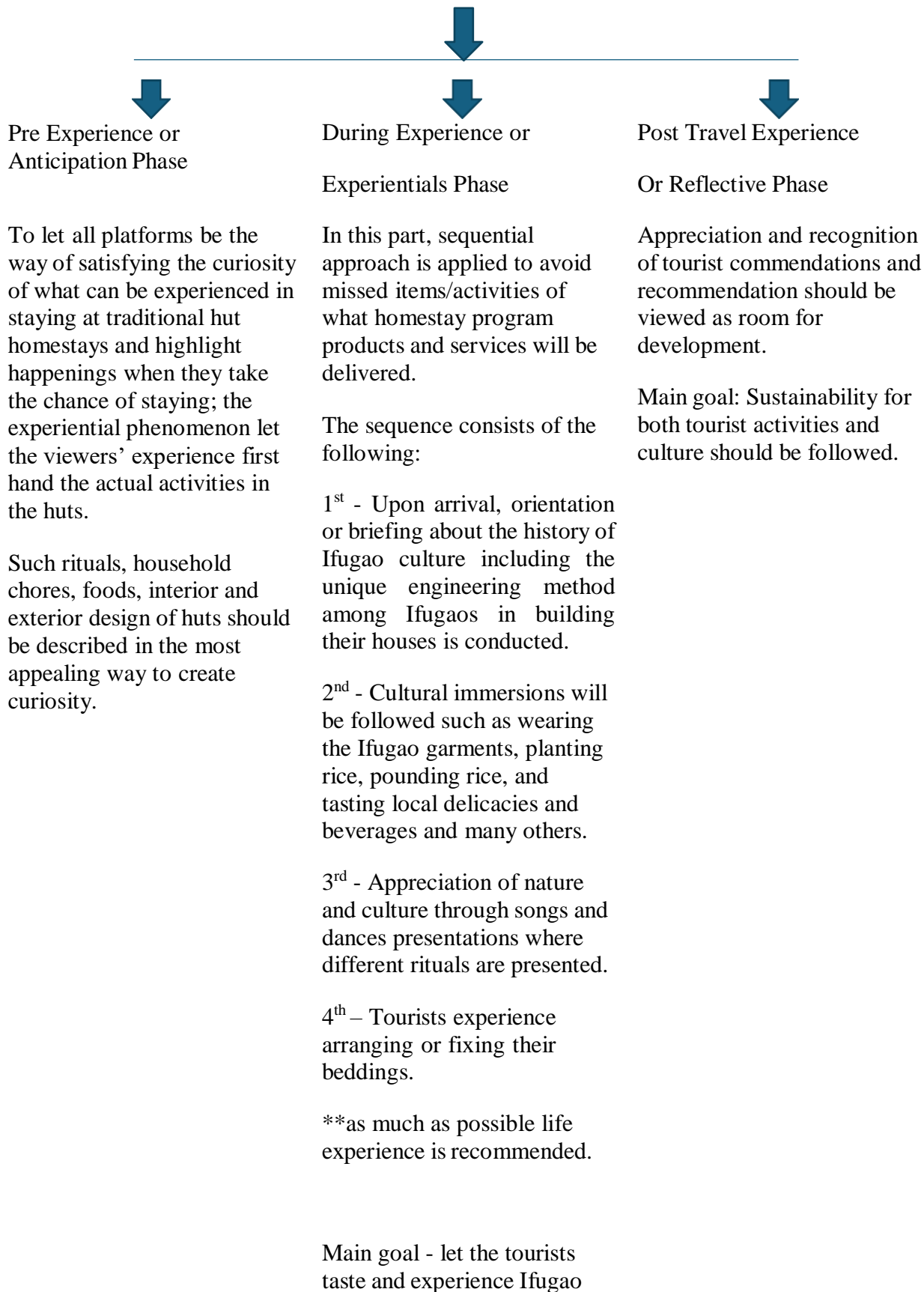
The objective of this model is to continuously preserve the Ifugao pride, its heritage, and authentic local culture and practices specifically the way of living accorded through its traditional huts by using elaborate tourist experience. A well-balanced model ensures that the culture will not be commercialized and the culture will not be degraded. This can be accomplished through set of controls like setting standards and policies for the operations of the said homestays. According to Alexander et al. (2016), heritage tourism is increasingly viewed as both individual and experiential phenomenon as well as being related to specific destination attributes. These attributes refer to the traditional local culture, products, and services offered to tourists. The emerging tourism trends nowadays focus on the experiences of tourists in the locality (Filep and Laing, 2018).

In delivering the culture and providing personalized experiential Ifugao culture for the tourists staying in the traditional huts, the model suggests that all promotional materials for homestays (both electronic or handouts) should highlight Ifugao practices like pounding of rice, planting of rice in the terraces where huts are located, and cooking inside or beneath the traditional hut.

Schematic Marketing Model

The Experiential Ifugao Culture Tourism Marketing Model is composed of three parts: (a) pre-travel or anticipation phase, (b) during travel or experientials phase, and (c) post travel or reflective phase. This was adopted from the study of Park and Santos (2016) on sequential approach towards exploring tourist experience, the study of Musa et al. (2009), and the study of Alexander et al. (2016) on experiential phenomenon.





culture in the point as tourists.

Proposed Marketing Strategies that can be employed are as follows:

Pre Experience or Anticipation Phase

Nervousness and Excitement of Unknown is very crucial and important at the same time and so, storytelling in all media platforms is suggested.

During Experience or Experiential Phase. This is the on-site experiences. It is focused on the available products, services and tourist activities offerings.

Post Travel Experience or Reflective phase.

Souvenir products and photographs taken on-site will serve as mirror in the reflection phase. And so, likeness of the design should be patterned to the nature of destination. Tourists remember good memories of the site through souvenirs

Apply STORYTELLING in social media posts and all marketing/promotional materials. In today's world, most tourists engaged their selves in the digital world specially in planning their travel vacations.

To effectively capture the attention of tourists and generate more engagement, **tell why the service is made for them** and explain what they will experience if they decide to buy the product or use of service (accommodation). Storytelling or ExperienceMarketing is very important because it captures motivations. Reviews from travel booking sites are important and crucial in tourist decision making. So, it should be checked and managed regularly.

INVOLVE ALL STAKEHOLDERS in planning tourist activities. Sharing of ideas and unique experiences among others may give enlightenment to the tourists' needs and wants. This then may lead to the higher appreciation among tourist of the destination

Drive Exposure with Influencer Programs

Work with Influencers. These are people who have established a following around their personal online brand. Travel bloggers are well-known for this nature. Travel experiences are posted in Facebook accounts are considered. They may drive Pre- experience and post experience.

*Legend:***correlated with gender****Correlated and predictor with Occupation*

Figure 15. Experiential Ifugao Culture Tourism Marketing Model

Figure 15 shows the Experiential Ifugao Culture Tourism Marketing Model for Traditional Hut Homestay of Banaue Ifugao which is grounded on the experiential phenomenon by Alexander et al. (2016) and the four motivational perspectives. This can be used with the aid of sequential approach by Park and Santos (2016) in which tourists' experiences are studied and carried out from their pre-travel, during travel, and post-travel experiences. The bottom part of the model shows the set of controls elaborated by the set goals per part or stage.