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Socio-Psychological and Cultural Motives of ASEAN Tourist

Kymwell R. Hinlayagan
Lyceum of the Philippines University Intramuros,
Manila, Philippines, Claro M. Recto Academy of Advanced Studies

Kiven G. Olivar
Hospitality Management, The University of Mindanao
Matina, Davao City, Philippines, College of Hospitality Education

ABSTRACT

This study aimed to examine the level of motives of Association of Southeast Asian Nations (ASEAN) tourists in terms of Socio-psychological motives and Cultural motives based on the responses of ASEAN tourists. The research used descriptive method in assessing the factors affecting the decision making of ASEAN tourist to travel based on the theory of Ap and Crompton. The study used modified questionnaire designed to obtain socio-psychological and cultural motives. The research concluded that the level of ASEAN travel motivation is very high, it indicates that the ASEAN Tourists has a very high travel motive. There is no significant difference in Travel Motives of ASEAN tourist when analyzed according to the profile of respondents. Socio-Psychological Motives or Push Factors were perceived as Moderately Important, suggesting that ASEAN must improve the tourist attractions and sustain the affordable cost for living and education. Further, local government should sustain the economic and tourism stability for foreign investors.

Keywords: Socio-Psychological, Cultural, Motives, ASEAN, Tourist

INTRODUCTION

The Association of Southeast Asian Nations (ASEAN) tourism database reported that tourists from ASEAN countries remained as the highest contributor to the arrivals within the ASEAN region. Philippine Tourism Department (DOT) asked its neighboring countries to help our tourism with its countless events to be held in the country. It was highlighted in the ASEAN Tourism Forum that countries need to work together in ensuring the sustainability of the growth for the tourism. The Philippine must develop a strategic plan and policies to compete with other ASEAN countries since it is in line with the ASEAN Tourism Strategic Plan (Dela Santa (2018). There is a direct impact of having the knowledge on the motives of the tourists in analyzing the travel behavior of a tourist. This can better help organization in giving what is to be delivered in a certain tourist destination Agyeiwaah, Otoo, Suntikul, & Huang. (2019).

A study by Wijaya, Wahyudi, Kusuma, & Sugianto, (2018) in Indonesia revealed that Push Motivations were to know about other cultures, escape from daily routine life, searching new business opportunities, and meet with new people. Furthermore, the analysis of Pull Motivations was approach on the study of tourism in Southeast Asia puts the domestic travel on a marginal Rogerson and Rogerson, (2021). The examination of tourists along with the

government policies have stopped the progress on the research of domestic travel in Asia. The lack of well-established theories to explain the behavior of Southeast Asian travelers in travel consumption needs to be discussed as they contribute to the growth of tourism business. In this sense, the present study wanted to investigate the travel motives of ASEAN tourist to travel (Nick, 2019).

Research Objectives

This study aimed to examine the level of motives of ASEAN tourists to Davao City.

Specifically, it sought to answers the following questions:

1. What is the level of motives of ASEAN tourists to travel in terms of:
    - 1.1 Socio-psychological motives:
        - 1.1.1 Escape from a perceived mundane environment;
        - 1.1.2 Exploration of self-evaluation;
        - 1.1.3 Relaxation;
        - 1.1.4 Prestige;
        - 1.1.5 Regression;
        - 1.1.6 Enhancement of kinship relationship; and
        - 1.1.7 Facilitation of social interaction?
    - 1.2 Cultural motives:
        - 1.2.1 Novelty; and
        - 1.2.2 Education?
2. Is there a significant difference among ASEAN tourist to travel according to the profile of respondents?

Hypothesis

The study was guided by the null hypothesis which was tested at 0.05 level of significance stated as follows:

H_0: There is no significant difference among the profile of ASEAN tourists who travel.

Review of Related Literature

Motivation is an intrinsic force in an individual compelling him to act in a certain way to receive satisfaction and his needs that eventually stimulate him to do something to fulfill his wants and needs Johnson, J., Irizarry, Nguyen & Maloney, (2018). Expectancy theory and Maslow Hierarchy of Human need were the two of the most accepted motivation theories in the US Tourism Management (Mason, 2015). Expectation and anticipation by which the tourist is pulled consciously by the expectancy outcomes (Coccossis & Mexa, 2017).

Push and pull motives have been accepted as an appropriate approach to the study of travel motivation. This identifies the key motives that has significant effect on the destination. Pull motives such as “Knowledge seeking” and “cleanliness & safety” as most important factor in the analysis of British in their visit to US, “fun & excitement” and “outdoor activities” for Australian and “family & friend togetherness” factors for Asian (Yousaf, Amin, & Santos, 2018).

A study on the motives of Taiwanese tourists in Australia found out the "travelling around the world" motive scored the most important push factor after "sunshine and scenery" motive for pull factor (Michael and King, 2021).

Travel motives of tourists in the US showed seven push factor such as seeing and learning, adventure and thrill, escape, visual flight rules, indulgence, nature, and fun and entertainment with a separate study showing knowledge, sports, adventure, relax, lifestyle, travel bragging and family motives as push factors. Even more, Chinese students in New Zealand was shown to have motives in relaxation, career, and opportunities (Al Ansaari, 2019). Travel motives is the process of why people make and do.

When a person is hungry, he tends to satisfy this by buying food and the same way with travelling. If people are stressed, there is a need to reduce this by traveling to a place. Utilitarian needs are when a person has a desire to do to be healthy while hedonic needs is when a person wants to fulfill his fantasies and emotions (Horner & Swarbrooke, 2016). Push and pull motives have been accepted as an appropriate approach to the study of travel motivation. This identifies the key motives that has significant effect on the destination. Pull motives such as "Knowledge seeking" and "cleanliness & safety" as most important factor in the analysis of British in their visit to US, "fun & excitement" and "outdoor activities" for Australian and "family & friend togetherness" factors for Asian (Wijaya et.al, 2018). A study on the motives of Taiwanese tourists in Australia found out the "travelling around the world" motive scored the most important push factor after "sunshine and scenery" motive for pull factor (Michael and King, 2021).

Southeast Asia was coined during the Second World War with the intention to identify the conceptual, geographical, and strategic territory along the east of East and south of China (Haacke, 2019). It consists of countries from Brunei, Cambodia, Malaysia, Singapore, Indonesia, Philippines, Laos, Vietnam, Myanmar and latterly East Timor.

Tourism studies in this region seem to be a trend because of two reasons; the Pacific Asia Tourism Association (PATA) is an official tourism region and Western approach is favorable due to these countries were formerly colonized (Zhao,2021). Southeast Asia greatly consists of developing countries which address tourism studies as an advantage to the economic value. The context of the tourism mainly acts as a host-guest relations between rich from the Northern region while poor countries along in the south (Herbold, Thees, & Philipp, 2020). This region is a perfect place for Western travelers since it provides diverse culture, rich heritage, and affordable travel experience to seek out for an authentic travel with limited financial capability (Ooi, 2019). Southeast Asia grew economically with its expansion of its own tourism industry after several decades (Sheng and Gu, 2018).

Factors on Tourist and Travel Motivations:

There is a lot of work to do to reach a universally construct in the tourist motivation (Vidon and Rickly, 2018). Push and pull model were recognized by numerous authors' researchers. Push factors are motives that is driven internally by the person that make tourists seek activities to reduce their stress. Pull factors are motives which originate from the destination, or it attracts the tourists to visit the place (Rice and Khanin, 2019).

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According to Busch, & Barkema, (2020) Facilitation of social interaction. As stated above, traveling is a social paradigm. During the journey, one can meet a lot of people and faces. This is said to be one of the best ways to improve social and interpersonal relationship skills. Novelty. Souvenirs and icon from a culture drive traveler to seek a place. This is the part where the culture is sold by the means of novelty shops and souvenirs representing its country and tradition. According to Katsikari, Hatzithomas, Fotiadis, & Folinas, (2020). All these studies suggest a significant relationship between push and pull factors. Although most studies examining push and pull relationships adopt quantitative push and pull motivations on travel satisfaction and destination loyalty. The following are related studies in travel motivations.

Travel motives may also be affected by sharing of photos through social media as it appears to be valuable in the process of sociability and emotional support in the decision making to travel (Liu, and Li, (2021). The behavior of Hiking tourist based on nature and ecotourism exploring the tourist motives, subjective well-being, personal values, and revisit intention revealed that motives were "pursuing intimacy", "pursuing healthy life", "pursuing new type of travel", and "enjoying the natural environment and escaping from daily life" (Hwang and Lee, 2018). A review in gay and lesbian oriented families regarding travel motivations stated that most research failed to examine the influence of family for travel motives. It argued as well that the factors pertaining gay and lesbian oriented families were unmonitored.

Culture is one of the determinants of tourist behavior and this trend is essential in the tourism since there is only a limited data in travel motivation using culture as a paradigm unit. A study in China showed three sub-cultural groups identifying the cultural history and their difference within their travel motives. It was found out that grid–group with cultural typed have a great influence in their travel motives (Pan, 2019).

In Thailand, a total of 200 international tourists participated as survey to examine the decision making which revealed a set of ten travel motives namely: good weather, adventure, escaping from same daily life; enjoying activities, being interested in Thai culture, and traditional markets, wanting to learn new things, relaxing in foreign land, learning new culture, Thai food and getting experience in foreign (Sirichakkaraset, 2021).

Recently, the study of Sastre and Phakdee-Auksorn (2017) aimed specifically to determine the socio-demographic characteristics and travel patterns of British tourists visiting Phuket, Thailand; identify the main "push" and "pull" travel motivations of British tourists visiting Phuket, Thailand; and examine the relationship between British tourists' main "push/pull" motivations and future travel intention to Phuket, Thailand. Their findings revealed that British tourists' main push motivations were: "to have fun," "to rest and relax," and "to escape from daily routine and environment"; while the main pull motivations were: "natural sceneries and landscapes," "beaches," and "hospitality and friendliness of the people. There was also a relationship found between "push/pull" motivations and future travel intention to Phuket. In terms of academic motives, a study in North Cyprus has emerged the new eco-tourism generated a list of motives such as the demand for eco-tourism, managerial approach, and the consequences (Timothy, 2021).

Theoretical Framework

This study is anchored in the theory of Push/Pull model in tourist motivations by Crompton (1979). Pioneer in human motivation provided two motives which are socio-psychological motives and cultural motives based on the analysis of 39 unstructured interviews.

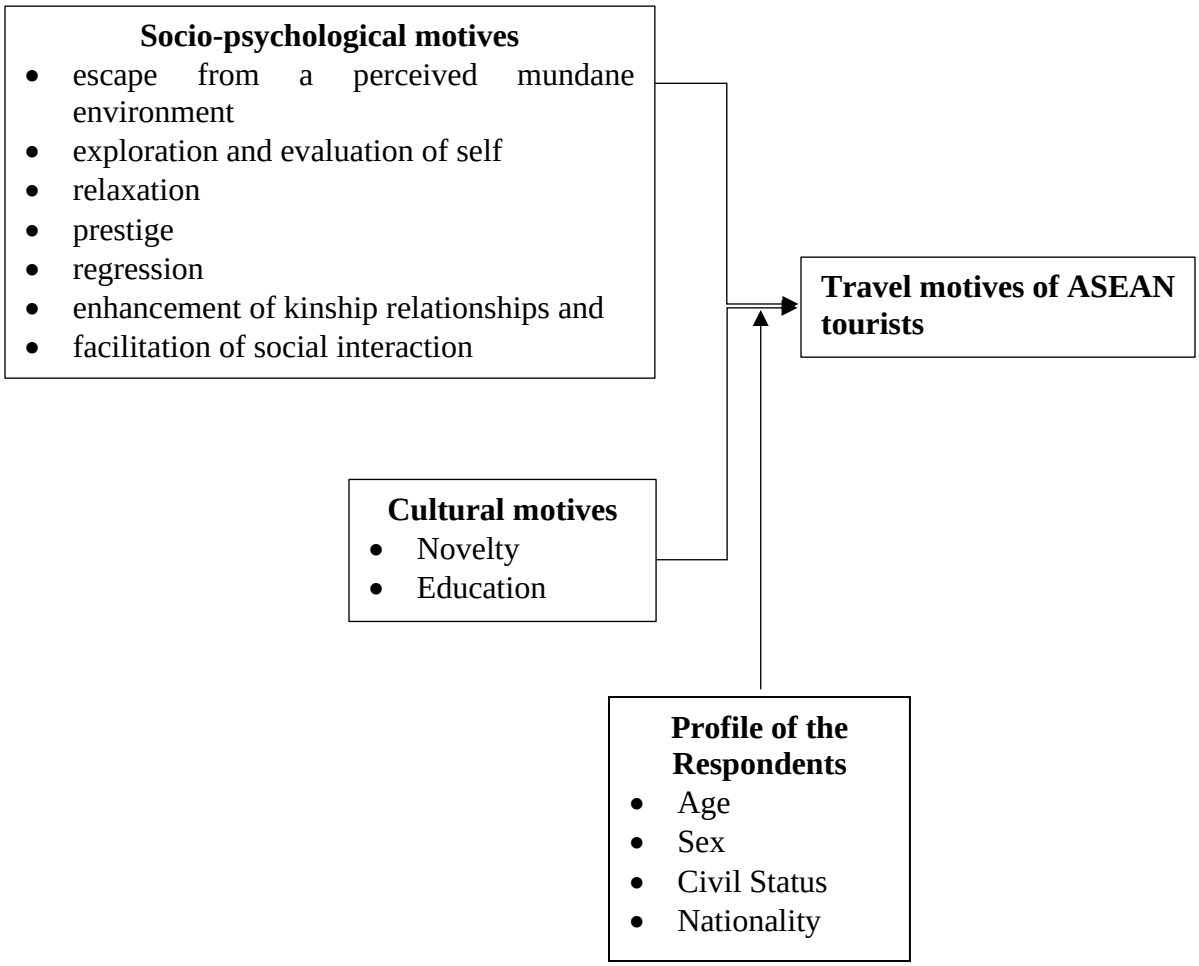


Figure 1: Conceptual Framework of the study

There were nine sub motives for socio-psychological and two sub motives for cultural. These are: escape from a perceived mundane environment, relaxation, regression, enhancement of kinship relationships, exploration and evaluation of self, prestige, and facilitation of social interaction and novelty and education, respectively. These personal motives can be attributed to the push and pull factors by which the socio-psychological are push factors whereas cultural motives are pull factors. The Socio-psychological motives will be having the escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and, facilitation of social interaction as its indicators. While the Cultural motives will have the novelty and education as the indicators. This will them be identified by the demographic profile of the respondents to identify the travel motives of ASEAN tourist.

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METHODOLOGY

This part explains the steps and procedures employed by the researchers in this study. It explains the design, respondents, instruments, scaling, treatment, and tools to complete the research.

Research Design

The research utilized descriptive method and is quantitative in nature. It assumed a descriptive method to determine the perception in assessing the factors affecting the decision making of ASEAN tourist to travel (Caber & Albayrak, 2016). The intention of this type of research is to determine the relationship between things to another either descriptive or experimental way of procedures. This kind of research is applicable because this method defined various aspects of the data set (Fernández, García, Galar, Prati, Krawczyk, & Herrera, 2018).

This quantitative study utilized descriptive correlational approach as the research design. Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. According to Helson (1948) the objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships (Phan & Nguyen, 2016).

Research Subjects

The research subjects of this study were two hundred (200) ASEAN tourists in Davao City. To determine the level of motivation, the tourist rated the variables of the study based on their motives to travel to Davao City. The study was conducted within Davao City, Philippines.

Profile of the Respondents:

There was a total of 200 respondents of the study. The sample size was decided after calculating it using Normal Distribution from sample size calculation of Raosoft.com. From a total population of the ASEAN tourists in Davao City, 400 sample sizes were derived. The administration of questionnaires is at the respective consulate offices in Davao City. The ASEAN tourists were the respondents of the study to determine the significant difference in the level of tourist motivation when analyzed according to profile.

Research Instruments

The study used modified questionnaire designed to obtain socio-psychological and cultural motives. The questionnaires that were used in this study consisted of only one section adopted from Sirisack, Xayavong, Phongsavath, & Vongsanga, (2014).

This section included variables from previous study in accordance with the push/pull model. Respondents were requested to give a score to each of the variables on the levels of importance using a 5-point Liker-type scale ranging from not important (1) to very important (5). The responses of the respondents were categorized into five (5) different levels and criteria used were as follows:

Scale	Range of Means	Verbal Description	Interpretation
5	4.20- 5.00	Strongly Agree	It indicates that the ASEAN Tourists has a very high travel motive.
4	3.40- 4.19	Agree	It indicates that the ASEAN Tourists has a high travel motive.
3	2.60- 3.39	Moderately Agree	It indicates that the ASEAN Tourists has a neutral travel motive.
2	1.80 – 2.59	Disagree	It indicates that the ASEAN Tourists has a low travel motive.
1	1.00- 1.79	Strongly Disagree	It indicates that the ASEAN Tourists has a very low travel motive.

Data Gathering Procedure

The following were followed by the researchers in completing the study:

- **Permission to Conduct the Study**. The researcher asked permission from the respondents to conduct survey.
- **Administration and Retrieval of Questionnaire**. Upon approval of the permission, questionnaires were personally distributed by the researchers and explained to respondents the purpose of the study and automatically retrieved after answering. The ASEAN tourists were the respondents of the study to determine the significant difference in the level of tourist motives.
- **Analysis and Interpretation**. Right after the data gathering, researchers collected the results, executed tally, and submitted to the statistician for further analysis and interpretation.

Statistical Treatment

The following statistical tests were used:

- **Mean.** This determined the level of importance of socio-psychological and cultural motives in decision making of ASEAN tourist.
- **t-test** is a type of inferential statistic used to determine the significant difference between the means of sex and civil status of the respondents.
- **ANOVA** test is a way to find out if survey or experiment results are significant difference between the age and nationality of the respondents.

Ethical Consideration

The research respondents were encouraged by the researcher. They were informed that they were free to withdraw from the survey at any time should they feel the need to do so. The consent of the respondents was sought. The consent form contains the objectives, methods, and potential benefits of the study. Information on the burden of time required to complete the questionnaire was offered. The respondents of the study were given enough time to complete the survey questionnaires. Confidentiality of the responses was maintained.

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RESULT AND DISCUSSION

This part explains the interpretation and analysis of the findings of the study. Information of the topics are arranged according to the following: Levels of Socio-Psychological and Cultural Motives, Decision Making, and Significant Difference in terms of Profile.

Analysis of ASEAN Travel Motivations in Socio-Psychological and Cultural Motives

Table 1 presents the level of ASEAN tourists' motivation towards socio-psychological motives and cultural motives. Generally, the ASEAN tourists has a high travel motive based on perceived socio-psychological and cultural to travel in Davao City, with the total mean score of 3.72.

Specifically, under the socio-psychological motives, the study showed that exploration and evaluation of self is the top motivator for ASEAN tourists to travel in Davao City, also has a high travel motive with a mean score of 3.73. This is followed by enhancement of kinship relationship with mean score of 3.72. The least important among the motives indicated is for prestige, has a neutral travel motive with the mean score of 3.29.

Table 1. Level of ASEAN travel Motivation

Indicators	Mean	Description
SOCIO-PSYCHOLOGICAL MOTIVES	**3.57**	**High Travel Motives**
Escape from a perceived mundane environment	3.44	High Travel Motives
Exploration and evaluation of self	3.73	High Travel Motives
Relaxation	3.70	High Travel Motives
Prestige	3.29	Neutral Travel Motives
Regression	3.51	High Travel Motives
Enhancement of kinship relationship	3.72	High Travel Motives
Facilitation of social interaction	3.66	High Travel Motives
CULTURAL MOTIVES	**3.86**	**High Travel Motives**
Novelty	4.05	High Travel Motives
Education	3.72	High Travel Motives
Overall	**3.72**	**High Travel Motives**

Also, in the table is shown the level of ASEAN tourist motivation towards cultural motives. It is shown that the highest motivator is education with the mean score of 4.05 has a high travel motive and the novelty, also has a high travel motive with the mean score of 3.6. The overall mean under travel motivation is 3.72 which means that there is a high level of travel motives which is good for investment under travel and tourism industry.

The ASEAN tourists were motivated to travel to Davao City by their intrinsic motives such as the desire to explore, self-evaluation, social relationship, relaxation, escape from work/school and self-prestige. In addition, the ASEAN tourists were motivated to travel to Davao City by the

extrinsic value of a place such as affordable education, lifestyle, and rich historical and ethnical background of Davao City. Exploration, evaluation of self and enhancement of kinship relationship scored the highest among the motivators of ASEAN tourist to travel to Davao City. This means that the visiting tourists are seeking for adventure type-tourism and wanted to increase their social engagement with their relatives or friends. In this regard, the local government should promote more outlet for the tourist to enjoy Davao City.

Furthermore, evaluation of one-self is high as a motivator to travel as Davao is one of the tranquil places to stay in Asia (Timothy, 2021). Overall, education and novelty scored the highest cultural motives. Studying abroad or overseas has been a privilege and advantage in the career development of an individual (Juraev, Kiatkawsin, Mukhammadieva, & Kim, 2021). Based on the results of this study, in the case of Davao City, most of the visiting ASEAN tourists came from Indonesia, Thailand, Singapore and Malaysia. Thus, the foreign tourists came from various countries around Southeast Asia. This information updates the study of Bato-on, Lavarias, Ortiz, & Barrios, (2016), which noted that tourism in Davao City is a proportionally new context which it started in 2000s and after two decades, the country's tourism persona was dominated by other countries like China, Thailand and Vietnam who were low spender and have a short time of visit.

Significant difference in Travel Motives of ASEAN tourists to Davao City according to Profile:

The following tables present significant difference in the level of travel motivation in the socio-psychological and cultural motives in terms of age, sex, civil status, and nationality. It shows that no age, sex, and civil status-based difference in the level of motivation in the socio-psychological and cultural motives. Meaning, different age, sex and civil groups do not vary with their level of motivation in the socio-psychological and cultural motives to travel to Davao City. Based on the study of Ahamed, Ganesan, James, & Zaher, (2021). Demographic factors such as age, gender, citizenship, civil status, and salary do not influence a person to travel a place. Instead, the destination matters mostly in choosing to travel as main motivators (Wijaya, et. Al., 2018). Demographic factors do not mainly moderate to travel to a place as it was assumed that travelling is a universal experience that anyone can enjoy. This is to market tourism as a product to any individual meaning that tourism sector should focus more on improving the destination and less on the type of tourist it caters (Camilleri, 2018). In this manner, tourism can create a wholesome tourism motivator based on the place's attractions and unique description (Pung, Del Chiappa, & Sini, 2019).

Significant difference in Travel Motives of ASEAN tourists to Davao City according to Age:

Table 2 presents significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Age, the result has been accepted as regards to travel motives that there is no significant difference in age with the P-value of 0.418. Based on the study of Wijaya et, al., (2018) that demographic factors such as age do not influence a person to travel a place. Instead, it matters in choosing to travel as main motivators. This is the market tourism as a product to any individual. This means that tourism sector should focus more on improving the destination and less on the age of the tourist (Almeida-Santana, and Moreno-Gil, 2018).

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Table 2. Significant difference in Travel Motives of ASEAN tourists according to Age.

Group Bracket	N	Mean	Sig. Dif.	Decision on Ho
18-30	149	3.71	.418	Accept
31-40	34	3.84		
41 above	17	3.56		

Significant difference in Travel Motives of ASEAN tourists according to Sex:

Table 3 presents significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Sex, the result has been accepted as regards to travel motives that there is no significant difference in terms of sex with the P-value of 0.954. Based on the study of Gillen (2014) that demographic factors such as gender do not influence a person to travel a place. Instead, it matters in choosing to travel as main motivators. This is the market tourism as a product to any individual. This mean that tourism sector should focus more on improving the destination and less on the gender of the tourist Ivanova, Ivanov, & Ivanov, (2021).

Findings of the study indicate that travel behavior is a function of income and gender (Confente and Vigolo, 2018). The high income vs. low-income groups and male vs. female groups differ in motivations. It also shows that poor families travel to have more friends and see places while rich families travel to gain status and prestige. Males travel primarily because of status and prestige, while females travel to see places and have little concern with status and prestige. In general, the youth was found to have the following motivations: To experience traveling; To see places; To see places for historical and cultural value; To relax; To gain friends (Osman, Brown, & Phung, 2020). It was suggested that female, below 30 years old and high-income earners could be targeted to elevate the lifestyle in Cairns (Katsikari et. Al., 2020).

Table 3. Significant difference in Travel Motives of ASEAN tourists according to Sex.

Group Bracket	N	Mean	Sig. Dif.	Decision on Ho
Male	98	3.72	.954	Accept
Female	102	3.71		

Significant difference in Travel Motives of ASEAN tourists to Davao City according to Civil Status:

Table 4 presents significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Civil Status, the result has been accepted as regards to travel motives that there is no significant difference in civil status with the P-value of 0.759. Based on the study of Ozdemir, and Çelebi, (2018) that demographic factors such as civil status do not influence a person to travel a place. Instead, it matters in choosing to travel as main motivators. This is the market tourism as a product to any individual. This mean that tourism sector should focus more on improving the destination and less on the civil status of the tourist (Wijaya et.al, 2018)

Table 4. Significant difference in Travel Motives of ASEAN tourists according to Civil Status

Group Bracket	N	Mean	Sig. Dif.	Decision on Ho
Single	160	3.71	.759	Accept
Married	40	3.75		

Significant difference in Travel Motives of ASEAN tourists according to Nationality:
Table 5 presents significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Nationality, the result has been accepted as regards to travel motives that there is no significant difference in the nationality of the respondents with the P-value of 0.074. Based on the study of Song, Daryanto, & Soopramanien, (2019) that demographic factors such as citizenship do not influence a person to travel a place. Instead, it matters in choosing to travel as main motivators. This is the market tourism as a product to any individual. This mean that tourism sector should focus more on improving the destination and less on the nationality it caters Tien, Trang, & Ngoc, (2021).

Table 5. Significant difference in Travel Motives of ASEAN tourists according to Nationality

Group Bracket	N	Mean	Sig. Dif.	Decision on Ho
Indonesian	121	3.83	.074	Accept
Malaysian	51	3.55		
Singaporean	16	3.53		
Thai	12	3.54		

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the study, the following summaries of findings are drawn:

ASEAN tourists perceived Socio-Psychological Motives or Push Factors as Moderately Important with the score of the following: Exploration and evaluation of self; Enhancement of kinship relationship; Relaxation; Facilitation of social interaction; Regression; Escape from a perceived mundane environment; and lastly Prestige.

There is no significant difference in the level of motivations of ASEAN tourist in terms of age, sex, and civil status.

ASEAN tourists perceive that there is a high travel motives to visit or revisit in Davao City. There are no significant differences in the level of motivations of ASEAN tourist in terms of age, sex, and civil status.

Specifically, under the socio-psychological motives, the study showed that exploration and evaluation of self is the top motivator for ASEAN tourists to travel in Davao City, also has a high travel motive. The least important among the motives indicated is for prestige, has a neutral travel motive.

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The ASEAN tourists were motivated to travel to Davao City by their intrinsic motives such as the desire to explore, self-evaluation, social relationship, relaxation, escape from work/school and self-prestige.

Significant difference in the level of travel motivation in the socio-psychological and cultural motives in terms of age, sex, civil status, and nationality. It shows that no age, sex, and civil status-based difference in the level of motivation in the socio-psychological and cultural motives. Significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Age, the result has been accepted as regards to travel motives that there is no significant difference in the age. Significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Sex, the result has been accepted as regards to travel motives that there is no significant difference in sex. Significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Civil Status, the result has been accepted as regards to travel motives that there is no significant difference in civil status. Significant difference in the level of travel motivation in the socio-psychological and cultural motives, when analyzed according to profile. In terms of Nationality, the result has been accepted as regards to travel motives that there is no significant difference in nationality.

Recommendation

Based on the findings and conclusions, the following recommendations are given:

ASEAN tourist destinations may improve the tourist attraction and sustain the affordable cost for the tourist, this can be done by giving some promotional activities that a certain tourist may avail in visiting a certain destination.

The local government can sustain the economic and tourism stability of a certain attraction to make sure that the tourist will have a full confidence in visiting the place, in this aspect every ASEAN tourist destination may improve its products and services in terms of escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction under socio-psychological motives. novelty and education for cultural motives for every ASEAN member country to attract more foreign investors to strengthen the relationship between each member in the organization. Implementation and planning can be done by both community and local government for the benefits of the tourists.

For the future researchers, to have a follow up study with regards to examining the tourist motivation to travel to ASEAN tourist destination.

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