

## **The Impact and Motivations of Tourists in Visiting a Cultural Site in Sagada**

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### **ABSTRACT**

*The purpose of this study is to present and recognize the motivations and impacts of tourists' perception in visiting Sagada as a cultural site. The push and pull theory and the political, economic, social, technological, environmental, and legal analysis (PESTEL) were used in the theoretical framework to identify what motivate tourists and their perceived impact when visiting a certain place. A quantitative method was used in this study and a questionnaire survey was distributed among 134 respondents to collect data. This study also supports the argument that cultural tourism represents the correlation between motivations and impact of tourists when visiting Sagada as a cultural site. From the results of this study, tourists who are motivated by push factors consists of adventure, escape from everyday life, and prestige while pull factors include accessibility, attractions, culture and history, and infrastructure. It was also discovered that among the four major impacts, economic impact ranks first that affects tourists. On the other hand, tourists have a great impact to the economy because they contribute to the locals in terms of employment possibilities that also lead to income opportunities. The study points out and explains the motivational factors that influence tourists and their perceived impact to the tourism industry.*

*Keywords:* Cultural tourism, motivational factors, PESTEL analysis, Sagada

### **INTRODUCTION**

Cultural tourism is a way of travelling into a certain destination to gain access to the allure or charm of the local communities' traditions, culture, values, and folklore. It is also identified as the adventure of tourists to go into a particular destination that provides cultural attractions which include historical sites, and creative and cultural events and shows with the goal of acquiring new knowledge and experiences that meet the intellectual desires and individual growth of the traveler.

Cultural tourism can be found in different countries with its different and unique artifacts and histories. Philippines, as a tropical country, is known for its pristine beaches and blissful islands; however, since it also has so many undiscovered places, some areas and spots fall under the category of cultural tourism. Sagada is one of the tourist destinations in the Philippines that can be considered cultural; yet, spectacular at the same time. It is famous for its Hanging Coffins and Lumiang Burial Cave, which is a traditional and unique way of burying people.

This study discusses tourists who are visiting cultural sites in Sagada with different perceptions that helped the researchers to identify their motivational push and pull factors in visiting cultural sites and their environmental, socio-cultural, economic, and mass media impacts.

Motivation is one of the major influences for tourists to visit a site or destination. Nowadays, tourists are motivated to travel by means of push and pull factors that influence tourists to decide when they are travelling to a certain destination. In terms of tourists' needs and wants and the attributes that a destination site has, tourists are motivated and influenced to travel into different places that offer cultural tourism.

Tourists are motivated to travel to certain destination sites based on their own perception that can be determined by push and pull factors. Push factors deals with tourists' behavior and willingness to explore new places and their desire to experience new environment, while pull factors focus on the

tourists' destination and how these places influence their decision on where to travel. Based on these motivational factors, the researchers identified the reasons why tourists visit Sagada and its different impacts to the tourism industry.

This research indicates a gap between tourists' motivation and tourists' impact in visiting Sagada as a cultural site. Considerably, it helps the Local Government Unit (LGU) of Sagada to identify and comprehend the factors why tourists visit Sagada. To further support the LGU of Sagada in promoting their cultural sites, the researchers constructed a Memorandum of Understanding between the researchers of LPU-Laguna and the LGU, with the approval of their authorized personnel—the College Dean and the Mayor's Office—that the copy of this research will be forwarded to the LGU of Sagada to serve as a guide for future studies related to motivations of tourists in their cultural sites and its impact towards them.

Result of this study may benefit the academe to provide additional information and to consider push and pull factors related to cultural tourism. For the local community, they may use the information from this study to understand how to preserve their culture and traditions and to promote their own tourist spots that will boost and increase their economic status. Moreover, future researchers may use this study as reference to indicate motivational factors and impact of cultural tourism and their correlation.

The researchers aim to point out and explain the purpose of this study which focuses on Sagada as a cultural site, the motivational factors that influence tourists, and its impact to the tourism industry.

## **Review of literature**

### *Cultural tourism*

Cultural tourism has been identified as the movement of tourists to visit a cultural place away from their normal place or life with the intention of gathering new information, knowledge, and experiences to satisfy their cultural and educational needs. As mentioned by Matikainen (2015), cultural tourism has a broad definition and the same goes with the perception of tourists when it comes to culture.

Most of the time, tourists have always been travelling for cultural reasons whether it is not identified as a specific cultural travel. Visiting cultural sites that include museums, historical sites, and landmarks have always been a part of the experience of tourists when travelling. Cultural tourism has been the aiming for a wide variety that is related with activities which include historical tourism, ethnic tourism, art tourism, and many more. As eloquently stated by Zhu (2013), cultural tourism is a broad concept of combining cultural sectors and the tourism industry. Cultural attractions may include heritage sites, religious sites, indigenous communities and traditions, and other cultural contexts.

Saarinen, Moswete, and Monare (2014) stated that cultural tourism includes lifestyles formed by beliefs, languages, religious activities, dressing of people, architectural buildings, artifacts, and related atmosphere. Culture can be represented by physical and/or material things; tangible or intangible and as well as practices of everyday life of local communities. It has a wide variety of different forms of tourism activities, motivations, and attractions. One practice is where tourists mainly base the desire to learn and know about the way of life of local communities—it focuses on places where one can experience arts, heritage, traditions, rituals, and many more—it becomes the main reason why they travel to a certain place. Tourists are educated as well as entertained with facts or stories that they experience and learn about the local community.

### *Exploring cultural heritage tourism*

Heritage tourism has been known as one of the fastest growing areas to study in the field of tourism. It also received a substantial deal of recognition by many researchers around the world (Oguz, 2014). It is agreed, however, that heritage tourism has a complex meaning and it has no settled definition. Some elements that are considered to be part of heritage tourism are historic structures and memorials, significant historic event sites, battle sites, traditional sceneries and native wildlife, arts and literature, cultural events and folklore performance, traditional food and drinks, sport activities, and many more.

Pandey (2015) indicated that cultural and heritage tourism comprise the experience of tourists by visiting historical, cultural, and natural resources that demonstrate the authenticity of local communities, whether by facts or stories from the past or present that are associated with them. The involvement of culture and heritage give tourists opportunities to further understand and have a deeper perception of traditional activities, languages, heritage sites, monuments, rituals, history, and the way of life of communities that they are engaging with and are considered very important to be preserved for future generations. While in the study of Pourafkari (2007), he stated that cultural tourism is considered as one of the reasons why tourists want to seek new adventures, culture, history, archaeology, and interaction with local people. He also mentioned that the word culture has a complex concept definition, some of the broad categories are: first, as a general process of intellectual, spiritual, and aesthetic development; second, as symptomatic of a particular 'way of life'; and last, as the practices of intellectual and artistic activity. Culture is also the expression of ideas, experiences, and customs through arts, heritage, and festivals.

#### *Motivational factors*

Knowledge and individual benefits are some of the different motivational factors that are found among tourists when visiting a heritage tourism site. Learning about the new culture and increasing personal knowledge were the primary reasons to visit cultural sites. One of tourists' motivations includes the interest in culture, heritage, and ethnicity—they enjoy sightseeing heritage sites—learning new things and many more (Oguz, 2014). Wang (2016) identified motivation as a state of need, a condition that serves as a driving force to display different types of behavior and attitudes towards certain attributes of activities, developing preferences, and many more. Different aspects of tourism activities provided by different destinations is one of the factors why tourists were motivated to travel, same goes with the opportunity to experience the various lifestyles and cultures that a destination has.

As cited by Deutsch (2014), motivation is one of the major influences for tourists to visit a site or destination. There are *push* and *pull* factors, some of the fundamental principles of motivation in tourism are the following: that the *push* factor (tourist's needs) cannot be wilder than the *pull* factor (destination's characteristics). Hence, tourist motivation is an important aspect to be considered when travelling and in order to identify which attributes of a particular place will influence the choice of destination. When visiting a local culture, they are motivated to join events through seeking new experience of different activities, cultures, and people from different places (Yusof, S., Harun A., Wafa S., Kler B., and Majid M., 2017).

#### *Push factors*

Push factors make people leave their environment and intangible desires or wishes. Allman (2017) revealed that push factors are based on the needs and wants of every tourist. One of the reasons why people want to experience a new environment that is not related to their everyday living or normal life is that they want to escape and try new activities in a new destination. It may or may not affect the changes and the endeavor to discover a site in which they can cater the needs and wants of the tourists. Hence, Madzura (2016) indicated that push factors are both intrinsic (essential) and internal. It also originated from Maslow's Hierarchy of Needs—they support or assist the quality or standard of life that the traveler might discern to have when they visiting a certain destination or attraction. Some of the push factors include fulfilling prestige, gaining knowledge, socializing, escaping from daily routine, etc.

#### *Pull factors*

Oguz (2014) stated that pull factors are features of the destination that attract people to visit it. It also corresponds with tangible attributes of the destination or a certain place. While in the study of Karamehmedovic (2018), it is stated that pull factors are the external result of the attractiveness of the

destination, it is also the destination's attributes that influence people to travel to a preferred tourist destination region.

Allman (2017) indicated that pull factors are those that allure a tourist into a location that is specified. These factors commonly correspond with the attractiveness of the destination that they chose. As mentioned by Said and Maryono (2018), pull factors can be identified by activities, culture and history, attractiveness of the attraction or recreation facility, nature characteristics, perceptions, and many more. Kesterson (2013) mentioned that pull factors were described as the effect of where, when, and how people travel.

According to Madzura (2016), pull factors are destination-generated forces along with the comprehension in which tourists hold about the attraction or destination. Yiamjanya and Wongleedee (2014) indicated that pull factors are classified as tangible and intangible indications of a specific destination that attract tourists to perceive their needs of a particular travel experiences. Popp (2013) analyzed that pull factors are attributes of a destination that induce the desire to travel within potential tourists and attract them to specific destinations or attractions. These include unique natural landscapes and specific activities or events in a destination.

#### *Different impacts of cultural tourism*

With the growth of tourism development worldwide, increasing attention has been paid to the impact of tourism (Hammad, Ahmad, & Papastathopoulos, 2017). Understanding tourists' perceptions of cultural tourism will provide useful information that can be used to measure their awareness and to promote tourism sustainability. Agreed by Moyle, Weiler, and Croy (2013), the perceived impact also varies by the level or stage of destination development that may be used as strategies to target tourists and design to reduce or respond. Many studies investigate the impact of tourism and consensus in literature suggests economic, environmental, mass media, and socio-cultural impacts (Hanafiah, Jamaluddin, & Zulkifly, 2013; Mary & Janet, 2017). There are positive and negative perceptions that affect cultural tourism. On the positive side, tourism development improves residents' quality of life (Kim, Uysal, & Sirgy, 2013), improves cultural activities, promotes cultural exchanges with tourists, increases availability of cultural activities for residents (Ursache, 2015), improves infrastructures, increases leisure attractions (Zaidan, 2016), strengthens cultural identity, and offers economic benefits and employment opportunities to communities. Negative impact includes tourism jobs that offer low salaries—mostly in service industries such as cleaning, security, and hospitality which are less attractive to residents in comparison to other work opportunities—loss of access to local resources, development of coping mechanisms concerning tourism, avoidance of tourist areas that may conflict with local culture, overcrowding, security and crime, and changes to personal appearances (Türker and Öztürk, 2013).

#### *Economic impact*

Research tends to focus on economic issues, particularly how much of the money generated through cultural tourism increase cultural resources that support it (Richards, 2018). According to Childs (n.d.), tourists tend to put more money into a local economy. There are more economic benefits provided by cultural tourism, such as: it injects new money into the economy, it boosts businesses and tax revenues; it creates new jobs, businesses, events, and attractions, thus, helping diversify the local economy; it supports small businesses, enabling them to expand; it promotes the active preservation and protection of important local resources; and it helps encourage the development and maintenance of new/existing community amenities (Childs, n.d.). These economic benefits are not only the reasons why cultural tourism may be good for the community but the benefits are amplified through the economy, so tourists' impact is much wider than we thought. Fahmi, McCann, and Koster (2017) stated that the economy has also been "forcibly connected to other development agenda," such as tourism and cultural preservation, poverty alleviation, and city branding. Cullen (2014) contradicted it by saying that profits

made by tourism could be used for other purposes instead of going into proper places in order to rebuild the community affected by tragedy, such as having hidden costs or leakage to economy.

### *Environmental impact*

Environment refers to any natural and humanistic landscapes and environmental facilities which could affect and stimulate visitors. Chang (2014) revealed that environmental attitudes refer to the visitors' continuous inclination, cognition, and preferences for everything in the environment. According to L. du Plessis (2010), the rise in the number of tourists will lead to the destruction of the natural environment if not managed responsibly. It is therefore important to develop things to minimize the impact of tourists to the environment. Environmental impact depends on the location and precise landscape of the destination. Some of these issues include resource overconsumption (water, land, and energy), degradation (soil, water, and vegetation), pollution (litter and noise, air, and water), and the disruption of wildlife (migration and hunting patterns, resources, and habitats) (Nelson, 2013). Added by Solberg (2017), the other impact of infrastructure development and the creation of tourist areas include deforestation and other vegetation and habitat loss. Although tourists can create environmental problems, it also helps to promote conservation and preservation of these natural attractions in order to continue a sustainable tourism industry (Nelson, 2013). Nevertheless, in general, when perceived that tourism impact is positive, place attachment is positive while perceived negative impact lead to negative place in the context of tourism (Wang and Luo, 2017).

### *Mass media impact*

Media also has an important influence on the flow of cultural tourism, as the many case studies on the impact of films such as *The Lord of Rings* or the Chinese blockbuster, *Lost in Thailand* shows (UNWTO, 2018). Cultural tourism has the potential to grow in the region. There should be more information available, however. As recommended by Marinakou, Giousmpasoglou, and Paliktzoglou (2015), local tourism authorities should use mass media to develop and promote cultural tourism and use it to communicate with other tourists. Mass media has increasingly influenced the development of a community. Cited in an article, mass media creates ideas and sustained within society, not only send ideological messages out to the public, but to advertise these ideas which tend to manipulate our mentalities. According to Mary and Janet (2017), mass media also helps individuals on information, personal identity, integration, and social interaction. The traditional role of mass media, however, as defined by scholars, is to inform, to educate, to entertain, and to persuade people. It shows how modern mass media brings change in the social and cultural lifestyles of a community. Recently, the rapid growth of new technologies such as the internet and social media had a strong impact on tourism marketing approach (Çelebi & İğneci, 2018). Tourism consumers share their experiences with each other in social media via photos taken during their travels and they comment about their experiences, destinations, and tourism enterprises on Facebook, Twitter, TripAdvisor, and so on. Tourism consumers show great care and interest on shared knowledge and experiences in social media platforms (Buluk & Esitti, 2015).

### *Socio-cultural impact*

Impact may arise when tourism brings changes in value behavior, threatening indigenous identity. Socio-cultural impact is ambiguous—the same objectively described impact seen as beneficial by some groups and as negative by others. According to Convery, Corsane and Davis (2014), socio-cultural context can be crucial. It is because there are important human factors which also need to be considered when people react to the structures provided. The socio-cultural impact is manifested on the population of receptive areas as a result of their direct and indirect contact with tourists. Cultural tourism leads to better overall infrastructure and living environment—not only for tourists, but also for the host community, as well as the activities encompassed by the whole territory of the destination. As cultural tourism gives the destination an identity, it gets known, this attracts interests and people, which, again, helps to mark local production in general (Hinsberg, Bærug, & Ambrozaitis, 2001). As mentioned by Zhu (2013), the preservation of the culture and traditions of ethnic groups inspires tourists to explore the unique cultural experiences with indigenous communities. Hence, negative socio-cultural impact can also

be generated if tourism development is not managed properly and the full economic potential of that development is not recognized. According to Tummons (2015), interest shown by tourists can contribute to cultural erosion that may occur due to the commodification of cultural goods. Tourism involves movement of people to different geographical locations and establishment of social relations between people who would otherwise not meet. Cultural clashes can take place as a result of differences in cultures, ethnicity, religion, values, lifestyles, languages, and levels of prosperity. One way to manage the negative socio-cultural impact is to take a new tourism approach (Ramirez, n.d.).

## Conceptual framework

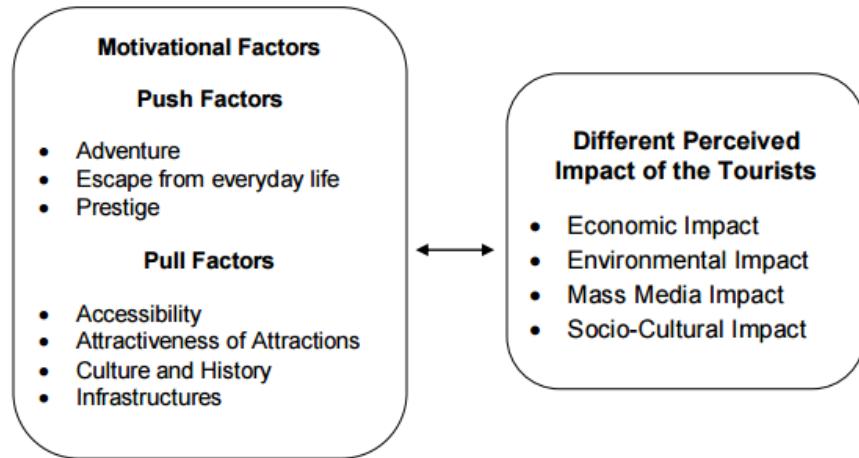


Figure 1. Conceptual framework

The framework consists of motivation factors of tourists when travelling. Motivation encourages and it is one of the reasons why tourists make a final decision on where and why they travel. It is also composed of *push* and *pull* factors.

The push factors are based on the needs and wants of tourists. It can be identified as: adventure which refers to the different types of adventure activities that a tourist wants to experience; escape from everyday life which refers to the motivation of tourists to escape from their own environment, and to escape from every day's stress; prestige which is social interaction, it also impresses or excites tourists when visiting a certain place. The pull factors are the features and/or attributes that influence people to travel into a preferred tourist destination. It can be identified as: accessibility which refers to the convenience and to the affordability of tourists when travelling; attractiveness of attractions which refers to the natural scenery and landscapes that attract tourists, the satisfaction and appreciation of tourists based on the attractions that they are engaging with; culture and history which refers to the historical events, traditions, and cultures that attracts the attention and/or interest of tourists; and infrastructure which refers to manmade or natural roads or bridges which are unique and entail history or importance for local communities of a certain destination site.

The perceived impact of tourists refers to how the respondents perceive the visit, in terms of: economic impact, environmental impact, mass media impact, and socio-cultural. Economic impact refers to how the respondents feel about tourism in terms of possible effects of increasing the economy of a certain place that could contribute income, provide new jobs and/or employment, and contribute to government revenues. It could also bring investment to Sagada. Environmental impact refers to how the respondents feel about tourism in terms of the utilization of funds in protecting the environment's sensitive areas which it could also increase the awareness and protection to preserve historical places.

Mass media impact refers to how the respondents perceive its effect among tourists in recognizing a place and to become aware through sharing of information. It also helps to influence tourists when visiting a certain destination. Socio-cultural impact refers to the communication and social interaction of tourists with local communities and appreciating cultural traditions and rituals that are performed by the locals. This will help the study to identify the impact based on tourists' perception.

### **Objectives of the study**

The goal of this research is to distinguish the motivation and impact of tourists towards the cultural tourism in Sagada. More specifically it aims to: (1) identify the motivational factor of tourists in visiting Sagada in terms of push factors through adventure, escape from everyday life, and prestige; and in terms of pull factors through accessibility, attractiveness of attractions, culture and history, and infrastructures; (2) discover the different impact of tourists in visiting Sagada in terms of economic impact, environmental impact, mass media impact, and socio-cultural impact; and (3) examine the correlation between the motivations and impact perceived by tourists.

### **METHODOLOGY**

This study used the descriptive-correlational method and involved the utilization of qualitative research methods. This study was designed to describe the motivations and impact of tourists who had visited and experienced Sagada, Mountain Province in terms of cultural tourism.

The respondents of this study were tourists who had visited and experienced a tour in the Hanging Coffins and Lumiang Burial Cave of Sagada, Mountain Province. The number of the respondents were 134, and it was determined by using G-Power Software Version 3.1.9; the effect size is 0.30, the alpha error is 0.05, and the power is 0.95.

The questionnaire used in this study was self-made that has a related literature to support the statements provided. The questionnaire was designed by using statements which respondents had to rank using a 4-point Likert scale to indicate their level of agreement or disagreement. The researchers used the questionnaire to attain knowledge and gather data about the motivations and impacts of tourists on cultural sites of Sagada.

To increase the levels of reliability and validity the research, a pilot study was conducted. Twenty-five individuals had reviewed the pilot study and provided their feedback related to the questionnaire. These individuals took the survey instrument and gave suggestions on how the instrument should be improved. Cronbach's Alpha was used in executing the pilot test, the content validation has been approved by the Adviser, Statistician, Filipino Grammarian, and Industry Expert from the Senior Tourism Office of Sagada. The questionnaire got a score of 0.975, the researchers used this questionnaire to attain knowledge and data about the impacts and motivations of tourists in visiting a cultural site in Sagada. The study involved convenience sampling technique that was given to 134 respondents. The researchers disseminated the survey questionnaires while explaining the reason why they were conducting such research.

To gather the information that is needed to pursue this study, the researchers used the weighted mean for the *push* and *pull* factors and for the impacts of tourists. Weighted mean was utilized as part of the Likert scale to identify the motivations and impacts perceived by tourists. The researchers used Spearman Rho and/or Spearman Rank Correlation. It is a non-parametric test that is used to measure the degree of association between two variables (Statistics Solutions, 2018).

## **RESULTS AND DISCUSSION**

### **Motivational factor of tourists in visiting Sagada**

#### *Push factors*

Most respondents agree that they want to travel because of the adventure that they can engage in or experience in an exciting activity, especially the exploration of uncertain territory (3.46). This ranked as the highest indicator because tourists who find adventure that corresponds with experiencing or engaging with an activity is one of the factors that motivates them to travel. When travelling to different types of places, every destination offers its own unique adventure that tourists are looking for. Adventure has different attributes that is connected with activities that tourists want to do, it is also an indicator of the *push* factors because it is based on the needs and wants of a tourist. In this context, adventure motivates the tourist to travel not because of the experiences which are risky, but attracts them with the excitement that they are feeling. When experiencing a particular activity, it depends on the perception of the tourist if they are satisfied with the adventure that they had tried or not. The variety of activities has a different characteristic that every tourist can depend on, most especially if those activities have safety and security measures to be performed.

Nevertheless, most tourists are motivated to try and experience the adventure of an activity that has exciting threats and dangers. When tourists experience the adventure that a particular place offers, it depends on their perception they are motivated with the adventure they engaged in. Data shows that most respondents were motivated with their wants to experience an adventure that has an exciting activity and they want to explore an uncertain territory. Engaging with activities of different kinds of adventure that a tourist may experience is what most respondents want. The adventure that involves the exploration of an uncertain territory is what respondents' desire, this may include the curiosity of a tourist to try new adventure activities, and they are also excited to try new adventure things that is uncommon to them. In this way, the adventure that a certain place offers should be unique so tourists would be excited to try new different unique adventure activities.

As tourists want to travel because of the adventure that they can engage in or experience with an exciting activity, especially when they want to explore some uncertain territory or they are curious to try new adventurous activities that may excite and challenge them. Hence, the data shows that respondents agree that for them, adventure is one of their main reasons or needs when they travel to different places, especially in terms of cultural sites (3.40).

Moreover, respondents agree that they want to experience new cultural sites (3.34). Results, however, show that it has been identified as the lowest among the three adventure indicators. Experiencing new cultural sites is the least factor that respondents had chosen, some respondents that answered the survey missed or failed to acknowledge the importance of experiencing new cultural sites in terms of adventure without knowing that in the first place, they are doing it whenever they visit a tourist destination. They are looking for some new adventure to try but sometimes fail to notice the importance of things that they are engaging in; however, even if they fail to acknowledge it, they were still fond or affectionate with the cultural sites that they visit. Nevertheless, experiencing new cultural sites in a form of adventure is still considered as a *push* factor by tourists as one of their motivations to travel to different tourist destinations. The cultural sites that they experience and participate in could lead to a new adventure that they want to try. Experiencing something that is based on the adventure that a certain place offers could help tourists to be motivated to travel. Experiencing new cultural sites could be one of the factors why a tourist wants to visit a certain destination site, for this could give them some new adventure to try especially if the culture of a particular place has a unique culture and traditions.

Table 1. Motivational factor of tourists visiting Sagada in terms of adventure

Adventure	Weighted Mean	Verbal Interpretation
I want to travel because of the adventure that I can engage in or experience in an exciting activity, especially the exploration of an uncertain territory.	3.46	A
Adventure is one of the main reasons or needs why I want to travel to different places, especially in terms of cultural sites.	3.40	A
I want to experience some new cultural sites.	3.34	A
Composite mean	3.40	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

In terms of escape, tourists strongly agree that they travel to experience something new that is not related to their everyday lives (3.53). It was ranked as the highest escape *push* factor for they want to escape from everyday work and/or being away from home. The data shows that the motivational factor of tourists in terms of escape when travelling influenced them the most since they want to travel because they want to experience something new that is not related to their everyday lives. Escaping for a while could give them time for themselves to explore and unleash something new and this is also one of the reasons why tourists were motivated to travel in some cultural sites in Sagada. Experiencing something new in terms of escaping has a lot to offer, there could be adventure, relaxation, and other activities to be considered. This helps the tourist satisfy themselves in the experience that they want to do that is not related with their everyday life. Escaping from everyday work and/or being away from home is what tourists also consider when they are about to travel. Before tourists decide to travel, they consider the escape factor that would benefit them because they could enjoy and relax for the meantime if they will travel since it is outside of their usual environment. The things that tourists consider when they are about to travel is escape since the activities that they are about to do is far from their everyday routines. Experiencing new things in terms of escape could help tourists to relax for a while and enjoy while on vacation.

Data shows that most tourists agree that they are excited to visit cultural sites that is quite new for them; and some of their family or friends who have not yet visited that place (3.43). While tourists agree that cultural tourism provides them an opportunity to escape from every day's stress, this escape factor had the lowest rank (3.36). Every day's stress could provide an opportunity to escape for a little while from work or life; hence, some tourists who had visited and experienced Sagada took this opportunity to relax and it also became an opportunity and motivated them to escape for a while. Since most tourists nowadays have work or deal with different kinds of every day stress, they want to escape for a while so that they could take a vacation and release the stress that they have. Some tourists who travel want to have an opportunity to release their stress in a way that cultural tourism could provide. Cultural tourism could also be one of the reasons why tourists could escape from every day's stress because as they see the different types of culture, they learn something new and at the same time, their minds are relaxed.

Table 2. Motivational factor of tourists visiting Sagada in terms of escape

Escape	Weighted Mean	Verbal Interpretation
I am traveling to experience something new that is not related to my everyday life.	3.53	SA
I am excited to visit cultural sites that is quite new for me; and some of my family or friends who have not yet visited that place.	3.43	A
Cultural tourism provides me an opportunity to escape from every day's stress.	3.11	A
Composite mean	3.36	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

For prestige, tourists agree that they want to communicate and socialize with local communities in a certain cultural site to learn something new (3.42). Tourists think that they are motivated to travel to a certain place because they want to communicate and socialize with local communities to learn something new. Communicating and socializing with local communities is one of the main factors of prestige that motivates tourists to travel to a particular place; in this way they, could learn about the facts, traditions, culture, and history of a destination site. The communities can share their own knowledge and experience with tourists when they are communicating and socializing with each other. This could also be a factor in which tourists can have an idea about the culture and history, traditions, and way of life of local communities and their culture. This could lead into learning something new while communicating and socializing with hosts. Tourists agree that one of the motivations in terms of prestige is that interacting or communicating with local communities in a certain site can enhance their communication (3.36).

While tourists agree that the places they visit is listed in the top most visited cultural site here in the Philippines, it is ranked as the lowest factor for prestige (3.32). Prestige is also considered to be a social status, social recognition, and many more. When a certain place is included in the top most visited place in a certain country or region, people tend to be motivated by this factor because of word-of-mouth or social media that allows a person or a place to gain popularity. This could also be one of the reasons why tourists are motivated to travel to a destination site. When tourists visit a *top most visited place* in a particular destination, this gives them recognition and pride. Most respondents were millennials and foreigners, they visited Sagada because it is a well-known place and considered as the place *where broken hearted people go*, most importantly, it is included in the *must-see destination* list and in the bucket list of respondents. Also, when tourists travel to a place that is included in the top most visited cultural sites in the Philippines, they promote it to the other people. That is why, people tend to go to tourist destinations that are listed in the list. When someone visits a popular place, this gives them a sense of recognition and pride since they are one of the tourists who had contributed something to the destination site. They could also make an opportunity to promote the place in social media whose popularity may acknowledge them since people will see their posts. Prestige, being as one of the *push* factors in motivating tourists, has a big impact when tourists are deciding. Most tourists nowadays want to visit a cultural site that is famous or is listed in the top most visited places in a certain country or region. Since most of tourists use social media to search for a place to go, this could help a destination site to be promoted.

Table 3. Motivational factor of tourists in visiting Sagada in terms of prestige

Prestige	Weighted Mean	Verbal Interpretation
I want to communicate and socialize with local communities in a certain cultural site to learn something new.	3.42	A
Interacting or communicating with local communities in a certain cultural site can enhance my communication.	3.36	A
The place that I visit is listed in the top most visited cultural sites here in the Philippines.	3.32	A
<b>Composite mean</b>	<b>3.37</b>	<b>A</b>

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

#### *Pull factors*

In terms of accessibility, one good factor that was ranked highest was that it was an affordable tour for everyone and that the site is safe for tourists (3.05). Most tourists believe that when they are travelling, accessibility and affordability of a certain place is one of the major indicators that they tend to contemplate with. Accessibility is one of the tourists' motivational factors that consider the decision of every tourist when they are visiting a place or will be visiting the destination. They want to have a safe, affordable, and easy access to the tourist destination. Although some of tourist destinations here in the Philippines have difficult accessibility, tourists still look for opportunities to take a leap and visit them,

they include them in their bucket lists, and make ways to travel to the different types of tourist destinations that have beautiful sceneries. Affordability and accessibility are one of the main factors that motivates tourists to visit and experience a destination site since it is safe for tourists to travel. Affordability is what motivates tourists to travel to a place even if this is far, having an affordable but extravagant and safe tour for the tourist is a trend nowadays. Especially for the Filipino respondents, since travelling is known to be expensive, they look for some alternatives on how to join affordable tours. The uniqueness of a place is what tourists look for especially if the destination offers a unique, easy access, and affordable site. They are motivated by the uniqueness of the destination that they want to visit. The data shows that most tourists agree that the place or destination is convenient to other places or it is near the city (2.54).

Tourists disagree that accessibility is one of the reasons why tourists want to visit a cultural site (2.46). Those that had visited Sagada had a difficult time, most especially in terms of accessibility because it is way too far from the city. Nevertheless, once tourists see the beautiful places that Sagada has to offer, this takes away the regret of every tourist, for Sagada offers its most extravagant scenery. Accessibility is not one of the motivators of tourists to travel to a certain place such as Sagada since it is too far; most of the tourists still want to explore and experience its activities and cultural sites. Sometimes, accessibility becomes a hindrance for tourists to explore travel, but with the determination, motivation, and needs and wants, nothing is impossible for them to travel. One of the major decisions that tourists consider when travelling is that they prefer to visit a destination that is near the site and they look for possible accommodations close to it. They also tend to look for a cheaper price so that even if the destination is too far but the accommodation is quite near to the sites, they will still be visiting.

Table 4. Motivational factor of tourists visiting Sagada in terms of accessibility

Accessibility	Weighted Mean	Verbal Interpretation
It is an affordable tour for everyone and the site is safe for tourists.	3.05	A
The place or destination is convenient to other places or it is near the city.	2.54	A
Accessibility is one of the reasons on why I want to visit a cultural site because it is near and it has an easy access.	2.46	D
Composite mean	2.68	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

In terms of attractiveness, most tourists strongly agree that the natural scenery, forests, mountains, and landscapes that a cultural site has attracts them to visit it (3.56). The data shows that the attractiveness of a destination is one of the major influences on why tourists are motivated to visit Sagada. The attractiveness of a place depends on the perception of a tourist. It also gives them the idea on what things they are expected to do. The attractiveness of a destination is also based on the needs and wants of a tourist. Attractions like natural sceneries, mountains, forestry, modern attractions, and historical and cultural attractions are the main reasons why tourists want to explore a particular destination site. This tends to motivate them to explore and appreciate the attractions that a particular destination site offers. The attractions of the destination site have a considerable significance because tourists decide on the different types of desirability that they want in a certain place that may offer natural scenery, forests, mountains, and landscapes. As the respondents agree that they are attracted to appreciate cultural sites and that they are satisfied with the attractions that they saw (3.43).

The lowest factor in terms of attractiveness is that cultural sites may have a special event that attracted them to visit it (3.28). Attractiveness is a *pull* motivational factor that helps the tourist to decide on where they want to travel, most especially when it comes to cultural sites of a certain destination. There are a lot of things that need to be considered when travelling and attractiveness is one of the top major influences on why tourists travel. The natural scenery, forest, mountains, and landscapes are some

of the key factors that most tourists consider if they are attracted or not. The attractiveness of a place also depends on the perception of a tourist, this can be referred as an evaluation which considers the structural attitude of a tourist. The attributes that a place offers can have a high level of influence in terms of destination selection. The involvement of the culture to the attractiveness of a destination helps the tourist to be motivated to travel to certain destinations. It also defined that the attractiveness of a destination is connected with tourists' opinion and expression which is based on the satisfaction that they acquired.

Table 5. Motivational factor of tourists visiting Sagada in terms of attractiveness

Attractiveness	Weighted Mean	Verbal Interpretation
The natural scenery, forests, mountains, and landscapes that a cultural site has attract me to visit it.	3.56	SA
It attracts me to appreciate the cultural site and I am satisfied with the attraction that I saw.	3.43	A
The cultural sites may have special events that attract me to visit it.	3.28	A
Composite mean	3.42	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

For culture and history, most respondents strongly agree that they are interested in the historical events of the cultural sites that they visit (3.51). Culture and history are *pull* motivational factors that give the highlight of the event for every tourist. They also give tourists an idea on what to expect. The ideas that would bring them closer to developing an interest to what they have in their mind, the traditions and cultures that are practiced by local communities will capture or amaze tourists and most likely, the history of everyone's destination is appreciated. Culture and history motivate tourists to travel because they are interested to discover the different aspects of the tradition of a certain place. Due to their motives with regard culture and history, this serves as a reason for people to go on vacation. Education and novelty may arise when encountering new experiences that is based on culture and history. Nevertheless, it also depends on the authenticity of the perception of tourists. Tourists depend their interest on the historical events of a cultural site that they visit. In the result of this study, most respondents agree that traditions and culture that are practiced amaze them (3.47).

While respondents agree that history has captured their attention when visiting a cultural site (3.46). This indicates that it is the lowest factor in terms of culture and history. The concept of the destination is one of the reasons why it is more effective rather than the origin of tourists travelling there. Whenever tourists visit a new destination site that offers a unique culture and history, people tend to buy or try and experience the culture of the destination site to learn a new culture. Tourists who have visited a cultural site that has a meaningful history, can say that it really affects and catches their attention, especially if it has something related to their nationalities.

Table 6. Motivational factor of tourists visiting Sagada in terms of culture and history

Culture & History	Weighted Mean	Verbal Interpretation
I am interested on the historical events of the cultural sites that I visit.	3.51	SA
The traditions and culture that are practiced amaze me.	3.47	A
The history has captured my attention whenever I am visiting a cultural site.	3.46	A
Composite mean	3.48	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

In terms of infrastructure, the results show that most tourists strongly agree that the destination they visited has an exotic atmosphere or it has its own uniqueness that every tourist must see. This also

has the highest rank among the other indicators (3.56). One of the most important indicators that must be considered among the *pull* factors is infrastructure since this is the main satisfaction criteria that tourists are looking for. The factors that influence tourists to visit and experience a destination depends on the perception and attitude of a tourist, whether it is a unique infrastructure or a well-known one. It is also the supply chain of transportation that connects tourists and the destination itself. This improves the living condition that residents and tourists could benefit from. The positive perception that tourists are looking for is based on the infrastructure that a certain destination site offers to them. This may include the needs and wants of tourists to visit a particular place. Since most of the respondents strongly agree that they are fond of the infrastructures that a certain destination site is offering, this tends to be the most important *pull* factor to be considered. The infrastructure has the basic needs of every tourist whenever they are travelling. The researchers found that most respondents strongly agree that the infrastructure of Sagada has a history for local communities (3.51).

While most tourists also strongly agree that the site has a meaningful event to local communities, be it natural or manmade (3.50), this is ranked as the lowest indicator in terms of infrastructure. Based on the experience of tourists who had socialized with local communities, the people of Sagada treasure the sacred place. It is really important for them to sustain and improve their place so that the next generation can experience the same thing. The infrastructure or sites relate with the motives and perception of every tourist. There is a huge impact that has a meaningful event for both tourists and local communities since they could share their culture and history.

Table 7. Motivational factor of tourists visiting Sagada in terms of infrastructure

Infrastructure	Weighted Mean	Verbal Interpretation
It has an exotic atmosphere or it has its own uniqueness that every tourist must see.	3.56	SA
The infrastructure of Sagada has a history for local communities.	3.51	SA
The site has a meaningful event to local communities. It may be natural or manmade.	3.50	SA
Composite mean	3.52	SA

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

### Impacts of tourists

Respondents strongly agree that they may contribute to the income and standard of living of the locals of Sagada (3.76). It also ranked first because people traveling to places are inevitable to spend money for the food they eat, the house they lodge, and the on activities that a place has. When the number of tourists increase in an area, the standard of living of locals may change to become more comfortable and/or prosperous. It also shows that when tourists contribute income to local communities, it helps them improve their economy and standard of living. The income can benefit local communities to build new infrastructures and improve facilities by sustaining and preserving them.

Table 8. Impacts of tourists visiting Sagada in terms of economic impact

Economic	Weighted Mean	Verbal Interpretation
May contribute to the income and standard of living of locals of Sagada.	3.76	SA
May help in generating employment opportunities for locals of Sagada.	3.63	SA
May provide economic meaning to old places which makes its preservation worthwhile.	3.57	SA
May bring investment to Sagada province.	3.52	SA
May improve the public utilities infrastructure of the province.	3.50	SA

May add a contribution to government revenues.	3.44	A
Composite mean	3.57	SA

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

The respondents also strongly agree that indicators such as economic impact is important to a destination to improve facilities and to sustain the meaningful place. The data shows that the lowest rank was on contributing to government revenues (3.44) as an economic impact because the businesses in Sagada were owned by individual residents and not the government. Therefore, money spent by tourists are directly received by locals in exchange for providing their products or services. The tax contributed by the tourist to the government has a positive and negative effect, if the government will use it in a proper way, local communities, the government, and as well as the tourists, may benefit from it. The government must be knowledgeable enough to think where government revenues must go. Tourists as well should be knowledgeable enough to know where their money goes.

Results show that respondents strongly agree that visiting Sagada may increase awareness and appreciation for the need to preserve the historical place (3.53). It was ranked as the highest indicator because the environment of Sagada seemed to be in good condition to the point that tourists thought of preserving its historical place. Data also shows the interest of tourists in taking good care of Sagada's environment because their visit increased their awareness. Understanding and appreciating the beauty of a cultural heritage, especially if it is connected with the environment of a certain destination, should increase the awareness of tourists. Since they are the ones visiting a destination site, they should consider increasing their awareness and appreciation for the need to preserve the historical place of a particular destination site. Moreover, it only states that the attitude of tourists may play an important role in relation to preserving cultural heritage sites as they use the site and facilities.

Most respondents agree with the indicators of environmental impact which can be viewed from people's awareness of the place that could certainly be extended into the realm of cultural and heritage places. Visiting Sagada may generate waste and pollution to the province (3.13) was ranked as the lowest indicator. As tourists come in any place, they may cause negative impacts to the environment such as disposing garbage anywhere, creating noise, and even air pollution. This will be reasons for locals to hate tourists from coming to their land because of insensitivity and disrespectful behavior. Noise generated by tourist activities is one example that alters the natural activity patterns of locals. Hence, all humans affect the environment, but people with different lifestyles create different kinds of changes in the place they visit.

Table 9. Impacts of tourists visiting Sagada in terms of environmental impact

Environmental	Weighted Mean	Verbal Interpretation
May increase awareness and appreciation for the need to preserve the historical place.	3.53	SA
May develop a positive attitude towards the environment of a historical place.	3.49	A
May utilize revenue from park entrance fees and similar sources which can be allocated specifically for the protection and management of environmentally sensitive areas.	3.43	A
May overwhelm the available supplies of the province.	3.24	A
May cause damage to local environment who abuse the use of facilities.	3.19	A
May disrupt the local environment due to excessive numbers of visitors.	3.18	A
May generate waste and pollution to the province.	3.13	A
Composite mean	3.31	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

Respondents strongly agree that mass media provides opportunity to reach global tourists, even in remote corners of the world to promote Sagada (3.59). The data shows how powerful mass media is because it can reach all the people around the world. Nowadays, if a person shares something through different media, it can easily spread, as people are now active especially when it gets their attention or interest. Since mass media plays a vital role throughout the world, this could help a place to be promoted by the tourists who take good pictures of the destination site that they visit. In this case, tourists could also share their experiences, thoughts, recommendations with other tourists who also wants to visit. On the other hand, tourists who use mass media are set as communicators to other tourists because they are the ones who share their experiences and publish beautiful stories that attract other tourists. Most respondents agree with the indicators that mass media impacts contribute positively to the development of a tourist destination.

Respondents agree that mass media plays a major role in the social change of locals in Sagada (3.31). This was ranked the lowest impact because mass media is a powerful tool that can affect the lives of different people. Everything depends on tourists, if they provide a positive or negative feedback on the place they visited. The information that people upload in mass media could affect the situation of the topic of discussion. This just acknowledges that tourists should be considerate enough to avoid a social change among locals. Tourists should also observe if the information they are sharing do not affect locals.

**Table 10. Impacts of tourists visiting Sagada in terms of mass media impact**

Mass Media	Weighted Mean	Verbal Interpretation
Mass media provides opportunity to reach global tourists, even in the remote corners of the world to promote Sagada.	3.59	SA
Mass media creates opportunities to recognize cultural tourism industry.	3.50	SA
Mass media is a good source of information to know more about Sagada before I will go.	3.43	A
Mass media makes a great influence before I visit Sagada.	3.40	A
Mass media provides facility for easy access to share information with other tourists about the cultural site I visited.	3.39	A
Mass media has huge impacts on tourists' travel decision making going to Sagada.	3.33	A
Mass media plays a major role in the social change of locals in Sagada.	3.31	A
<b>Composite mean</b>	<b>3.42</b>	<b>A</b>

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

Respondents strongly agree that they may help local communities increase the demand for their historical and cultural exhibits (3.56). The data shows that when the number of tourists increase, there are possibilities that they will demand to learn more historical information or look for exhibits showing culture and traditions. It also ranked first because cultural tourism attracts people to become interested to historical, heritage attractions, and cultural traditions that make them demand for more. The interest shown by tourists can contribute in preserving a cultural site because they recognize the culture and traditions of locals. Meaning, it also helps locals not to forget their culture.

The respondents agree to both indicators that tourists may appreciate cultural traditions and rituals that local communities perform (3.47) and may increase the social interaction with different societies (3.47). The two indicators show that if a person interacts with different people or cultures, they can develop a good relationship that shows an appreciation of each other's traditions and culture. There are people who really appreciate cultural sites and traditions, and they are the reason why local communities still perform and show their traditions and culture to everyone. The researchers analyzed

that during interactions tourists with a cultural experience, they also interact with locals because they are the ones who explain about the culture that they have.

The respondents agree that they may fail to respect local customs and moral values of local communities (2.86). This was ranked as the lowest impact because there are tourists who cannot discipline themselves; hence, causing problems among locals. It usually takes time to receive a consequence and it cannot be perceived by anyone on how good or bad it is. In order to avoid the circumstances, everyone should learn to respect other cultures especially if you are an outsider. With these, tourist sites around the world have significance to local communities and respect should always be behind our actions. It is important that everyone follows given rules and regulations for locals to feel respected.

Table 11. Impacts of tourists visiting Sagada in terms of socio-cultural impact

Socio-Cultural	Weighted Mean	Verbal Interpretation
May help local communities increase the demand for their historical and cultural exhibits.	3.56	SA
May appreciate cultural traditions and rituals that local communities perform.	3.47	A
May increase social interaction with different societies.	3.47	A
May help keep traditions and culture of Sagada alive.	3.46	A
May provide a chance to have a good relationship between tourists and local communities of Sagada.	3.45	A
May change the lifestyles of the local community that could result in the loss of local customs and traditions as well as standards of behavior.	3.13	A
May fail to respect local customs and moral values of local communities.	2.86	A
<b>Composite mean</b>	<b>3.34</b>	<b>A</b>

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

As the researchers conducted their survey among tourists who had visited Sagada, in terms of push motivational factors, adventure got the highest ranking (3.40). This means that whenever a tourist travels, the first thing that he thinks of is kind of adventure and activities he can experience and do in a certain destination. Most tourists were motivated to travel to different places because of the adventure that they can experience and acquire in a certain destination. Adventure is also based on the needs and wants of every tourist, as tourists get fond of travelling and trying different aspects of adventure, they tend to be curious to try the things that a destination site offers.

Since most tourists ranked escape from everyday life as the lowest indicator (3.36), it can be seen that escape from everyday life is not as important for the respondents. The tourists were thinking of other motives that can motivate them to travel more. Escaping is one of the *push* factors that tourists are considering. Nevertheless, for them, there are still different indicators or *push* factors that motivate them to travel into a destination site.

Table 12. Push motivational factors of tourists visiting Sagada

Push Factors	Composite Mean	Verbal Interpretation
Adventure	3.40	A
Prestige	3.37	A
Escape from everyday life	3.36	A
<b>General mean</b>	<b>3.38</b>	<b>A</b>

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

Among the *pull* motivational factors of the tourists, the highest ranking was infrastructure (3.52). Infrastructures motivate tourists to travel to a place. Having a beautiful and attractive destination site is what tourists are looking for because they want to explore beautiful sceneries of places that they travel to; and they also upload pictures in social media to promote the place. This is one of the major dimensions and attributes of the destination that is why tourists were motivated to go to a particular destination site.

Accessibility had the lowest rank among the *pull* motivational factors (2.68) because for them, travelling to Sagada takes eight to 12 hours. The travel along consumes a lot of time instead of exploring the activities and sites that they can do in Sagada. Accessibility is one of the reasons why tourists are motivated to travel, since there is an easy access to be considered. In the case of Sagada as a destination

site, however, tourists seem to find it difficult for them to access Sagada. Nevertheless, tourists still look for other *pull* motivational factors that would motivate them to go and experience Sagada.

Table 13. Pull motivational factors of tourists visiting Sagada

Pull Factors	Composite Mean	Verbal Interpretation
Infrastructure	3.52	SA
Culture and History	3.48	A
Attractiveness	3.37	A
Accessibility	2.68	A
General mean	3.26	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

*Push* factors (3.38) are the main reasons why people travel to Sagada. They are based on the needs and wants of every tourist which affect the motivations to visit a certain destination. These *push* factors may indicate the adventure or activities that a tourist wants to try and experience. They also want to escape from their everyday lives or every day stress, and experience prestige. It may or may not also affect the changes of tourists' endeavor to discover a site in which they can cater the needs and wants of tourists.

Table 14. Motivational factors of tourists visiting Sagada

Motivational Factors	General Mean	Verbal Interpretation
Push Factors	3.38	A
Pull Factors	3.26	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

Economic impacts rank first, data shows that tourists have a great impact to the economy because they contribute to locals in terms of employment possibilities that also lead to income opportunities. Another impact was the improvement of infrastructure and facilities which leads to the enhancement of the standard of living of both locals and the destination. The researchers forecast that over the years, this impact will grow continually by providing more job opportunities, increase income, and positively change the standard of living of locals across the world economy. The respondents also agree that they believe in the impact of mass media (3.42) and socio-cultural (3.34) in visiting Sagada.

Table 15. Impacts of Tourists Visiting Sagada

Impacts	Composite Mean	Verbal Interpretation
Economic Impacts	3.57	SA
Mass Media Impacts	3.42	A
Socio-Cultural Impacts	3.34	A
Environmental Impacts	3.31	A
General mean	3.41	A

Legend: 3.50 - 4.00 Strongly Agree (SA); 2.50 - 3.49 Agree (A); 1.50- 2.49 Disagree (D); 1.00 -1.49 Strongly Disagree (SD)

The respondents agree that the impact on the environment also play a major role in a local community. It ranks as the lowest among the four impacts of tourists. With activities that tourists take part of in the local environment, they need to increase efforts in protecting the natural environment in order to preserve its cleanliness and condition. On the other hand, tourists can become the reason in contributing positive or negative impacts on the environment. The data suggest that tourists should engage in local communities to help promote their tourism and environmental protection.

#### Correlation between motivations and impacts perceived by tourists

Spearman's correlation was run to determine the relationship between adventure and various impacts. The relationship between adventure and economic impacts is that whenever a tourist had an adventure activity in a particular destination site which includes monetary involvement, this could help the community increase their economy. Whenever there are different kinds of adventures and/or activities offered by the destination site that involves entrance fees, jobs, investments, and many more, could be part of the economy of Sagada. This would help the community increase their economy by maintaining, preserving, and adding new adventures and/or activities to offer to tourists who visit Sagada in terms of cultural site. It also determines the relationship between adventure and environmental impact. Since most adventure activities that Sagada offers are attached with the environment just like the Hanging Coffins which is attached to the cliff of a mountain, this could help local communities to preserve their environment from being damaged by the number of tourists that may visit the particular destination site. Adventure and the environment are relevant because every single day, tourists come back and forth using the same path in the same place.

Another one is to determine the relationship between adventure and the impact of mass media since adventures and activities that tourists experience in a certain destination site could help them promote it in social media by means of posting their experiences, their thoughts, and their perceptions. The relationship of these two attracts more tourists to visit and experience Sagada. On the other hand, tourists rely on reviews and recommendations from mass media before they go to an adventure. Last is to determine the relationship between adventure and socio-cultural impacts since tourists are engaging with local communities, the adventures that they experience is based on the culture, history, and traditions of local communities. These two have a significant relationship since local communities share their own culture and traditions for tourists to try and experience by means of adventures and/or activities.

**Table 16. Relationship between motivational push factors in terms of adventure and impacts**

Adventure vs	Rho-value	p-value	Interpretation
Economic Impacts	0.323	0.000	Significant
Environmental Impacts	0.233	0.007	Significant
Mass Media Impacts	0.233	0.007	Significant
Socio-Cultural Impacts	0.350	0.000	Significant

*Legend: Level of significance: 0.05*

The correlation between escape and various impacts were determined. Data shows that there is a relation between escape and economic impact because even if the tourist's reason is just to get away from their comfort zone or just want to experience something new, they still spend money during their travel which contributes to the income of locals. Escaping and trying new things as tourists explore a certain tourist destination may cost them to pay entrance fees that could contribute to the economy of the locals. Nonetheless, the relation of escape to economic impact should be great to cause improvement and see more how things can unfold. In terms of the relationship between escape and environmental impact, tourists preferably want a scenic view rather than a city view because it helps them relax in terms of escaping from every day's stress. An environment with a quiet and clean atmosphere is also the best place to think and have a peaceful mind. As people who escape from their everyday lives wants to travel, they also consider the environment of a certain place. This could help them relax more and relieve their stresses for a while. It shows that environmental experience is one of the reasons for a person to relieve their stress, realizing that they can engage in protecting the environment to preserve and conserve the beauty of the place. The data shows a relative relationship between escape to environmental impact.

For the relationship between escape and mass media impact, escaping to a cultural site leads you to a new experience and it is clear that mass media has an impact with escaping to a cultural site. More particularly, tourists determine what they want to do or what choices they make through mass media influence. The influence of mass media is based on the perception of other tourists who had already been to the tourist destination. Since most tourists want to escape to try different things, they consider mass

media as their reference for good or bad impressions. Moreover, by simply posting in social media, people will be curious on where that place can be because Sagada is really a beautiful place. Last is the relationship between escape and socio-cultural impact. The data shows that there is also a relationship between escape and socio-cultural impacts because while tourists travel, there are instances where they interact with the locals. Many tourists might come from different lifestyles and if they come in contact with the locals, they may develop a copying behavior or inspire and learn from their culture and vice versa. With this, the researchers perceive that if a people go to a certain place, it can possibly attract their interests in the cultures and traditions of the locals and can be attached with local communities.

**Table 17. Relationship between motivational push factors in terms of escape and impacts**

Escape vs	Rho-value	p-value	Interpretation
Economic Impacts	0.385	0.000	Significant
Environmental Impacts	0.178	0.040	Significant
Mass Media Impacts	0.441	0.000	Significant
Socio-Cultural Impacts	0.427	0.000	Significant

*Legend: Level of significance: 0.05*

In determining the relationship between prestige and various impacts, the data shows that the impact of economy can come from the people who value cultural sites and not only by spending money. As tourists buy goods or items in local communities, they help them increase their economy. Tourists buy souvenirs, crafts, or other products in a tourist destination because whenever they see them, they remember the time when they went there and it shows how they value the place just like how they value those things. There is insufficient evidence to conclude that there is a significant linear relationship between prestige and environmental impact because the correlation coefficient is not significantly different from zero.

The findings reveal that there is a relationship between prestige and mass media impacts because when tourists became interested in helping to conserve the culture and traditions of locals, they can easily spread and inform other people to help by means of using different kinds of media. They read different comments and reviews stating that it is a must to visit, that is why they were encouraged to go there. This shows that social media is one of the mass media tools used by tourists because it is more convenient to share many pictures or even create blogs. The result shows that tourists who get involved with locals, might deepen their interest to the cultural site because having knowledge about different cultures may unfold their appreciation and expect to value the culture of others more. Moreover, tourists often disregard or are unaware of local customs and culture, that is why, in order to avoid tension within local communities, there is a need to learn to control oneself and pay respect to their culture as they have welcomed you with respect in their place.

**Table 18. Relationship between motivational push factors in terms of prestige and impacts**

Prestige vs	Rho-value	p-value	Interpretation
Economic Impacts	0.326	0.000	Significant
Environmental Impacts	0.062	0.477	Not Significant
Mass Media Impacts	0.476	0.000	Significant
Socio-Cultural Impacts	0.300	0.000	Significant

*Legend: Level of significance: 0.05*

There is no credible evidence for the researchers to determine whether accessibility and economic impacts are related. There is also no strong evidence to conclude that there is a significant linear relationship between accessibility and environmental impacts because the correlation coefficient is not significantly different from zero. There is insufficient evidence for the researchers to determine whether accessibility and mass media impacts are related. The findings reveal how accessibility can relate to socio-cultural impacts

because cultural sites are open to all tourists where locals show their history and culture. Good accessibility can lead to positive socio-cultural development because it gives an opportunity for tourists to gain knowledge and experience a cultural site and interact with the locals. The researchers analyzed that if a certain place is too far, there is difficulty to reach out to the culture and people of local places.

**Table 19. Relationship between motivational pull factors in terms of accessibility and impacts**

Accessibility vs	Rho-value	p-value	Interpretation
Economic Impacts	0.131	0.133	Not Significant
Environmental Impacts	0.077	0.377	Not Significant
Mass Media Impacts	0.089	0.306	Not Significant
Socio-Cultural Impacts	0.225	0.009	Significant

Legend: Level of significance: 0.05

The correlation between attractiveness and economic impacts is that whenever tourists are attracted to a certain destination, they tend to visit it and by means of the money involved that covers the tour, they are helping the community increase the economy of local communities. As tourists visit a destination site with an entrance fee, they are supporting the economic growth of a certain place. There is no strong evidence to conclude that there is a significant linear relationship between attractiveness and environmental impacts because the correlation coefficient is not significantly different from zero.

The significant correlation between attractiveness and mass media impacts can be explained because a tourist who had visited and was attracted to the beautiful sceneries of a certain destination site tends to upload experiences, thoughts, and pictures that promote the beauty of a certain place in social media. Since social media plays a vital role in society today, this helps a community become popular. Hence, another problem that may rise is that as mass media is being a powerful vital role that people are now presenting to others, they may become attracted or vice versa in a certain place. Attractiveness and socio-cultural impacts can influence both sides of tourists and as well as local communities. Since they interact or communicate with each other, they could learn the way of life or traditions and cultures. The consequence that may arise is that whenever tourists experience culture shock towards local communities, they may tend to experience miscommunication or misunderstanding. Those factors affect how tourists decide if they are attracted to a certain place or not. This shows that tourists' perception based on their attitude is what motivates them to choose whenever they are dealing with socio-cultural impacts together with the attractiveness of a certain destination. The connection between the attractiveness and socio-cultural impacts is based on the experience that a tourist had encountered.

**Table 20. Relationship between motivational pull factors in terms of attractiveness and impacts**

Attractiveness vs	Rho-value	p-value	Interpretation
Economic Impacts	0.233	0.010	Significant
Environmental Impacts	0.151	0.081	Not Significant
Mass Media Impacts	0.395	0.000	Significant
Socio-Cultural Impacts	0.401	0.000	Significant

Legend: Level of significance: 0.05

Since culture is what tourists are looking for in a certain destination, it is connected with economic impacts on a certain place or region that offers the different kinds of culture and history that every tourist may experience. There could be entrance fees which local communities may use due to the income that is extracted from the industry. This may urge help and provide the preservation of the cultural heritage of a place and it may also help not only local communities but companies as well to establish new jobs to offer so that different types of activities that include culture can emerge or boost. For culture and history and environmental impacts, whenever tourists visit a cultural site, they tend to pollute the environment, this may cause a negative impact. Nevertheless, as tourists become fond of the uniqueness of local communities who preserve and still practice traditions and cultures that they have, this motivates tourists to see and experience different kinds of cultures and traditions that a place or region has to offer.

Culture and history posted in mass media, preferably social media, tends to motivate and attract tourists to visit a certain place. They have a significant correlation with each other since people promote the place and the culture of the locals. Mass media is also a way to find out what kind of culture and

tradition a certain destination has. In this way, tourists who want to travel will have an idea and nowadays, if people want to learn something about the culture and history of a certain destination or place, mass media is there to help classify and identify the needs of tourists. Culture and history have a relation with socio-cultural impacts for local communities are the ones who preserve, sustain, and maintain their traditions, culture, and history. Culture also refers to the characteristic of attitude, beliefs, and values that is shared by society or locals. Since socio-cultural impact is about the ethnicity of locals, this is related to culture and also refers to specific cultural groups or people that interact with tourists that share common interests. It also affects host communities when interacting with tourists in either direct or indirect relation and the interaction with the tourism industry. The impact arises when tourism brings about changes in the value system that host communities have, threatening the indigenous identity. Moreover, changes often occur in community structure, family relationships, traditional lifestyles, and many more.

**Table 21. Relationship between motivational pull factors in terms of culture and history and impacts**

Culture and History vs	Rho-value	p-value	Interpretation
Economic Impacts	0.322	0.000	Significant
Environmental Impacts	0.239	0.006	Significant
Mass Media Impacts	0.524	0.000	Significant
Socio-Cultural Impacts	0.393	0.000	Significant

*Legend: Level of significance: 0.05*

The correlation between infrastructure and economic impacts shows that infrastructures are roads or pathways that are connected to the destination site so that the people will have access to reach the destination itself. Economic impacts subsidize facilities that are managed and built for the destination, in this way, economic impacts that are done with infrastructures that is needed for the sake of the destination site is important. The money used for building and maintaining infrastructures is from the economy of a region or its place. In this way, tourists make a way to help the destination site to manage infrastructures that are built and sustained. Infrastructure and environmental impacts may have a positive and negative relation; nevertheless, infrastructures are one of the main reasons why tourists are motivated to travel to different destination sites that offer a variety of infrastructures. This means that if an environmental cultural scenery is connected with each other there, is a strong brand that attracts tourists to explore it. This is one of the reasons why they want to see which is connected with the environment.

Mass media plays a big role in the tourism industry for it is now a trend. This has a positive impact between promoting the infrastructure of a certain destination when people use mass media, tourists could also seek different kinds of infrastructure that are available in a certain destination site. The opinion of tourists lies on mass media, as it serves to be a public exposure for everyone, this could be good or bad. When there is a problem with the performance of the infrastructure that was built by government, there will be news that could spread among tourists, in that way, they could be notified or informed with what is currently happening in the site that they are motivated to visit. Infrastructure that has been built by local communities has a significance for them, since this is part of their culture and history. As local communities benefit from the positive relation between the infrastructures together with socio-cultural impacts, the native people could have better infrastructure of transportation and due to the modernization of tourism nowadays, tourists tend to visit infrastructures that are based on socio-cultural impacts of local communities.

**Table 22. Relationship between motivational pull factors in terms of infrastructure and impacts**

Infrastructure vs	Rho-value	p-value	Interpretation
Economic Impacts	0.449	0.000	Significant
Environmental Impacts	0.343	0.000	Significant

Mass Media Impacts	0.435	0.000	Significant
Socio-Cultural Impacts	0.416	0.000	Significant

Legend: Level of significance: 0.05

## CONCLUSION AND RECOMMENDATION

### Conclusions

The researchers identified and discovered tourist motivations and impacts when visiting a cultural site and how tourists' perceptions and behaviors affect the impacts on the tourism industry in Sagada. This research also supports the argument that cultural tourism represents the correlation between motivations and impacts of tourists when visiting Sagada as a cultural site and that the connection between the two can help promote and preserve cultural sites.

For respondents who have visited and experienced Sagada as a cultural site, they consider the *push* and *pull* motivational factors as their main reasons for travelling. They influence them to be motivated with intangible desires that they need and want and tangible attributes of a destination. Furthermore, observations of tourists' motivations during their visit at cultural sites of Sagada show that tourists were being motivated by *push* factors which consist of adventure, escape from everyday life, and prestige. It shows that while some tourists are motivated by *push* factors, others are motivated by their perception of *pull* factors. The main findings of this research support that the motivation that tourists perceive when they are travelling is based on the adventure and activities that they could try and experience. This ranked as the highest motivator because tourists who find adventures that correspond with experiencing or engaging with an activity is one of the factors that motivate them to travel. This research also revealed that there are *pull* motivational factors that motivate tourists to travel, as the infrastructure had been the highest motivator for *pull* factors, respondents strongly agree that natural scenery, forest, mountains, and landscapes that a cultural site has attract them to visit a destination. This influence people on how attracted they are to travel to a tourist destination. As tourists, they tend to look for a destination that is quite new to them.

Four major impacts pervaded in the results of the instrument. First, tourists may contribute to the income and standard of living of the locals of Sagada because people traveling are inevitable to spend money for the food they eat, the house they lodge in, and the activities of the place. The income accumulated by the locals can help in building new infrastructure, improving facilities, and can be used for additional resources. Second, tourists visiting Sagada may increase their awareness and appreciation for the preservation of the historical place. Since the environment of Sagada seems to be in good condition, tourists think about preserving the historical place of Sagada. Therefore, tourists should learn how to throw garbage properly and help to preserve the cultural site in order for other tourists to use them longer. Third, mass media provides an opportunity to reach global tourists even in the remote corners of the world to promote Sagada. It means that tourists were set as communicators to other people because they share their experiences using different media. Therefore, tourists should observe if the information they share will not affect the locals and can contribute in promoting the destination. Finally, tourists help local communities to increase the demand for their historical and cultural exhibits. When the number of tourists increase, there are possibilities that they will demand to learn more historical information or look for exhibits showing their culture and traditions. Therefore, tourists should continue supporting the culture of others to better understand and recognize the culture and traditions of locals.

From this study, it has been identified that there was a correlation between the motivations and impacts of tourists regarding visiting Sagada as a cultural site. It is argued that this research may help the Municipality of Sagada to better improve their services and infrastructures that they offer to tourists and it would help them have a better understanding of the perception of tourists. For tourists, this would mean a better understanding of cultural tourism and further express their perception about their motivations and impacts when visiting Sagada as a cultural site.

### Recommendations

As tourists travel, they do so for several reasons—to experience adventure, to escape from their everyday lives, and to experience prestige in terms of *push* factors. An easy access to go to different places, to seek for the attractiveness of attractions of a certain destination site, to learn something new from the culture and history of local communities, and to be affectionate with infrastructures as their basis of *pull* factors. There are a lot of things that could motivate tourists to travel, there are *push* and *pull* factors. With *push* factors based on the needs and wants of every tourist, they should also think about the benefits that *pull* factors could offer them. The researchers recommend for tourists to base their motivations on different aspects that *push* and *pull* factors offer.

The researchers recommend for tourists to continuously support local products of a community because it is one of their sources of income. For those visiting a cultural site or any other places, learn to appreciate their environment and be sensitive enough in disposing waste in the right place. While for the tourist who goes to a local destination or is just starting to have plans on visiting, use different kinds of mass media in recognizing or promoting the place and leave good impressions or comments, so that future tourists can have an idea on where it is nice to travel. Lastly, show a deep and sincere interest on the culture of local communities. Everyone comes from different cultures, so you have an idea how it is significant. For instance, if there are rules and reminders shared by a local, just follow it to show respect to their culture.

For the Local Government Unit (LGU) of Sagada, this could benefit and help the Municipality of Sagada to further understand the motivations and perceptions of tourists, they could think of some action plans that could increase the number of tourists who want to visit Sagada.

For the Municipality of Sagada, known as the least developed place in terms of infrastructure and tourism facilities, they could establish new infrastructures since based on the result of this study, infrastructure is one of the reasons why tourists are motivated to travel.

For local communities of Sagada, continue to practice their culture and traditions and communicate and socialize more with tourists so they could cater the needs and wants of every tourist visiting their place.

Although attempts have been made in this study to determine the motivational factors and impact of tourists towards a cultural site, future researchers can have an additional research on a similar topic that will help to further enhance the future use of this topic.

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