

## **Correlational Analysis of Tourists' Experiences and Motivations Derived from the Historical Tourism of Corregidor Island**

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### **ABSTRACT**

*Historical tourism has turned into a fundamental test from the perspectives of every speaker and specialist. Most studies and researches capture the social and instructive inconveniences of legacy tourism as opposed to centering on the utilization of manageability. Objects of chronicled and social heritage, being a critical asset of the urban zones, make benefits and basically influence their cash-related improvement. Leveling infrequent instabilities and giving more workplaces, reviving closely social characteristics, creating countrywide imagination, show that social heritage propels the social lifting of individuals. Vital and social history will moreover shoot the interest of zones, promoting, and showcasing the improvement of city administrations, foundations, and social partnerships.*

*Keywords: Historical tourism, tourist experience, Corregidor Island*

### **INTRODUCTION**

Historical tourism has become a main challenge from the views of all lecturers and practitioners. The majority of studies and researches have tended to capture the cultural and educational troubles of heritage tourism rather than focusing at the application of sustainability. The researchers choose historical tourism as their study because this sector of tourism is a world history knowledge-provider and not only that, historical tourism is more than just ancient history and the education every person will gain in this kind of tourism. Historical tourism is a sector of tourism that could give the researchers knowledge and on hand experience of what it is like to be in a place where different and notable history resides.

### **Review of literature**

Tourism is a social and monetary wonder which involves the development of individuals to nations or places outside their standard condition for individual or business purposes (World Tourism Organization, 2015). The wealthy Philippine history may be experienced, not only in textbooks and museums, but also in superbly preserved historic sites throughout the country. A simple textbook description of a historical occasion involves existence upon a visit to the vicinity wherein it opened up (Department of Tourism, 2019). From the research of Maxwell (2011), Corregidor Island is a tadpole-shaped island guarding the entrance to Manila. Nicknamed the Rock, this island, with its labyrinth of manmade tunnels built to withstand heavy bombing and artillery fire, allowed MacArthur to delay surrender to the Japanese for several months after declaring Manila an open city in December 1941.

From the study of Rahman (2018), the five senses, particularly, sight, taste, hear, odor, and touch, make a contribution to form a completely unique relationship among tourists' perception and their locations. Cognitive elements relate to the individual's knowledge and beliefs about the destinations (Santos, Fernández, and Blanco, 2013). The affective aspect is associated with how people sense the attitude object, it can replicate a standard liking or disliking, or more precise affective reactions towards the object (Netzer, Gutentag, Kim, et al., 2018). Conduct is depicted inside the setting of tourism on the grounds that the utilization of an administration positively affects the traveler's condition and use of procurement control as a declaration of their social and ecological worry, as expressed by Zaiem (2018). The relationships among tourists may form their experiences. For instance, the intimacy of travelling with friends or family may also bring about different experiences in comparison to group tours with strangers or solo tours (Pearce and Packer, 2013).

According to Lesjak, et al. (2015), both movement and destination choice motivations depend on students' individual and situational characteristics. Visited locations inclusive of sightseeing and recreation may also encourage non secular tourists, in addition to religious motives, as studied by Berger (2018). An important tourism experience is a significant encounter that is recalled and specifically remade by methods for the traveler while portraying a particular travel involvement (Park and Santos, 2016). Tourists' interest in attractions/activities after which promoting attractions/activities of a destination that are acknowledged to excite them, results in desire of a destination and extensive satisfaction from that travel (Marques, Mohsin, and Lengler, 2018). Tourist emotion and its applications in tourism literature are increasingly capturing more the attention of tourism researchers (Sharma and Nayak, 2018).

### Conceptual framework

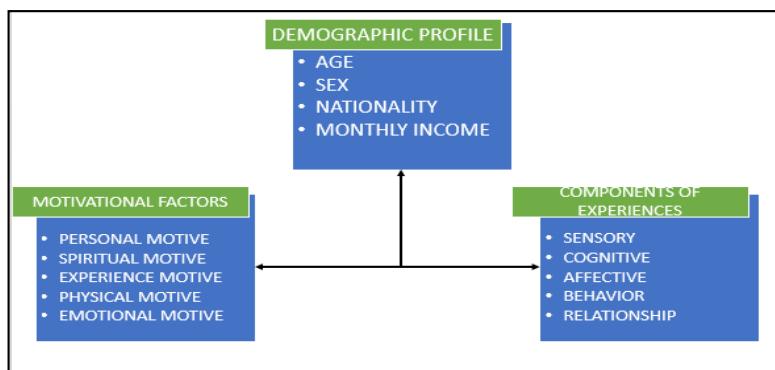


Figure 1. Conceptual framework

The conceptual framework of this research begins from figuring out the demographical profile of the respondents which consists of their age, sex, nationality, and monthly profits. Then, the five motivational determinants—personal motives, the deep social interaction and mutual expertise between each aspect; spiritual motives, past studies and spiritual belief that affect vacationers; experience motives, familiarities recalled and selectively recreated by means of the traveler when describing a specific travel experience; physical motives, associated with objectively-assessed bodily motion; and emotional motives, verbal exchanges amongst vacationers and hosts which have one of a kind features and accommodates emotional expressions.

The components of tourists' reviews that include five determinants—sensory, greater specifically the five senses of people; cognitive, the mind and beliefs; affective, the emotional responses and conduct; behavior, the conduct consumption of a carrier that has a fine impact on the traveler's setting; and relationship, the closeness of visiting with friends or family can also bring about distinct studies paralleled to group tours with strangers or solo travels in an effort to sum up as much as the historic tourism reports of tourists.

### Objectives of the study

The main objective of this study is to correlate the tourists' experiences and motivations derived from historical tourism of Corregidor Island, more specifically, to: identify the motivational factors for visiting Corregidor Island as to personal motives, spiritual motives, experience motives, physical motives, and emotional motives; assess the components of tourists' experiences such as sensory, cognitive, affective, behavior, and relationship; determine the significant relationship of the tourists' experiences and motivation derived from historical tourism of Corregidor Island; and propose a tour package based on the results and discussions of the research.

## METHOD

The researchers applied descriptive correlational research design to examine the relationship between the experiences and motivations of tourists derived in the historical tourism of Corregidor Island. The participants of the researchers were tourists whose ages ranged from 18 years old and above. They can either be male or female visiting Corregidor Island. They can also be either Filipino or foreign tourists and whose income ranged from Php 4,999 to Php 41,000 and above. The researchers distinguished the sample size of 134 using the statistical power analysis of G-power where the effect size is 0.30, alpha error is 0.05, and power is 0.05. The profile of the respondents was determined using a researcher-made questionnaire.

The demographical profile, as indicated by the respondents' age, sex, nationality, and monthly income were sorted using frequency and percentage. Weighted mean was used for Likert Scale to identify the average means of the components of tourists' experiences where they will respond based on their opinions in the sensory, cognitive, affective, behavior, and relationship components of experiences. It is also used to determine the average means of the motivational factors where the respondents will answer based on their perception towards the personal, spiritual, experience, physical, and emotional motives that is derived in the historical tourism of Corregidor Island. Lastly, to find the significant relationship of the tourists' experiences and motivations that is acquired in the historical tourism of Corregidor Island, the researchers used Spearman Rho.

## RESULTS AND DISCUSSION

Most of the respondents are between ages 31 to 40 years old. Visitors of Corregidor are middle aged who either travel for the benefit of exploring or they have to get to know more about the island because it is part of their jobs.

Table 1. Frequency distribution of respondents according to age

Age	Frequency	Percentage
18 – 20 years old	14	10
21 – 30 years old	47	35
31 – 40 years old	49	37
41 – 50 years old	17	13
51 – 60 years old	7	5
Total	134	100

Majority of the respondents are male because men are more interested with attractions where its history revolved in war and battle.

Table 2. Frequency distribution of respondents according to sex

Sex	Frequency	Percentage
Male	86	64
Female	48	36
Total	134	100

**Table 3. Frequency distribution of respondents according to nationality**

Nationality	Frequency	Percentage
Filipino	118	88
Foreign	16	12
Total	134	100

Most of the respondents are Filipinos. This shows that there are more Filipino tourists who visit Corregidor Island mainly because it is in our country and it holds a very memorable event in the past and history which shaped not only the people, but the Philippines as well.

Most respondents earn Php 41,000 and above. These tourists are most likely to travel in Corregidor Island since they are earning decently and can afford a costly day tour or even an overnight tour in the Island.

**Table 4. Frequency distribution of respondents according to monthly income**

Monthly Income	Frequency	Percentage
Php 4,999 & below	8	6
Php 5,000 – 10,999	1	1
Php 11,000 – 15,999	5	4
Php 16,000 – 20,999	4	3
Php 21,000 – 25,999	15	11
Php 26,000 – 30,999	15	11
Php 31,000 – 35,999	3	2
Php 36,000 – 40,999	11	8
Php 41,000 & above	72	54
Total	134	100

Respondents *agree* that they traveled for relaxation. This means that tourists travel to be away from work responsibilities and to be stress-free. They travel to enjoy their time off from work by traveling to places, more specifically, to be refreshed and be relaxed.

**Table 5. Respondent's personal motives**

Personal Motives	Weighted Mean	Verbal Interpretation
I travel for relaxation.	3.31	Agree
I travel because I want or need something that is not visible at home.	3.28	Agree
I seek new experiences to escape my personal problems.	3.13	Agree
I travel to reminisce.	3.10	Agree
I travel to be reunited with my family members.	2.85	Agree
Composite Mean	3.14	Agree

Respondents *agree* that they travel to refresh their minds and souls. This shows that tourists travel to refresh and rejuvenate their minds and souls. By doing so in their travel, they get the benefit of being away from work and being able to be in activities that releases their stress.

**Table 6. Respondent's spiritual motives**

Spiritual Motives	Weighted Mean	Verbal Interpretation
I travel to refresh my mind and soul.	3.17	Agree
I travel to search for meaning and purpose in life.	2.85	Agree
I was spiritually affected by my visit in Corregidor Island.	2.44	Disagree
I was spiritually motivated to visit Corregidor Island.	2.40	Disagree
I travel for paranormal experiences.	2.28	Disagree
Composite Mean	2.63	Agree

Respondents *agree* that they seek new experiences that are out of the ordinary. This reveals that tourists do not only travel to get away and relax. They travel because they are also seeking or looking for new experiences that they do not normally do in their daily lives or every time they travel. They want to be in a place or attraction that will provide them with extraordinary activities.

**Table 7. Respondent's experience motives**

Experience Motives	Weighted Mean	Verbal Interpretation
I am seeking new experiences that are out of the ordinary.	3.47	Agree
I was influenced by other people to visit this place.	3.46	Agree
I travel to new places to see things that I never saw before.	3.43	Agree
I often record my encounters and experiences with people and spaces using my devices.	3.22	Agree
I travel to meet new people.	3.07	Agree
Composite Mean	3.33	Agree

On the other hand, results show that the respondents *agree* that they visit different places or attractions to try new activities. To the researchers, they traveled to Corregidor Island not only to conduct their research survey, but they went there for the purpose of trying new activities in the island that other attractions do not offer.

**Table 8. Respondent's physical motives**

Physical Motives	Weighted Mean	Verbal Interpretation
I visit different places/attractions to try new activities.	3.37	Agree
I travel to escape my normal routine.	3.13	Agree
I travel to participate in recreational activities.	3.08	Agree
I travel to achieve physical rest.	3.08	Agree
I enjoy walking around the island to have the opportunity to connect with people who live here.	2.99	Agree
Composite Mean	3.13	Agree

The respondents *agree* that Corregidor Island served as a window to the past. For the researchers, Corregidor Island served as a window to the past for it sufficiently provided the knowledge that every tourist should know about the island's history. It served as a gateway for tourists to visualize and connect with the island's past.

**Table 9. Respondent's emotional motives**

Emotional Motives	Weighted Mean	Verbal Interpretation
Corregidor Island served as a window to the past.	3.42	Agree
Visiting Corregidor Island is overwhelming.	3.25	Agree
The destination depends on my emotions.	2.96	Agree
How I picture a destination is affected by what I feel before the trip.	2.90	Agree
I was emotionally affected by heritage sites.	2.88	Agree
Composite Mean	3.08	Agree

The experience motives received the highest composite mean. A tourist must have an initial experience that can stimulate his or her desire to travel.

**Table 10. Tourists' motives' composite means**

Tourists' Motives	Composite Mean	Verbal Interpretation
Experience	3.33	Agree
Personal	3.14	Agree
Physical	3.13	Agree
Emotional	3.08	Agree
Spiritual	2.63	Agree

In terms of sensory experience, most tourists *strongly agree* that Corregidor Island is visually attractive. Tourists consider Corregidor Island visually attractive because it is very pleasing and refreshing to the eyes. People would not even think that this beautiful island was considered as the last stand of the Philippines against the Japanese regime.

**Table 11. Respondent's sensory experience**

Sensory	Weighted Mean	Verbal Interpretation
Corregidor Island is visually attractive.	3.77	Strongly Agree
I was able to touch the historical structures and war weapons in Corregidor Island.	3.65	Strongly Agree
I would like to learn more about the historical tourism of Corregidor Island.	3.42	Agree
The history of Corregidor Island opened my mind about historical tourism.	3.20	Agree
I did not encounter any unpleasant smell during the tour.	2.30	Disagree
Composite Mean	3.27	Agree

Respondents *strongly agree* that they learned about the history of Corregidor Island. Per researchers' first-hand experience visiting Corregidor Island, they were provided with the rich history of the island by the tour guides. Each history of the attractions in the island was very well explained by the tour guide. The island also made sure that their tour guides are well knowledgeable with the history of Corregidor.

**Table 12. Respondent's cognitive experience**

Cognitive	Weighted Mean	Verbal Interpretation
I learned about the history of Corregidor Island.	3.70	Strongly Agree
I learned about the historical tourism of Corregidor Island.	3.46	Agree
Corregidor Island answered my curiosities.	3.41	Agree
I would like to learn more about the historical tourism of Corregidor Island.	3.40	Agree
The history of Corregidor Island opened my mind about historical tourism.	3.36	Agree
Composite Mean	3.47	Agree

The respondents felt sympathetic for the tragic experiences of Filipinos and Americans who fought in Corregidor Island during World War II. The researchers were also able to understand the tragic experiences of soldiers who fought against the Japanese regime during World War II because the island openly exposed its parts that was damaged by war and it stimulates their minds to visualize what life the soldiers had to face during the war, and was able to empathize with them.

**Table 13. Respondent's affective experience**

Affective	Weighted Mean	Verbal Interpretation
I felt sympathetic for the tragic experience of Filipinos and Americans who fought in Corregidor Island during World War II.	3.28	Agree
I was attracted with the historical tourism of Corregidor Island.	3.22	Agree
I felt pleasure as I got to know more about the history of Corregidor Island.	3.15	Agree
I was emotionally affected by the history of the island of Corregidor.	2.94	Agree
I was able to relate my life with the history of Corregidor Island.	2.69	Agree
Composite Mean	3.05	Agree

Respondents strongly agreed that they were thrilled to visit Corregidor Island, which has the highest weighted mean of 3.57 (Table 14). As per the researchers, they were thrilled to visit Corregidor because it was their first time visiting an island that was used as a battlefield during the World War II. They were thrilled because it is not every day you get the chance to visit such historical site.

**Table 14. Respondent's behavior experience**

Behavior	Weighted Mean	Verbal Interpretation
I was thrilled to visit Corregidor Island.	3.57	Strongly Agree
I was able to tour around Corregidor Island.	3.54	Strongly Agree
I feel happy all throughout the tour.	3.40	Agree
I felt comfortable all throughout the tour.	3.24	Agree
I was able to understand other people because of the history I knew of Corregidor Island.	3.22	Agree
Composite Mean	3.39	Agree

The respondents *agree* that they traveled with a group because it is more fun. The researchers traveled with a group and *agree* that it was indeed fun for they were able to explore the island in a team tour. They were also able to connect with other tourists during their group tour.

**Table 15. Respondent's relationship experience**

Relationship	Weighted Mean	Verbal Interpretation
I traveled with a group because it is more fun.	3.46	Agree
It is more fun traveling in Corregidor with my friends.	3.41	Agree
The tour in Corregidor became a way for me to meet new people.	3.25	Agree
It is more fun traveling in Corregidor with my family.	3.19	Agree
I had a great time traveling alone in Corregidor.	2.69	Agree
Composite Mean	3.20	Agree

The highest composite mean among the tourists' different experiences is cognitive. This shows that the cognitive experiences of tourists play a great part in their experience. This is because all humans use their intellect and mind when it comes to decision making, may it be for deciding to travel or other general activities. The cognitive experience of a tourist is what makes them modify their perceptions on the travel destination, may it happen before or after a tour.

**Table 16. Tourists' experiences composite means**

Tourists' Experiences	Composite Mean	Verbal Interpretation
Cognitive	3.47	Agree
Behavior	3.39	Agree
Sensory	3.27	Agree
Relationship	3.20	Agree
Affective	3.05	Agree

The personal, experience, physical, and emotional motives have a *significant relationship* with the sensory experience of tourists because these motivations use the five senses. There is *no significant relationship* between the sensory experience and spiritual motives because spiritual is beyond the five senses humans.

**Table 17. Relationship of tourists' sensory experiences and motivational factors**

Sensory vs	Rho-value	p-value	Interpretation
Personal Motives	0.178	0.039	Significant
Spiritual Motives	0.146	0.092	Not Significant
Experience Motives	0.250	0.004	Significant
Physical Motives	0.280	0.001	Significant
Emotional Motives	0.312	0.000	Significant

The tourists' perception and intellect, on the other hand, greatly affect the motivation to travel. They think of the benefits first and if it broadens their understanding and when they must travel to certain attractions. The use of a cognitive approach allows furthers the consideration of leisure tourists' behavior.

**Table 18. Relationship of tourists' cognitive experiences and motivational factors**

Cognitive vs	Rho-value	p-value	Interpretation
Personal Motives	0.261	0.002	Significant
Spiritual Motives	0.196	0.023	Significant
Experience Motives	0.327	0.000	Significant
Physical Motives	0.217	0.012	Significant
Emotional Motives	0.460	0.000	Significant

Likewise, tourists' motivations have a relationship with tourists' emotions and feelings. Spiritual motivation has *no significant relationship* with the affective experience of tourists because spiritual motivation is beyond the emotions and feelings of a person.

Table 19. Relationship of tourists' affective experiences and motivational factors

Affective vs	Rho-value	p-value	Interpretation
Personal Motives	0.255	0.003	Significant
Spiritual Motives	0.143	0.099	Not Significant
Experience Motives	0.315	0.000	Significant
Physical Motives	0.258	0.003	Significant
Emotional Motives	0.417	0.000	Significant

Motivational factors affect tourists' behavior since a person's behavior is stimulated by personal desires, spiritual motives, experiences, physical actions, and emotional feelings

Table 20. Relationship of tourists' behavior experiences and motivational factors

Behavior vs	Rho-value	p-value	Interpretation
Personal Motives	0.274	0.001	Significant
Spiritual Motives	0.233	0.007	Significant
Experience Motives	0.386	0.000	Significant
Physical Motives	0.311	0.000	Significant
Emotional Motives	0.369	0.000	Significant

Findings also show that the spiritual motives have no impact or value on the relationship of tourist experiences. It does not affect the relationship experience of a tourist because the experience is focused on the interaction with each other.

Table 21. Relationship of tourists' relationship experiences and motivational factors

Relationship vs	Rho-value	p-value	Interpretation
Personal Motives	0.367	0.000	Significant
Spiritual Motives	0.382	0.000	Not Significant
Experience Motives	0.402	0.000	Significant
Physical Motives	0.435	0.000	Significant
Emotional Motives	0.364	0.000	Significant

## CONCLUSIONS AND RECOMMENDATIONS

Researchers found that the respondents were mostly male, between 31 to 40 years old. Most of them are Filipinos earning Php 41,000 and above every month.

In identifying the motivational factors of the tourists, researchers discovered that under personal motives, the respondents *agree* that they travel to find relaxation. While the respondents also *agree* that they travel to reunite with their family members. Under spiritual motives, the respondents *agree* that they travel to refresh their minds and souls, while respondents *disagree* that they travel to experience or encounter paranormal beings or activities. In experience motives, the respondents stated that seeking extraordinary and new activities are the reasons why they travel, having the highest weighted mean; while meeting new people have the lowest weighted mean. Under physical motives, they *agree* that they visit a place or a destination to experience new activities. While they also *agree* that they enjoy walking around the island to connect with the locals. In emotional motives, they *agree* that Corregidor Island served as a window to the past and they also *agree* that they are emotionally affected by heritage sites.

Moreover, researchers assessed that in terms of the tourists' experiences, they found that under sensory experience, the respondents *strongly agree* that Corregidor Island is visually attractive, with the highest weighted. While for the lowest weighted mean, they *disagree* that they did not encounter any unpleasant smell during their tour in the island. Under cognitive experience, the respondents *strongly agree* that they learned about the history of Corregidor. The respondents also *agree* that the history of Corregidor Island opened their minds about historical tourism. In effective experience, the respondents *agree* that they felt sympathetic for the tragic experiences of Filipinos and Americans who fought in Corregidor Island during World War II. The respondents also *agree* that were able to relate their lives with the history of Corregidor Island. Under behavior experience, the respondents *strongly agree* that they were thrilled to visit Corregidor Island, while the respondents also *agree* that they were able to understand other people because of the history they learned in the island. In relationship experience, the respondents *agree* that they travel with a group because it is more fun and they also *agree* that they enjoy travelling alone in the island.

When determining any significant relationships between the motivational factors and tourists' experiences, researchers learned that there is a *significant relationship* between sensory experiences and motivational factors except with spiritual motives. There are *significant relationships* between motivational factors and cognitive experience of tourists. There are also *significant relationships* between affective experiences and motivational factors except with spiritual motives. There are *significant relationships* between motivational factors and behavior experiences of tourists. There are *significant relationships* between relationship experiences and motivational factors except with spiritual motives. Under all the composite means of tourists' experiences, the cognitive experience got the highest composite mean, where most of the respondents *agree* with the statements. While in tourists' motives, the experience motive got the highest composite mean, where most of the respondents also *agree*.

### **Proposed tour package**

If you want to experience Corregidor in a simple, but relaxing way, we offer Option A or the Chill Tour Package. In this tour, you can choose to either camp outside the island and gaze at the sky at night or you can rent a room in the island's accommodation inn. You will also experience a screening of a movie outside that can be enjoyed with your family, friends, or with your special someone. Lastly, this tour package will let you experience the calming surrounding of the sea while taking a dip in it. On your free time, you can explore the island by yourself or with a tour guide. This package includes camping materials or room accommodations, ticket/s for the outdoor movie, buffet meals, and ferry round trip.

We also have Option B or the Learn Tour Package. In this tour package, you will able to have an educational or knowledgeable tour about the history of the island while having a tour guide and riding a tram. In between tours, you can also get off the tram to have a closer encounter with the establishments and war weapons. While having the tour, there is a photographer that can take your photos to be given to you after the tour, you can also add the painting workshop or session on your tour. Yoga classes can also be optional in this package. This tour includes tram tour, photographers, painting and yoga materials, tour guide, buffet lunch meal, and ferry round trip.

Thrill Tour Package or our Option C is for tourists that seeks adventure. This last tour package will let you explore and experience Corregidor with a thrill. Go around while riding a bicycle instead of a tram. This package will also lead you closer with nature by hiking at some of the scenic spots of the island. At the peak of your hike, you will also experience a simple and romantic (optional) picnic that the staff prepared for you. You will also see the beauty of the island at night because this tour package also offers you a night lateral tour, this night tour allows you to go to some parts of the island that is exclusive for this package only. This tour includes bicycle, picnic package (including the food), room accommodation or camping materials, night tour kit, buffet meals, and ferry round trip.

These tour packages are very much different to the usual day and overnight tours that Corregidor offers because this package is not only for educational purposes, but it is combined with leisure activities

which tourists would surely want to try.



Option A (Chill Package)



Option B (Learn Package)



Option C (Thrill Package)

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