
Reasons for Engaging in Adventure Tourism in Donsol, Sorsogon

Anna Mae Arquinez, Zyrille Anne Cueto, Ryan Joseph Calinao

Bachelor of Science in International Travel and Tourism Management

ABSTRACT

Adventure tourism is a growing sector within the tourism industry which focuses on the ideas of risk, danger, and adrenaline while bringing fun, thrill, excitement to the tourists. Adventure is one of the reasons why tourists travel to a country and is now being considered as a booming industry in tourism. Donsol in one of the municipalities in Sorsogon is famous for the sightings of whale sharks, manta rays, firefly watching, and different water activities. There are certain reasons why tourists engage themselves in adventure tourism such as physical-based, nature-based and cultural immersion. The main purpose of this research is to find out the significant difference between the tourist demographic factors and their reasons. The data used in this research was collected from the tourists in Donsol. Results showed that nature is their main motive in travelling as it also give benefits to the human well being. It can strengthen their health and immune system. As a result, tourists can engage themselves in adventure. Being in a new environment gives opportunity to the tourists to learn new culture of a country that they visit.

Keywords: Adventure tourism, physical based, nature based, cultural immersion

INTRODUCTION

Adventure is an experience that can either be emotional, intellectual, physical, or even spiritual. It may be enhanced through physical and mental readiness which may come from efforts through training. This experience is more of an active involvement instead of passive experiences. Adventure tourism or adventure travel is a type of tourism for adventure seeker tourists who want to satisfy and fulfill their adrenaline rush. Generally, this type of tourism is more on the involvement of nature and indulge in different level of activities. Adventure tourism can be classified as hard adventure and soft adventure. Hard adventure includes higher level of risk elements and physical challenges. It requires tourists to have a higher level of courage, inner self, prowess and specialized expertise to show. The sort of exercises drives the adventurers from the comfort zone. Soft adventure is considered to be a type of adventure that requires less physical involvement and obligation. This type of adventure tourism is easily accessible and safe for the tourist.

Adventure tourism is a substantial industry sector but little studied sector. Adventure tourism belongs to the least topics of interests in the tourism industry but is quickly growing. Meanwhile, soft adventure is also considered as a rapidly growing segment while there are less number of adventurers engaging in hard adventure. Since Philippines is blessed with air, land, and water adventure destinations, the country is catering to its demand because adventure tourism has been recently recognized as a global trend.

In the Philippines, Sorsogon and the municipalities near it have destinations favorable for ecotourism and remain untouched by commercialism. For this reason, it is considered as the hidden tourism gem. The province is known to have a booming business opportunities and great domestic or international export capabilities.

Donsol belongs to the list of amazing water adventure activities because of its world famous gentle giants “Butanding” interactions and eco adventure. Moreover, Donsol is still the largest and longest studied whale shark aggregation in the Philippines. Compared to common whale sharks found in the Philippines, the ones found in Donsol are noticeably larger. There were 469 whale sharks discovered

through research and 10 from citizen scientists, totaling to 479 individual whale sharks identified from 2007 to 2016.

Travelers are inspired for various reasons to engage tourism activities. This includes the physical-based, nature-based and cultural immersion. Physical-based focused on the physical health of a well being in exposing themselves to the environment and participating in activities. Nature-based tourism can fall into two classifications as “ecotourism” and “adventure tourism”. The type of tourism will rely on the area of activity, remoteness and degree of difficulty. Tourist seek nature interaction so the environment plays a major role for tourists to choose specific destinations they would like to visit. Nature-based tourism, including adventure tourism is increasingly significant, but often this is not ecotourism. Nature-based tourism had come of age for ‘green’ which means it focuses on the environment of a certain place. Cultural immersion is the act of surrounding yourself with the culture of a place through experiencing and exposing yourself in the life of the locals.

The researchers conducted the study that will help the municipality of Donsol. First, the results of the reasons in tourist engaging in adventure activities will help the municipality by implementing a more authoritarian rules and regulations in their different tourist attraction, in this case it is much more safe for the tourist while they enjoy the adventure. In addition, tourist will have the chance to engage themselves in the culture of Donsol through viewing the life and interacting with the locals. Third, this will also give benefit to our program in a way that adventure tourism can be given research focus. Consequently, students will have to engage themselves in adventure activities this may also lead to adventure travel of the program.

Review of Literature

Philippine Tourism Industry

In the study of Palafox (2018), many of Philippine islands rely on tourism for livelihood. These small islands have limited possibilities for other economic activities apart from tourism. From an economic point of view, tourism is highly favorable because it brings in employment, income, and foreign exchange. Moreover, Añasco and Lizada (2014) stated that tourism industry in the Philippines has been identified as one of the powerful engines for a strong and sustained economic growth. Tourism industry contributes significantly to the economic growth of the country and improved the lives of many Filipinos. Tourism also has an impact on the social development of the Philippines. Philippine tourism, gives an optimistic view that the tourism industry will indeed propel economic growth in both national and local levels. It is therefore concluded that the Philippine tourism industry is sustainable depending on the proper implementation of policies and the initiatives the government, and the capability and positive attitude of all stakeholders of this industry.

Donsol and Sorsogon's Tourism Industry

Sorsogon is located near the Southernmost tip of the Bicol Peninsula on the Northeastern shore of Sorsogon Bay. Sorsogon province is favourably serving as the gateway between the Visayas and Luzon islands. The province also boasts of high mountains to climb beneath verdant forests of exotic wildlife, an active volcano from where hot and cold natural springs emanate and plenty of historical sites featuring antique structures like century-old churches, watchtowers and monuments (Sorsogon Province's Eco-Tourism Marvels Other Than Donsol's Whale Sharks, 2018).

The province is fast-booming for business opportunities both national and international trades. With ardent political support for the provincial rural development, this city provides the focus where majority of the hotels, restaurants, banks, hospitals, transport groups, telecommunications and other IT service providers are located (Chua, 2017).

Tourism is considered as a major contributor in the municipality. The tourism industry in Donsol has changed greatly due to their presence but the whale shark tourism poses also problems on the fishing industries which is Donsol's main source of livelihood. Through this it became world-class tourist

destination and now known as the Whale Shark Capital of the World. The Sorsogon Provincial Tourism Council saw the potential for Donsol to be an ecotourism site. Media promotion eventually followed, attracting tourists as well as hunters in big numbers to the small and insufficiently equipped society of Donsol. As a result of increased revenues from tourism, the municipality of Donsol has changed from being a laid back fishing and agricultural town still a third class municipality. Moreover, because of the way stakeholders democratized Donsol's system for tourism, the people of Donsol had every chance to share the benefits of tourism and feel the positive impacts both on their dining tables and in their wallets. (Gabito, 2013).

Adventure Tourism

It involves three elements which are physical activity, cultural exchange, and an interaction with the environment. As a conglomerate of a variety of activities, it can be defined as guided tours where the main attraction is an outdoor activity which focuses on the natural environment (World Travel and Tourism Council, 2018), therefore, natural environment plays an important role in adventure tourism. Specific environments are often necessary for certain types of adventure tourism and unique settings are seen to enhance the value of adventure tourism experiences (Giddy, Julia and Webb 2016).

Adventure activities can be in the form of hard adventure or soft adventure (World Tourism Organization, 2014). Soft adventure activities consist of low degrees of actual risk, low physical effort however, hard adventure tourism requires greater levels of skill and incorporates more of significant risk (Williams, 2017).

As stated by Williams, Souther, Ashill and Naumann (2017) the commercialization of adventure-based experiences and ecotourism are the fastest growers within the world tourism industry with an approximate growth of 15%-20% per year which represents more than 25% of the tourism market. Different adventure tourism destinations and products have emerged to convene the growth in demand ranging from 'soft' adventure activities to 'hard' adventure experiences (Williams et al., 2017). From 2009 to 2012, the market for Adventure Tourism had an approximate average yearly growth of 65%, with a 2012 market worth of \$263 billion, up from \$89 billion in 2010. These numbers show that as time passes, more travelers are entering into the adventure tourism market and spending more money on their activities.

Reasons for Engaging in Adventure Tourism

Adventure trips that include physical based, natural based, and cultural immersion provide the tourists with the completest adventure travel experience (UNWTO, 2014). Moreover Adventure Travel Trade Association and The George Washington University (2013) revealed in their study that adventure composed of three elements which are physical activity, cultural exchange, and an interaction with the environment. Adventure travelers indicate that their reasons for travelling are relaxation, exploring new places and get to know new and different cultures.

Theoretical Framework

From the framework of Arizmendi, Ilin, Melenez, Ros, & Valenzuela. (2014) Adventure tourism is defined as a trip involving these three elements, it provides a fuller experience of adventure travel. Moreover Viren, Murray, Brown and Beckmann (2017) they mentioned that being in a natural environment, learning and having a meaningful human experiences and experiencing a new culture are the most important components in adventure travel, although risk and danger is notable. Following the study of Reinikainen (2018) adventure tourism combines physical activity with nature and cultural learning. It provides experiences to places that are novel or unique to the traveler, emphasize the natural environment, and provide challenge through experiences of culture, activities that promote physical health, and excitement or fun as it varies from soft to hard adventure (CBI, 2018). In adventure tourism it involves travel activities, nature and a cultural immersion. Physical based plays a big role in adventure, in knowing the potential and skills in travel activities by choosing what activities to take. Today's travelers

finds nature being a company in an activities, it discover the relationship between travelers and nature. Cultural immersion helps the tourists in socializing with locals and how to interpret cues (Dudley, 2014).



Figure 1. Adventure Travel Trip Components

Conceptual Framework

The independent variables such as the demographic factors will affect the dependent variable such as the physical based, nature based and cultural immersion as their reasons for engaging in adventure tourism. Furthermore, there are many elements affecting a person's behaviors and decision. These involves age, profit, marital status, education level, personality and profession. All these variables have different impacts on the decision making process and preferred leisure activity type (Ardahan and Mert, 2014).

The different factors of demographic shows the significant difference in their perception towards the dependent variable. Physical based is considered as one of the reasons of the tourist in adventure tourism because they need to know if their body is in good condition, for them to engage in adventure for the reason that their health and safety is at risk. As tourist engage themselves in different adventure activities, they improve their health and body through participating. Nature based is the primary reason as they engage themselves in adventure. It allows the interaction of human and environment in adventure. Most of the activities are taken outside that brought relaxation, peace and awareness to the tourist. Nature offers the visitors a more memorable experience. Lastly for cultural immersion, because of travelling the tourist are exposed to different cultures of the places they visit. However they learned to respect other culture while having fun dealing with the locals. In support to the study, Reinikainen (2018) revealed that these are the three elements that will complete the adventure process.

Objectives of the Study

The study aims to give knowledge about the reasons that tourist consider engaging in adventure tourism. It aims to describe the demographic profile of the respondents in terms of age, sex, nationality, civil status, frequency of travelling, occupation, and monthly income. It also aims to assess the reasons why they engage in adventure tourism in Donsol, Sorsogon in terms of physical, nature, and cultural immersion. Significant difference in the engagement reasons according to profile was also explored.

METHODOLOGY

The researchers utilized a descriptive-correlation method of research which uses more formal measures of behavior, including questionnaires and systematic observation of behavior, which are designed to be subjected to statistical analysis. The researchers conducted their study in the municipality of Donsol, a place for a unique travel most tourist go for experience and to determine the reasons that

tourist considered in taking adventure tourism or adventure travel. The respondents of the study were tourists coming from Donsol, Sorsogon. G power version 3.1.9 was used to determine the sample size of 134 where the effect size is 0.03, alpha error is 0.05 and power is 0.5. The profile of the respondents was found by the researchers using their survey questionnaire instrument.

Convenience sampling was used by the researchers which is a type of non probability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. It is also referred to the researching subjects of the population that are easily accessible to the researcher (Etikan, Musa and Alkassim, 2016).

The researchers used a self-made questionnaire and were developed by reading material references and related literature's. The questionnaire is a major tool in this study which can help the researchers discuss and gather information about certain issue that will determine the reasons for engaging in adventure tourism in Donsol, Sorsogon.

The questionnaire has two parts. Part one is focused on the demographic profile the respondent's characteristics in terms of age, sex, nationality, civil status, frequency of travelling, occupation, and monthly income which will be answer through checklist. Part two focused on the reasons in engaging adventure tourism in Donsol, Sorsogon which includes physical based, nature based, and cultural immersion which were all answer using four point Likert scale. Likert scale is a measurement instrument which is used in quantitative research. It contains a number of statements or indicators with a scale. It is assumed that all subject will perceive strongly agree a expressing greater favour towards the attitude statement than moderately agree and strongly disagree with the attitude represented (Hajare, 2013).

The researchers created the questions with the support of related literature that will back up the study of the researchers. Pilot test helps to test the reliability of the self-made questionnaire. The researchers conducted a pilot test with 25 participants where the statistical tool, Cronbach alpha was used which resulted to 0.897 that indicated good. The researchers used different statistical methods to analyze the gathered data. The demographic profile according to the respondent's age, sex, nationality, civil status, frequency of travelling, occupation and monthly income were classified using frequency and percentage. Weighted mean was used in likert scale to identify the average means in the impact factor. The respondent's answered based on their perception in physical health, tourist attraction/ activities, nature and discovery and safety factors that could affect the adventure tourism in Donsol.

The Analysis of Variance will be used to determine the significant difference when grouped according to the profile of the respondents. The process of examining the relationship between variables, ANOVA can be used to compare two or more groups (Sow, 2014).

RESULTS AND DISCUSSIONS

Demographic Profile of the Respondents

Most of the respondents are between the age of 21 to 40 which have 71% while the lowest percentage are between the age of 61 and above which have 3%. The ages 21-40 are considered as leisure travellers, this sector participate more in adventure activities because they are more physically fit and healthier compare to ages 61 and above while older travellers are more prone to risk however, some older travellers likely to pursue relaxing activities as their part of their travel plan. Majority of the respondents are male which has 51%, while 49% of them are female. Males are more oriented towards hard adventure activities while female travelers prefers low risk activities. In addition, male have more courage compare to female travelers. Most of the travelers that participated in adventure activities were male, they tend to have strong physical appearance and has more courage in participating in an adventure activities. Male prefer to participate hard adventure to experience the thrill in an activities. Most of the female prefer travelling for relaxation, but some of them tend to be an adventurous person, they participate in adventure even if it is a kind of soft adventure.

Table 1. Demographic profile of respondents

Category	Frequency	Percent
Age		
20 and below	11	8
21-40	95	71
41-60	24	18
61 and above	4	3
Sex		
Female	66	49
Male	68	51
Nationality		
Foreign	94	70
Local	40	30
Civil Status		
Single	84	63
Married/Widowed/Divorced	50	37
Occupation		
Student	9	7
Employed	102	76
Unemployed	3	2
Self-employed	17	13
Others	3	2
Monthly Income		
10,000 and below	15	11
10,001 – 30,000	27	20
30,001 – 50,000	44	33
50,001 and above	48	36
Travel Frequency in a year		
Once	32	24
Twice	48	36
Thrice	24	18
More than Thrice	30	22

Majority of the respondents were foreign which has 70% while 30% were local tourist. Foreign travelers explore more in different countries to experience hard and soft activities they considered it as their adventure and one in a lifetime experience. Local tourist are not too much involved due to income and time allotted for their vacation. Tourist nationality is important in the different sectors of tourism industry it have a significant influence on the way that tourists interpret the environment of the destination, for that reason, nationality can be used in order for a researchers to assess the factors influencing tourist preferences. Nationality affect the tourist motivation and tourist behavior. When comparing travel motivations between nationalities, it is clear that travelers from different corners of the world have different preferences. Majority of the tourist were single which has 63% unlike the married, widowed, divorced tourist which has 37%. Single traveler have more allotted time for themselves while travelers who were married, widowed, divorced they travel to communicate with their partners. Traveling is their way to escape stress and loneliness.

Majority of the respondents were employed which has 76% while 2% were unemployed and have other occupations. Employed travelers have the ability to travel because they have source of income while unemployed travelers doesn't have the ability to participate more in adventures. The spending's that tourist made will benefit the destination they visit. They can provide a better infrastructure and for the beautification of their tourist attractions. However some studies show that unemployed tourist have the tendency to enjoy their free time that those who are employed for the reason of job duties and time management. The highest monthly income of the tourist is 51,000 pesos and above which has 36% while 10,000 and below has 11%. Income plays an important role in tourism industry. Travelers that has income of 51,000 pesos and above has the ability to participate and meet their needs and wants when it come to traveling. Lower monthly income can participate in adventure activities but very limited. Travelers that has low monthly income can participate in adventure tourism but in a limited activities only. They need to save money for their trips so that they can afford what activities they want to experience during their trip. Unlike travelers that has high monthly income, they has more ability to travel where they want and what they want to experience. They can meet all their needs during the trip, having enough money has many advantage in terms of travelling, most specially in adventure activities. the highest percentage of respondent's frequency of travel is twice for last year which has 36%, while 18% belongs to tourist who travel thrice last year. This data shows that those who travel twice a year could be seen that they do not travel frequently while those travelers that travels thrice have good physical condition. Tourist frequency of travelling affect the tourism industry of a destination through their trip expenses which can also help the locals. Their eagerness to travel helps a country to see their motivations and what they are looking for when traveling so that they can provide. Number of tourist visitors can affect the tourism industry of a country because it promotes the beauty and what that destination can offer.

Physical-based reasons affecting Tourists' Engagement

The statement they are physically ready before adventure was strongly agreed (3.76) by the respondents. Adventure activities requires a good physical condition because it involves risk or danger. Tourist should also considered that whether they participate in soft or hard activities, risk is always present. It is known that outdoor activities leads to both physical and mental health benefits. Having a good physical health can help you participate to determine what kind of adventure you can do and you can experience all adventure activities you want as much as you have a good physical health and it can help you get physically fit. Participating in an adventure activities can help you improve you emotionally by facing all the activities. Experiencing adventurous activities can help the travelers to face their fears and gain self-confidence in improving their ability to engage in adventure. The researchers conclude that travelers that immerse themselves in adventure activities should be physically ready before joining.

The study was supported by Naidoo, Ramseook-Munhurrun, Seebaluck and Janvier (2015) who stated that travelers should have a better health in participating in adventure. Studies of Senthilkumaran and Pratim (2017) stated that the primary motives of adventure tourist are to look for clever and energizing experiences by physically and mentally challenging themselves.

Most of the respondents strongly agreed that activities help them to face their biggest fear (3.56). The result was supported by the study of Buckley (2013) who stated that in adventure it is normal for the participants to feel the thrill and fear. To perform the activity fear must be faced, assessed and overcome to interact. because fear boost performance of a tourist. Fear and other emotions disappear during intense focus and awareness. Along this lines, fear can be temporary and transformed into positive feelings, adventure tourist seek fear and thrill through this participants helped them to face their fears.

The statement, water activity in Donsol is non risky type of adventure was strongly agreed (3.53) by the respondents. Respondents agreed (3.46) to the statement that adventure helped in improving their physical health and fitness.

Table 2. Physical-based reasons affecting Donsol, Sorsogon's reason for engagement

	Weighted Mean	Verbal Interpretation
Contributes to income I am physically ready before I am up to the adventure.	3.76	Strongly Agree
Adventure activities help me to face up to some of my biggest fears in a positive way. Preparing my health in any adventure.	3.56	Strongly Agree
I find water activity in Donsol a non risky type of adventure that cannot affect my physical health.	3.53	Strongly Agree
This kind of adventure helps me improve my physical health and fitness.	3.46	Agree
This kind of adventure helps me develop my mental and emotional as well as physical prowess.	3.46	Agree
A good physical health can have longer time for me to have adventure like here in Donsol.	3.40	Agree
This adventure helps me strengthen my immune system.	3.32	Agree
Composite Mean	3.50	Strongly Agree

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

Nature-based reasons affecting Tourists' Engagement

Respondents strongly agreed (3.80) that nature motivates and inspires them to travel. Majority of activities happened in nature, tourist felt relaxed when being exposed to nature because of the sceneries and relaxing vibe. People unable to have a contact with nature are at a higher risk of depression and anxiety however, being exposed to nature give a person to reset, it gives enthusiasm and liveliness again. The green environment helps in our physical and mental health. Time in nature enhances our mental functioning, helping us focus and remember better.

Table 3. Nature-based reasons affecting Donsol, Sorsogon's reason for engagement

	Weighted Mean	Verbal Interpretation
Nature is what motivates and inspires me to travel.	3.80	Strongly Agree
I felt relaxed and satisfied from venturing nature.	3.78	Strongly Agree
I enjoy adventure that takes place in nature because it has brought me enjoyment than normal travelling.	3.76	Strongly Agree
I am satisfied from my experiences in nature tourism.	3.75	Strongly Agree
I gained knowledge about preservation and conservation by being exposed to nature.	3.69	Strongly Agree
I personally viewed nature as essential part to interact with other people.	3.59	Strongly Agree
I gained knowledge just from observing the nature.	3.40	Agree
Composite Mean	3.68	Strongly Agree

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

In support to the study of Kiper (2013) who stated that nature is the key element in tourism experience, it brings delight in tourist because of the natural obstacles when it comes to adventure activities. Being in nature helps in learning outdoor skills, in addition it cause a huge exploration for the tourist. In line with this, Priest and Gass (2017) stated that exploration is an element for them to choose nature when travelling. Furthermore Chikuta, Du Plessis and Saayman (2017) revealed in their study that fifty-eight percent of visitors from Australia indicated that nature was one of the major reasons for visiting the country. The lowest weighted mean of 3.40 was agreed by the respondents stating that in just observing the nature they gained knowledge. Cherry (2019) stated that naturalistic observation can get a better look at the natural setting, the information gleaned from naturalistic observation may also lead to insights that can help people to become fully aware of the surroundings.

Culture-based reasons affecting Tourists' Engagement

The highest weighted mean of 3.80 was strongly agreed by the respondents stating that they learned to appreciate and respect their culture through cultural immersion. Travelers should always remember that they are guest in places they visit, the rules and traditions hold a great significance in their lives. As a traveler they willingly travel from a place for respect.

Table 4. Cultural-based reasons affecting Donsol, Sorsogon's reason for engagement

	Weighted Mean	Verbal Interpretation
I learned to appreciate and respect their culture through cultural immersion.	3.80	Strongly Agree
Experiences with the local people help me engage both intellectually and emotionally to the destination.	3.71	Strongly Agree
I find being immersed is a rich opportunity for me by interaction with the local people.	3.62	Strongly Agree
I experience having a genuine interaction with the local residents.	3.61	Strongly Agree
It helps me developed experiences thru participation in their local way of living.	3.57	
As I immersed myself in the culture of a new place, I build a social network with the local community.	3.55	Strongly Agree
I learned new language and their habit which made it easier for me to communicate.	3.32	Agree
Composite Mean	3.60	Strongly Agree

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

In support to the study of Isaacson (2014) who stated that cultural immersion challenged the way of thinking of a person. As they immersed unfamiliar places they reshaped and opened their eyes to new understanding. Moreover, Mody, Day, Sydnor, Jaffe and Lehto (2014) revealed in their study that culture is one of the motivations of the tourist when it comes to travelling. As they want to meet and learn from local people and they want to experience new culture and way of life.

The statements experiences with the local people help the tourist engage both intellectually and emotionally to the destination with a weighted mean of 3.71 and being immersed is a rich opportunity for the travelers through interaction with the local people with a weighted mean 3.62 was strongly agreed by the respondents.

The lowest weighted mean of 3.32 was agreed by the respondents stating that they learned new language and habit which made it easier for them to communicate. Learning a new language or habit is

important in communication especially when travelling, it is easier to understand the people around you and to prevent language barrier.

Significant Difference on Reasons when grouped according to Profile

There are no significant differences between the reasons for engaging and the respondent's age. Nature based and Cultural based shows that there are no strong evidence that it affects in respondent's age. Age plays a huge role in tourism industry it indicates your limits while enjoying, it also indicates the extent of understanding of a person.

In support to the study of Jönsson and Devonish (2008) found that age of a tourist had no significant difference on travel motivation. However in contradict to the result, Salleh, Omar, Yaakop and Mahmmod (2013) stated that age has a significant difference in the travel motivations of a tourist.

Table 5. Significant difference on the engagement reasons of tourists according to age

Factors	f-value	p-value	Interpretation
Physical	0.212	0.888	Not Significant
Nature	1.104	0.350	Not Significant
Cultural	1.757	0.159	Not Significant

In contradict to the result Mckay (2014) stated that age has a significance when it comes to physical based. Age have a huge impact on what activities should be taken, young travelers are more likely to be active, physically and mentally fit and have a strong courage to try activities, for senior travelers they can still participate in activities but base on their strength and capability. In addition, Demeter and Bratucu (2014) revealed in their study that younger travelers are eager to experience a new environment which they considered as their memorable travel experience for the reason that they have a flexible travel schedule.

In support to the study of Zeinali, Japarfour (2015) who stated that there has no impacts regarding the male and female visitors in terms of adventure activities. Respondent's gender has no impacts in cultural learning, for example is socializing.

There are no significant differences between the reasons of engaging and the respondent's sex. Male or female can travel and engage in adventure activities anytime they want, because in this generation all the things that male can do, can also do by women. Gender has a little impact in adventure when it comes in facing their fears. Male has more determination to participate in outdoor activities unlike women. Male tend to be more aggressive when it comes in travelling than women. Male wants to experience unique outdoor activities while some of female wants usual outdoor activities.

Table 6. Significant difference on the engagement reasons of tourists according to sex

Factors	f-value	p-value	Interpretation
Physical	0.036	0.849	Not Significant
Nature	0.102	0.750	Not Significant
Cultural	0.630	0.429	Not Significant

Moreover, cultural and nature based result, adventure travelers, males or females are interested in exploring culture and nature by engaging in exciting activities and to experience explore communities (Global Adventure Tourism, 2018). In line with this, nature based, men focuses on achievements in outdoor activities unlike women are engage in natural environment. Gender has impacts in cultural learning and nature based. Considering the gender identity as a predictive factor that are likely to have impact. Gender is significantly linked in leisure activities. (Omar, Abooali, Mohamed, Mohamad, 2014).

There are no significant differences between the reasons of engaging and the respondent's nationality. In support to the study of Lin, Kerstetter, Nawijn and Mitas (2014) there are no significant

differences between respondents nationality. Following the study of Dimova (2015) who stated that there are no significant difference in the travelling motivations of the tourist.

Table 7. Significant difference on the engagement reasons of tourists according to nationality

Factors	f-value	p-value	Interpretation
Physical	1.369	0.244	Not Significant
Nature	0.850	0.358	Not Significant
Cultural	0.036	0.850	Not Significant

There are no significant differences between the reasons for engaging and the respondents civil status. This indicates that there was no impacts between the respondent's civil status and visiting Donsol, Sorsogon. Civil status doesn't really matter in terms of travelling, anyone can travel as much as they can participate in activity and as long as they can travel. Single, married or divorced can be a tourist. Single travelers have more time for leisure activities and they can do what they want without any barrier to face unlike married travelers , they need to plan just to have successful trip considering what their partners want.

Table 8. Significant difference on the engagement reasons of tourists according to civil status

Factors	f-value	p-value	Interpretation
Physical	1.475	0.227	Not Significant
Nature	0.007	0.934	Not Significant
Cultural	0.232	0.631	Not Significant

In support to the study, McCreedy, (2013) stated that monthly income has no significant differences on frequent of trips that participated by single and married travelers. In line with this, Ardahan and Mert (2014) stated that gender is not significant in terms of physical based, activities like trekking and mountaineering don't have any impacts in adventure tourism between male and female.

There are no significant differences between the reasons for engaging and the respondents occupation. Occupation is an advantage when travelling, people who seek those activities with more income can participate. However occupation can affect the time of the travelers in terms of work, this shows that occupation had a pros and cons when travelling.

In contradict to the result, Salleh, Munir and Yaakop (2013) revealed in their study that occupation had a significant difference in the motivation of the tourist. Following the study of Sabaribadmini and Saravanan (2011) stated that it had a significant difference in the tourist motivation and purpose of travelling.

In Table 9, there are no significant differences between the reasons for engaging and the respondents occupation. Occupation is an advantage when travelling, people who seek those activities with more income can participate. However occupation can affect the time of the travelers in terms of work, this shows that occupation had a pros and cons when travelling.

Table 9. Significant difference on the engagement reasons of tourists according to occupation

Factors	f-value	p-value	Interpretation
Physical	0.702	0.592	Not Significant
Nature	2.086	0.086	Not Significant
Cultural	2.366	0.056	Not Significant

There are no significant differences between the reasons for engaging and the respondent's monthly income. Monthly income of traveler is really important when it comes to adventure tourism

because they can do what they want as long as they have enough money just to meet their want during travelling. Having less and high monthly income doesn't have impacts in adventure tourism because every travelers save money before planning and going to the trip. Most of the travelers are financially ready in travelling for unexpected availability of outdoor activities in every destination. exciting new activities and learning about different cultures.

Table 10. Significant difference on the engagement reasons of tourists according to monthly income

Factors	f-value	p-value	Interpretation
Physical	0.534	0.660	Not Significant
Nature	0.094	0.963	Not Significant
Cultural	1.015	0.388	Not Significant

There are no significant difference between reasons of engaging and respondents frequency of travelling. Being too much exposed because of frequent travelling might cause to get illness due to visiting other countries.

Table 11. Significant difference on the engagement reasons of tourists according to travel frequency

Factors	f-value	p-value	Interpretation
Physical	2.306	0.080	Not Significant
Nature	2.094	0.104	Not Significant
Cultural	0.678	0.567	Not Significant

In contradict to the result Lim, Lim, Ng and Phan (2015) contradicted that there is a significant difference in the duration spent and frequency of travelling between the tourist and reasons. Due to the new environment, visitors are not yet familiarize to the place they went it. Also frequent travelling can bring sickness to the tourist and stress, tourist should be aware that whenever they travel they already put themselves at risk.

CONCLUSIONS

The results indicated that majority of the respondents are young leisure travelers, these travelers are more likely to perform different adventure activities because they are eager to have a new memorable experiences, they have stronger body and more capable in adventure. In the context of the study, more males go into adventure tourism compared to females it showed that males are more oriented towards adventure. These tourists are foreign people from different countries, they are more likely to seek different places for unique adventures. The study further revealed that majority of the tourists are single, in this case they have more time for themselves and to enjoy their stay. Moreover, most of the tourists had travelled twice, their frequency of travelling showed that they visit more places for exploration and participating in activities the country have. Results show that most of those who engage in adventure tourism are income earners, their income is enough to afford activities.

Under physical based, risk and danger is present in adventure whether it is hard or soft activities. In this case tourist should always keep in mind that having a good physical health allows them to enjoy the activities to have a memorable experience. Under nature based, it is considered as one of the factors that tourist considered when travelling as they get the relaxation and peace they want. Being in outdoor gives a positive benefits to a person, boosting its physical health and immune system, furthermore it also gives awareness to the tourist about its conservation and preservation. Lastly, for cultural immersion, tourist have an authentic experience in travelling as they learned how to deal with the locals, however tourist may experience culture shock due to the fact that they are in a new surrounding.

Results revealed that demographic factors such as age, sex, nationality, civil status, frequency of travelling, occupation and monthly income are not likely to influence reasons of tourist when they engage in adventure tourism. Tourist can travel regardless of the demographic factors however it will only differ when it comes to capabilities and strengths of the tourist in joining in adventure.

This research is subject to several limitations. This paper addresses to have additional studies to other destinations to find a new reasons in engaging in adventure tourism, through this a new statistical methods will be applied for the significance of the study. Furthermore, although there are many studies about adventure tourism the researchers have difficulty in finding literature's due to year of publication. Moreover, a more comprehensible questions are needed for the foreign tourist.

Recommendation

For the factors in engaging in adventure, search for more factors and reasons why tourists participate in an adventure tourism. They may include the satisfaction of a tourists based on the factors and their experiences in participating in adventure activities. The researchers recommend that in gathering data, gather as many as possible to be able to have enough data for the study. And try to use different test in analyzing the data, in position to have different result. Furthermore, more comprehensive questions are needed for the foreign tourist.

To the local government unit, the researchers recommend to create new adventure ideas that everyone can participate. An activity that can be done by all ages and more affordable than the existing adventure activity. The researchers recommend that adventure tourism can be a subject in tourism program. It can benefit our program to be studied, for them to be able to learn and appreciate the importance of adventure tourism in tourism industry. Also, for the students to be encourage to learn and engage in an adventure activity.

REFERENCES

- Añasco, C. P., & Lizada, J C., (2014) Philippine Tourism: Evolution towards Sustainability. Retrieved from <https://bit.ly/2MvrLyw>.
- Ardahan, F., & Mert, M. (2014). The Factors Affecting Individuals' Participation in Cycling, Mountaineering and Trekking Activities: An Application of Probit Analysis for Turkey Case. *Pamukkale Journal of Sport Sciences*, 5(1), 128-150.
- Arizmendi, Ilin, Melenez, Ros, & Valenzuela. (2014). Global Report on Adventure Tourism . Retrieved from http://cf.cdn.unwto.org/sites/all/files/pdf/final_1global_report_on_adventure_tourism.pdf
- Buckley, R., & Ollenburg, C. (2013). Tacit knowledge transfer: Cross-cultural adventure. *Annals of Tourism Research*, 40(1), 419-422.
- CBI (2018) What are the opportunities for adventure tourism in Europe? Retrieved from <https://www.cbi.eu/market-information/tourism/adventure-tourism/adventure-tourism-europe>
- Cherry, K. (2019) Naturalistic Observation in Psychology. Retrieved from <https://www.verywellmind.com/what-is-naturalistic-observation-2795391>
- Chikuta, O., du Plessis, L., & Saayman, M. (2017). Nature-based travel motivations for people with disabilities. *African Journal of Hospitality, Tourism and Leisure*, 6(1), 1-16.
- Chua, V. L. D. 2017.“. Assessment of susta Research, 9(03), 48498-48505.
- Demeter, T., & Bratucu, G. (2014). Typologies of youth tourism. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 7(1), 115.
- Dimova, L. (2015). Millennials' travel motivation and desired activities within a destination: a comparative study of America and the United Kingdom (Doctoral dissertation).
- Dudley, K. (2016). Adventure tourism: The role of social comparison theory in successful advertising images.

- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Gabito, O. A. (2013, October). Growing Rural Employment through Community-Based Tourism. In 12th National Convention on Statistics (NCS), EDSA Shangri-La Hotel, Mandaluyong City.
- Giddy, J. K., & Webb, N. L. (2016). The influence of the environment on motivations to participate in adventure tourism: The case of the Tsitsikamma. *South African Geographical Journal*, 98(2), 351-366.
- Hajare, P. J. (2013) ECONOMIC, SOCIO-CULTURAL AND PHYSICAL IMPACTS OF TOURISM: A Case Study of Elephanta Caves, Matheran Hill Station, Janjira Fort and Pali's Shri Ballaleshwar Ganesh. Retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/6703/10/10_chapter%205.pdf
- Isaacson, M. (2014). Clarifying concepts: Cultural humility or competency. *Journal of Professional Nursing*, 30(3), 251-258.
- Jönsson, C., & Devonish, D. (2008). Does nationality, gender, and age affect travel motivation? A case of visitors to the Caribbean island of Barbados. *Journal of Travel & Tourism Marketing*, 25(3-4), 398-408.
- Kiper, T. (2013). Role of ecotourism in sustainable development. In *Advances in landscape architecture*. IntechOpen.
- Lim, C. C., Lim, H. L., Ng, S. Y., & Phan, Y. X. (2015). Determinants of travel intention among foreign student in Malaysia-perspective from push-pull motivations (Doctoral dissertation, UTAR).
- Lin, Y., Kerstetter, D., Nawijn, J., & Mitas, O. (2014). Changes in emotions and their interactions with personality in a vacation context. *Tourism Management*, 40, 416-424.
- McCreedy, C. C., O'Leary, J. T., & Fesenmaier, D. (1992). Revised 2013. Family structure and its relationship to travel. In *Proceedings of the 1991 Northeastern Recreation Research Symposium*. Gen. Tech. Rep. NE-160. Radnor, PA: USDA Forest Service Northeastern Forest Experiment Station (pp. 177-181).
- Mckay, T. J. (2014). White water adventure tourism on the Ash River, South Africa. *African Journal for Physical Health Education, Recreation and Dance*, 20(1), 52-75.
- Mody, M., Day, J., Sydnor, S., Jaffe, W., & Lehto, X. (2014). The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India. *Tourism Management Perspectives*, 12, 113-124.
- Naidoo, P., Ramseook-Munhurun, P., Seebaluck, N. V., & Janvier, S. (2015). Investigating the motivation of baby boomers for adventure tourism. *Procedia-Social and Behavioral Sciences*, 175, 244-251.
- Omar, S. I., Abooali, G., Mohamed, B., & Mohamad, D. (2014). Gender differences in perceived importance and performance of Penang Island attributes. In *SHS Web of Conferences* (Vol. 12, p. 01065). EDP Sciences.
- Palafox, F. A. (2018) The Philippines towards sustainable tourism. Retrieved from <https://bit.ly/2U8X84j>
- Priest, S., & Gass, M. (2017). *Effective Leadership in Adventure Programming*, 3E. Human Kinetics.
- Reinikainen, So. (2018) Creating blog posts to promote the cycling routes in Uusimaa Region. Retried from https://www.thesesu.fi/bitstream/handle/10024/143275/Reinikainen_Soili.pdf?sequence=1&isAllowed=y
- Sabaribadmini, M. & Saravanan, S. (2011) A STUDY ON TOURIST SATISFACTION TOWARDS TOURISM SPOT WITH SPECIAL REFERENCE TO OOTY. Retrieved from https://www.academia.edu/19615777/A_STUDY_ON TOURIST_SATISFACTION_TOWARDS TOURISM_SPOT_WITH_SPECIAL_REFERENCE_TO_OOTY
- Salleh, M., Omar, K., Yaakop, A. Y., & Mahmod, A. R. (2013). Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5).

- Senthilkumaran, P., & Pratim, S. P. (2017). Intervention strategies to mitigate risk in adventure tourism: A Haddon matrix perspective. *Disaster Advances*, 10(11), 21-25.
- Sorsogon Province's Eco-Tourism Marvels Other Than Donsol's Whale Sharks (2018). Retrieved from http://www.cebu-philippines.net/sorsogon-province.html?fbclid=IwAR3dRROidfhUwmkAp3So07RL5SEAq4CKzt1V55_jfxLAIljVH2BDmdvBTtM
- Sow1, M. T. (2014) Using ANOVA to Examine the Relationship between Safety & Security and Human Development. Retrieved from http://jibe-net.com/journals/jibe/Vol_2_No_4_December_2014/6.pdf
- UNWTO. (2014). Global Report on Adventure Tourism. Madrid: UNWTO. Retrieved from http://cf.cdn.unwto.org/sites/all/files/pdf/final_1global_report_on_adventure_tourism.pdf
- Viren, P.P., Murray, A.K.,Brown,T. & Beckmann, C. (2017) North American Adventure Travelers: Seeking Personal Growth, New Destinations, and Immersive Culture. Retrieved from <https://www.ncetourism.com/wp-content/uploads/2017/10/WebPage.pdf>
- Williams, P., Soutar, G., Ashill, N. J., & Naumann, E. (2017). Value drivers and adventure tourism: A comparative analysis of Japanese and Western consumers. *Journal of Service Theory and Practice*, 27(1), 102–122. doi:10.1108/JSTP-05-2015-0116
- World Tourism Organization (2014). Global report on adventure tourism. Retrieved from <https://www.e-unwto.org/doi/book/10.18111/9789284416622>
- World Travel & Tourism Council (2018). Travel & tourism economic impact 2018 Sri Lanka. Retrieved from <https://www.wttc.org/-/media/files/reports/economicimpact-research/countries-2018/srilanka2018.pdf>
- Zeinali, B. &Jafarpour, M. (2015) DOES VISITORS' DEMOGRAPHICS, STATUS, LENGTH-OF-STAY, AND TRAVELPARTY AFFECT LOYALTY INDICATORS? A CASE OF VISITORS TO EL-GÖLÜPARK, IRAN. Retrieved from <https://tinyurl.com/y4xugvdj>