

MOTIVATION OF TOURISTS AS PUSH AND PULL FACTORS TO VISIT SELECTED CHURCHES IN BULACAN

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Abstract. Different regions of the Philippines are regularly visited for relaxation purposes by travelers from all over the world based on previous study. In Bulacan, a province is known for its historical heritage, and you can see well-preserved examples of Philippine history from the past. The study focused on tourist motivation as a push and pull element for visiting specific churches in Bulacan. The study focused on tourist motivation as a push and pull element for visiting specific Bulacan churches. The data was collected from 100 tourists in Bulacan churches who were chosen at random to reflect the populace. The push-pull theory, which explains why tourists prefer one destination over another, was tested in this study. To fill in the study's research gaps, the researcher uses the expert ideas in developing the questionnaire. In this study, the researchers used the quantitative descriptive method. The descriptive research design refers to a set of research methods to investigate one or more variables that describe a group of people or a phenomenon. The survey was sent through various tourist Facebook groups. In addition, 100 visitors who visited the above churches in Bulacan were polled. Google Forms was used to disseminate the questionnaire. The findings of the study were beneficial to tourism students. It discussed the idea's pull and push, allowing them to determine tourist motives for visiting a specific location. This document provided students with the knowledge and a foundation for their studies. The paper's findings were used to determine tourist motivation for visiting Philippine places.

Keywords: *Bulacan, push factors, pull factors, motivation*

Introduction

The success of many economies throughout the world is directly dependent on the tourism industry (Yehia, 2019). They look for new areas to visit, such as bustling metropolias, quaint little villages, and stunning natural environments such as beaches and woods. As more and more individuals look for one-of-a-kind adventures and activities, the tourism sector has developed and expanded over the course of many years. According to Comerio and Strozzi (2019), tourism industry can really boost the economic growth of a country due to its potential tourists. Tourism brings a country a great deal of economic value and benefits. It also assists in the construction of a country's brand value, image, and identity, all of which contribute to the country's overall growth and development. The aspects that are included in tourism industry are local and foreign transportations, local and foreign accommodations, visiting local and foreign places, and general nourishment (Manzoor et al., 2019). Within the context of the push and pull travel motivations, the objective of this study is to investigate the factors that influence people's preferences regarding tourism. Furthermore, the purpose of this study was to shed insight into the ways in which specific factors and motivations influence tourism.

We regularly hear about well-known tourist spots in the Philippines like Boracay, Palawan, Zambales, and Siargao. Actually, Philippines had achieved a total of 8.3

million foreign tourists in 2019 from 5.4 million visitors in 2015, wherein its increase has been caused by its tourism brand "It's more fun in the Philippines" (Arellano, 2019). This implies that having a strong tourism brand is necessary for one country to improve its economy. With regard to this, Bulacan is also a popular tourist destination in the NCR. The province of Bulacan is one of the 81 that make up the Philippines, which make up the Republic of the Philippines. In Bulacan, which is well noted for its historical heritage, you can observe well-preserved examples of the history of the Philippines in the past. Bulacan is known for its church's destination because one of the earliest provinces to adopt Christianity. According to Maño (2021), there are an estimated 114 DRT Bulacan Tourist Spots in Bulacan itself. These tourists' spots allow people to do various things that would be entertaining and satisfying for the tourists. Actually, when people first hear the word "Bulacan", the first thing that they think is the food that can be found in this place such as chicharon, pastillas, ensaymada, and lugaw. However, this place has also different cultures, traditions, and beautiful places that can contribute to the tourism industry of the Philippines (Cruz, 2021). The scope of the study focused on the Motivation of Tourists as Push and Pull factors to visit selected churches in Bulacan. The data collection was conducted on 100 randomly chosen tourists in the Bulacan churches who represent the population. The study evaluated the push-pull theory that explains why tourists prefer a particular destination.

The study's outcomes were beneficial to the tourism students. It discussed the pull and push of the theory that enables them to identify tourist motivation in visiting a particular destination. This paper gave them knowledge and basis throughout their course. The outcome of the paper was used to base the tourist's motivation in visiting destinations in the Philippines. With this paper, the Philippine Department of Tourism used this as a guide in achieving more tourists and changing specific regulations to cater to more tourists in the Philippines. The study is beneficial to future researchers who aim to study the same field. The survey results can be used as a direction to fulfill their study's goal.

Literature review and conceptual/theoretical framework

Figure 1 illustrates the conceptual framework of the study using Demographic Profiles: in terms of Age, Gender, Marital Status, Residence, and Employment Status. The second box is the research locale of the study. The study was conducted in the selected churches in Bulacan. The third box shows the push and pulls factors.

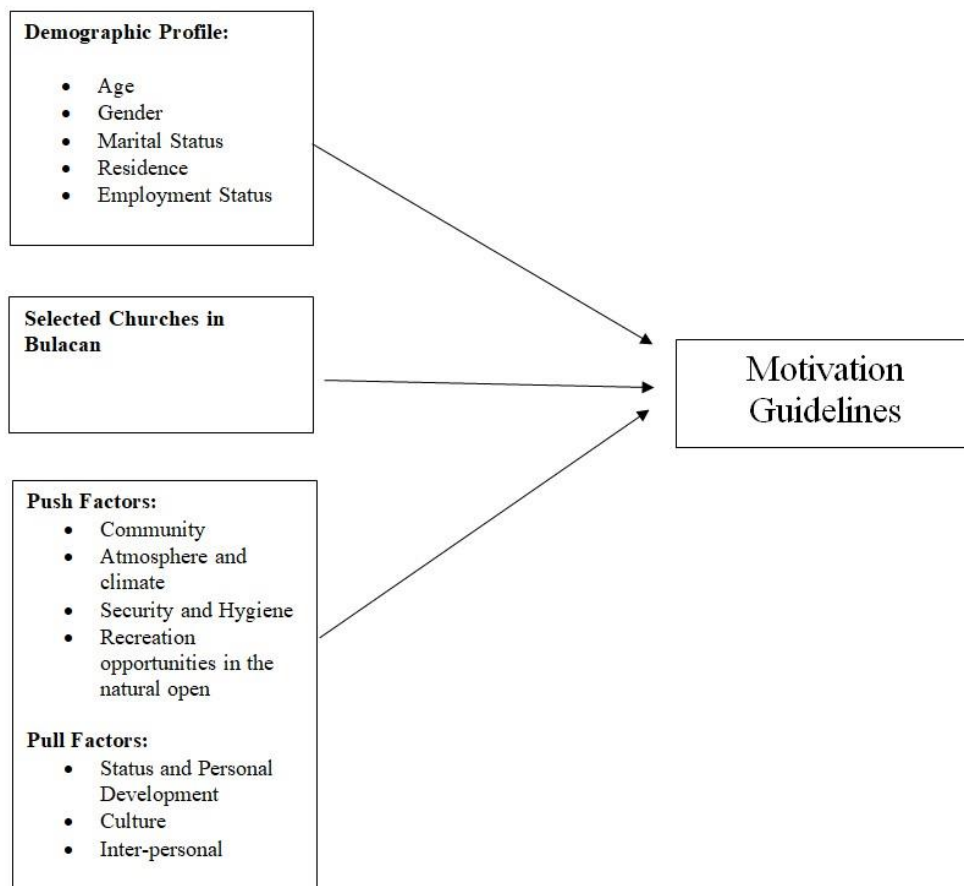


Figure 1. Conceptual paradigms.

The motivation of tourist to travel

It is generally accepted among tourism professionals and academics that travel motivation is an essential idea. For a long time, people have recognized the importance of travel incentive in the process of behavior analysis. The idea of travel inspiration is not a brand-new one. A study of the demographic variables and travel motivations of leisure visitors in Tanzania is to be conducted. More specifically, by investigating how the influence of demographic factors plays a role in the travel motivation of both domestic and foreign leisure travelers in Tanzania. According to the findings, age, gender, and family size were key demographic characteristics that significantly influenced travel motivation among domestic and international leisure visitors (Kara and Mkwizu, 2020). The current study was carried out to explore why young people, travel, where the author opted to use Maslow's Theory of Needs. According to the related study result, Maslow's hierarchy of needs served as the focal point of the related research on youth tourism. The findings demonstrated its validity as an explanation of the most important reasons for young travelers. The findings also suggest that as a result of current technological advancements that affect communities and the behaviors of young tourists-particularly those of Millennials-new requirements have surfaced, and these requirements are examined in detail.

Push and pull factors

Traveling, participating in leisure activities, discovering new experiences and capabilities, expressing oneself and feeling confident in one's abilities, being creative, engaging in healthy competition, needing to relax, and feeling like one belongs are all psychological needs that can be satiated through tourism. According to Said and Maryono (2018), Determining one's capacities across a variety of emotional fronts is central to the intrinsic motives. The tourists are driven to choose tourism by their inherent need to fulfill intangible rewards such as their need for enjoyment, assurance, and other emotional requirements. The push-pull theoretical framework is a common theory that attempts to explain the reasons why tourists choose to visit a particular destination as opposed to some other location, the kind of experience they want to have, and the kind of activity they want to participate in. On the basis of existing research and literature, this article uses the descriptive approach to explain the motivation as push elements and the perception as pull factors that tourists take into consideration when choosing their destination. Utilizing the Push-Pull Factor Approach allows for the investigation of motivations that contribute to tourists' behaviors that encourage them to visit tourist locations. This study explores the elements that are both pulling and pushing people in the direction of visiting the Oluinrin waterfalls in Nigeria. It accomplishes this by collecting data via the use of a structured questionnaire administered to one hundred fifty visitors to the site. These data are then analyzed through the use of Statistical Package for the Social Sciences version 21. According to the findings, the majority of visitors are drawn to the location due to its pull elements, which include activities like rock climbing and waterfalls, while the location's push factors include opportunities for socialization and getting away from work. The distance between the location and the tourists' homes is another significant obstacle for them to overcome, as this makes it tough for them to access the location. According to the findings of the study, the management of tourist centers should work to improve "pull factors" like heritage and culture, city enclaves, comfort and relaxation, beach resorts, outdoor resources, and rural areas, as well as "push factors" like cultural experiences, escape, re-experiencing family, sports, and prestige. Moreover, push and pull factors are widely talked about and accepted by the label of the tourists' motivations in travelling (Özdemir, 2020). Regardless of the reasons of the tourists in visiting other places, it would be treated as either push or pull factors. Actually, the push and pull factors are not just influenced by internal force or aspects of tourists. The external factors also have influence in the motivations of the tourists to travel between and across places (Katsikari et al., 2020).

Materials and Methods

The researchers used the Quantitative descriptive method in this study; this method involves gathering data from randomly selected respondents. Research approaches, are strategies and research procedures that expand conclusions made on the basis of broad assumptions through data gathering and reasoning methods. In this case, this study focused on evaluating the influence of pushes and pull factor theory on tourist motivations. Descriptive research design is a variety of research methods to explore one or more variables that describing a population or a phenomenon. To gather data, the researchers use Quota Sampling, under the non-probability sampling method technique to give the data needed to obtain the research entitled, "Motivation of tourists as push and pull factors to visit selected churches in Bulacan". The researchers assigned quotas

to a group of people in order to generate subgroups of people who represent the target population's overall characteristics. The questionnaire was posted in different tourist Facebook group page online. Furthermore, the respondents are 100 tourists who visited the mentioned churches in Bulacan. The questionnaire was distributed online through Google forms.

The questionnaire is divided into three parts. Part I is the demographic profile of tourist respondents. The second part is the push factors. The last part will be the pull factors that motivate them to visit selected churches in the Bulacan. Their responses will be used to compile Primary Data. After that, the data will be evaluated to gain a general understanding of the motivation of tourists to visit selected churches in Bulacan.

Ethical considerations

In conducting the data, researchers have performed formal documents that were addressed to Bishop Emeritus of Malolos Bulacan requesting for the possibility of conducting a survey. The researchers will distribute the survey questionnaire once the letter of permission is approved. Rest assured that all the responses will be forwarded to the statistician.

Results and Discussion

The first part of the study examines the respondent's demographic profile in terms of age, gender, location, and travel times. The *Table 1* shows the frequency and percentages of the respondent's profile. Among the 69 out of 100 respondents who completed the survey, 68% are males, while 32% are females. 59% are 18 to 28 years old, 32% are 29 to 39 years old, and 9% are older than 40. The majority of the respondents, 67%, are from a foreign country, while 33% are a traveler from the Philippines. At least 68% traveled once to the selected churches in Bulacan, while 14% traveled twice, making 18% more than twice those who visited the established churches in the Bulacan. It is clear that the majority of the responders are male and between the ages of 18 and 28. Females make up the minor proportion of participants across both genders, and those aged 18 to 28 years make up the youngest age group among those who participated. Most respondents are from a foreign country and at least traveled once to the selected churches in Bulacan.

Table 1. Likert scale.

Category	Frequency (N)	Percentage (%)
Age		
18-28	41	59
29-39	22	32
>40	6	9
Gender		
Female	22	32
Male	47	68
Location		
Foreign country	48	67
Philippines	21	33
Times of travels		
Once	47	68
Twice	10	14

As shown in *Table 1*, the research instruments were reliable with the Cronbach's alpha values within 0.70 to .95. The minimal number for Cronbach's alpha that is considered acceptable is 0.70. Meanwhile, the highest value that can be anticipated is 0.90. According to the study's findings, Cronbach's alpha values fall within the range of 0.70 and 0.95, which indicates that the instrument has the reliability that falls within the high range. From the study's findings, the study respondents show the highest mean of 0.82 Alpha values on the push factors (*Table 2*). Followed by pull factors with 0.74 alpha values which also indicate high values mean. The results show that the reliability estimated for the test leads to the tourist motivation of push and pull factors in visiting the selected churches in Bulacan. There is no correlation between the push factors and tourists' motivation to visit selected Bulacan churches, as indicated by a p-value of 0.1081. With a p-value of 0.1114, it can be concluded that the pull factors do not influence tourists' motivation to visit selected Bulacan churches (*Table 3*). As a result, the elements in the study do not have a statistically significant relationship. All of the variables do not have a relation which each other. This implies that the variables do not concern the other variable.

Table 2. Push and pull factors descriptive analysis (N=69).

Concepts	Likert scale	Mean	s.d.	Mode	Interpretation	Cronbach Alpha
Push factors	Interval data	3.63	.06	4	Agree/High level	0.82
Pull factors	Interval data	3.80	.06	4	Agree/High level	0.71

Table 3. Association of the conceptual variable (N=69).

Cause	Effect	Spearman's rho	t-value	p-value	Interpretation/ Indications
Push factors	Motivation in visiting selected churches in Bulacan	0.1952	1.6288	0.1081	No significant/ Weak association
Pull factors	Motivation in visiting selected churches in Bulacan	0.1933	1.6130	0.1114	No significant/ Weak association

The quantitative data

The researchers posted the google form on different tourist Facebook group pages who have visited Bulacan before. Out of 100 target respondents, only 69 answered the google form. The study's main objective is to evaluate the push-pull theory that explains why tourists prefer a particular destination. The researcher gave a survey questionnaire and distributed it to different tourist Facebook pages. In the push factors, out of the nine statements, most of the respondents strongly agreed that they visit the selected churches because they want to meet new people from various ethnic. One of the foreign respondents said:

“The main reason I visit other countries is to meet new people and learn about their cultures.”

In the pull factors, culture is the primary motivation for why they visit selected churches in the Bulacan. Out of 9 statements, statement 5, "I visit to experience a new culture," got the highest amount of strongly agreed. As one of the respondents answered the open-ended questions on what their primary motivation in is visiting selected churches in the Bulacan said:

“I love learning about cultures. I am a very open-minded in terms of culture, and I want to expand my knowledge so that I can embrace them with all my heart.”

There are different reasons for their motivation to visit selected churches. With the help of push and pull factors, we narrowed it down to the two most often answered by the respondents, particularly wanting to meet new people and learn other cultures. It is undeniable that meeting new people is such as pleasing situation. People can meet new faces with different characteristics that can be their friends, which is included in the push factors. Additionally, it is also fun and entertaining learning about others' cultures while having a good sight of them. This pull factor can make the tourists be more knowledgeable about different aspects of life which can enhance their intelligence and widen the scope of their learning's.

Conclusion

Males between 18 and 28 appear to make up the bulk of the respondents. Females make up a small percentage of both genders' participants, while those aged 18 to 28 are the youngest. The majority of responders are foreigners who have visited the churches in Bulacan at least once. As a result, there is no statistically meaningful association between the study's aspects. There is no correlation between any of the factors. This suggests that the variables have no bearing on the other. According to the study's findings, the following should be implemented in practice as the study's findings indicate no link between any of the factors. As a result, the researcher who carried out this study strongly advises future researchers interested in carrying out similar studies to find several connections between the variables. Choose two different sets of responders to adequately differentiate the differences: a tourist who visited the place and people who did not. In order to have a solid foundation for the findings of the study, the types of research literature should be expanded.

Acknowledgement

The following information shows the detailed proposed research outputs of the study. The research output will not be done with the help by the researchers as listed above. The mentioned members successfully gathered enough amounts with approximately 3,000 for the printing and any necessities used in this study. The outputs are done within time frame of 3 months. This study is conducted online, and therefore it is involve with a lower expenses to the researchers. However, the printings, papers, and inks are still in secured. In case there are budget shortages, the researchers will use others alternative like rental or borrowing equipment that might be used for this study.

Conflict of interest

Indeed, the researchers did not experience any conflict of interest in conducting this study. Everything has been done smoothly especially with all the efforts exerted by the researchers that made the research successfully complete through their cooperation with each other.

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