



BEYOND LEISURE: PUSH–PULL MOTIVATIONS SHAPING TOURIST VISITS TO BALIANGAO RESORTS IN MISAMIS OCCIDENTAL

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ABSTRACT

This study examined the travel motivations of tourists visiting resorts in Baliangao, Misamis Occidental, using a push-pull motivation framework. It described the respondents' demographic profile, assessed push and pull motivational dimensions, tested the relationship between demographic characteristics and overall travel motives, and developed evidence-based enhancement strategies for resort and destination management. A descriptive-quantitative, cross-sectional design was employed. A modified 37-item travel-motivation questionnaire was administered to 150 tourists selected through convenience sampling across ten resorts, with 15 respondents surveyed per resort. Data were analyzed using frequency, percentage, weighted mean, and Spearman rank-order correlation. Results showed that most respondents were female (57.7%), aged 18-25 years (70.7%), single (64.7%), private employees (35.3%), earning Php 10,001-20,000 monthly (37.3%), and college graduates (48.7%). Overall push motivation was somewhat significant ($M = 3.10$), with escaping/relaxing as the strongest push dimension ($M = 3.65$). Overall pull motivation was significant ($M = 3.27$), with attractions as the strongest pull dimension ($M = 3.64$), followed by hospitality ($M = 3.52$). Spearman correlation results showed no significant relationships between overall tourist motives and sex, age, marital status, occupation, income, or educational attainment. The findings indicate that Baliangao resorts are primarily perceived as relaxation-oriented and attraction-based destinations. Strategic development should therefore prioritize scenic-resource protection, hospitality service quality, destination information, guided interpretation, access coordination, and digital word-of-mouth promotion.

Keywords: *travel motivation; push-pull theory; resort tourism; domestic tourism; destination attractiveness; Baliangao; Misamis Occidental*



INTRODUCTION

Tourism destinations compete through the combined capacity of their attractions, services, accessibility, destination image, and experiential value to satisfy visitor motivations. In resort-based and coastal destinations, visitors do not select a place solely because of its physical facilities; they also respond to psychological needs such as relaxation, escape, social bonding, novelty, and personal satisfaction. Recent tourism research continues to show that destination image, satisfaction, service quality, memorable experiences, and revisit intention are closely connected to how tourists evaluate and choose destinations (Abbasi et al., 2021; Luvsandavaajav et al., 2022; Manyangara et al., 2023).

The push-pull framework remains useful for explaining travel motivation because it separates the internal motives that create the desire to travel from the external destination attributes that influence where tourists decide to go. Recent domestic-tourism studies define push factors as internal or socio-psychological motives such as escape, rest, personal enrichment, and relationship enhancement, while pull factors refer to destination attributes such as attractions, accessibility, information, facilities, safety, hospitality, and image (Ayoub & Mohamed, 2024; Duong et al., 2023). This framework is particularly relevant to local resort destinations because visitors may be simultaneously pushed by the need to relax and pulled by natural scenery, food, accommodation, affordability, or service encounters.

Within the last five years, tourism scholarship has increasingly emphasized the practical importance of destination attractiveness, service quality, and information richness in shaping tourist satisfaction and behavioral intentions. Studies on nature-based tourism show that natural, social, cultural, infrastructural, accessibility, price, and service attributes can influence satisfaction and future travel behavior (An et al., 2024; Cheng et al., 2022). Resort and ecotourism studies similarly indicate that experience-centric attributes, host-tourist interaction, relationship quality, and perceived service quality contribute to memorable experiences and revisit intentions (Li et al., 2023; Tabaeian et al., 2023). Digital information and electronic word-of-mouth also matter because visitor-generated content and destination image can influence travel intentions and post-visit recommendation behavior (Nguyen et al., 2025; Seow et al., 2024; Shang et al., 2021).

Baliangao, Misamis Occidental contains several coastal and resort-based sites that serve local and visiting tourists. The original dataset identified ten resort settings: La Esperanza Beach Resort, Kibulanding Beach Resort, Bless Amare Sunrise Resort, Bito-on Beach Resort, Mi Paraiso Costero, Oklahoma Island Resort, Silangga Island Resort, Inday-Inday Beach Resort, Sam Niza Beach, and Tamban Beach. Despite the presence of these resorts, empirical evidence on why tourists visit Baliangao remains limited. Without localized motivation data, resort owners, tourism planners, and local officials may rely on broad assumptions rather than visitor-centered evidence.

This study addresses that gap by examining the travel motivations of tourists visiting resorts in Baliangao, Misamis Occidental. Its contribution is local and applied: it provides empirical evidence that can support resort management, destination positioning, visitor-experience design, marketing communication, and local tourism development. The study is relevant to smaller resort destinations because competitiveness increasingly depends not only on attraction quality but also on matching destination development with the actual motives of visitors.



RESEARCH OBJECTIVES

The general objective of the study was to identify and understand the motivations of tourists visiting resorts in Baliangao, Misamis Occidental. Specifically, the study sought to answer the following questions:

1. Describe the demographic profile of tourists visiting Baliangao resorts in terms of sex, age, marital status, occupation, monthly income, and educational attainment.
2. Assess the push motivational factors influencing tourists' decision to visit Baliangao resorts, specifically in terms of enjoying entertainment, investigating locality and bragging, enhancing relationships and ego, mental and physical satisfaction, and escaping or relaxing.
3. Determine the pull motivational factors attracting tourists to Baliangao resorts, particularly in terms of familiarity and educational opportunities, attractions, organized urban tour features, and hospitality.
4. Examine the relationship between the respondents' demographic profile and their overall travel motives.
5. Develop evidence-based enhancement strategies for Baliangao resorts based on the identified tourist motivations and study findings.

This study aimed to examine the travel motivations of tourists visiting resorts in Baliangao, Misamis Occidental through the push-pull motivation framework. Specifically, it described the demographic profile of tourists, assessed the push and pull factors influencing resort visitation, determined whether demographic characteristics were significantly associated with overall travel motives, and developed evidence-based enhancement strategies to support resort management and local tourism development.



METHODOLOGY

Research Design

The study employed a descriptive-quantitative, cross-sectional research design. This design was appropriate because the study aimed to describe the demographic characteristics of resort visitors, quantify the level of push and pull motivation indicators, and test whether selected demographic variables were significantly associated with overall travel motives. The quantitative approach allowed the original responses to be summarized using descriptive statistics and correlation analysis.

Research Locale

The study was conducted in resort destinations located in Baliangao, Misamis Occidental, Philippines. The original data covered ten resort settings: La Esperanza Beach Resort, Kibulanding Beach Resort, Bless Amare Sunrise Resort, Bito-on Beach Resort, Mi Paraiso Costero, Oklahoma Island Resort, Silangga Island Resort, Inday-Inday Beach Resort, Sam Niza Beach, and Tamban Beach.

Participants and Sampling

The respondents were 150 tourists visiting Baliangao resorts. A non-probability convenience sampling technique was used because respondents were selected based on their availability and willingness to participate during the data-gathering period. The original data-collection procedure indicated that 15 respondents were surveyed from each of the ten resorts. Because the sampling method was non-random, findings should be interpreted as evidence from the surveyed visitors rather than as statistically generalizable estimates for all Baliangao tourists.



Research Instrument

Data were gathered using a modified travel-motivation questionnaire based on an instrument identified in the original manuscript as Liao (2012). The questionnaire had two sections. The first section gathered demographic information, including sex, age, marital status, occupation, income, and educational attainment. The second section measured 37 motivation items grouped into push and pull factors. Push dimensions included enjoying entertainment, investigating locality and bragging, enhancing relationships and ego, mental and physical satisfaction, and escaping/relaxing. Pull dimensions included familiarity and educational opportunities, attractions, organized urban tour, and hospitality. For journal submission, the full bibliographic details of the original instrument and the reliability statistics of the modified instrument should be verified and reported.

Table 1. Interpretation scale for motivation indicators

Scale	Range	Description	Interpretation
4	3.25-4.00	S	Significant
3	2.50-3.24	SS	Somewhat significant
2	1.75-2.49	SI	Somewhat insignificant
1	1.00-1.74	I	Insignificant

Data Collection Procedure

Permission to conduct the survey was secured from the relevant instructor/adviser and resort owners or operators. After permission was granted, questionnaires were distributed face-to-face to available tourists in the selected resorts. Participation was limited to tourists present during the data-gathering schedule. Completed questionnaires were retrieved, encoded, and prepared for statistical analysis.

Data Analysis

Frequency and percentage were used to summarize demographic characteristics. Weighted mean was used to determine the level of each push and pull motivation indicator based on the four-point interpretation scale. Spearman rank-order correlation was used to test whether demographic variables were significantly associated with overall travel motives. Statistical analysis was performed using IBM SPSS. The alpha level was set at .05; therefore, p-values below .05 were interpreted as statistically significant.

RESULTS

Demographic Profile of Respondents

The study included 150 respondents. Table 2 presents the demographic profile of the tourists based on the original frequency and percentage distributions. The sample consisted of 86 female respondents (57.7%) and 64 male respondents (42.7%). Most respondents were aged 18-25 years ($n = 106$, 70.7%), single ($n = 97$, 64.7%), private employees ($n = 53$, 35.3%), earning Php 10,001-20,000 monthly ($n = 56$, 37.3%), and college graduates ($n = 73$, 48.7%).

Table 2. Demographic profile of respondents ($n = 150$)

Profile variable	Category	Frequency	Percentage
Sex	Male	64	42.7
	Female	86	57.7
	Total	150	100.00
Age	18-25	106	70.7
	26-41	44	29.3
	Total	150	100.00
Marital status	Single	97	64.7
	Married	53	35.3
	Total	150	100.00
Occupation	Private employee	53	35.3
	Government employee	34	22.7
	Businessman/Businesswoman	38	25.3
	Others	25	16.7
	Total	150	100.00
Income	Less than Php 10,000	34	22.7
	Php 10,001-20,000	56	37.3
	Php 20,001-30,000	48	32.0
	Php 30,001-40,000	12	8.0
	Total	150	100.00
Educational attainment	High school undergraduate	27	18.0
	High school graduate	12	8.0
	College undergraduate	22	14.7
	College graduate	73	48.7
	Graduate studies	16	10.7
	Total	150	100.00

Note. Percentages are retained as reported in the original dataset.

Push Motivators

Table 3 presents the item-level and weighted-mean results for the five push-motivation dimensions. The highest push dimension was escaping/relaxing ($M = 3.65$), interpreted as significant. The remaining push dimensions were interpreted as somewhat significant: enjoying entertainment ($M = 3.12$), mental and physical satisfaction ($M = 3.06$), enhancing relationships and ego ($M = 2.99$), and investigating locality and bragging ($M = 2.69$). The composite push mean was 3.10, interpreted as somewhat significant.

Table 3. Push motivators of tourists visiting Baliangao resorts

Dimension	Indicator	Mean score	Verbal interpretation
Enjoying entertainment	Seeing and experiencing a new destination	2.91	Somewhat significant
	Having fun or being entertained	3.33	Significant
	Re-living past good times	3.11	Somewhat significant
	Weighted mean	3.12	Somewhat significant
Investigating locality and bragging	Investigating the destination business environment	1.72	Insignificant
	Talking about a trip after returning home	3.64	Significant
	Facilitating family and kinship ties, friends, relationship	2.71	Somewhat significant
	Weighted mean	2.69	Somewhat significant
Enhancing relationships and ego	Visiting destinations where my family or friends live	2.90	Somewhat significant
	Visiting a place recommended by friends	3.82	Significant
	A long-held desire to visit the destination	2.94	Somewhat significant
	Learning something new or increasing knowledge	2.30	Somewhat insignificant
	Weighted mean	2.99	Somewhat significant
Mental and physical satisfaction	Getting some exercise	2.19	Somewhat insignificant
	Gaining a feeling of belonging	3.41	Significant
	Finding thrills and excitement	3.09	Somewhat significant
	Going to a place where friends have not visited	3.54	Significant
	Weighted mean	3.06	Somewhat significant
Escaping/relaxing	To get away from home	3.52	Significant
	Escaping from ordinary/responsibilities	3.72	Significant
	To get refreshed	3.71	Significant
	Weighted mean	3.65	Significant

Scale: 3.25-4.00 = Significant; 2.50-3.24 = Somewhat significant; 1.75-2.49 = Somewhat insignificant; 1.00-1.74 = Insignificant.

Pull Motivators

Table 4 presents the item-level and weighted-mean results for the four pull-motivation dimensions. The highest pull dimension was attractions ($M = 3.64$), interpreted as significant, followed by hospitality ($M = 3.52$), also interpreted as significant. Organized urban tour ($M = 3.21$) and familiarity and educational opportunities ($M = 2.71$) were interpreted as somewhat significant. The composite pull mean was 3.27, interpreted as significant.

Table 4. Pull motivators of tourists visiting Baliangao resorts

Dimension	Indicator	Mean score	Verbal interpretation
Familiarity and educational opportunities	Geographic proximity of the destination	2.43	Somewhat insignificant
	Familiarity with the place	3.59	Significant
	Educational purposes	1.87	Somewhat insignificant
	Previous experience at the destination	3.60	Significant
	Ease of communication at the destination	2.11	Somewhat insignificant
	Weighted mean	2.71	Somewhat significant
Attractions	Natural environment	3.93	Significant
	Beautiful scenery and landscape	3.95	Significant
	Different daily life environments	3.27	Significant
	Relaxing location	3.87	Significant
	Availability of information about the destination	3.06	Somewhat significant
	Good value for the cost	3.67	Significant
	Good opportunities for outdoor activities and adventure	3.71	Significant
	Weighted mean	3.64	Significant
Organized urban tour	Convenient transportation	2.87	Somewhat significant
	Guided tours available	2.36	Somewhat insignificant
	Warm and sunny weather	3.52	Significant
	Positive attitude toward the destination	3.61	Significant
	Comfortable accommodation	3.67	Significant
	Weighted mean	3.21	Somewhat significant
Hospitality	Variety of food	3.87	Significant
	Entertainment opportunities	3.14	Somewhat significant
	Quality of service and efficiency of staff	3.55	Significant
	Weighted mean	3.52	Significant

Scale: 3.25-4.00 = Significant; 2.50-3.24 = Somewhat significant; 1.75-2.49 = Somewhat insignificant; 1.00-1.74 = Insignificant.

Overall Push and Pull Motivation

The composite mean for push motivation was 3.10, while the composite mean for pull motivation was 3.27. The strongest overall dimension was escaping/relaxing ($M = 3.65$), followed by attractions ($M = 3.64$), hospitality ($M = 3.52$), organized urban tour ($M = 3.21$), and enjoying entertainment ($M = 3.12$).

Table 5. Overall push and pull motivators

Motivation type	Dimension	Mean score	Verbal interpretation
Push	Enjoying entertainment	3.12	Somewhat significant
	Investigating locality and bragging	2.69	Somewhat significant
	Enhancing relationships and ego	2.99	Somewhat significant
	Mental and physical satisfaction	3.06	Somewhat significant
	Escaping/relaxing	3.65	Significant
	Composite mean	3.10	Somewhat significant
Pull	Familiarity and educational opportunities	2.71	Somewhat significant
	Attractions	3.64	Significant
	Organized urban tour	3.21	Somewhat significant
	Hospitality	3.52	Significant
	Composite mean	3.27	Significant

Relationship Between Demographic Profile and Travel Motives

Table 6 summarizes the Spearman correlation results between demographic variables and overall tourist motives. All p-values were greater than .05. The rho values ranged from -0.139 to 0.133, indicating weak and statistically non-significant associations. Based on the original statistical results, sex, age, marital status, occupation, income, and educational attainment had no significant relationship with overall tourist motives.

Table 6. Spearman correlation between demographic profile and overall tourist motives

Demographic variable	Spearman rho	p-value	Interpretation
Sex	-0.027	0.740	No significant correlation
Age	-0.139	0.089	No significant correlation
Marital status	-0.076	0.357	No significant correlation
Occupation	0.133	0.104	No significant correlation
Income	-0.061	0.461	No significant correlation
Educational attainment	0.024	0.769	No significant correlation

Decision rule: $p < .05$ indicates a statistically significant relationship.



DISCUSSION

Interpretation of Major Findings

The findings confirm the practical value of the push-pull framework for understanding resort visitation in Baliangao. The strongest push motivator was escaping/relaxing, indicating that tourists were primarily internally motivated by the desire to detach from routine responsibilities, become refreshed, and temporarily move away from ordinary environments. This is consistent with recent push-pull applications in domestic tourism, where internal motives such as rest, escape, self-enhancement, novelty, and knowledge-seeking continue to shape travel decisions (Ayoub & Mohamed, 2024; Duong et al., 2023). In Baliangao, however, the dominance of escaping/relaxing suggests that the destination is not primarily positioned as a business, educational, or intensive activity site, but as a leisure and recovery space.

The strongest pull motivator was attractions, particularly beautiful scenery and landscape, natural environment, relaxing location, good value for cost, and outdoor activities. This result indicates that Baliangao resorts are selected largely because of destination-based attributes that visitors can directly perceive and experience. Recent nature-based tourism studies similarly show that natural attractions, infrastructure, accessibility, prices, and services can significantly influence tourist satisfaction and behavioral intentions (An et al., 2024; Cheng et al., 2022). The implication is that Baliangao's competitiveness depends heavily on maintaining the scenic and environmental qualities that visitors already value.

Hospitality was also a significant pull motivator. The high ratings for variety of food and quality of service suggest that the tourist experience is shaped not only by the natural setting but also by service encounters and food-related offerings. This finding is aligned with recent evidence that service quality influences destination image and revisit-related outcomes (Manyangara et al., 2023) and that host-tourist interaction, relationship quality, and perceived service quality contribute to memorable experiences and return intentions in tourism settings (Tabaeeian et al., 2023). For Baliangao resorts, attraction management and hospitality management should therefore be treated as complementary development priorities rather than separate concerns.

Several weaker indicators point to areas for product diversification and management improvement. Investigating the destination business environment, educational purposes, getting some exercise, ease of communication, and guided tours available received lower ratings. These results suggest that Baliangao resorts are currently experienced more as leisure and relaxation spaces than as structured educational, interpretive, wellness, or guided-tour products. This is a development opportunity. Tourism research shows that experience-centric attributes can shape how visitors make sense of resort experiences (Li et al., 2023), while information richness can support tourist evaluation and revisit intentions (Lin, 2024). Baliangao resorts may therefore expand visitor value by strengthening destination information, guided interpretation, local storytelling, wellness-oriented activities, and communication materials.

The non-significant relationships between demographic variables and overall tourist motives indicate that the major motivational patterns observed in the study are broadly shared across respondent groups. This finding should be interpreted cautiously because the sample was dominated by younger adults, single respondents, private employees, and college graduates. It also differs from recent domestic-tourism work showing that demographic variables such as age and gender may influence certain push and pull dimensions (Duong et al., 2023). The difference may be due to the use of convenience sampling, the aggregate measurement of overall motives, or the relatively homogeneous profile of respondents in the current dataset.

Practical Implications and Proposed Enhancement Program



The empirical results suggest that Baliangao resorts should be positioned as relaxation-oriented and attraction-based destinations while improving services that strengthen visitor experience and competitiveness. Because visitors highly value scenery, natural environment, relaxation, food variety, and service quality, development strategies should protect environmental assets while improving guest services, information access, and digital visibility. Social media and electronic word-of-mouth are especially relevant because recent research links information publicity, eWOM, destination image, and travel intention (Nguyen et al., 2025; Seow et al., 2024; Shang et al., 2021).

Table 7. Evidence-based enhancement program for Baliangao resorts

Program component	Key action	Expected output
Relaxation and wellness positioning	Develop quiet beach-rest areas, low-intensity leisure packages, stress-relief messaging, and family-friendly relaxation spaces.	Aligns product positioning with the strongest push dimension: escaping/relaxing.
Attraction and scenery management	Maintain coastal cleanliness, protect scenic resources, improve photo/view decks, and support low-impact outdoor activities.	Sustains the strongest pull dimension: attractions, particularly scenery, natural environment, and relaxing location.
Hospitality service enhancement	Train frontline staff on guest handling, food service, safety assistance, service recovery, and efficiency standards.	Improves hospitality drivers such as food variety and quality of service.
Destination information system	Install signage, resort maps, QR-based visitor information, rate/activity menus, contact points, transport guidance, and verified online listings.	Addresses the lower-rated indicator on availability of destination information.
Guided interpretation and local storytelling	Train local guides and develop short interpretive tours on coastal resources, resort features, community stories, and responsible visitor behavior.	Responds to the low mean for guided tours while adding educational value to the resort experience.
Transport and access coordination	Coordinate with the LGU, resort operators, and transport groups to improve wayfinding, regular trips, and visitor assistance.	Strengthens organized-tour and convenience-related pull factors.
Digital word-of-mouth campaign	Encourage visitor-generated content through official hashtags, photo spots, review prompts, and social media response protocols.	Builds on the high mean for talking about the trip after returning home and improves destination image.

Theoretical and Methodological Implications

The study contributes localized evidence to travel-motivation research by applying the push-pull framework to a small coastal-resort setting in Misamis Occidental. The results show that classical motivation categories remain useful when interpreted through recent literature on domestic tourism, destination attractiveness, service quality, and digital destination image. Methodologically, the study demonstrates the value of reporting both item-level and dimension-level means because the pattern of results reveals specific product-development opportunities that would be hidden by composite scores alone.

Limitations and Future Research

This study has limitations that should be addressed in future research. First, the use of convenience sampling limits generalizability. Second, the cross-sectional design captures motivations only during the specific data-gathering period. Third, the study relied on self-reported survey responses and did not include qualitative interviews that could explain the meanings behind the ratings. Fourth, the original dataset did not report reliability coefficients, confirmatory factor analysis, or validity evidence for the modified instrument. Fifth, the demographic variables did not include visitor origin, first-time or repeat-visitor status, length of stay, travel party composition, expenditure, satisfaction, or revisit intention. Future studies should use a larger and more balanced sample, validate the instrument, integrate qualitative interviews, and test a structural model connecting push-pull motives with satisfaction, destination image, eWOM, revisit intention, and sustainable visitor behavior.

CONCLUSION

The conclusions of the study directly answer the research objectives. First, in relation to the demographic profile of tourists visiting Baliangao resorts, the surveyed respondents were predominantly female (57.7%), aged 18-25 years (70.7%), single (64.7%), employed in the private sector (35.3%), earning Php 10,001-20,000 per month (37.3%), and college graduates (48.7%). This profile indicates that the respondent group was composed largely of young, educated, and economically active visitors.

Second, regarding the push factors that motivate tourists to visit Baliangao resorts, the results show that push motivation was somewhat significant overall ($M = 3.10$). Among the push dimensions, escaping/relaxing recorded the highest mean ($M = 3.65$) and was interpreted as significant. This finding indicates that tourists are mainly internally motivated by the desire to get away from ordinary responsibilities, refresh themselves, relax, and temporarily detach from routine environments. Other push dimensions, namely enjoying entertainment ($M = 3.12$), mental and physical satisfaction ($M = 3.06$), enhancing relationships and ego ($M = 2.99$), and investigating locality and bragging ($M = 2.69$), were rated as somewhat significant.

Third, regarding the pull factors that motivate tourists to visit Baliangao resorts, the results show that pull motivation was significant overall ($M = 3.27$). Attractions emerged as the strongest pull dimension ($M = 3.64$), followed by hospitality ($M = 3.52$), organized urban tour ($M = 3.21$), and familiarity and educational opportunities ($M = 2.71$). These findings indicate that tourists are attracted primarily by the resorts' scenery, natural environment, relaxing setting, value for cost, opportunities for outdoor activities, food variety, service quality, and comfortable accommodation.

Fourth, regarding the relationship between demographic profile and tourist motives, the Spearman correlation results revealed no statistically significant relationship between overall travel motives and sex ($\rho = -0.027$, $p = .740$), age ($\rho = -0.139$, $p = .089$), marital status ($\rho = -0.076$, $p = .357$), occupation ($\rho = 0.133$, $p = .104$), income ($\rho = -0.061$, $p = .461$), or educational attainment ($\rho = 0.024$, $p = .769$). Therefore, the study concludes that the major travel motives identified in the dataset were generally shared across the surveyed demographic groups.

Fifth, based on the findings, the appropriate enhancement direction for Baliangao resorts is to strengthen the destination's relaxation-oriented and attraction-based positioning while improving hospitality service quality, visitor information, guided interpretation, access coordination, and digital promotion. The overall conclusion is that Baliangao resorts are valued primarily as coastal leisure destinations where tourists seek relaxation, scenic beauty, natural attractions, food, service quality, and enjoyable resort experiences. Sustaining these strengths while addressing weaker indicators can improve destination competitiveness and support more sustainable local tourism development in Misamis Occidental.

RECOMMENDATIONS

1. Resort owners and managers should strengthen relaxation-based tourism products by developing quiet beach-rest areas, family-friendly relaxation spaces, affordable leisure packages, and low-intensity recreational activities. Since escaping/relaxing was the strongest push motivator, resort experiences should be designed to help visitors rest, refresh, and temporarily detach from routine responsibilities.
2. The Municipal Tourism Office, barangay officials, and resort operators should prioritize scenic-resource and coastal-environment management. Regular coastal cleanups, waste-management systems, view-deck



maintenance, visitor-safety reminders, and protection of natural scenery are necessary because attractions were the strongest pull motivator.

3. Resort operators should improve hospitality service quality through regular staff training on guest handling, food service, safety assistance, service recovery, courtesy standards, and efficient response to visitor needs. Since hospitality was rated significant, food variety and service quality should be treated as core elements of the Baliangao resort experience.
4. The destination should develop a stronger visitor information system. Resorts and tourism offices should provide clear signage, maps, QR-based information, verified online listings, transport guidance, rate and activity menus, emergency contact points, and updated social media pages to address the lower ratings for destination information and ease of communication.
5. Local stakeholders should introduce guided interpretation and community-based storytelling. Trained local guides may offer short tours that explain coastal resources, resort features, local culture, environmental responsibility, and community narratives. This recommendation addresses the low score for guided tours and can add educational value to the visitor experience.
6. Baliangao resorts should strengthen digital word-of-mouth promotion by encouraging visitor-generated content, official hashtags, photo spots, online reviews, and timely responses to visitor feedback. This strategy builds on the high rating for talking about the trip after returning home and can improve destination image among potential tourists.
7. Future researchers should improve the study design by using probability or quota sampling, expanding the sample size, validating the modified questionnaire, reporting reliability coefficients, and including additional variables such as tourist origin, repeat visitation, length of stay, travel party composition, satisfaction, expenditure, destination image, electronic word-of-mouth, and revisit intention. Qualitative interviews are also recommended to explain the reasons behind the numerical ratings.

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