

**ANALYSIS OF NATURE-BASED TOURISM DESTINATIONS IN  
PANTABANGAN, NUEVA ECIJA: TRAVEL MOTIVATIONS AMONG YOUNG  
ADULTS IN CENTRAL LUZON STATE UNIVERSITY**

**ABUCEJO, ALYSA ASHLEY M.  
CALANO, JUMHAR O.  
LEGASPI, LEONARD T.  
RODRIGO, MA. ERIKA M.**

An Undergraduate Thesis Submitted to the faculty of the Department of Hospitality and  
Tourism Management, College of Home Science and Industry, Central Luzon State  
University,  
Science City of Muñoz, Nueva Ecija, Philippines  
In Partial Fulfillment of the Requirements for the  
Degree of

**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**


**JUNE 2023**


**ACCEPTANCE SHEET**

This undergraduate thesis entitled “ANALYSIS OF NATURE-BASED TOURISM DESTINATIONS IN PANTABANGAN, NUEVA ECIJA: TRAVEL MOTIVATIONS AMONG YOUNG ADULTS IN CENTRAL LUZON STATE UNIVERSITY” prepared and submitted by **ALYSA ASHLEY M. ABUCEJO, JUMHAR O. CALANO, LEONARD T. LEGASPI AND MA. ERIKA M. RODRIGO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**, is hereby accepted:

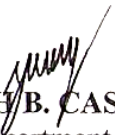
  
**MARIE JEL D. BAUTISTA, DBAHTM**  
Adviser  
JUN 20 2023  
Date Signed

  
**CELYRAH B. CASTILLO, DHM**  
Critic  
JUN 21 2023  
Date Signed

  
**JOMERICK DOMINGO, LPT, MSHTM**  
Critic  
JUN 21 2023  
Date Signed

  
**JENNYLYNNE L. LUBRIN, MBA**  
Adviser  
JUN 21 2023  
Date Signed

Accepted as partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

  
**CELYRAH B. CASTILLO, DHM**  
Chair, DHTM/Department Research Coordinator  
JUN 21 2023  
Date Signed

  
**JUDITH P. ANTONINO, Ph.D.**  
Dean, College of Home Science and Industry  
Date Signed

## BIOGRAPHICAL SKETCH

Alysa Ashley M. Abucejo was born on July 18, 2000, in San Jose City, Nueva Ecija she's the eldest of Mr. Jonas Abucejo and Mrs. Gina Abucejo. She finished her elementary at Bettbien Montessori and finished her senior high school at STI College San Jose. She is currently taking a Bachelor of Science in Tourism Management at Central Luzon State University.

Jumhar O. Calano was born on March 09, 2000 at San Jose City, Nueva Ecija. He lives in Zone 6, Brgy. Abar 1st, San Jose City, Nueva Ecija. He is the oldest son of Florentino G. Calano Jr. and Teresita O. Calano. He finished his primary education at Abar 1st Elementary School in Abar 1st, San Jose City in the year 2012. He finished his junior and senior high school at San Jose City National High School in the year 2018. He is currently taking up a Bachelor's Degree in Tourism Management at Central Luzon State University.

Leonard T. Legaspi is one of the authors of the study. This brave transgender woman who is a part of the LGBTQIA+ is battling and still pursuing her dreams despite hardships. She is a proud graduating student from Central Luzon State University with a Bachelor of Science in Tourism Management. She was born and raised in the Municipality of Llanera, Province of Nueva Ecija and she was born on October 24, 2001. She is second to the youngest out of four children of Mr. Renato Legaspi and Mrs. Tessie Tomas. She attended primary and secondary education at Sta. Barbara Integrated School with Honors and finished Senior High School at Core Gateway College Inc. with Honors.

Ma. Erika M. Rodrigo is a fourth-year student taking up a Bachelor of Science in Tourism Management at Central Luzon State University. Born on the 8th of September 2000 in San Jose City, Nueva Ecija at a young age she enjoyed discovering new places and experiencing unique cultures. She is the firstborn among 3 children of Mr. Felipe F. Rodrigo and Mrs. Glenda M. Rodrigo. She finished her primary and secondary education at St. Joseph School and graduated with flying colors. A strong and dedicated woman who strives to make a difference and change the world.

## ACKNOWLEDGMENT

The researcher would like to extend their sincere gratitude to the following individuals for their unshakable and never-ending support, inspiration, and selfless time that helped to complete this study.

The researchers would like to express their sincere gratitude to Dr. Marie Jel Bautista for allowing them to be one of her advisees. It's a delight to have her on board as an adviser because she provides the researchers with encouragement, persistence, strength, kindness, and motivation to design and enhance this study.

To the panelists, Dr. Celyrah B. Castillo, Ms. Jennylynne L. Lubrin, and Mr. Jomerick Domingo who provided the researchers with many suggestions for improving the study and the publication.

To the faculty and staff of the Department of Hospitality and Tourism Management for sharing their enthusiasm for delivering top-notch instruction and preparation to the researchers so they can become proficient, knowledgeable, and experienced in the hospitality sector.

The respondents' time, politeness, cooperation, and effort were all much appreciated by the researchers as they worked to finish this study.

To their devoted and encouraging family members, who have inspired them to strive for excellence in everything they do. Additionally, for their instruction, tolerance, love, and unwavering support as well as for demonstrating their pride in them.

Abucejo, Alysa Ashley M.

Calano, Jumhar O.

Legaspi, Leonard T.

Rodrigo, Ma. Erika M.

## TABLE OF CONTENTS

ACCEPTANCE SHEET	ii
BIOGRAPHICAL SKETCH	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
ABSTRACT	x
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	4
Objectives of the Study	5
Significance of the Study	5
Scope and Limitations	7
Conceptual Framework	8
Operational Definition of Terms	9
REVIEW OF RELATED LITERATURE	12
Nature-Based Tourism Destinations	12
Nature-Based Tourism Motivations	12
Push and Pull Theory	13
Tourist: An Overview	15
Tourism among Young Adult	16
Use of social media in Tourism	17
Nature-based Tourism: Post-Pandemic	18
Effect of Post-Pandemic to Tourists	20
Research Gap	22
METHODOLOGY	26
Research Design	26
Research Instrument	27
Sampling Technique	28
Data Gathering Procedure	30

Data Analysis	31
Ethical Consideration	31
PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	33
Summary of Findings	33
SUMMARY, CONCLUSION, AND RECOMMENDATION	49
Summary	49
Conclusion	50
Recommendation	52
LITERATURE CITED	55
APPENDICES	61

## LIST OF TABLES

TABLE		PAGE
1	Literature Map	22
2	Raosoft Scale for determining the sample size	28
3	Data Gathering Criteria of Respondents	29
4	Demographic Profile of Respondents in Terms of Age	33
5	Demographic Profile of Respondents in Terms of Year Level	34
6	Demographic Profile of Respondents in Terms of Course	34
7	Demographic Profile of Respondents in Terms of Times Visited in any Nature-Based Tourism in Pantabangan, Nueva Ecija	35
8	Demographic Profile of Respondents in Terms of Preference of Company when Traveling	36
9	Demographic Profile of Respondents in Terms of Money Spent for Travel	37
10	Mode Responses on Travel Motivation on Self-development	38
11	Mode Responses on Travel Motivation on Interpersonal Relationships and Ego-defensive Function	40
12	Mode Responses on Travel Motivation on Escape	42
13	Mode Responses on Travel Motivation on Building Personal Relationships	43
14	Mode Responses on Travel Motivation on Nature Appreciation	45
15	Mode Responses on Travel Motivation on Reward	47

## LIST OF FIGURES

FIGURE		PAGE
1	Conceptual Framework	8

## LIST OF APPENDICES

APPENDIX		PAGE
1	Consent Form to Participate in a Research Study	61
2	Survey Questionnaire	63
3	Sample Printed Survey Questionnaire Distributed to the Respondents	71
4	Sample Online Survey Questionnaire Distributed to the Respondents	74
5	Confirmatory Factorial Analysis	81
6	Ethics Research Committee Approval Letter	82
7	License from Elsevier	83
8	Statistician Certification	85
9	English Editing Certification	86

## ABSTRACT

**ABUCEJO, ALYSA M., CALANO, JUMHAR O., LEGASPI, LEONARD T., RODRIGO, MA. ERIKA M.,** Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, **JUNE 2023, ANALYSIS OF NATURE-BASED TOURISM DESTINATIONS IN PANTABANGAN, NUEVA ECIJA: TRAVEL MOTIVATIONS AMONG YOUNG ADULTS IN CENTRAL LUZON STATE UNIVERSITY**

Adviser: Dr. Marie Jel D. Bautista, DBAHTM

Youth tourism is believed to be lucrative, strong and increasingly important segment to tourism industry throughout the globe. Industry experts also believe that youth tourism provides an important basis for the travel decisions of future generations. Among the different segments of tourist population, the youth population of the Philippines is a good target market. There are more than 20 million Filipino young adults included in this market.

Studying tourist motivation has always been an important factor for tourism management. The ways of expressing and the changes that develop in time in tourist motivations directly influence tourism demand and supply. This study is designed by using several known motivational dimensions based on the recent study of Franco (2021). The research is aimed at determining the young adults' travel motivations towards nature-based

tourism destinations in Pantabangan, Nueva Ecija and to create a marketing plan based on the result. A total of 341 students studying in Central Luzon State University under the Department of Hospitality and Tourism Management was chosen as respondents, obtained through convenience sampling. For the analysis of data, mean and standard deviation, percentage distribution and frequency distribution were performed. The respondents were asked about their socio-demographic profile and their perception towards different motivational dimensions. The results show that there are six motivational dimensions among young adults, including "Self-development", "Interpersonal relationships and Ego-defensive function", "Building personal relationships", "Escape", "Nature appreciation", and "Reward". In addition, the age of the respondents is approximately 20 years old who prefer to travel with friends, 32.84 % of the population have visited 1 to 3 times and 41.94% have an expenditure up to 5000 pesos whenever they visit destinations. The present investigation will serve so that public institutions and private companies can improve the tourist offer, benefit the destination and develop a more efficient marketing plan.

Keywords: Nature-Based Tourism, Travel Motivations, Young Adults, Marketing Plan

## LITERATURE CITED

- Adams, K. M., Choe, I., Mostafanezhad, M., & Phi, G. T. (2021). (Post-) pandemic tourismresiliency: Southeast Asian lives and livelihoods in limbo. *Tourism Geographies*, 23(4), 915–936. <https://doi.org/10.1080/14616688.2021.1916584>
- Aquino, R. S., & Porter, B. A. (2022a). Tourism in the Philippine Society: Conclusions and Looking Forward. *Tourism in the Philippines*, 171–176. [https://doi.org/10.1007/978-981-19-4013-2\\_10](https://doi.org/10.1007/978-981-19-4013-2_10)
- Aquino, R. S., & Porter, B. A. (2022b). Tourism in the Philippine Society: Conclusions and Looking Forward. *Tourism in the Philippines*, 171–176. [https://doi.org/10.1007/978-981-19-4013-2\\_10](https://doi.org/10.1007/978-981-19-4013-2_10)
- Aquino, R. S., & Porter, B. A. (2022c). *Tourism in the Philippines: Applied Management Perspectives (Perspectives on Asian Tourism)*. Springer.
- Balmford, A., Beresford, J., Green, J., Naidoo, R., Walpole, M., & Manica, A. (2009). A Global Perspective on Trends in Nature-Based Tourism <https://doi.org/10.1371/journal.pbio.1000144>
- Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: a canonical correlation approach. *International Journal of Contemporary Hospitality Management*, 8(3), 32–38. <https://doi.org/10.1108/09596119610115989>
- Buffa, F. (2015). Young Tourists and Sustainability. Profiles, Attitudes, and Implications for Destination Strategies. *Sustainability*, 7(10), 14042–14062. <https://doi.org/10.3390/su71014042>
- Balmford, A., Beresford, J., Green, J., Naidoo, R., Walpole, M., & Manica, A. (2009). A Global Perspective on Trends in Nature-Based Tourism. *PLoS Biology*, 7(6), e1000144. <https://doi.org/10.1371/journal.pbio.1000144>
- Barrios, S. (2020). *Paraisong Nawala: Exploring Sustainable Ecotourism in the Philippines*. [https://scholarship.claremont.edu/cgi/viewcontent.cgi?article=2524&context=scripps\\_the\\_ses](https://scholarship.claremont.edu/cgi/viewcontent.cgi?article=2524&context=scripps_the_ses)
- Benjamin, S., Dillette, A., & Alderman, D. H. (2020). “We can’t return to normal”: committing to tourism equity in the post-pandemic age. *Tourism Geographies*, 22(3), 476–483. <https://doi.org/10.1080/14616688.2020.1759130>
- Bizirgianni, I., & Dionysopoulou, P. (2013). The Influence of Tourist Trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies (ICTs). *Procedia - Social and Behavioral Sciences*, 73, 652–660. <https://doi.org/10.1016/j.sbspro.2013.02.102>

- Buckley, R. C., & Cooper, M.-A. (2022). Tourism as a Tool in Nature-Based Mental Health: Progress and Prospects Post-Pandemic. *International Journal of Environmental Research and Public Health*, 19(20), 13112. <https://doi.org/10.3390/ijerph192013112>
- Carvache-Franco, M., Segarra-Oña, M., & Carrascosa-López, C. (2019). Segmentation and motivations in eco-tourism: The case of a coastal national park. *Ocean & Coastal Management*, 178, 104812. <https://doi.org/10.1016/j.ocecoaman.2019.05.014>
- C. van Vuuren, & Elmarie Slabbert. (2011). Travel Motivations And Behaviour Of Tourists To A South African Resort. *Tourism & Management Studies*, 1(1), 295–304.
- Camilleri, M. A. (2018). The Tourism Industry: An Overview. SpringerLink. [https://link.springer.com/chapter/10.1007/978-3-319-49849-2\\_1?fbclid=Iw](https://link.springer.com/chapter/10.1007/978-3-319-49849-2_1?fbclid=Iw)
- Chen, L.-J., & Chen, W.-P. (2015). Push–pull factors in international birders' travel. *Tourism Management*, 48, 416–425. <https://doi.org/10.1016/j.tourman.2014.12.011>
- Choe, E. Y., Jorgensen, A., & Sheffield, D. (2020). Does a natural environment enhance the effectiveness of Mindfulness-Based Stress Reduction (MBSR)? Examining the mental health and wellbeing, and nature connectedness benefits. *Landscape and Urban Planning*, 202(103886), 103886. <https://doi.org/10.1016/j.landurbplan.2020.103886>
- Chikuta, O., & Saayman, M. (2017). Nature-based travel motivations for people with disabilities. *African Journal of Hospitality, Tourism and Leisure*, 6(1).
- Cini, F., Leone, L., & Passafaro, P. (2010a). Promoting Ecotourism Among Young People. *Environment and Behavior*, 44(1), 87–106.
- Dann, G. (n.d.). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187–219.
- Dobrescu, A., & Mazilu, M. (2020). The Rebirth of Sustainable Post-Pandemic Tourism. Case Study: Romania. *Central European Journal of Geography and Sustainable Development*, 2(2), 52–64. <https://doi.org/10.47246/cejgsd.2020.2.2.5>
- Dolnicar, S. (2019). Market segmentation analysis in tourism: a perspective paper. *Tourism Review*, 75(1), 45–48. <https://doi.org/10.1108/tr-02-2019-0041>
- Dissing, A. S., Jørgensen, T. B., Gerds, T. A., Rod, N. H., & Lund, R. (2019). High perceived stress and social interaction behaviour among young adults. A study based on objective measures of face-to-face and smartphone interactions. *PLOS ONE*, 14(7), e0218429. <https://doi.org/10.1371/journal.pone.0218429>
- Doran, R., Larsen, S., & Wolff, K. (2014). Different but Similar: Social Comparison of Travel Motives Among Tourists. *International Journal of Tourism Research*, 17(6), 555–563. <https://doi.org/10.1002/jtr.2023>

Duarte, P. (2016a). Research Themes for Tourism. *Annals of Tourism Research*, 57, 293–294. <https://doi.org/10.1016/j.annals.2015.12.006>

Duarte, P. (2016b). Research Themes for Tourism. *Annals of Tourism Research*, 57, 293–294. <https://doi.org/10.1016/j.annals.2015.12.006>

Fossgard, K., & Fredman, P. (2019). Dimensions in the nature-based tourism experiencescape: An explorative analysis. *Journal of Outdoor Recreation and Tourism*, 28, 100219. <https://doi.org/10.1016/j.jort.2019.04.001>

Fredman, P., & Tyrväinen, L. (2010a). Frontiers in Nature-Based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 10(3), 177–189. <https://doi.org/10.1080/15022250.2010.502365>

Fredman, P., Wall-Reinius, S., & Grundén, A. (2012). The Nature of Nature in Nature-based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 12(4), <https://doi.org/10.1080/15022250.2012.752893>

Gössling, S., & Schweiggart, N. (2022). Two years of COVID-19 and tourism: what we learned, and what we should have learned. *Journal of Sustainable Tourism*, 30(4), 915–931. <https://doi.org/10.1080/09669582.2022.2029872>

Ghanem, J. (2017a). *Conceptualizing “the Tourist”: A critical review of UNWTO definition*. <https://core.ac.uk/download/pdf/143490244.pdf>

Ghanem, J. (2017b). Conceptualizing “the Tourist”: A critical review of UNWTO definition. *Dugi-Doc.udg.edu*. <https://dugi-doc.udg.edu/handle/10256/14825>

Ghete, A. M. (2015a). The Importance Of Youth Tourism. *Annals of Faculty of Economics*, 1(2), 688–694. <https://ideas.repec.org/a/ora/journal/v1y2015i2p688-694.html>

Ghete, A. M. (2015b). The Importance Of Youth Tourism. *Annals of Faculty of Economics*, 1(2), 688–694. <https://ideas.repec.org/a/ora/journal/v1y2015i2p688-694.html>

Gnoth, J. (1997a). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283–304. [https://doi.org/10.1016/s0160-7383\(97\)80002-3](https://doi.org/10.1016/s0160-7383(97)80002-3)

Gnoth, J. (1997b). Tourism motivation and expectation formation. *Annals of Tourism Research*, 24(2), 283–304. [https://doi.org/10.1016/s0160-7383\(97\)80002-3](https://doi.org/10.1016/s0160-7383(97)80002-3)

Goretti, M., Leigh, E., Babii, A., Cevik, S., Kaendera, S., & Muir, D. (2021). *Asia and Pacific Department Western Hemisphere Department Tourism in the Post-Pandemic World Economic Challenges and Opportunities for Asia-Pacific and the Western Hemisphere Prepared by an IMF team led by*. <https://www.imf.org/-/media/Files/Publications/DP/2021/English/TFOTPPWEA.ashx>

Jiang, B., Chang, C.-Y., & Sullivan, W. C. (2014). A dose of nature: Tree cover, stress reduction, and gender differences. *Landscape and Urban Planning*, *132*, 26–36. <https://doi.org/10.1016/j.landurbplan.2014.08.005>

Kularatne, T., & Wilson, C. (2015). *Tourists' preferences for nature: do they change after their experience? 1.* [https://www.nzae.org.nz/wp-content/uploads/2017/01/Thamarasi\\_Kularatne.pdf](https://www.nzae.org.nz/wp-content/uploads/2017/01/Thamarasi_Kularatne.pdf)

Kupcova, I., Danisovic, L., Klein, M., & Harsanyi, S. (2023). Effects of the COVID-19 pandemic on mental health, anxiety, and depression. *BMC Psychology*, *11*(1). <https://doi.org/10.1186/s40359-023-01130-5>

Lee, H. Tsung (2011). How recreation involvement, placement, and conservation commitment affect environmentally responsible tourism, 895-915 <https://www./doi.org/10.1080/09669582.2011.570345>

Lück, M., & Aquino, R. S. (2021). Domestic Nature-Based Tourism and Wellbeing: A Roadmap for the New Normal? *Tourist Health, Safety and Wellbeing in the New Normal*, 269–292. [https://doi.org/10.1007/978-981-16-5415-2\\_11](https://doi.org/10.1007/978-981-16-5415-2_11)

Lueck, M. (2021a). Domestic Nature-Based Tourism and Wellbeing -a roadmap for the New Normal. *Tourist Health, Safety and Wellbeing Post Pandemic*. [https://www.academia.edu/45061517/Domestic\\_Nature\\_Based\\_Tourism\\_and\\_Wellbeing\\_a\\_roadmap\\_for\\_the\\_New\\_Normal](https://www.academia.edu/45061517/Domestic_Nature_Based_Tourism_and_Wellbeing_a_roadmap_for_the_New_Normal)

Lueck, M. (2021b). Domestic Nature-Based Tourism and Wellbeing -a roadmap for the New Normal. *Tourist Health, Safety and Wellbeing Post Pandemic*. [https://www.academia.edu/45061517/Domestic\\_Nature\\_Based\\_Tourism\\_and\\_Wellbeing\\_a\\_roadmap\\_for\\_the\\_New\\_Normal](https://www.academia.edu/45061517/Domestic_Nature_Based_Tourism_and_Wellbeing_a_roadmap_for_the_New_Normal)

Lueck, M. (2021c). Domestic Nature-Based Tourism and Wellbeing -a roadmap for the New Normal. *Tourist Health, Safety and Wellbeing Post Pandemic*. [https://www.academia.edu/45061517/Domestic\\_Nature\\_Based\\_Tourism\\_and\\_Wellbeing\\_a\\_roadmap\\_for\\_the\\_New\\_Normal](https://www.academia.edu/45061517/Domestic_Nature_Based_Tourism_and_Wellbeing_a_roadmap_for_the_New_Normal)

Luo, Y., & Deng, J. (2007). The New Environmental Paradigm and Nature-Based Tourism Motivation. *Journal of Travel Research*, *46*(4), 392–402. <https://doi.org/10.1177/0047287507308331>

Maria Arlene Tuazon Disimulacion. (2021). Philippine MICE Tourism Post-Covid 19: An Overview of Challenges and Opportunities. *Asia Pacific International Events Management Journal*, *2*(1), 35–45. <https://ejournal.medan.uph.edu/index.php/apiemj/article/download/442/251>

Mehmetoglu, M. (2007). Nature-Based Tourism: A Contrast to Everyday Life. *Journal of Ecotourism*, *6*(2), 111–126. <https://doi.org/10.2167/joe168.0>

Ma, A., Chow, A., Cheung, L., Lee, K., & Liu, S. (2018). Impacts of Tourists. Sociodemographic Characteristics on the Travel Motivation and Satisfaction: <https://doi.org/10.3390/su10103388>

Miao, L., Im, J., So, K. K. F., & Cao, Y. (2022). Post-pandemic and post-traumatic tourism behavior. *Annals of Tourism Research*, 95, 103410. <https://doi.org/10.1016/j.annals.2022.103410>

Oh, H. (2009). Handbook of Hospitality Marketing Management. In *Google Books*. Routledge. <https://books.google.com/books?id=LNfFBQAAQBAJ>

Per Björk. (2018). *Tourist experience value: tourist experience and life satisfaction*. 21–30. <https://doi.org/10.1079/9781786395030.0021>

Robinson, V. M., & Schänzel, H. A. (2019). *A tourism inflex: Generation Z travel experiences*. *Journal of Tourism Futures*. <https://www.emerald.com/insight/content/doi/10.1108/JTF-01-2019-0014/full/html>

Shi, T., Liu, X., & Li, J. (2018). Market Segmentation by Travel Motivations under a Transforming Economy: Evidence from the Monte Carlo of the Orient. *Sustainability*, 10(10), 3395. <https://doi.org/10.3390/su10103395>

Samatovich, R. (2021). Importance of Marketing in Tourism and Hotel Industry. *Technology, and Organizational Behavior (IJTOB)*, 01(02), 2775–4936. [https://uniwork.buxdu.uz/resurs/14385\\_1\\_73E7F5C60EB2CD17D4FEAC306D74BA8D8D7DE414.pdf](https://uniwork.buxdu.uz/resurs/14385_1_73E7F5C60EB2CD17D4FEAC306D74BA8D8D7DE414.pdf)

Shaffee, N., Faris, S., & Shukor, A. (2018). Universiti Putra Malaysia The Effect Of Natural Settings On Stress Reduction. *Alam Cipta*, 11(2). <https://core.ac.uk/download/pdf/187729739.pdf>

The Powerful Pantabangan Dam in Nueva Ecija. (2019). *Travel to the Philippines*. <http://www.traveltothephilippines.info/2012/12/03/the-powerful-pantabangan-dam-in-nueva-ecija/>

Thomas, M. (2022, December 7). *5 Gen Z Marketing Strategies To Implement in 2023*. LaterBlog. <https://l.messenger.com/l.php?u=https%3A%2F%2Flater.com%2Fblog%2Fgenmarketing%2F&h=AT3jir0MP85aOI4cGE2MGXbhCWd2XuX5rEkQqwG5WJRZcSw2M9YvIM8ztErPRp7aKDhgcOoUmI6OMrpbjkhLDG3Mm7F7HDyGfM1kDGgDAZnEQD5iTtAMUOzyf8PNsBZ89k2xfzJ7QSbc>

Tomić, N. (2014). Factors Influencing the Motivation of Young People When Choosing a City Destination in Europe – a Case Study From Esbjerg (Denmark). *Www.academia.edu*, 69(2-2) [https://www.academia.edu/6494405/Factors\\_Influencing\\_the\\_Motivation\\_of\\_Young\\_People\\_When\\_Choosing\\_a\\_City\\_Destination\\_in\\_Europe\\_a\\_Case\\_Study\\_From\\_Esbjerg\\_Denmark\\_](https://www.academia.edu/6494405/Factors_Influencing_the_Motivation_of_Young_People_When_Choosing_a_City_Destination_in_Europe_a_Case_Study_From_Esbjerg_Denmark_)

Van der Merwe, P., Slabbert, E., & Saayman, M. (2010). Travel motivations of tourists to selected marine destinations. *International Journal of Tourism Research*, 13(5), 457–467. <https://doi.org/10.1002/jtr.820>

Vareiro, L., & Mendes, R. (2019). Travel motivations of the residents of Guimarães. *PASOS. Revista de Turismo Y Patrimonio Cultural*, 17(4), 643–653. <https://www.redalyc.org/journal/881/88165950001/html/>

Venter, Z. S., Barton, D. N., Gundersen, V., Figari, H., & Nowell, M. S. (2021). Back to nature: Norwegians sustain increased recreational use of urban green space months after the COVID-19 outbreak. *Landscape and Urban Planning*, 214, 104175. <https://doi.org/10.1016/j.landurbplan.2021.104175>

Werenowska, A., & Rzepka, M. (2020). The Role of Social Media in Generation Y Travel Decision-Making Process (Case Study in Poland). *Information*, 11(8), 396. <https://doi.org/10.3390/info11080396>

Werenowska, A., & Rzepka, M. (2020). The Role of Social Media in Generation Y Travel Decision-Making Process (Case Study in Poland). *Information*, 11(8), 396. <https://doi.org/10.3390/info11080396>

Winter, P. L., Selin, S., Cervený, L., & Bricker, K. (2019). Outdoor Recreation, Nature-Based Tourism, and Sustainability. *Sustainability*, 12(1), 81. <https://doi.org/10.3390/su12010081>

Yousaf, A., Amin, I., & Santos, J. A. (2018). Tourist's Motivations to Travel: A Theoretical Perspective on the Existing Literature. *Tourism and Hospitality Management*, 24(1), 1–15. <https://hrcak.srce.hr/file/294196>

Yamagishi, K., Gantalao, C., & Ocampo, L. (2021). The future of farm tourism in the Philippines: challenges, strategies and insights. *Journal of Tourism Futures*. <https://doi.org/10.1108/jtf-06-2020-0101>

Yousaf, A., Amin, I., & Santos, J. A. C. (2018). Tourists' Motivations to Travel: a Theoretical Perspective on the Existing Literature. *Tourism and Hospitality Management* 24(1), 197–211. <https://doi.org/10.20867/thm.24.1.8>

Zenker, S., & Kock, F. (2020). The coronavirus pandemic – A critical discussion of a tourism research agenda. *Tourism Management*, 81, 104164. <https://doi.org/10.1016/j.tourman.2020.104161>