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# Motivation among Generation Z's Local Tourists to Visit Tayabas City's Cultural Heritage Sites

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## Abstract

This study was conducted to determine the motivation to visit Tayabas City's cultural heritage sites among Generation Z local tourists. Specifically, this study intended to explore the following objectives: determine the demographic profile of the respondents in terms of age, gender, educational attainment, and address; determine the motivational factors in visiting Tayabas City's cultural heritage sites in term of escape from everyday life, accessibility, attractiveness of the sites, culture and history, infrastructure; determine the significant difference between the motivations in visiting Tayabas City's cultural heritage sites when grouped according to its demographic profile. The aim of this quantitative study is to determine the Motivation among Generation Z's Local Tourists to Visit Tayabas City's Cultural Heritage Sites. The researchers used a modified-adopted survey questionnaire which they administered to 100 Gen Z local tourist who were chosen through convenience sampling and had served as the respondents of the study. Frequency, percentage, mode, and Kruskal-Wallis Test were used as statistical tools in determining the result of the study. Based on the results, it was concluded that most of the Generation Z tourists were female ages 18-25. Mostly, they are university-level and come from Lucena City. In the study, Generation Z local tourists were motivated to visit cultural heritage sites in terms of escape from everyday life, accessibility, the attractiveness of the site, culture and history, and infrastructure.

*Keywords: Cultural Heritage Site, Generation Z, Motivation*

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## 1. Introduction

Cultural tourism is the practice of visiting a place to experience the appeal or attractiveness of the local people's customs, culture, beliefs, and traditions. Culture is made up of many different elements, such as social norms, conventions, and traditions. Societies

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may include elements of many different cultures or may only have elements of a single culture. The ability of culture, which binds society, to survive across time, and the conserved cultural structures are possible definitions of cultural heritage (Bozok, 2018; Kafadar, 2021). Republic Act No. in the Philippines was passed in with 10066 (R.A. 10066), also known as the National Cultural Heritage Act of 2009, and employs UNESCO techniques to identify cultural heritage criteria. Cultural heritage, according to Article II, Section 3, refers to the whole body of heritage places that has been protected, cultivated, and expected to pass from generation to generation. As a result, any work of civilization that reflects the identity of a group or region is regarded as a historical heritage. Customs or living expressions are also included if they are often repeated, taught, intangible, agile, and adapted, acquired from predecessors, and conceded from generation to generation to the following age band (UNESCO, 2016; Cruz, 2017).

The Philippines has different cultural heritage destinations in different regions and provinces and cities. (Villanueva, 2022). One of those cities rich in culture and heritage is the City of Tayabas, the former Quezon Province capital. Tayabas City is known for its different cultural heritage sites such as many heritage homes and landmarks, including the 11 Spanish stone scaffolds with undercarvings from Filipino progenitors, broadly critical antiquated stone crosses from the sixteenth century that are believed to be homes for nature spirits. (Tourism Quezon Province, 2021). In spite of that, only a few tourists who belong to Generation Z are visiting cultural heritage sites. Most of the tourists are not familiar with the cultural heritage sites and which is not considered as a traveler motivation (Masoud, et al., 2019). Furthermore, numerous studies have been carried out regarding tourism and Generation Z (Kesterson, 2013). However, Gen Z's case has only received limited attention from the researcher's role in heritage tourism. (Belhassen, et al., 2008; Chhabra, 2015). As Allman (2017) suggests, that satisfied visitors are more likely to recommend a business to others, thus understanding tourists' motivations is a crucial component of booming industry travelers. The travel habits of Generation Z will determine whether heritage tourist destinations are still around in the coming decades, along with efforts to preserve them. (Madruza, 2016) The main purpose for choosing Tayabas City as a focal research destination is because Tayabas is domestic to numerous Spanish-era designing, counting imperative inherited houses and stone scaffolds, and is moreover equipped for joining the UNESCO World Heritage rundown.

### *Objectives of the study*

This study of the motivations for visiting Tayabas City's Cultural Heritage sites among Generation Z tourists points out the travel inspirations and behavior of Generation Z tourists visiting Tayabas City. This research aims to determine the motivation to visit Tayabas City's cultural heritage sites among Generation Z local tourists. Specifically, this study aims to obtain the following: 1. Determine the demographic profile of the respondents in terms of: age, gender, educational attainment, and address; 2. Determine the motivational factors in visiting Tayabas City's cultural heritage sites by the respondents in terms of Escape from everyday life; Accessibility; Attractiveness to the sites; Culture and history, and, Infrastructure; and, 3. Determine the significant difference between the

motivations for visiting Tayabas City's cultural heritage sites when grouped according to their demographic profile.

### *Hypothesis*

**H<sub>0</sub>:** There is no significant difference between the motivations for visiting Tayabas City's cultural heritage sites when grouped according to its demographic profile.

## **2. Methodology**

The research design utilized in the study was a quantitative descriptive study, the method was used in interpreting, evaluating, and analyzing the data gathered in a numerical sense that shows the statistical treatment of data. This study was conducted in Tayabas City, particularly the different cultural heritage sites located around the city. Specifically, in Minor Basilica of St. Michael, the Archangel which is located at Lopez Jaena Street Brgy. Angeles Zone – I, Campo Santo De Los Indios located in Brgy. Bagyo, Ermita Church located in Brgy. Angeles Zone-1, Malagonlong Bridge located in Brgy, Lakawan, Santuario De Las Almas located in Brgy. Lita, and Casa Comunidad De Tayabas located in Brgy. Angeles Zone 1. The locale was chosen according to the data given by the Tourism Head and LGU Tayabas City. The respondents of this study were the 100 random Generation Z local tourists of cultural heritage sites in Tayabas City who were willing and available to participate in the study. Convenient sampling was utilized by the researchers. Convenience sampling is a technique for gathering samples that involve respondents who are "convenient" to the researcher by obtaining samples that are conveniently located at the site (Edgar & Manz, 2017). Using questionnaires, the researchers were able to measure the motivations of Generation Z local tourists in visiting cultural heritage sites in Tayabas City, allowing the researchers to gather information and finish the study. A questionnaire is a regular tool for gathering research data from study participants (Hellevik, 2019). The researchers adapted the questionnaire used by Agnes, et al. (2019) and Marasigan and Borbon (2021) with some minor revisions to collect information from respondents. The questionnaire is stated in the Four point Likert Scale format. The percentage approach was used in the study. Using descriptive statistics and other statistical techniques, the data was tallied, tabulated, statistically evaluated, and then interpreted. Using these metrics, it was able to describe or classify the results of the completed survey questionnaires. Mode was utilized to assess the motivational factors in visiting Tayabas City's cultural heritage sites by the respondents. Mode is the value that responds to each statement the most often (Hayes, 2022). Cochran's Sample Size Formula was utilized for sample size calculation of unknown population size. The Kruskal-Wallis H test was utilized to test the null hypothesis for various independent samples in order to see whether there are statistically significant variations in the respondents' motivations for visiting Tayabas City's cultural heritage sites when grouped according to their profile.

### 3. Results and Discussion

Majority of the respondent in terms of gender were represented by female with 54 percent, while 1 percent of the respondent prefer not to say. Moreover, the majority of the respondents have ages between 18-25 years old constituting 48 percent of the total respondents and the lowest with 1 percent were aged 10-13. However, in terms of educational attainment, highest number of respondents were in university level with 51 percent while 1 percent was in elementary level. Lastly, in terms of address, the majority of the respondents came from Lucena City with 39 percent, while the lowest number of the respondent came from Padre Burgos with 1 percent of the total. According to Lee, et al., (2019); Xue and Zhang, (2020), tourists usually go on short trips rather than long ones since it is easier to do so. A tourist's location from a destination may be influenced by things like their chosen activities, how long they stay, how hard they travel, how much they consume, etc.

**Table 1. Motives of the respondents in visiting Tayabas City's cultural heritage sites in terms of Escape in Everyday Life**

<b>I. Escape from Everyday Life</b>	<b>Mode</b>	<b>Interpretation</b>
1. I'm traveling to experience something new and different from my daily life.	4	Strongly Agree
2. I am eager to visit places I haven't been to before that are part of my cultural heritage.	4	Strongly Agree
3. Whenever I visit cultural heritage sites, it also serves as an opportunity to escape from the loneliness that I felt.	4	Strongly Agree
4. I travel to relieve my stress in my daily life.	4	Strongly Agree
5. I feel mentally and physically relieved whenever I visit cultural heritage sites.	4	Strongly Agree
6. I think visiting cultural heritage sites give me a peaceful environment and keep me away from the bustle of everyday life.	4	Strongly Agree
<b>Overall</b>	<b>4</b>	<b>Strongly Agree</b>

The table above showed the overall mode score of 4 indicated that Generation Z tourists were motivated to visit a cultural heritage tourist spot in terms of escape from everyday life, and they strongly agree with all the statements indicated within.

**Table 2. Motives of the respondents in visiting Tayabas City's cultural heritage sites in terms of Accessibility**

<b>Accessibility</b>	<b>Mode</b>	<b>Interpretation</b>
1. I prefer to visit cultural heritage sites that are affordable and close to the highways.	4	Strongly Agree
2. I believe that accessibility is one of the main reasons why I want to visit cultural heritage sites because it is convenient to other places or near the city.	4	Strongly Agree
3. I prefer to visit cultural heritage sites destinations or places when it is convenient and accessible for local transportation.	4	Strongly Agree
4. I prefer cultural heritage sites with high-speed internet connection.	4	Strongly Agree
5. I prefer to go to cultural heritage sites with accessible attractions and safe for tourists.	4	Strongly Agree
6. I prefer to visit a cultural heritage site that is accessible to elders, children, and disabled persons.	4	Strongly Agree
<b>Overall</b>	<b>4</b>	<b>Strongly Agree</b>

The table above showed an overall mode score of 4 indicating that the greater part of the respondents unequivocally concurred that they are motivated to visit cultural heritage tourist spots because of the accessibility of the attractions in Tayabas City.

**Table 3. Motives of the respondents in visiting Tayabas City's cultural heritage sites in terms of the Attractiveness of the Site**

<b>The Attractiveness of the Site</b>	<b>Mode</b>	<b>Interpretation</b>
1. I prefer to visit historical sites that are 'Instagrammable' and have significant events that attract me there.	4	Strongly Agree
2. I think the most attractive tourist sites are historical and ancient ruins.	4	Strongly Agree
3. It attracts me to visit cultural heritage sites because of their natural scenery and landscapes.	4	Strongly Agree
4. I visit a cultural heritage site because I feel as though I've traveled back in time.	4	Strongly Agree
5. It attracts me to appreciate the existence of historical sites and archaeological remains in Tayabas City.	4	Strongly Agree
6. I visit cultural heritage sites to experience new things and create lasting memories.	4	Strongly Agree
<b>Overall</b>	<b>4</b>	<b>Strongly Agree</b>

The above table showed an overall mode score of 4 indicated that the majority of the respondents strongly agreed that they are motivated to visit cultural heritage tourist spots because of the attractiveness of the site in Tayabas City.

**Table 4. Motives of the respondents in visiting Tayabas City's cultural heritage sites in terms of the Culture and History**

<b>Culture and history</b>	<b>Mode</b>	<b>Interpretation</b>
1. I am interested in the historical events of the cultural sites that I visit.	4	Strongly Agree
2. I am interested in the cultural site's history and varied people of different ethnic backgrounds.	4	Strongly Agree
3. I am interested in discovering more about the different cultures, their customs, and their historical events.	4	Strongly Agree
4. I wanted to participate in activities that are related to a cultural heritage destination.	4	Strongly Agree
5. I visit cultural heritage sites because I want to learn and connect with the local people.	4	Strongly Agree
6. I wanted to experience the rich culture in Tayabas City by visiting its cultural heritage sites.	4	Strongly Agree
<b>Overall</b>	<b>4</b>	<b>Strongly Agree</b>

The table above showed the overall mode score of 4 indicated that Generation Z tourists were motivated to visit a cultural heritage tourist spot in terms of culture and history.

**Table 5. Motives of the respondents in visiting Tayabas City's cultural heritage sites in terms of Infrastructure**

<b>Infrastructure</b>	<b>Mode</b>	<b>Interpretation</b>
1. I believe Tayabas City's cultural heritage site's infrastructure provides a rich legacy for the youth of today.	4	Strongly Agree
2. I believe that Tayabas City's cultural heritage site's infrastructure was both historically significant and visually pleasing.	4	Strongly Agree
3. I believe that Tayabas City's cultural heritage site's infrastructure has an exotic atmosphere and uniqueness that every tourist must see it.	4	Strongly Agree
4. I visit Tayabas City's cultural heritage sites because it features the most picturesque, pristine, and natural landscape.	4	Strongly Agree
5. I'm excited to visit old and historic cultural sites such as churches, old houses, cemeteries, museums, and alike.	4	Strongly Agree
6. I loved seeing Tayabas City's cultural heritage sites to view the city's distinctive streetscapes, historic buildings, and well-known bridges.	4	Strongly Agree
<b>Overall</b>	<b>4</b>	<b>Strongly Agree</b>

The table above showed the overall mode score of 4 indicating that Generation Z tourists are motivated to visit a cultural heritage tourist spot in terms of infrastructure.

**Table 6. Significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Age**

	Test Statistics <sup>b</sup>				
	Escape from everyday life	Accessibility	Attractiveness	Culture and history	Infrastructure
Kruskal-Wallis H	1.299	.821	3.571	2.106	2.001
Df	3	3	3	3	3
Asymp. Sig.	.729	.845	.312	.551	.572
Interpretation	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant

Table 6 presents the significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Age. The table shows that there is no significant difference in the motivation for visiting Tayabas City's cultural heritage sites as an escape from everyday life (K=1.299, p=0.729), accessibility (K=0.821, p=0.845), attractiveness (K=3.571, p=0.312), culture and history (K=2.106, p=0.551), and infrastructure (K=2.001, p=0.572). The findings indicate that there are no significant differences in the demographic profile of the respondent when they are grouped according to age since the p-values are all larger than the 0.05 level of significance.

**Table 7. Significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Gender**

	Test Statistics <sup>a,b</sup>				
	Escape from everyday life	Accessibility	Attractiveness	Culture and history	Infrastructure
Kruskal-Wallis H	.391	2.403	2.033	1.827	6.586
Df	3	3	3	3	3
Asymp. Sig.	.942	.493	.566	.609	.086
Interpretation	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant



Table 7 presents the significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Gender. It shows that there is no statistically significant difference in the motivation for visiting Tayabas City's cultural heritage sites as an escape from everyday life ( $K=0.391$ ,  $p=0.942$ ), accessibility ( $K=2.403$ ,  $p=0.493$ ), attractiveness ( $K=2.033$ ,  $p=0.566$ ), culture and history ( $K=1.827$ ,  $p=0.609$ ), and infrastructure ( $K=6.586$ ,  $p=0.086$ ). The findings indicate that there are no significant differences on the demographic profile of the respondent when they grouped according to gender since the p-values are all larger than the 0.05 level of significance.

**Table 8. Significant difference on the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their highest level of education**

	Test Statistics <sup>a,b</sup>				
	Escape from everyday life	Accessibility	Attractiveness	Culture and history	Infrastructure
Kruskal-Wallis H	7.471	3.507	10.109	6.894	8.435
Df	6	6	6	6	6
Asymp. Sig.	.279	.743	.120	.331	.208
Interpretation	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant

Table 8 presents the significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their highest educational level. It shows that there is no statistically significant difference in the motivation for visiting Tayabas City's cultural heritage sites as an escape from everyday life ( $K=7.471$ ,  $p=0.279$ ), accessibility ( $K=3.507$ ,  $p=0.743$ ), attractiveness ( $K=10.109$ ,  $p=0.120$ ), culture and history ( $K=6.894$ ,  $p=0.331$ ), and infrastructure ( $K=8.435$ ,  $p=0.208$ ). The findings indicate that there are no significant differences in the demographic profile of the respondent when they were grouped by the highest level of education because all of the p-values were greater than the 0.05 level of significance.

**Table 9. Significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Address**

	Test Statistics <sup>b</sup>				
	Escape from everyday life	Accessibility	Attractiveness	Culture and history	Infrastructure
Kruskal-Wallis H	5.589	7.167	7.479	4.675	3.833
Df	5	5	5	5	5
Asymp. Sig.	.348	.209	.187	.457	.574
Interpretation	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant	Not Statistically Significant

Table 9 reveals the significant difference in the motivations of respondents in visiting Tayabas City's cultural heritage sites when grouped according to their Address. It shows that there is no statistically significant difference in the motivation for visiting Tayabas City's cultural heritage sites as an escape from everyday life ( $K=5.589$ ,  $p=0.348$ ), accessibility ( $K=7.167$ ,  $p=0.209$ ), attractiveness ( $K=7.479$ ,  $p=0.187$ ), culture and history ( $K=4.675$ ,  $p=0.457$ ), and infrastructure ( $K=3.833$ ,  $p=0.574$ ). The findings indicate that there are no significant differences in the demographic profile of the respondent when they are grouped according to address since the p-values are all larger than the 0.05 level of significance.

#### 4. Conclusion

Based on the findings, the researchers came up with the following conclusions.

It was established that most of the Generation Z tourists were female ages 18-25. Most of them were in the college level and come from Lucena City.

In the study, Generation Z local tourists were motivated to visit cultural heritage sites in terms of the following factors: escape from everyday life, accessibility, the attractiveness of the site, culture and history, and infrastructure.

Regarding the tourists' motivations, the results revealed that there was no statistically significant difference when respondents were grouped according to their demographic profile in terms of age, gender, educational attainment, and address. This indicates that the Generation Z profile was not affecting their motivation to visit the cultural heritage sites of Tayabas City.

## 5. Recommendation

Based on the findings and conclusions, the following are the recommendations.

The researchers recommended that the respondents' demographic profile be broadened by including the names of cultural heritage destinations they visit, occupations, income or source of income, etc. Also, it is recommended that future researchers increase the sample size to increase the significance and reliability of the results.

The researchers recommended that future similar studies include additional variables such as aesthetics, prestige, and so on that were not measured in this study.

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