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Research Article

Perceived Push-Pull Factors Influencing Revenge Travel to Bataan Province

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ABSTRACT

The study aimed to explore and quantify the push-pull factors that contributed to the tourists' choice of travel destinations in Bataan Province, Philippines as a form of revenge travel, utilizing the descriptive-quantitative research method. A total of 400 local and domestic tourists aged 18 to 65 who visited and stayed in any of the five (5) municipalities—Balanga, Pilar, Bagac, Mariveles, and Morong—in Bataan Province served as respondents. The study revealed that push factors influencing travel to Bataan Province included novelty seeking, ego enhancement, and the desire for rest and relaxation, as respondents were motivated by new experiences, family bonding, and personal enjoyment. Pull factors likewise played a crucial role, with environment and safety, as well as cultural and historical attractions, being highly prioritized by respondents. The affordability and quality of tourism facilities further enhanced the satisfaction of their travel needs. In general, the study revealed that push and pull factors were both significant in helping respondents in choosing their travel destination in Bataan Province. Additionally, the results revealed that there was a significant difference in the influence of push and pull factors when the demographic profile of the respondents was considered. Based on the study's findings, to enhance Bataan's cultural tourism appeal, stakeholders should develop diversified cultural programs that highlight the province's heritage and ecology, prioritize sustainability and community collaboration, and deliver high-quality, data-driven tourism experiences aligned with tourists' diverse motivations.

Keywords: Pull factor, Push factor, Push-pull, Revenge travel, Travel destination

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Background

COVID-19 has endangered the tourism industry's ability to grow sustainably in the future. Tens of thousands of people around the world have had their health and lives put in jeopardy by the pandemic. Despite the pandemic's early associations with Eastern Asian nations, it has greatly impacted individuals, particularly in underdeveloped and less privileged nations. According to Zaman et al. (2021), since the pandemic forced various governments to tackle and address serious threats, most countries banned international travel to prevent the virus from spreading. These changes have compelled individuals and families to look towards safer and more alternative travel options, which has given rise to revenge travel. Furthermore, the tourism sector observes a significant number of tourists visiting well-known destinations both domestically and internationally.

Filipinos have finally discovered the perfect form of revenge after more than two years of lockdowns and travel restrictions caused by the COVID-19 pandemic. In fact, many Filipinos nowadays are actively traveling and are doing it more often than in the past. Revenge travel is real and has developed into an organic phenomenon (Garcia, 2022). The pandemic forced tourists to make hard decisions about their travels. As stated in the study by Aziz et al. (2022), occasions and plans are going on hold for a while, but when the world is gradually opening and easing the restrictions, travellers are eager to catch up on the time they lost during the past few years of not going outside the country.

Revenge travel has been a way of making up for the lost time they experienced these past few years because of the pandemic. This relates to the feeling of frustration many tourists felt during the lockdown. While existing research examined revenge travel generally at the international and national levels (Long et al., 2025; Salman et al., 2025), there remains a limited understanding of how this context operates at the provincial level in the Philippine setting. In this regard, the researchers observed the lack of empirical study on applying the push-pull factors to investigate tourists' post-pandemic travel behavior within local destinations, such

as Bataan Province, Philippines. These identified gaps limit the capability of local tourism stakeholders to develop evidence-based strategies tailored to post-pandemic travel motivations.

In this regard, the researchers aimed to assess how push-pull factors influenced tourists' decisions in choosing Bataan Province in the Philippines as their travel destination in the emergence of revenge travel. Moreover, the result of this study could be key valuable information for the Local Tourism Office and Provincial Tourism Board to oversee and revisit the current policies and guidelines that could be improved on the overall tourism program of the Bataan Province in the Philippines.

Review of Related Literature

Revenge Travel (Global and Philippine Contexts)

In a global perspective, travel for tourism is deemed a non-essential field of activity. It falls under the category of people's wants rather than needs, as it is a journey mainly for pleasure and relaxation. This is the primary reason why the travel and tourism industry halted when the global crisis suddenly came into the picture. The industry was forced to take a break from recreation. It was among the hardest hit when the world faced unprecedented global health, social, and economic emergencies in 2020 as the World Health Organization (WHO), declared Coronavirus disease 2019, or COVID-19, to be a pandemic. According to the United Nations World Tourism Organization, or UNWTO, global tourism recorded its worst year in the said duration, plunging by 74% in tourist arrivals (UNWTO, 2021).

According to the study of Antarika et al. (2022), the reopening of tourism during and after the COVID-19 pandemic has given rise to a phenomenon known as revenge travel, which continues to persist. This phenomenon prompts inquiries regarding its influence on the notion of quality tourism that advocates for sustainable tourist development, a concept that gained renewed attention within the COVID-19 pandemic. Therefore, the objective of their study was to provide policymakers with recommendations for the establishment of high-

quality tourism in the aftermath of the COVID-19 pandemic.

In the study by Dewi et al. (2023), revenge tourism can be understood as a form of visitor behavior aimed at compensating for the time wasted during the pandemic. The study done investigated the determinants that motivate individuals to participate in revenge tourism, employing an extended version of the Theory of Planned Behavior. According to Marcus (2022), the world gradually opened its borders for travel, and the reason people are so overly excited. Perhaps, the word "revenge" has a negative impact, idea, or feeling for some people, as this contradicts the happiness, thrill, and exhilarating feeling that people perceive about taking their first vacation since the start of the pandemic. The media lately popularized the idea of revenge travel to appeal to people's urge to spend more money and travel more to make up for the enjoyment and excitement they lost out on while being denied such things for an extended period (Kim et al., 2021). Travel adventure loss, anxiety, frustration, and stress are among some of the negative impacts that may occur psychologically.

In the study by Adel (2023), President Marcos of the Philippines referenced the concept of "revenge travel," a word denoting recreational travel that occurs after a period of travel restrictions, as a strategic tool to stimulate the growth of the nation's tourist industry. The study further underscored the significance of tourism as a consistent driver of economic expansion over time, supporting the livelihoods of almost five million individuals within our nation. The president stated in his speech that due to the reopening of the economy and the occurrence of 'revenge travel,' the sector is poised for a significant recovery. The term "revenge travel" has regained popularity as some nations have reopened their borders, initiating a resurgence in travel following the COVID-19 outbreak. In his remarks, Marcos acknowledged the significant role that Philippine tourism plays in bolstering the country's economy. Additionally, Marcos asserted the need for the nation to sustain the growth of the services sector, including the tourist business. President Marcos also emphasized the significance of intermodal connectivity as a key priority during

his administration. He specifically highlighted the integration of transportation infrastructure, including roads, bridges, and mass transit systems, with various tourism destinations.

Behold Bataan

As stated in the study by Severo (2022), Bataan is located in Central Luzon and known for its place in Philippine history. In addition to its fascinating history, the historic province is a wonderful place for families and friends to visit. These are some places to visit in Bataan as part of the North Luzon Expressway Corporation's LAKBAY NORTE program: Travelers to Bataan who want to get a quick bite can try the dishes and specialties of the following leisure businesses: The Food Project, Dreamery Spoon Café, and the Hashtag Street Kitchen. Those leisure business restaurants offer delicious yet affordable meals for large groups, such as families and groups of friends. Tourists from places like Orani and Balanga, Bataan, can also visit Sinag Tala, Vista Tala, KDR Adventure Camp, Balanga Wetland and Nature Park, Bataan World War II Museum, Cathedral Shrine Parish of Saint Joseph, and Bataan Tourism Park.

In the study of De Leon (2022), to meet the growing demand of those planning to visit Bataan province, the provincial tourism office has launched the "Travel and Behold Bataan Tour," patterned after a program in Bali, Indonesia. "During our benchmarking activity in Bali, Indonesia, it is observed that it can do better, particularly in valuing our culture because this defines who we are, what we have, and our roots and history. Through the packages it is developed, the beginning of how to promote and give a glimpse of what Bataan has to offer. The tour packages were conceived in partnership with local tour operators, municipal and city governments, and other stakeholders." The four "Travel and Behold Bataan Tour" packages are World War II Circuit, Faith Tourism, Funtastic Farm and Adventure Tour, and Culture and Crafts Tour.

Moreover, as stated in the study of Refracion (2022), the tourism industry in Bataan has been gradually picking up since the easing up of stringent health protocols in major tourist destinations in this peninsula replete with World War II relics and beautiful beaches. Hence, the

Provincial Tourism Officer Alice Pizarro stated in her annual comparative report last May 25, 2022, that tourist arrivals in Bataan covering January to April 2022 reached 285,151; although the number is still much lower compared to pre-pandemic years, when a total of 444,351 tourists, local and foreign, arrived in Bataan in the same period in 2019. In April 2020, which was then the height of lockdown due to the COVID-19 surge, not a single tourist came to the province. In 2021, tourists started coming in again, with a total of 180,487. Pizarro said the favorite tourist destinations in Bataan include the Mt. Samat Shrine in Pilar town, Las Casas de Acuzar in Bagac town, Camaya Coast in Mariveles town, Tourism Park in Balanga City, and beach resorts in Bagac and Morong towns. Board Member Popoy del Rosario, chair of the provincial board committee on tourism, said the bulk of tourist arrivals are seen during weekends at beaches in Bagac and Morong towns.

Push-Pull Factors Influencing Tourists in Revenge Travel

In the study of Said and Maryono (2018), the push-pull theoretical framework is a popular theory to explain the reason why the tourists decide to visit the destination rather than another place, the kind of experience they want to get, and the type of activity they want to do. In this paper, the motivation is explained as push factors and the perception as pull factors of the tourist in deciding the destination based on previous literature and research using the descriptive method. The framework assumed that tourists are motivated to fulfill their needs, including to reduce the psychological imbalance and to gain recognition of social status. In the study it was reiterated that the leisure park is one of the destinations based on nature, commonly known as ecotourism. In choosing the destination, the tourists tend to classify their alternative based on several criteria, such as the dominant perception of tourists from one destination (pull factor), self-motivation (push factor), and the available time and money (situational constraints).

Push factors make people leave their environment and intangible desires or wishes. Allman (2017) revealed that push factors are

based on the needs and wants of every tourist. One of the reasons why people want to experience a new environment that is not related to their everyday living or normal life is that they want to escape and try new activities in a new destination. It may or may not affect the changes and the endeavor to discover a site in which they can cater to the needs and wants of the tourists. Hence, Madzura (2016) indicated that push factors are both intrinsic (essential) and internal. It also originated from Maslow's Hierarchy of Needs—they support or assist the quality or standard of life that the traveller might discern to have when they visit a certain destination or attraction. Some of the push factors include fulfilling prestige, gaining knowledge, socializing, escaping from daily routine, etc.

Oguz (2014) stated that pull factors are features of the destination that attract people to visit it. It also corresponds with tangible attributes of the destination or a certain place. While in the study of Karamehmedovic (2018), it is stated that pull factors are the external result of the attractiveness of the destination; it is also the destination's attributes that influence people to travel to a preferred tourist destination region. Allman (2017) indicated that pull factors are those that allure a tourist into a location that is specified. These factors commonly correspond with the attractiveness of the destination that they chose. As mentioned by Said and Maryono (2018), pull factors can be identified by activities, culture and history, attractiveness of the attraction or recreation facility, nature characteristics, perceptions, and many more. Moreover, Kesterson (2013) indicated that pull factors were described as the effect of where, when, and how people travel. According to Madzura (2016), pull factors are destination-generated forces along with the comprehension that tourists hold about the attraction or destination.

Yiamjanya and Wongleedee (2014) indicated that pull factors are classified as tangible and intangible indications of a specific destination that attract tourists to perceive their needs of a particular travel experience. Popp (2013) analyzed that pull factors are attributes of a destination that induce the desire to travel within potential tourists and attract them to

specific destinations or attractions. These include unique natural landscapes and specific activities or events in a destination.

Theoretical Framework

Theory of Planned Behavior

The study was anchored to the Theory of Planned Behavior by Ajzen (1991). The theory adapted and employed allows for the

prediction of human intention and behavior in specific contexts. Attitude toward the behavior is defined as the extent to which it is evaluated positively or negatively. Subjective norms refer to perceived social pressure on behavioral achievement. Perceived behavioral control reflects the ease or difficulty with which the behavior can take place.

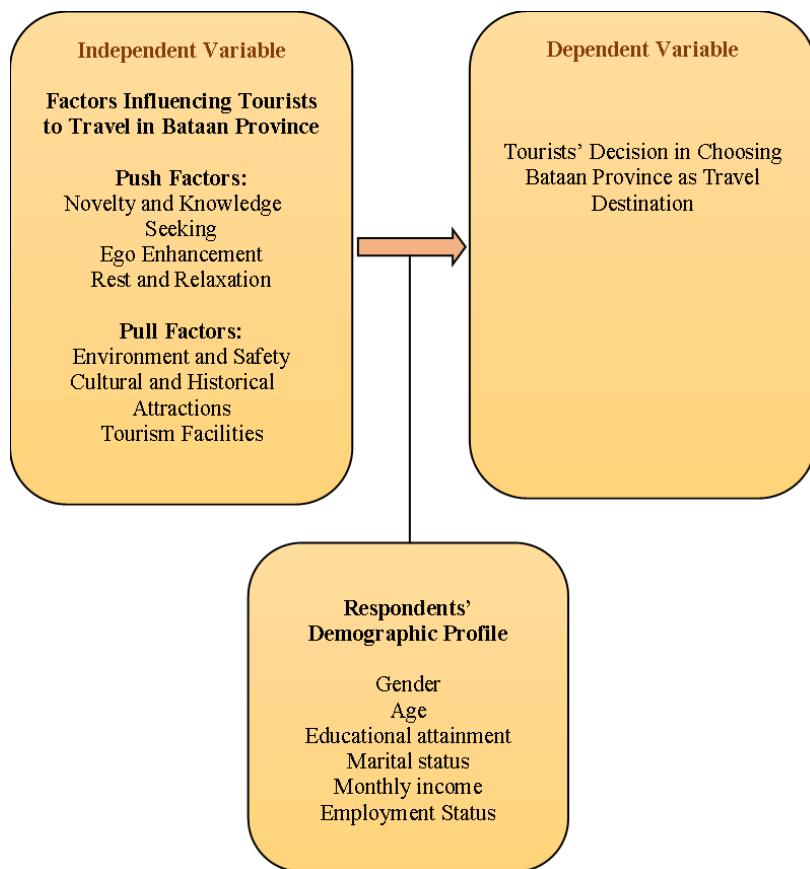


Figure 1. The Theoretical Framework of Theory of Planned Behavior

Figure 1 illustrates travel behavior formulation within a planned behavior, conforming to the Theory of Planned Behavior, relative to the tourist choices of the tourists of Bataan at a provincial level. Attitudes relate to an overall evaluation or impression of the place, which is seemingly relative to its attractions, safety, and overall attractiveness. Subjective norms are the influence of family, friends, and advertisements relative to visiting the place, which could equate to a form of motivation or persuasion to go to the province. Perceived behavior control is relative to the tourists' personal confidence

in visiting the place and naturally relative to accessing and availing facilities, time, and costs associated with visiting the place. These three components interact in influencing tourists' intentions to visit Bataan, Philippines, resulting in the actual behavior of selecting the province as a destination, where the intention is mediated by perceived behavioral control to affect whether the visit actually takes place.

Generally, a more positive attitude, more favorable subjective norms, and higher perceived control are associated with a stronger intention to perform the behavior.

Conceptual Framework

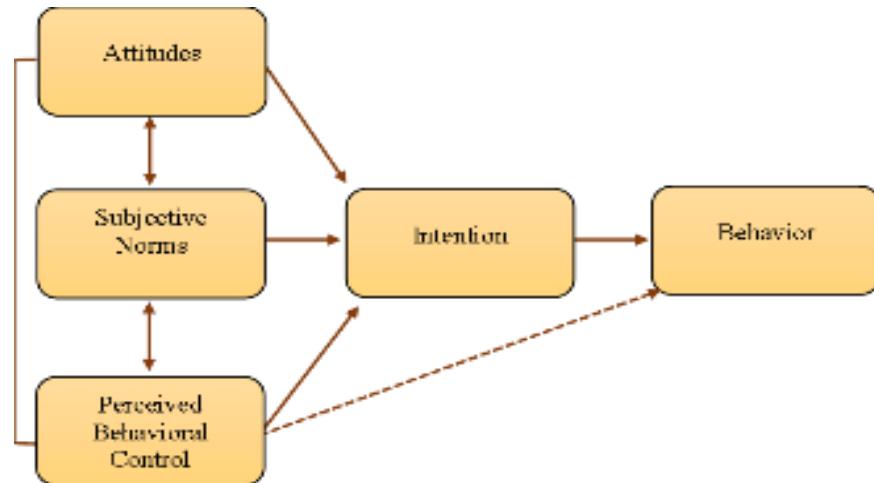


Figure 2. The Research Paradigm of the Study

The conceptual framework in Figure 2 presented above illustrates the systematic progression that the researchers undertook to accomplish the objectives of this study. The researchers made use of the IV-DV model wherein they explored the impact of push and pull factors (IV) on the decision (DV) of the tourists to travel to Bataan province as their visit destination, considering also their demographic profile. In relation to the depicted visual and conceptual framework, the researchers intend to gather data directly from the selected residents of Bataan in five (5) municipalities: Balanga, Pilar, Mariveles, Bagac, and Morong, and domestic tourists, to ascertain their perspectives and reactions pertaining to the research inquiries.

Methods

Research Design

The study employed a descriptive-quantitative research method aiming to systematically uncover and quantify the push-pull factors that contributed to the tourists' choice of travel destinations to Bataan Province in the Philippines, as a form of revenge travel. This research method guided the researchers to understand the issue as it stood at that time by presenting numerical data from the respondents for analysis to ascertain trends, patterns, and differences. Through this method, the study was able to provide objective data that was helpful as

empirical evidence for the Local Tourism Office and the Provincial Tourism Board of Bataan Province to reevaluate, supervise, and develop new tourism guidelines for the effective development of tourism in Bataan Province.

The Participants and Sampling Procedure

The respondents of this study were the local and domestic tourists who were 18 to 65 years of age and had visited and stayed in any of the five (5) municipalities, namely Balanga, Pilar, Bagac, Mariveles, and Morong, in Bataan Province. The researchers made use of the stratified purposive sampling technique in choosing the respondents of the study, which is a combination of the stratified sampling technique for randomization and purposive selection based on the criteria of who visited and stayed from the chosen municipalities and the age range set for the conduct of the investigation.

The total number of respondents was 400 out of the total of 215,947 domestic tourists who had visited Bataan Province last 2023 (post-pandemic). The researchers used Slovin's formula to yield an appropriate sample size using a 95% confidence level and an error margin of 5%. After identifying the sample size, the researchers divided the total number of the sample size by the number of municipalities that are part of the population. With the total sample size of four hundred (400) divided by

five (5), that concluded that each municipality should have at least eighty (80) respondents each. The researchers did choose the five (5) municipalities among the eleven (11) municipalities in Bataan Province due to the number of tourist spots and destinations found in those chosen municipalities.

Instrument of the Study

The study used an expert-validated survey questionnaire based on the studies of Tan (2022), Çelik and Dedeoğlu (2019), and Zaman et al. (2021), Hung et al. (2021), and researchers made items to gather the required information. The items under factors influencing revenge tourism that included push and pull factors were the adapted items taken from the study of Tan (2022), and psychological factors that included pleasure seeking and relaxation were the adapted items from the study of Çelik and Dedeoğlu (2019). For the economic factor under affordability, the adapted items were derived from the study of Zaman et al. (2021), and for the socio-economic factor under amenities and facilities, the adapted items were derived from the study of Hung et al. (2021).

The respondents' responses in terms of the impact of factors that influence tourists' decisions in choosing Bataan province as a travel destination were evaluated using a four-point Likert Scale, with four (4) being verbally interpreted as "very high influence" and one (1) as "very low influence."

For the initial validation of the precision of the research instrument, the researchers had asked assistance from the three (3) validators that were specialized in the field of expertise of the study. The research instrument was validated by three (3) validators who had experience in the field of tourism educational research and business leisure and were chosen to validate the questionnaire's contents. They were urged to provide their expert opinions on the scale addition's semantics and content, as well as on the questionnaire's structure, items, format, and presentation, as well as the analysis of the questions.

The research instrument was pre-tested with twenty (20) respondents. To measure the

reliability of the questionnaire, Cronbach's alpha was computed using an appropriate statistical tool. The results indicated high internal consistency across the sub-variables. Specifically, the Cronbach's alpha values for the sub-variables under the Push Factors were Novelty and Knowledge Seeking ($\alpha = 0.942$), Ego Enhancement ($\alpha = 0.974$), and Rest and Relaxation ($\alpha = 0.955$), all of which were interpreted as excellent. Similarly, the Pull Factor sub-variables also demonstrated high reliability, with Environment and Safety ($\alpha = 0.921$), Cultural and Historical Attractions ($\alpha = 0.832$), and Tourism Facilities ($\alpha = 0.917$). After the pilot testing was done, the researcher revised the questionnaire aligned with the objectives of the study.

Data Analysis and Statistical Treatment

The factors influencing revenge travel were presented using descriptive statistics. Moreover, the research study sought to understand the demographic characteristics of the respondents, focusing on variables such as age, gender, marital status, employment status, monthly income, and educational attainment. Furthermore, the research study also aimed to explore how various factors influence the decision of the respondents to travel to Bataan Province. The push factors included novelty and knowledge-seeking, ego enhancement, and rest and relaxation, while the pull factors included the environment and safety, cultural and historical attractions, and tourism facilities. To analyze these factors, the weighted mean (WM) and standard deviation (SD) were utilized.

Additionally, the Mann-Whitney U test and Kruskal-Wallis test were also used to assess whether there was a notable disparity in the factors that influence respondents' travel preferences, depending on their demographic features. Thus, this study utilized the Mann-Whitney U test and Kruskal-Wallis test to analyze if there were significant differences in the factors that influence the tourists' decision to choose Bataan Province as their travel destination when they were grouped based on their demographic profile.

Result and Discussion

I. The Factors Influencing Respondents' Decision to Travel in Bataan Province

1.1. Push Factors

Novelty and Knowledge Seeking.

Table 1. The Influence of Novelty and Knowledge Seeking (Push Factor) on the Respondents' Decision to Travel in Bataan Province

Novelty and Knowledge Seeking	Tourists		
	WM	SD	VI
1. The tourists want to see something new and exciting.	3.63	0.55	VHI
2. The tourists want to see and meet different groups of people.	3.49	0.61	VHI
3. The tourists want to see how other people live and their way of life.	3.50	0.61	VHI
4. The tourists want to experience cultures that are different from mine.	3.55	0.59	VHI
5. The tourists want to see something different that they do not normally see.	3.52	0.58	VHI
6. The tourists want to travel and go somewhere with a different environment.	3.63	0.54	VHI
7. The tourists can fulfill their dreams and self-curiosity about the place they want to visit.	3.56	0.57	VHI
8. The tourists want to enhance their knowledge and experience about the other places.	3.63	0.54	VHI
Overall	3.57	0.57	VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

As can be seen in Table 1, under the novelty and knowledge seeking factor, respondents decided to visit Bataan Province because they wanted to see something new and exciting ($\bar{x} = 3.63 / SD = 0.55$); to travel and go somewhere with a different environment ($\bar{x} = 3.63 / SD = 0.54$); and to enhance their knowledge and experience about the other places ($\bar{x} = 3.63 / SD = 0.54$). All these reasons indicated a very high influence on the decisions of the tourists to visit Bataan Province, with the highest weighted mean of 3.63. Overall, the novelty and knowledge seeking factor had a very high influence on the decision of the respondents to consider Bataan Province as their travel destination, with an overall weighted mean of 3.57 ($SD = 0.57$).

Moreover, it also supported the existing studies examining various factors influencing travel decisions and destination choices. Push factors, such as the desire for self-knowledge and personal development, and pull factors, like seeking novelty and cultural diversity, play significant roles in motivating Brazilian travelers (Pereira & Gosling, 2019). Personal and social identity perspectives also impact escape for travel, with cultural motives reflecting personal identity having a stronger influence than destination pull factors linked to social identity (Michael et al., 2020). These findings contributed to understanding tourist behavior and could inform destination marketing strategies.

Ego Enhancement

Table 2. The Influence of the Ego Enhancement (Push Factor) on the Respondents' Decision to Travel in Bataan

Ego Enhancement	Tourists		
	WM	SD	VI
1. The tourists travel to have diverse and interesting experiences.	3.47	0.60	VHI
2. The tourists want to go to the places their friends have been before.	3.45	0.55	VHI
3. The tourists want to go to places that they have always wanted to visit.	3.60	0.56	VHI
4. The tourists want to visit a place that most value and appreciate.	3.54	0.58	VHI

Ego Enhancement	Tourists		
	WM	SD	VI
5. The tourists can spend more time with their family member while traveling.	3.58	0.59	VHI
6. The tourists can talk about their experience with people when they return home.	3.53	0.61	VHI
Overall		3.53	0.59 VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

For the ego enhancement factor, Table 2 shows that the respondents desire to go to places that they always wanted to visit, which garnered the highest mean score of 3.60 (SD = 0.56). It also showed that respondents' decision was affected by their desire to spend more time with the family member while traveling, with a mean score of 3.58 (SD = 0.59). Overall, the ego enhancement factor had a very high influence on the decision of the respondents to consider Bataan Province as their travel destination, with an overall weighted mean of 3.53 (SD = 0.59).

In relation to this result, push factors, such as the desire for escape, relaxation, and self-evaluation, drive individuals to travel (Güzel et al., 2020; Michael et al., 2020). These motivations were closely linked to emotional arousal, satisfaction, and post-experience behavioral intentions (Güzel et al., 2020). Furthermore, travel satisfaction and psychological happiness positively affected quality of life for visitors to natural recreation areas (Lee & Kim, 2022). Understanding these motivations and their effects could inform decision-making processes for future travel patterns and alternative destinations.

Rest and Relaxation

Table 3. The Influence of Rest and Relaxation (Push Factor) on the Respondents' Decision to Travel in Bataan

Rest and Relaxation	Tourists		
	WM	SD	VI
1. This is the time the tourists can physically rest and relax.	3.61	0.56	VHI
2. This is the time the tourists can be away from the routine life.	3.54	0.56	VHI
3. The tourists want to enjoy themselves and make themselves happy while traveling.	3.68	0.52	VHI
4. This is the time the tourists can escape from stress in their daily lives.	3.61	0.54	VHI
5. The tourists travel because they want to be physically and mentally refreshed.	3.64	0.55	VHI
Overall		3.61	0.55 VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

Table 3 shows how the rest and relaxation factor influenced the decision of the respondents to travel in Bataan Province, and specifically, respondents wanted to enjoy and make themselves happy while travelling ($\bar{x} = 3.68$ / SD = 0.52) and make themselves physically refreshed ($\bar{x} = 3.64$ / SD = 0.55). This supported research on travel motivations that consistently identified push factors that

included the desire for relaxation, escape from routine, and emotional refreshment (Michael et al., 2020).

Overall, the rest and relaxation factor had a very high influence on the decision of the respondents to consider Bataan Province as their travel destination, with an overall weighted mean of 3.61 (SD = 0.55).

1.2. Pull Factors

Environment and Safety

Table 4. The Influence of Environment and Safety (Pull Factor) on the Respondents' Decision to Travel in Bataan

Environment and Safety	Tourists		
	WM	SD	VI
1. The tourists choose their travel destination based on weather.	3.44	0.61	VHI
2. The tourists choose their travel destination based on the friendliness of people.	3.32	0.70	VHI
3. The tourists choose their travel destination based on safety and security factors.	3.54	0.58	VHI
4. The tourists choose their travel destination based on the variety of leisure facilities.	3.47	0.60	VHI
5. The tourists choose their travel destination based on hygiene and cleanliness factors.	3.54	0.60	VHI
6. The tourists choose their travel destination based on seaside beaches' availability.	3.51	0.60	VHI
7. The tourists choose their travel destination based on the festival and recreation activities.	3.40	0.65	VHI
8. The tourists choose their travel destination based on the availability of travel-related information.	3.49	0.58	VHI
Overall	3.57	0.57	VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

Table 4 above clearly shows that, under the environment and safety factor, respondents very highly regard the safety and security of the destination when travelling, with the highest weighted mean of 3.54 (SD = 0.58). Likewise, with the same weighted mean of 3.54, respondents' decision to travel to Bataan Province was being affected by the destination's hygiene and cleanliness (SD = 0.60). It can also be seen from the findings that respondents' decision to travel in Bataan Province was based on the availability of seaside beaches. ($\bar{x} = 3.51$ / SD = 0.60).

Overall, the factors that influenced the respondents to travel in Bataan Province in terms

of pull factors and specifically related to environment and safety had an overall mean score of 3.57, with a standard deviation of 0.57, indicating that both environmental and safety considerations play crucial roles in the decision-making process for travellers. The result was found to be aligned with the existing research, which explored factors influencing travel destination choices and tourist decision-making. Safety, security, and cleanliness were crucial considerations for travellers (Hinlayagan et al., 2023). Environmental factors like weather, beaches, and leisure facilities also played important roles (Abad & Borbon, 2021).

Cultural and Historical Attractions

Table 5. The Influence of Cultural and Historical Attractions (Pull Factor) on the Respondents' Decision to Travel in Bataan

Cultural and Historical Attractions	Tourists		
	WM	SD	VI
1. The tourists choose their travel destination to see multiculturalism.	3.48	0.58	VHI
2. The tourists choose their travel destination to see natural scenery and landscape.	3.59	0.53	VHI

Cultural and Historical Attractions	Tourists		
	WM	SD	VI
3. The tourists choose their travel destination based on the variety of food available.	3.52	0.52	VHI
4. The tourists choose their travel destination to see cultural and historical places/sites.	3.55	0.57	VHI
Overall		3.53	0.56 VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

Table 5 above presents the factors that influence the respondents to travel in Bataan Province in terms of pull factors related to cultural and historical attraction, which obtained an overall mean score of 3.53, with a standard deviation of 0.56. This finding indicated a very high influence on the importance of cultural and historical attractions as factors that drew tourists to specific destinations.

Specifically, respondents wanted to travel in Bataan Province because they wanted to see natural scenery and landscape ($\bar{x} = 3.59 / SD = 0.53$); to see cultural and historical places or sites ($\bar{x} = 3.55 / SD = 0.57$); and for the availability of a variety of food ($\bar{x} = 3.52 / SD = 0.52$).

As indicated in Hinlayagan et al. (2023), the study identified five key factors: quality value accommodation and accessibility, cultural attractions, price, destination image, and safety and security. As cited by Dela Cruz (2023), in Zambales, Philippines, examined factors such as safety, management, cleanliness, and ambience in attraction selection. The aligned findings regarding pull factors such as natural scenery, food variety, and cultural/historical sites play crucial roles in attracting visitors (Mansueto et al., 2024). This study emphasized the importance of understanding tourist perceptions to improve destination attractiveness.

Tourism Facilities

Table 6. The Influence of Tourism Facilities (Pull Factor) on the Respondents' Decision to Travel in Bataan

Tourism Facilities	Tourists		
	WM	SD	VI
1. The tourists choose their travel destination based on travel distance.	3.41	0.66	VHI
2. The tourists choose their travel destination based on the quality of tourist places and sites.	3.52	0.57	VHI
3. The tourists choose their travel destination based on the variety of tourist attractions available.	3.51	0.59	VHI
4. The tourists choose their travel destination based on the convenience of traveling and ease of tour arrangement.	3.49	0.58	VHI
5. The tourists choose their travel destination based on the reasonableness of prices of products and services.	3.53	0.58	VHI
Overall		3.49	0.60 VHI

Note. Legend: 3.26-4.00 (Very High Influence-VHI); 2.51-3.25 (High Influence-HI); 1.76-2.50 (Low Influence-LI); 1.00-1.75 (Very Low Influence-VLI)

Table 6 above specifically shows that destinations with reasonable prices of products and services ($\bar{x} = 3.53 / SD = 0.58$), quality tourist places and sites ($\bar{x} = 3.52 / SD = 0.57$), and availability of varied tourist attractions ($\bar{x} = 3.51 / SD = 0.59$) were the top three reasons

that influenced the decision of the respondents to consider Bataan Province as their travel destination.

The findings of the present study indicated that respondents highly considered the reasonableness of prices of products and services, the

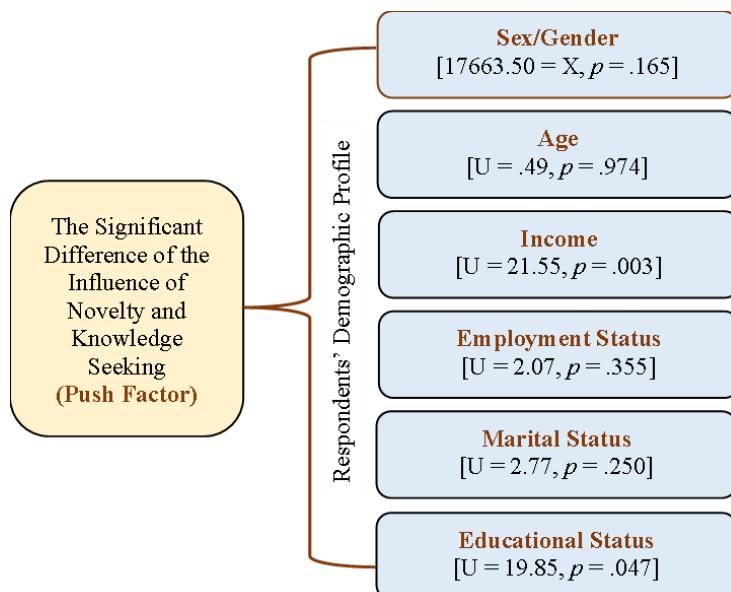
quality of tourist places and sites, and the availability of different attractions, which were found to be critical factors in their decision-making process. Overall, the factors that influence the respondents' decision to travel in Bataan Province in terms of tourism facilities had an overall mean score of 3.49, with a standard deviation of 0.60, indicating general agreement towards the importance of tourism facilities in selecting travel destinations.

Other studies also showed the key components like facilities and service quality impact destination selection (Malik, 2020). Research identified four main pull factors: heritage architecture, art activities, natural landscapes, and regional attractions (Tu, 2020). To enhance destination attractiveness, studies suggested improving outdoor environments through landscaping and promoting art activities (Tu, 2020).

II. The Significant Difference in the Factors Influencing the Respondents' Decisions to Travel in Bataan Province When Grouped According to Their Demographic Profile

2.1. Push Factors

Novelty and Knowledge Seeking



Note. The p-value is significant below alpha .05.

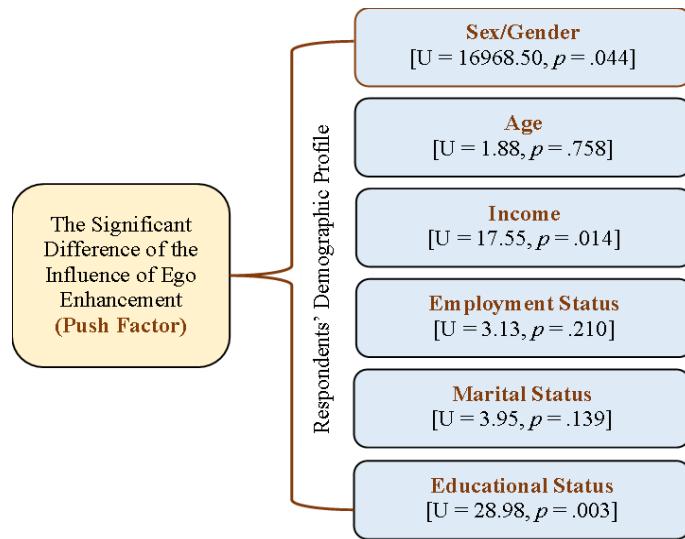
Figure 3. The Significant Difference of the Influence of Novelty and Knowledge

Figure 3 shows that there was a significant difference in the influence of the novelty and knowledge seeking factor on the decision of the respondents in choosing Bataan Province as their travel destination when they were grouped based on their income and education status.

However, it was found that there was no significant difference in the influence of the novelty and knowledge seeking factor on the decision of the respondents to travel in Bataan

Province when they were grouped according to their sex/gender, age range, employment status, and marital status. It was indicated that sex/gender, age range, employment status, and marital status did not matter when the respondents made the decision to travel in Bataan Province in relation to the novelty and knowledge seeking factor.

Ego Enhancement



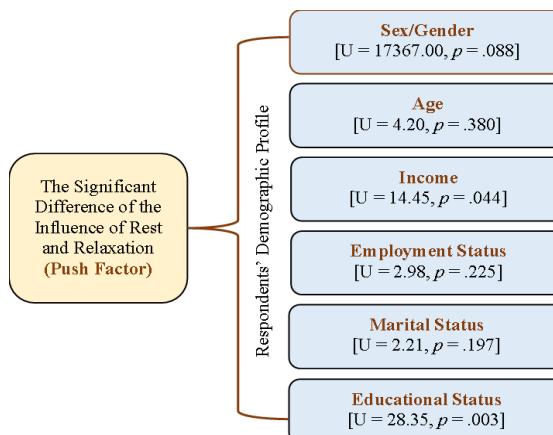
Note. The p-value is significant below alpha .05.

Figure 4. The Significant Difference of the Influence of Ego Enhancement (Push Factor) on the Respondents' Decision According to Their Profile

Figure 4 shows that there was a significant difference in the ego enhancement factor that impacts the respondents' decision to visit Bataan Province when they were grouped based on their sex/gender, income level, and education status. It can be concluded that respondents' sex/gender, income level, and education status might be taken into consideration to identify how the ego enhancement factor influenced the respondents' decision in choosing Bataan Province as a travel destination.

However, it was found that there was no significant difference in the ego enhancement as a factor that influences the respondents' decision to visit Bataan Province when they were grouped according to their age range, employment status, and marital status. It indicated that respondents' age range, employment status, and marital status did not matter when they made the decision to travel in Bataan Province in relation to ego enhancement.

Rest and Relaxation



Note. The p-value is significant below alpha .05.

Figure 5. The Significant Difference of the Influence of Rest and Relaxation (Push Factor) on the Respondents' Decision According to Their Profile

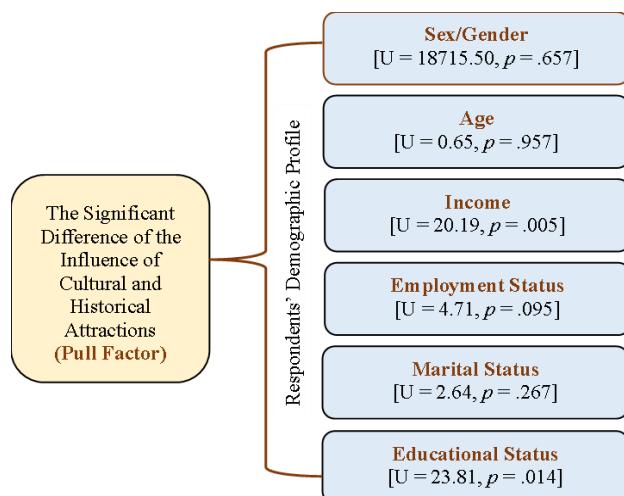
Figure 5 above shows that there was a significant difference in the influence of the rest and relaxation factor on the respondents' decision in considering Bataan Province as their travel destination when their income level and education status were considered. It could be determined that the variables such as income and educational status might influence their desire for rest and relaxation. It might be considered that certain variables influenced the push factor in rest and relaxation, like belonging to the higher income range in the demographic profile, who might have the luxury of choosing to have the best rest and relaxation time and destination for their visit and travel in Bataan. According to the educational status de-

mographic profile, respondents who were college-level, college graduates, and master's degree holders had the highest tendency to prioritize quality rest and relaxation during their visits and travels in Bataan.

However, there was no significant difference in the influence of the rest and relaxation factor on the respondents' decision to travel to Bataan Province when their sex/gender, age range, employment status, and marital status were considered. It can be concluded that the rest and relaxation factor had the same influence on the decision of the respondents no matter what their sex/gender is, whatever their age range is, or whatever their marital status is.

2.2. Pull Factors

Environment and Safety



Note. The p-value is significant below alpha .05.

Figure 7. The Significant Difference of the Influence of Cultural and Historical Attractions (Pull Factor) on the Respondents' Decision According to Their Profile

Figure 7 shows that there was a significant difference in the impact of the factor of cultural and historical attractions on the respondents' decision in considering Bataan Province as their travel destination when their income level and education status were considered. It indicated that the influence of cultural and historical attractions on the decision of high-income earners was different from the decision of low-income earners. In the same token when the respondents' education status was

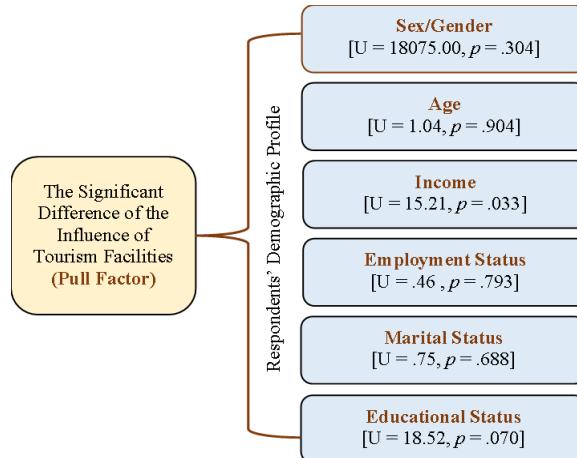
considered. It was found that the decision of those respondents who had a higher educational level with regard to the factor of cultural and historical attractions was not the same as those respondents with a lower education level.

It was also found, however, that there was no significant difference in the influence of the factor of cultural and historical attractions on the respondents' decision when they were grouped according to their sex/gender, age

range, employment status, and marital status. It indicated that respondents' sex/gender, age range, employment status, and marital status did not matter as to the influence of cultural

and historical attractions on their decision to consider Bataan Province as their travel destination.

Tourism Facilities



Note. The p-value is significant below alpha .05.

Figure 8. The Significant Difference of the Influence of Tourism Facilities (Pull Factor) on the Respondents' Decision According to Their Profile

Figure 8 shows that there was a significant difference in the influence of the factor of tourism facilities on the respondents' decision to consider Bataan Province as their travel destination when only the income range, among the six (6) demographic characteristics of the respondents, was to be considered.

Therefore, when the respondents were grouped according to their sex/gender, age, employment status, marital status, and educational level, it was found that there was no significant difference in the factor of tourism facilities that influences the respondents' decision-making to travel in Bataan Province. Hence, the respondents' profile in terms of sex/gender, age, employment status, marital status, and educational level did not matter when they decided to make Bataan Province their travel destination, considering the factor of tourism facilities.

In relation to the other studies conducted, socio-demographic variables such as gender, age, education, and income were found to significantly influence push factors for travel motivation in protected areas (Mzimela et al., 2024). Similarly, personal factors like gender,

age, and motivation affected tourists' perceptions of urban attractions (Chebli et al., 2020). In Zambales, Philippines, visitors' profiles influenced their considerations when selecting attractions (Dela Cruz, 2023). However, not all demographic factors consistently showed significant differences. For instance, in a study on social entrepreneurial intentions among university students in Pampanga, Philippines, nationality and age did not yield statistically significant differences (Lacap, 2021). These findings highlighted the importance of market segmentation in tourism, as different groups might perceive and evaluate the same attractions differently, necessitating targeted marketing and development strategies (Chebli et al., 2020; Mzimela et al., 2024).

Conclusion

The Factors Influencing Respondents' Decision to Travel in Bataan Province

Push factors were considered with novelty and knowledge seeking, which showed that respondents were interested in experiencing new and exciting things, understanding different environments, and increasing their

knowledge about various places. This factor was found to have a great impact on their decision to travel in Bataan Province. Another factor was the aspect of ego enhancement, which was considered a strong motivation among respondents who desired to visit places they had long wanted to see and to spend quality time with their family while traveling. Rest and relaxation were also identified as significant driving factors, wherein respondents indicated that their visits to Bataan Province were motivated by personal enjoyment and physical refreshment after traveling.

On the other hand, pull factors were likewise considered essential determinants in the respondents' decision-making process. The role of environment and security was regarded as of utmost importance, as respondents emphasized the safety and security of their chosen destination for travel activities. The cleanliness of Bataan Province, as well as its beaches, significantly contributed to their decision to choose the province as a travel destination. Cultural and historical attractions also contributed to the decision to visit Bataan Province, as some respondents expressed interest in enjoying the natural scenery, historical attractions, and local cuisine. The respondents also emphasized tourism facilities, particularly the affordability of products and services, the quality of destinations, and the overall travel experience, which satisfied their needs at reasonable prices. Overall, there was a general consensus that both push and pull factors played an integral role in the respondents' decision to choose Bataan Province as their travel destination.

The Significant Difference of the Factors Influencing Respondents' Decision According to Their Profile

For the push factors, the study concluded that there was a significant difference in the influence of novelty and knowledge seeking based on respondents' income and education status; ego enhancement based on sex/gender, income level, and education status; and rest and relaxation based on income level and education status when these factors were considered in the respondents' decisions in choosing Bataan Province as their travel destination.

For the pull factors, the study concluded that there was a significant difference in the influence of environment and safety based on income level and educational background, cultural and historical attractions based on higher educational level of background, tourism facilities based on income when these factors were considered in the respondents' decisions in choosing Bataan province as their travel destination.

Overall, the findings of the study on the tourists' decision differences on the influence of certain factors based on their demographic profile should be considered for targeted tourist programs and activities.

Recommendations

Based on the findings of the study, the researchers proposed the following recommendations:

The Bataan Provincial Tourism Council/Board may consider gaining deeper insights and refocusing its strategic direction by adding activities that cater to young professionals and Generation Z, as most respondents represented a youthful demographic. Travel behavior indicated that most respondents visited Bataan primarily for leisure, and its appeal largely resonates with the younger population. Moreover, the influence of revenge travel was most evident among respondents aged 18–28, who were enthusiastic about exploring new destinations in Central Luzon.

In encouraging other tourists and travelers to visit Bataan, provincial and local tourism officers should emphasize the development of diversified cultural and educational programs that highlight the province's rich heritage and ecological uniqueness. There is also significant potential for wellness tourism development, with customized recreational facilities catering to travelers interested in wellness, as well as those seeking vacation, relaxation, or culinary experiences.

To stand out and attract more visitors, it is essential for all stakeholders involved to prioritize cleanliness, safety, and sustainable practices. In addition, collaborating closely with local communities to preserve their rich history may also position Bataan as a destination for

travelers seeking an authentic cultural experience.

Tourism stakeholders in Bataan need to consider differentiating experiential offerings in line with the distinct travel motivations identified in the study. These motivations include novelty and knowledge seeking, ego enhancement, and rest and relaxation.

It is recommended that, to further promote tourism in Bataan, various tourist activities that appeal to diverse market segments should be emphasized by provincial and local tourism offices, as the findings revealed a significant difference between the influence of push and pull factors in tourists' decisions to consider Bataan Province as a destination. Additionally, high-quality services, personalized experiences, and data-driven analysis play important roles in ensuring that tourism products and services are continuously refined to match the preferences of different demographic groups.

Future researchers may also replicate this study in other provinces across the country as their research locale.

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