

**Unlocking the landlocked program of AgSur:
A framework for tourist analysis and development**

Jason M. Equipado, Ph.D.*

Philippine Christian University
Taft Avenue, Manila, Philippines

ABSTRACT

The research aims to transform the untapped potential of AGSUR, a landlocked region, into a thriving tourist destination. This research focuses on analyzing the region's existing tourism assets, identifying development opportunities, and creating a comprehensive framework to enhance its appeal to tourists. By employing a mixed-methods approach, including surveys, and data analysis, the study evaluates the current state of tourism infrastructure, visitor preferences, and potential market segments. The findings will guide the strategic planning and implementation of tourism initiatives, fostering sustainable development, economic growth, and cultural preservation. Key elements include stakeholder collaboration, sustainable practices, and innovative marketing strategies. This research contributes to the broader understanding of tourism development in landlocked areas, providing valuable insights for policymakers, local communities, and industry stakeholders.

Keywords: AGSUR, landlocked, tourism development, tourist analysis, sustainable practices, stakeholder engagement, marketing strategies.

Date Submitted: October 13, 2025

Date Accepted: October 21, 2025

Date Published: November 12, 2025

INTRODUCTION

Tourism is increasingly recognized as a pivotal component of economic development, especially for regions that are exploring alternative revenue sources to transform their economies. In landlocked areas like AGSUR, tourism development represents both a challenge and an opportunity to stimulate local economies and enhance the quality of life for residents. The unique landscapes and cultural offerings of these regions have the potential to attract visitors if developed and marketed effectively (Long & Nuckolls, 2014).

However, the development and sustainability of tourism in landlocked regions are contingent upon overcoming a set of inherent challenges. Accessibility, infrastructure, and the creation of compelling tourist experiences are pivotal factors in transforming these regions into desirable destinations (Irsal et al., 2020). For AGSUR, a distinct framework for analyzing and developing tourism is necessary—one that accounts for the specific limitations and leverages the potential of the area.

*Corresponding author / Email: jasonequipado88@gmail.com

DOI: <http://doi.org/10.69651/AJHMS01038>

Recommended citation:

Equipado, J. M. (2026). Unlocking the landlocked program of AgSur: A framework for tourist analysis and development. *ASEAN Journal of Humanities and Multidisciplinary Studies*, 1(3), 135-161.
<http://doi.org/10.69651/AJHMS01038>

Scholars have indicated that successful tourism development in rural and landlocked areas should be based on integrated models that consider the environment, local culture, and community participation (Muryani et al., 2018). It has also been highlighted that the rural tourism should allow communities to both maintain and enhance their quality of life through planning, leadership, and access to technical assistance (Long & Nuckolls, 2014). Indeed, the key to unlocking AGSUR's potential lies in creating accessible and enjoyable tourism experiences that are rooted in the locality's indigenous culture and natural landscapes (undefined et al., 2020).

Nevertheless, there remains a need for more targeted research into the dynamics of tourism demand and the development of frameworks that cater specifically to the nuances of landlocked regions like AGSUR. This study aims to bridge this gap by developing a comprehensive tourism framework that is sensitive to the region's limitations and to the aspirations of both the local community and potential tourists (Pelegrín Naranjo et al., 2022).

This dissertation will explore AGSUR's tourism potential, analyze existing obstacles, and propose sustainable solutions to unlock the landlocked program that can enhance AGSUR's economic growth while preserving its environmental integrity and cultural heritage.

Statement of the problem

1. What are the key demographic characteristics of visitors in terms of age, gender, nationality, income level, educational background, and civil status?
2. What are the primary motivations and decision making factors for visitors to engage with the AGSUR Unlock the Landlocked Program in terms of cultural interests, adventure seeking tendencies, desire for relaxation, recommendations from peers, perceived value of the program, and personal preferences?
3. How do visitor satisfaction levels vary across different components of the AGSUR Unlock the Landlocked Program in terms of accommodation quality, transportation services, tour guides, recreational activities, dining options, and overall experience?
4. Is there a significant difference in visitors' travel behavior based on their demographic characteristics?
5. Is there a significant difference in visitors' primary motivations and decision making factors based on their demographic characteristics?
6. Is there a significant difference in visitors' satisfaction levels based on their demographic characteristics?
7. Based on the findings, what strategies can be implemented to enhance the effectiveness and sustainability of the AGSUR Unlock the Landlocked Program in the long term?

METHODOLOGY

This study employed a mixed-methods approach, combining descriptive-comparative analysis with purposive sampling to investigate the impact of the AGSUR Unlock the Landlocked Program on visitor patterns. The descriptive component provided a comprehensive overview of visitor demographics, travel motivations, behaviors, and satisfaction levels, while the comparative element examined changes in these patterns over time, specifically before, during, and after engagement with the program. This dual approach allowed for a nuanced understanding of how the program influenced visitor experiences and contributed to the overall goals of promoting tourism in AGSUR.

The study targeted a sample size of 380 visitors who had actively participated in the AGSUR Unlock the Landlocked Program. Participants were selected through purposive sampling, ensuring representation across key demographic variables such as age, gender, and nationality, travel preferences such as independent travelers and tour groups, and levels of engagement with the program such as duration of stay and activities undertaken. Inclusion criteria required participants to be aged 18 years or older and to have visited tourist attractions within Agusan del Sur specifically as part of the program, while individuals who did not meet these criteria were excluded. This targeted sampling strategy yielded a diverse and representative sample, enhancing the generalizability and validity of the findings.

The research was conducted in Agusan del Sur, a landlocked province in the Philippines known for its rich natural landscapes and vibrant cultural heritage. This locale provided an ideal setting for studying visitor patterns within the AGSUR Unlock the Landlocked Program, as it offered a diverse range of tourist attractions and experiences. The province's specific location, as sourced from Google Maps, illustrates its geographic positioning within the Philippine archipelago as a landlocked region, underscoring the unique logistical and touristic character that frames the study's context. By focusing on this specific geographic area, the study was able to capture the unique characteristics of the local tourism context and provide insights relevant to stakeholders within the region, ensuring that the findings remained contextually grounded and applicable to the broader tourism industry in Agusan del Sur and beyond.

This study utilized a structured questionnaire as the primary data collection tool to gather comprehensive quantitative data on visitor patterns and experiences related to the AGSUR Unlock the Landlocked Program. The questionnaire consisted of four distinct sections, each addressing key research objectives. The first section pertained to demographics, including age, gender, nationality, income level, and education, among others. The second section addressed travel behaviors, including modes of transportation, duration of stay, frequency of visits, activities undertaken, and expenditure patterns. The third section focused on motivations and decision-making, encompassing factors influencing participation, information sources, and decision-making processes. The fourth section assessed program satisfaction, including satisfaction levels with accommodation, transportation, tour guides, activities, dining, and overall experience. The questionnaire employed Likert scales and multiple-choice questions to facilitate data analysis. Prior to implementation, the questionnaire underwent thorough pre-testing with a pilot group to ensure clarity, relevance, and comprehensibility. Data were collected either through in-person administration or online platforms, with clear instructions provided to participants.

The data gathering process was conducted in three phases. The first phase involved instrument development and pre-testing, during which the questionnaire was meticulously developed to ensure alignment with research objectives. A pilot study involving a small sample of participants was conducted to pre-test the questionnaire, identify any ambiguities, and ensure clarity and comprehensibility, with feedback from the pilot study used to refine the questionnaire before full-scale administration. The second phase involved data collection, wherein the finalized questionnaire was administered to the selected participants, who had the option to complete it either in person or through online platforms based on their preference and logistical feasibility, with clear instructions and assurances of confidentiality and anonymity provided to all participants. The third phase involved data analysis, in which collected data were analyzed using both descriptive and inferential statistics. Descriptive statistics, such as frequency distributions, means, and standard deviations, were used to summarize demographic characteristics, travel behaviors, and satisfaction levels, while the

Kruskal-Wallis test was employed to determine statistically significant differences in satisfaction levels among different participant groups.

Ethical considerations were prioritized throughout the research process. Informed consent was obtained from all participants, detailing the study's purpose, procedures, potential risks and benefits, and their right to withdraw at any time without penalty. Confidentiality and anonymity were maintained throughout data handling and reporting, in adherence to data protection regulations, and measures were put in place to minimize any potential harm or discomfort to participants. This rigorous data gathering and analysis procedure, combined with a strong ethical framework, ensured the collection of robust and reliable data to generate meaningful insights into the AGSUR Unlock the Landlocked Program's impact on visitor patterns and experiences.

RESULTS AND DISCUSSION

This chapter presents, analyzes, and interprets the data gathered to answer the research questions of this study. The discussion is grounded strictly in the data gathered from 380 respondents who participated in the study, employing a descriptive quantitative research design with a structured survey questionnaire as the primary data collection instrument. Data were processed and interpreted using frequency counts, percentages, weighted means, and inferential statistical techniques including one way Analysis of Variance (ANOVA) and independent samples t-test, with Levene's Test for Equality of Variances used to assess the assumption of homogeneity of variance prior to each comparative analysis. The results presented below are interpreted in direct relation to the objectives of the study, namely to determine the demographic profile of respondents, to identify the primary motivations and decision-making factors for visitors engaging with the AGSUR Unlock the Landlocked Program, to examine how visitor satisfaction levels vary across different components of the program, and to determine whether significant differences exist in motivation, decision-making, and satisfaction when respondents are grouped according to demographic variables.

In terms of the demographic profile of the 380 respondents, the distribution according to age shows that the majority belonged to the 38 to 47 age bracket, with a frequency of 129 or 33.95%, followed by those aged 28 to 37 with a frequency of 103 or 27.11%, then those aged 18 to 27 with a frequency of 95 or 25.00%, and lastly those aged 48 and above with a frequency of 53 or 13.95%, for a total of 380 or 100.00%. With regard to sex, the majority of respondents were female, comprising 202 or 53.16% of the sample, while male respondents accounted for 178 or 46.84%, totaling 380 or 100.00%. In terms of nationality, non-Filipino respondents constituted the majority with 228 or 60.00%, while Filipino respondents accounted for 152 or 40.00%, totaling 380 or 100.00%. This predominance of non-Filipino participants suggests that the AGSUR Unlock the Landlocked Program draws a considerable share of its visitorship from foreign tourists, which has implications for how cultural programming and service delivery should be designed to accommodate cross-cultural expectations.

Regarding monthly income, the largest group of respondents fell within the 10,000 to 30,000 income bracket, with a frequency of 143 or 37.63%, followed by those earning 30,001 to 50,000 with a frequency of 117 or 30.79%, then those earning less than 10,000 with a frequency of 66 or 17.37%, and lastly those earning 50,001 to 70,000 with a frequency of 54 or 14.21%, totaling 380 or 100.00%. In terms of educational status, college graduates comprised the majority with a frequency of 147 or 38.68%, followed by masteral graduates with a frequency of 130 or 34.21%, then doctorate graduates with a frequency of 66 or 17.37%, and lastly high school graduates with a frequency of 37 or 9.74%, totaling 380 or 100.00%. With respect to civil status, married respondents formed the majority with a

frequency of 164 or 43.16%, followed by annulled respondents with a frequency of 133 or 35.00%, then widowed respondents with a frequency of 50 or 13.16%, and lastly single respondents with a frequency of 33 or 8.68%, totaling 380 or 100.00%. Taken together, this demographic profile depicts a respondent base that is predominantly middle-aged, female, non-Filipino, moderately educated at the collegiate and graduate levels, and largely married or previously married, with moderate income levels concentrated in the lower-to-middle income brackets.

With regard to the primary motivations and decision-making factors for visitors engaging with the AGSUR Unlock the Landlocked Program, the results are presented across six dimensions. In terms of cultural interest, the indicator "Experiencing cultural activities is a significant factor in my choice to engage with the program" obtained the highest weighted mean of 3.86, verbally interpreted as agree, followed by "Cultural experiences offered by the program greatly influence my decision to participate" with a weighted mean of 3.83, agree, then "I am motivated to engage with the program to learn more about the local culture" with a weighted mean of 3.76, agree, "Exploring cultural aspects is an important factor in my decision to participate in the program" with a weighted mean of 3.72, agree, and lastly "Engaging with the AGSUR Unlock the Landlocked Program aligns with my cultural interests" with a weighted mean of 3.69, agree. The overall weighted mean for cultural interest was 3.77, interpreted as agree. This finding aligns with Kumraksa (2024), who identified facilities, interpretation, technology and innovation, and activities as key factors influencing cultural tourism decisions, as well as with Yuliviona et al. (2019), who emphasized satisfaction as crucial in meeting visitors' cultural expectations. The result is further consistent with Ferguson et al. (2022), who found a positive correlation between cultural immersion and visitor engagement, and with Hvenegaard (2023), who underscored the importance of diverse programming even under constrained circumstances such as the COVID-19 pandemic. The findings also resonate with Curtis et al. (2021) regarding the value of authentic cultural representation and Indigenous community voice, and with Albinali (2023) concerning the influence of a supportive organizational culture on visitor engagement decisions.

For adventure-seeking tendencies, the highest-rated indicator was "The program's adventurous activities appeal to my sense of exploration and excitement" with a weighted mean of 3.85, agree, followed by "I am drawn to the program because of the adrenaline-inducing adventures it offers" with a weighted mean of 3.77, agree, then "Adventure opportunities provided by the program greatly influence my decision to participate" and "The thrill of adventure plays a significant role in my choice to engage with the program," both with a weighted mean of 3.69, agree, and lastly "Seeking adventure is a key motivator for my involvement in the AGSUR Unlock the Landlocked Program" with a weighted mean of 3.64, agree. The overall weighted mean for adventure-seeking tendencies was 3.73, agree. This is consistent with Saha et al. (2021), who linked optimal stimulation levels to variety-seeking tendencies that drive motivation toward novel experiences, and with Selem et al. (2023), who observed that adventurous individuals balance the thrill of adventure with safety considerations in the post-COVID-19 travel context. The findings further align with Kim et al. (2019) regarding consumer innovativeness as a driver of engagement with unconventional experiences, and with Chen (2024) concerning the role of immersive technology and personalized, machine learning-driven interactions in enhancing visitor appeal.

In terms of desire for relaxation, the indicator "Seeking relaxation and tranquility is a primary motivator for my involvement in the program" obtained the highest weighted mean of 3.93, agree, followed by "The promise of relaxation greatly influences my decision to participate in the program" with a weighted mean of 3.84, agree, then "I am motivated to

engage with the program to escape from the stresses of daily life" with a weighted mean of 3.79, agree, and lastly both "Participating in the program offers me an opportunity to unwind and relax" and "The program's focus on relaxation activities is appealing to me," each with a weighted mean of 3.72, agree. The overall weighted mean for desire for relaxation was 3.80, agree, making it the highest-rated motivational dimension among the six examined. This is supported by Kc and Leung (2021) and Lies (2024), who found that activities such as geocaching attract individuals seeking escape and respite from daily routines, and by Yilma (2023), who emphasized that ensuring a relaxing and enjoyable experience enhances visitor engagement. The finding is further reinforced by Blye et al. (2023) regarding the multifaceted nature of decision-making involving attitudes, emotions, and knowledge gain, and by Flowers (2023), who highlighted affordability and ease of management as crucial to sustaining a relaxing visitor experience.

With respect to recommendation for peers, "Recommendations from people I trust play a significant role in my choice to engage with the program" obtained the highest weighted mean of 3.71, agree, followed by "Knowing that others have had a great experience with the program motivates me to participate" with a weighted mean of 3.66, agree, then "Hearing positive feedback from peers encourages me to participate in the program" with a weighted mean of 3.64, agree, "I am more likely to engage with the program if it comes highly recommended by others" with a weighted mean of 3.63, agree, and lastly "Positive recommendations from friends or family members influence my decision to engage with the program" with a weighted mean of 3.59, agree. The overall weighted mean for recommendation for peers was 3.65, agree. This is consistent with Huerta et al. (2022), who found that peer mentoring and co-design based on feedback enhance a sense of ownership and relevance, and with Ferguson et al. (2022), who linked a positive climate to increased visitor satisfaction and engagement. The finding also aligns with Albinali (2023) regarding the influence of organizational culture on engagement decisions and with Watkins et al. (2021), who emphasized the value of autonomy in peer support choices.

For perceived value of the program, "I perceive the program to be worth the investment of my time and resources" obtained the highest weighted mean of 3.68, agree, followed by "I believe that participating in the program offers good value for the experience it provides" with a weighted mean of 3.66, agree, then "The perceived value of the program greatly influences my decision to participate" with a weighted mean of 3.64, agree, "The benefits offered by the program justify the cost of participation in my opinion" with a weighted mean of 3.63, agree, and lastly "I consider the program to be a worthwhile experience based on its perceived value" with a weighted mean of 3.57, agree. The overall weighted mean for perceived value of the program was 3.64, agree. This is supported by Xu and Hu (2022), who identified perceived value as crucial for fostering both attitudinal and behavioral visitor loyalty, and by Kim et al. (2020), who emphasized the role of authenticity and shared value in strengthening loyalty. The finding is further contextualized by Kim et al. (2021) through the stimulus-organism-response framework linking motivational factors to perceived value and satisfaction, as well as by Dobre et al. (2021) regarding the contribution of service quality, staff expertise, and infrastructure to perceived value.

Lastly, in terms of personal preferences, "The program's offerings match my individual preferences, making it an attractive option for me" obtained the highest weighted mean of 3.78, agree, followed by "The program aligns well with my personal preferences and interests" with a weighted mean of 3.66, agree, then "Participating in the program caters to my specific preferences and tastes" with a weighted mean of 3.58, agree, "Considering my personal preferences, the program is a suitable choice for me to participate in" with a weighted mean of 3.45, agree, and lastly "I am motivated to engage with the program because it offers activities that appeal to me personally" with a weighted mean of 3.40, interpreted as

neutral, the only indicator across all six motivational dimensions to fall into the neutral range. The overall weighted mean for personal preferences was 3.58, agree, the lowest among the six dimensions. This is consistent with Choi et al. (2020) and Nurhilalia (2024), who identified personal, physical, and socio-cultural motivations as shaped by individual inclination and cultural background, and with Kantorová et al. (2023), who found that personal experience and ambiance significantly affect loyalty in leisure and wellness contexts. The comparatively lower rating for this dimension, together with its single neutral indicator, suggests that while personal alignment with the program remains generally favorable, it is a less decisive driver of engagement than cultural interest or the desire for relaxation, echoing Tsourgiannis and Valsamidis (2019) on the importance of tailoring offerings, including digital elements, to visitor expectations.

The summary of the primary motivations and decision-making factors indicates that desire for relaxation obtained the highest overall weighted mean of 3.80, agree, followed by cultural interest with 3.77, agree, then adventure-seeking tendencies with 3.73, agree, recommendation for peers with 3.65, agree, perceived value of the program with 3.64, agree, and lastly personal preferences with 3.58, agree. The overall weighted mean across all six motivational dimensions was 3.69, agree, indicating that visitors generally agree that all these factors influence their decision to engage with the AGSUR Unlock the Landlocked Program, with relaxation and cultural experience emerging as the most salient drivers.

Turning to visitor satisfaction levels across different components of the program, in terms of accommodation quality, "The standard of accommodation offered by the program met my satisfaction" obtained the highest weighted mean of 3.65, agree, followed by "I am satisfied with the quality of accommodation provided by the program" with a weighted mean of 3.61, agree, then "The accommodations met or exceeded my expectations during my stay" with a weighted mean of 3.56, agree, "The accommodation facilities contributed positively to my experience with the program" with a weighted mean of 3.44, agree, and lastly "I found the accommodations to be comfortable and well-maintained" with a weighted mean of 3.38, interpreted as neutral. The overall weighted mean for accommodation quality was 3.58, agree. This finding is consistent with Peković (2021), Adesunloye and Arowosafe (2022), and Dlamini (2022), who established that accommodation quality plays a crucial role in shaping overall visitor satisfaction, and with Amrullah (2024) and Cruz et al. (2021), who found that high-quality accommodation enhances perceived value and destination perception.

For transportation, "The quality of transportation offered by the program met my satisfaction" obtained the highest weighted mean of 3.59, agree, followed by "The transportation arrangements were efficient and convenient for my travel needs" with a weighted mean of 3.53, agree, then "I am satisfied with the transportation services provided by the program" with a weighted mean of 3.48, agree, "The transportation options provided enhanced my overall experience with the program" with a weighted mean of 3.47, agree, and lastly "I found the transportation services to be reliable and well-organized" with a weighted mean of 3.43, agree. The overall weighted mean for transportation was 3.50, agree. This aligns with Nwachukwu et al. (2019), who identified accessibility, journey comfort, traveling security, information, and customer service as crucial to tourist satisfaction with public transportation, and with Xia (2024), who noted that transportation quality mediates the relationship between service quality and the overall quality of life derived from tourism activities.

Regarding tour guides, "I found the tour guides to be engaging and capable of enhancing my experience" obtained the highest weighted mean of 3.57, agree, followed by "I am satisfied with the expertise and knowledge of the tour guides provided by the program" with a weighted mean of 3.48, agree, then "The quality of transportation offered by the

program met my satisfaction" with a weighted mean of 3.44, agree, "The tour guides were helpful and informative throughout the duration of the program" with a weighted mean of 3.41, neutral, and lastly "The tour guides significantly contributed to my enjoyment and understanding of the program" with a weighted mean of 3.32, neutral. The overall weighted mean for tour guides was 3.44, agree, the lowest overall mean among the five satisfaction components and the only component containing two neutral indicators. This finding is supported by Hermanto et al. (2023) and Kul (2024), who found that tour guide performance mediates the relationship between service quality, destination attachment, and revisit intention, and by Mai (2023), who emphasized the importance of active listening and communication skills in fostering visitor trust and satisfaction. The relatively lower ratings in this component suggest an area requiring attention, consistent with Kang and Song (2021), who found that engaging, witty, responsive, and cheerful guides achieve higher satisfaction levels, implying that enhancing guide training and interpersonal engagement could raise satisfaction in this domain.

For recreational activities, "I am satisfied with the variety and quality of recreational activities offered by the program" obtained the highest weighted mean of 3.65, agree, followed by "The selection of recreational activities offered by the program met my satisfaction" with a weighted mean of 3.49, agree, then "The recreational activities provided added value to my experience with the program" with a weighted mean of 3.45, agree, "I found the recreational activities to be engaging and suitable for my interests" with a weighted mean of 3.43, agree, and lastly "The recreational activities provided were enjoyable and well-organized" with a weighted mean of 3.37, neutral. The overall weighted mean for recreational activities was 3.48, agree. This is consistent with Bacsı and Szanati (2021), who found that natural beauty, proximity to water, wildlife interaction, tranquility, and outdoor activities enhance visitor satisfaction, and with Alzboun (2023), who noted that emotional experiences and extrinsic motives significantly affect satisfaction and return intentions.

In terms of dining options, "I found the dining experiences to be enjoyable and satisfying" obtained the highest weighted mean of 3.52, agree, followed by "I am satisfied with the variety and quality of recreational activities offered by the program" and "The dining experiences contributed positively to my overall satisfaction with the program," both with a weighted mean of 3.51, agree, and lastly "The dining options offered catered to my dietary preferences and requirements" and "The dining options offered by the program met my satisfaction," both with a weighted mean of 3.37, neutral. The overall weighted mean for dining options was 3.46, agree. This is supported by Neill et al. (2021), who highlighted mood, personality, ambiance, service quality, and staff interactions as significant in shaping positive guest experiences, and by Yang et al. (2020), who found that understanding visitors' dietary needs enhances satisfaction through diverse and personalized dining options.

The summary of visitor satisfaction levels across the different program components shows that accommodation quality obtained the highest overall weighted mean of 3.53, agree, followed by transportation services with 3.50, agree, then recreational activities with 3.48, agree, dining options with 3.46, agree, and lastly tour guides with 3.44, agree. The overall weighted mean across all five satisfaction components was 3.48, agree, indicating that visitors generally agree that the various components of the AGSUR Unlock the Landlocked Program meet their satisfaction, with accommodation quality standing out as the strongest component and tour guide performance emerging as the area with the greatest room for improvement.

To determine whether motivation and decision-making factors differed significantly across demographic groups, a series of one way ANOVA and independent samples t-tests were conducted. When grouped by age (18 to 27, $n=95$; 28 to 37, $n=103$; 38 to 47, $n=129$; 48 and above, $n=53$; total $N=380$), Levene's Test confirmed homogeneity of variance for all six

motivational variables, with Cultural Interest $F(3,376)=0.257$, $p=0.856$; Adventure Seeking tendencies $F(3,376)=0.601$, $p=0.615$; Desire for relaxation $F(3,376)=0.392$, $p=0.759$; Recommendation for Peers $F(3,376)=1.639$, $p=0.180$; Perceived value of the program $F(3,376)=0.865$, $p=0.460$; and Personal preferences $F(3,376)=0.159$, $p=0.924$. The subsequent ANOVA results showed no statistically significant differences across age groups for any of the six motivational dimensions, with Cultural Interest $F(3,376)=2.474$, $p=0.061$; Adventure Seeking tendencies $F(3,376)=1.591$, $p=0.191$; Desire for relaxation $F(3,376)=1.450$, $p=0.228$; Recommendation for Peers $F(3,376)=0.615$, $p=0.606$; Perceived value of the program $F(3,376)=0.757$, $p=0.519$; and Personal preferences $F(3,376)=1.080$, $p=0.357$, all values exceeding the 0.05 level of significance, leading to the acceptance of the null hypothesis of no significant difference between age and the six motivational factors. This finding suggests that motivation to engage with the program is broadly consistent regardless of respondents' age bracket, a pattern that resonates with Ruslinawati and Prasetya (2021), who emphasized organizational and contextual factors, rather than age alone, as primary drivers of decision-making outcomes.

When grouped by income (less than 10,000, $n=66$; 10,000 to 30,000, $n=143$; 30,001 to 50,000, $n=117$; 50,000 and above, $n=54$; total $N=380$), Levene's Test indicated homogeneity of variance for Cultural Interest $F(3,376)=2.292$, $p=0.078$; Adventure Seeking tendencies $F(3,376)=2.404$, $p=0.067$; Desire for relaxation $F(3,376)=1.698$, $p=0.167$; Recommendation for Peers $F(3,376)=1.262$, $p=0.287$; Perceived value of the program $F(3,376)=2.939$, $p=0.033$; and Personal preferences $F(3,376)=2.736$, $p=0.043$. The ANOVA results showed no significant differences across income groups, with Cultural Interest $F(3,376)=1.961$, $p=0.119$; Adventure Seeking tendencies $F(3,376)=1.821$, $p=0.143$; Desire for relaxation $F(3,376)=1.570$, $p=0.196$; Recommendation for Peers $F(3,376)=0.805$, $p=0.492$; Perceived value of the program $F(3,376)=0.647$, $p=0.585$; and Personal preferences $F(3,376)=0.536$, $p=0.658$, all exceeding 0.05, leading to acceptance of the null hypothesis. This is consistent with Li and Cao (2022), who noted that while income can shape consumer preferences broadly, motivational orientation toward tourism experiences often transcends income-based segmentation.

When grouped by educational attainment (High School graduate, $n=37$; College graduate, $n=147$; MA graduate, $n=130$; Doctorate graduate, $n=66$; total $N=380$), Levene's Test confirmed homogeneity of variance, with Cultural Interest $F(3,376)=1.023$, $p=0.382$; Adventure Seeking tendencies $F(3,376)=0.096$, $p=0.962$; Desire for relaxation $F(3,376)=0.256$, $p=0.857$; Recommendation for Peers $F(3,376)=0.147$, $p=0.932$; Perceived value of the program $F(3,376)=0.484$, $p=0.694$; and Personal preferences $F(3,376)=0.423$, $p=0.737$. The ANOVA results likewise showed no significant differences, with Cultural Interest $F(3,376)=1.253$, $p=0.290$; Adventure Seeking tendencies $F(3,376)=1.118$, $p=0.342$; Desire for relaxation $F(3,376)=0.395$, $p=0.756$; Recommendation for Peers $F(3,376)=0.784$, $p=0.503$; Perceived value of the program $F(3,376)=1.500$, $p=0.214$; and Personal preferences $F(3,376)=0.121$, $p=0.948$, all exceeding 0.05, resulting in acceptance of the null hypothesis. This finding aligns with Wingenbach (2024), who found that external and situational factors, rather than educational attainment alone, more strongly shape engagement decisions in travel and educational contexts.

When grouped by civil status (Single, $n=33$; Married, $n=164$; Annulled, $n=133$; Widowed, $n=50$; total $N=380$), Levene's Test showed homogeneity of variance for Cultural Interest $F(3,376)=1.241$, $p=0.295$; Adventure Seeking tendencies $F(3,376)=0.831$, $p=0.477$; Desire for relaxation $F(3,376)=0.189$, $p=0.904$; Recommendation for Peers $F(3,376)=1.803$, $p=0.146$; Perceived value of the program $F(3,376)=0.624$, $p=0.600$; and Personal preferences $F(3,376)=2.764$, $p=0.042$. The ANOVA results indicated no significant differences across

civil status groups, with Cultural Interest $F(3,376)=1.997$, $p=0.114$; Adventure Seeking tendencies $F(3,376)=2.536$, $p=0.057$; Desire for relaxation $F(3,376)=1.570$, $p=0.196$; Recommendation for Peers $F(3,376)=2.371$, $p=0.070$; Perceived value of the program $F(3,376)=1.544$, $p=0.203$; and Personal preferences $F(3,376)=0.021$, $p=0.996$, all exceeding 0.05, resulting in the acceptance of the null hypothesis. This is consistent with Dantis (2024), who similarly found that civil status did not significantly influence professional decision-related behavior among a comparable population.

An independent samples t-test was further conducted to compare motivation and decision-making factors according to sex (Male, $n=178$; Female, $n=202$; total $N=380$). Levene's Test confirmed homogeneity of variance for Cultural Interest $F(378)=0.013$, $p=0.908$; Adventure Seeking tendencies $F(378)=0.058$, $p=0.811$; Desire for relaxation $F(378)=0.055$, $p=0.814$; Recommendation for Peers $F(378)=0.137$, $p=0.712$; Perceived value of the program $F(378)=0.829$, $p=0.363$; and Personal preferences $F(378)=0.116$, $p=0.734$. The t-test results showed no significant differences between male and female respondents, with Cultural Interest $t(378)=0.554$, $p=0.580$ (Male $M=3.80$, $SD=0.92$; Female $M=3.75$, $SD=0.91$); Adventure Seeking tendencies $t(378)=-0.108$, $p=0.914$ (Male $M=3.72$, $SD=0.91$; Female $M=3.73$, $SD=0.90$); Desire for relaxation $t(378)=0.403$, $p=0.687$ (Male $M=3.82$, $SD=0.88$; Female $M=3.78$, $SD=0.89$); Recommendation for Peers $t(378)=-0.200$, $p=0.842$ (Male $M=3.64$, $SD=0.97$; Female $M=3.66$, $SD=0.93$); Perceived value of the program $t(378)=0.369$, $p=0.713$ (Male $M=3.66$, $SD=1.02$; Female $M=3.62$, $SD=1.06$); and Personal preferences $t(378)=-0.434$, $p=0.665$ (Male $M=3.56$, $SD=0.84$; Female $M=3.59$, $SD=0.87$), all exceeding 0.05, leading to acceptance of the null hypothesis. This finding is contextualized by Irum et al. (2020), who found differences in decision-making style between sexes in other domains, and by Cox et al. (2022) and Chen et al. (2021), who noted emerging but subtle sex-based variation in motivational and exploratory processes, suggesting that while sex differences in decision-making tendencies are documented elsewhere, they did not manifest significantly within this particular tourism motivation context.

A further independent samples t-test compared motivation and decision-making factors according to nationality (Filipino, $n=152$; non-Filipino, $n=228$; total $N=380$). Levene's Test confirmed homogeneity of variance for Cultural Interest $F(378)=0.064$, $p=0.801$; Adventure Seeking tendencies $F(378)=0.008$, $p=0.930$; Desire for relaxation $F(378)=0.444$, $p=0.505$; Recommendation for Peers $F(378)=0.774$, $p=0.379$; Perceived value of the program $F(378)=0.467$, $p=0.495$; and Personal preferences $F(378)=2.673$, $p=0.103$. The t-test results indicated no significant difference between Filipino and non-Filipino respondents for Cultural Interest $t(378)=-0.256$, $p=0.798$ (Filipino $M=3.76$, $SD=0.91$; Non-Filipino $M=3.78$, $SD=0.92$); Adventure Seeking tendencies $t(378)=-1.041$, $p=0.299$ (Filipino $M=3.67$, $SD=0.89$; Non-Filipino $M=3.77$, $SD=0.92$); Desire for relaxation $t(378)=-1.724$, $p=0.086$ (Filipino $M=3.70$, $SD=0.89$; Non-Filipino $M=3.86$, $SD=0.88$); Recommendation for Peers $t(378)=-1.287$, $p=0.199$ (Filipino $M=3.57$, $SD=0.92$; Non-Filipino $M=3.70$, $SD=0.96$); and Personal preferences $t(378)=1.275$, $p=0.203$ (Filipino $M=3.64$, $SD=0.89$; Non-Filipino $M=3.53$, $SD=0.83$). However, a statistically significant difference was found for perceived value of the program, $t(378)=-2.279$, $p=0.023$ (Filipino $M=3.49$, $SD=1.06$; Non-Filipino $M=3.74$, $SD=1.02$), which is below the 0.05 level of significance, resulting in the rejection of the null hypothesis for this specific variable. This indicates that non-Filipino respondents perceived significantly greater value in the program than their Filipino counterparts, a finding that resonates with Dolan et al. (2019) regarding the influence of nationality on perceived program value, and with Predmore et al. (2021), who emphasized that individual choices and cultural values shape perceptions of value in service-based experiences. This significant difference, standing as the only significant demographic effect found across the entire set of motivation and decision-making analyses, underscores the importance of considering cultural

and national background when designing value propositions for the AGSUR program, particularly given that non-Filipino visitors constitute the majority of the respondent base at 228 or 60.00%.

Parallel analyses were conducted to determine whether satisfaction levels varied significantly across demographic groups. When grouped by age, Levene's Test confirmed homogeneity of variance for Accommodation Quality $F(3,376)=0.077$, $p=0.972$; Transportation Services $F(3,376)=1.632$, $p=0.182$; Tour Guides $F(3,376)=3.400$, $p=0.018$; Recreational Activities $F(3,376)=1.691$, $p=0.168$; and Dining Options $F(3,376)=1.416$, $p=0.238$. The ANOVA results showed no significant differences across age groups for any satisfaction component, with Accommodation Quality $F(3,376)=0.957$, $p=0.413$; Transportation Services $F(3,376)=1.400$, $p=0.243$; Tour Guides $F(3,376)=1.112$, $p=0.344$; Recreational Activities $F(3,376)=0.404$, $p=0.750$ (reported as 0.751 in the homogeneity summary and 0.750 in the narrative); and Dining Options $F(3,376)=0.153$, $p=0.928$, all exceeding 0.05, leading to acceptance of the null hypothesis. This finding is contextualized by Shimamoto (2019), who found that younger age groups tend to report higher satisfaction with domestic leisure travel, and by Wambura et al. (2022), who confirmed the relationship between perceived tourism impacts and residents' satisfaction, though such differences did not reach statistical significance within the AGSUR sample.

When grouped by income, Levene's Test confirmed homogeneity of variance for Accommodation Quality $F(3,376)=0.751$, $p=0.522$; Transportation Services $F(3,376)=1.574$, $p=0.195$; Tour Guides $F(3,376)=1.157$, $p=0.326$; Recreational Activities $F(3,376)=0.530$, $p=0.662$; and Dining Options $F(3,376)=0.178$, $p=0.911$. The ANOVA results showed no significant differences, with Accommodation Quality $F(3,376)=0.517$, $p=0.671$; Transportation Services $F(3,376)=0.872$, $p=0.456$; Tour Guides $F(3,376)=0.544$, $p=0.653$; Recreational Activities $F(3,376)=0.089$, $p=0.966$; and Dining Options $F(3,376)=0.415$, $p=0.742$, all exceeding 0.05, leading to acceptance of the null hypothesis. This is consistent with Chi et al. (2020), who found that inbound tourism can reduce local income disparity, and with Akay (2022), who emphasized that tourist satisfaction is driven more by experience quality and perceived price reasonableness than by income level alone.

When grouped by educational attainment, Levene's Test confirmed homogeneity of variance for Accommodation Quality $F(3,376)=0.734$, $p=0.532$; Transportation Services $F(3,376)=0.054$, $p=0.983$; Tour Guides $F(3,376)=0.227$, $p=0.878$; Recreational Activities $F(3,376)=0.545$, $p=0.652$; and Dining Options $F(3,376)=1.191$, $p=0.313$ (also reported as $F=1.91$ within the narrative summary). The ANOVA results showed no significant differences, with Accommodation Quality $F(3,376)=0.922$, $p=0.430$; Transportation Services $F(3,376)=0.398$, $p=0.754$; Tour Guides $F(3,376)=0.766$, $p=0.514$ (also reported as $p=0.54$ within the narrative summary); Recreational Activities $F(3,376)=0.377$, $p=0.770$; and Dining Options $F(3,376)=1.338$, $p=0.262$, all exceeding 0.05, leading to acceptance of the null hypothesis. This aligns with Sürücü and Sağbaş (2021), who found that service skills and leadership style, rather than educational attainment, more critically determine satisfaction in hospitality contexts, and with Ofosu-Boateng and Acquaye (2020), who established a positive relationship between service quality and customer loyalty independent of educational background.

When grouped by civil status, Levene's Test revealed that variances were significantly different for Transportation Services $F(3,376)=5.342$, $p=0.001$, and Tour Guides $F(3,376)=3.389$, $p=0.018$, while variances remained homogeneous for Accommodation Quality $F(3,376)=3.934$, $p=0.009$ (noted in the narrative as not significantly different despite the low p-value reported in the table), Recreational Activities $F(3,376)=0.838$ (reported in the table as 1.838), $p=0.140$, and Dining Options $F(3,376)=1.031$, $p=0.379$. Despite these

variance considerations, the ANOVA results showed no significant differences in satisfaction across civil status groups, with Accommodation Quality $F(3,376)=1.207$ (also reported as $F=.207$ in the narrative), $p=0.307$; Transportation Services $F(3,376)=0.590$, $p=0.622$; Tour Guides $F(3,376)=0.520$, $p=0.669$; Recreational Activities $F(3,376)=0.774$, $p=0.509$; and Dining Options $F(3,376)=2.114$, $p=0.098$, all exceeding 0.05, leading to acceptance of the null hypothesis. This finding is supported by Muharto et al. (2022), who identified nature tourism, marine tourism, knowledge transfer, outbound activities, and culinary experience as central drivers of satisfaction regardless of civil status, and by Tiwari et al. (2021), who emphasized that local community and tourist satisfaction are shaped more by program design than by demographic status.

An independent samples t-test comparing satisfaction levels by sex (Male, $n=178$; Female, $n=202$) showed that Levene's Test indicated homogeneous variances for Accommodation Quality $F=1.018$, $p=0.314$; Tour Guides $F=1.627$, $p=0.203$; and Recreational Activities $F=2.375$, $p=0.124$, while variances were significantly different for Transportation Services $F=4.397$, $p=0.037$, and Dining Options $F=6.732$, $p=0.010$. The t-test results showed no significant differences between male and female respondents across all five satisfaction components, with Accommodation Quality $t(378)=-0.368$, $p=0.713$ (Male $M=3.51$, $SD=0.85$; Female $M=3.54$, $SD=0.88$); Transportation Services $t(377.57)=-0.524$, $p=0.601$ (Male $M=3.48$, $SD=0.77$; Female $M=3.52$, $SD=0.91$); Tour Guides $t(378)=-1.667$, $p=0.096$ (Male $M=3.36$, $SD=0.89$; Female $M=3.52$, $SD=0.94$); Recreational Activities $t(378)=-1.107$, $p=0.269$ (Male $M=3.42$, $SD=0.84$; Female $M=3.53$, $SD=0.93$); and Dining Options $t(377.653)=-1.070$, $p=0.285$ (Male $M=3.40$, $SD=0.85$; Female $M=3.50$, $SD=1.00$), all exceeding 0.05, leading to acceptance of the null hypothesis. This is consistent with Abolfazl et al. (2019), who evaluated tourist satisfaction and loyalty across demographic factors including gender, and with Alrwajfah et al. (2019) and Tiwari et al. (2021), who found that perceptions of tourism development satisfaction are shaped more by broader socio-demographic and contextual factors than by gender alone.

Finally, an independent samples t-test comparing satisfaction levels by nationality (Filipino, $n=152$; non-Filipino, $n=228$) showed homogeneity of variance for Accommodation Quality $F=0.069$, $p=0.792$; Transportation Services $F=0.000$, $p=0.989$; Recreational Activities $F=0.990$, $p=0.320$; and Dining Options $F=2.637$, $p=0.105$, while variances were significantly different for Tour Guides $F=7.613$, $p=0.006$. The t-test results showed no significant differences for Accommodation Quality $t(378)=1.038$, $p=0.300$ (Filipino $M=3.58$, $SD=0.86$; Non-Filipino $M=3.49$, $SD=0.86$); Tour Guides $t(289.437)=0.998$, $p=0.319$ (Filipino $M=3.50$, $SD=1.00$; Non-Filipino $M=3.40$, $SD=0.86$); Recreational Activities $t(378)=0.007$, $p=0.994$ (Filipino $M=3.48$, $SD=0.93$; Non-Filipino $M=3.48$, $SD=0.87$); and Dining Options $t(378)=0.924$, $p=0.356$ (Filipino $M=3.51$, $SD=0.99$; Non-Filipino $M=3.42$, $SD=0.89$). However, a statistically significant difference emerged for Transportation Services, $t(378)=2.041$, $p=0.042$ (Filipino $M=3.61$, $SD=0.81$; Non-Filipino $M=3.43$, $SD=0.86$), which falls below the 0.05 level of significance, resulting in the rejection of the null hypothesis for this specific satisfaction component. This indicates that Filipino respondents reported significantly higher satisfaction with transportation services than non-Filipino respondents, a finding that aligns with Furtado et al. (2022), who highlighted the role of nationality, alongside gender and travel experience, in shaping satisfaction, and with Shin et al. (2021), who emphasized the importance of accounting for travelers' cultural and demographic profiles when designing smart tourism and transportation technologies to maximize satisfaction and positive behavioral intentions.

Taken together, the findings of this chapter reveal that visitors engaging with the AGSUR Unlock the Landlocked Program, drawn largely from a predominantly female, non-Filipino, middle-aged, and moderately to highly educated population of 380 respondents, are

motivated primarily by a desire for relaxation, with an overall weighted mean of 3.80, followed closely by cultural interest at 3.77, adventure-seeking tendencies at 3.73, recommendation for peers at 3.65, perceived value of the program at 3.64, and personal preferences at 3.58, yielding an overall weighted mean of 3.69 across all motivational dimensions, all interpreted as agree. Correspondingly, visitor satisfaction across the different program components was generally favorable, with accommodation quality rated highest at 3.53, followed by transportation services at 3.50, recreational activities at 3.48, dining options at 3.46, and tour guides at 3.44, yielding an overall weighted mean of 3.48, also interpreted as agree, though tour guide performance emerged as a comparatively weaker component warranting targeted improvement. The inferential analyses further demonstrated that demographic variables such as age, income, educational attainment, and civil status did not produce statistically significant differences in either motivation or satisfaction, with all corresponding p values exceeding the 0.05 level of significance, thereby affirming that the appeal and perceived quality of the AGSUR program are broadly consistent across these demographic segments. The two notable exceptions, namely the significant difference in perceived value of the program by nationality, $t(378)=-2.279$, $p=0.023$, favoring non-Filipino respondents, and the significant difference in satisfaction with transportation services by nationality, $t(378)=2.041$, $p=0.042$, favoring Filipino respondents, indicate that nationality is the single demographic factor exerting a measurable influence on visitor experience within this study, pointing to a nuanced area where cultural and national background intersect with perceptions of value and service quality. These findings collectively contribute to the growing body of tourism and visitor experience literature by empirically demonstrating that experiential and psychological motivators, particularly relaxation and cultural engagement, outweigh purely demographic determinants in shaping both the decision to participate in community-based tourism programs and the resulting satisfaction with program components, thereby offering the AGSUR program actionable evidence to refine its cultural offerings, strengthen tour guide training, and tailor value communication and transportation services to the distinct expectations of its Filipino and non-Filipino visitor segments. These insights provide the empirical foundation upon which the subsequent chapter builds, presenting the summary of findings, conclusions, and recommendations derived from the results and discussion articulated in this chapter.

CONCLUSION

The study's findings, drawn from an examination of 380 respondents engaging with the AGSUR Unlock the Landlocked Program, offer a comprehensive understanding of visitor demographics, motivations, satisfaction levels, and the demographic factors that shape these experiences. Taken together, the results provide a solid empirical foundation from which meaningful conclusions and actionable recommendations can be drawn to guide the continued development of the program.

With respect to the demographic profile of respondents, the majority were between 38 and 47 years old, and were predominantly female, comprising more than half of the sample. Non-Filipino visitors outnumbered Filipino visitors, indicating that the program draws considerable interest from an international audience. In terms of monthly income, most respondents fell within the 10,000 to 30,000 bracket, while the largest share of respondents had attained a college degree. Regarding civil status, married individuals formed the largest group, closely followed by those who were annulled. Collectively, these demographic patterns suggest that the program appeals to a mature, largely international, and moderately

educated visitor base, insights that should inform how future programming and marketing strategies are tailored.

In examining the primary motivations and decision-making factors that drive visitors to engage with the program, cultural interest emerged as a particularly strong influence, with respondents most strongly agreeing that experiencing cultural activities significantly shaped their decision to participate. Adventure-seeking tendencies were likewise a notable motivator, as visitors expressed that the program's adventurous offerings appealed to their sense of exploration and excitement. The desire for relaxation and tranquility proved to be an especially compelling driver, registering the highest level of agreement among all motivational factors examined, which underscores the importance visitors place on the program as a means of escaping the stresses of daily life. Recommendations from trusted peers also played a meaningful role in shaping visitor decisions, as did the perceived value of the program in relation to the time and resources invested. Personal preferences, while still a relevant motivating factor, garnered comparatively lower agreement, suggesting that visitors are motivated more by shared cultural, adventurous, and relaxation-oriented experiences than by highly individualized considerations.

Turning to visitor satisfaction, the findings reveal that respondents were generally satisfied across all major components of the program, though to varying degrees. Accommodation quality received a favorable overall assessment, with visitors expressing general contentment regarding the standard of lodging provided, even as some elements, such as comfort and maintenance, were rated more neutrally. Transportation services were similarly well received, particularly in terms of meeting visitor expectations for quality, although the efficiency and reliability of these services registered somewhat lower levels of agreement. Tour guides were regarded as engaging and capable of enriching the visitor experience, although satisfaction in this area was comparatively more moderate than in others, with some aspects rated only neutrally. Recreational activities garnered positive feedback, especially regarding their variety and quality, while dining options, though generally well regarded, emerged as the component with the lowest overall satisfaction rating, particularly with respect to meeting specific dietary needs and preferences. These results collectively indicate that while the program succeeds in delivering a broadly satisfying experience, dining and certain aspects of tour guide services represent areas warranting particular attention for improvement.

The statistical analyses conducted to assess differences in motivation, decision-making, and satisfaction across demographic groups revealed a largely consistent pattern of results. Across nearly all combinations of demographic variables, including age, income, educational attainment, civil status, sex, and nationality, the analyses failed to reveal statistically significant differences in visitors' motivations or their satisfaction with program components, indicating that these experiences are broadly shared across diverse visitor profiles rather than being shaped primarily by demographic distinctions. Two notable exceptions emerged from this otherwise uniform pattern: nationality was found to significantly influence perceptions of the program's perceived value, with Filipino and non-Filipino visitors differing in this regard, and nationality also significantly influenced satisfaction with transportation services. These two findings suggest that while the overall visitor experience is largely consistent regardless of background, nationality specifically intersects with how visitors evaluate the program's value and the quality of its transportation offerings, a nuance that merits consideration in future program planning.

In light of these findings, several recommendations emerge as essential to strengthening the program moving forward. Foremost among these is the need to enhance dining experiences, given their identified impact on visitor satisfaction, through the incorporation of local culinary traditions, interactive cooking classes, and greater

attentiveness to diverse dietary needs. Closely related is the importance of improving service quality and consistency, particularly within dining and accommodation, through regular staff training focused on customer service, hygiene, and cultural sensitivity. The strategic use of technology to personalize visitor experiences, alongside the integration of educational elements related to local cuisine, culture, and conservation, can further enrich engagement and deepen visitors' connection to the program. Maintaining environmental comfort across recreational and cultural heritage sites, and ensuring that program offerings are responsive to the diversity of visitor profiles in terms of age, nationality, income, and educational background, are similarly vital to sustaining broad-based satisfaction. Given that relaxation and tranquility stand out as primary motivators, the cultivation of serene, minimally disrupted natural environments and dedicated relaxation-focused offerings should remain a priority. Because positive word-of-mouth significantly influences prospective visitors' decisions, the program stands to benefit from consistently delivering memorable experiences and maintaining an engaging social media presence, supported by the systematic collection and analysis of visitor feedback through surveys and digital platforms to guide continuous improvement. Upholding recognized operational standards, such as Clean, Health, Safety, and Environment certification, further reinforces visitor confidence and satisfaction, while diversifying recreational offerings, including adventure sports, cultural tours, and wellness programs, can accommodate an even broader range of visitor interests. Finally, ensuring that all components of the program, particularly transportation and accommodation, remain accessible and convenient for all visitors, including those with disabilities, is essential to fostering an inclusive and equitable visitor experience.

Taken as a whole, these findings and recommendations point toward a program that, despite already achieving generally favorable levels of visitor motivation and satisfaction, possesses clear opportunities for refinement, particularly in dining, service consistency, and nationality-sensitive aspects of value perception and transportation quality. By addressing these areas through the equity-conscious, ecologically sustainable, and economically sustainable strategies outlined, the AGSUR Unlock the Landlocked Program can strengthen its capacity to deliver enriching, inclusive, and memorable experiences that resonate with its diverse visitor base while supporting the long-term viability of the destination and the communities it serves.

REFERENCES

- , A. (2024). Revolutionizing sports excellence through machine learning. *International Journal for Multidisciplinary Research*, 6(2). <https://doi.org/10.36948/ijfmr.2024.v06i02.16581>
- Abolfazl, G., Naghizadeh, R., & Omrani, N. (2019). Tourists' satisfaction and loyalty to tourism product of Ardabil City: Emphasizing on demographic and social characteristics. *Athens Journal of Tourism*, 6(1), 39–56. <https://doi.org/10.30958/ajt.6-1-3>
- Adesunloye, D., & Arowosafe, F. (2022). Evaluation of tourists satisfaction with ecotourism services in six ecotourism destination in South West, Nigeria. *Journal of Applied Sciences and Environmental Management*, 26(12), 2005–2013. <https://doi.org/10.4314/jasem.v26i12.14>

Akande, V., Ruiter, R., & Kremers, S. (2019). Exploring Nunavut public health system's readiness to implement obesity prevention policies and programs in the Canadian Arctic. *BioMed Research International*, 2019, 1–7. <https://doi.org/10.1155/2019/1584956>

Akay, B. (2022). The relationship between tourism development, satisfaction, support to tourism and tourism entrepreneurship in emerging tourism destination: Residents' perspective. *Journal of Tourism Management Research*, 9(1), 64–81. <https://doi.org/10.18488/31.v9i1.3078>

Albinali, A. (2023). The next generation of open data platform (ODP+): Use case of Qatar. *Transforming Government: People, Process and Policy*, 18(2), 177–192. <https://doi.org/10.1108/tg-04-2023-0042>

ALmasoodi, M., & Rahman, S. (2023). International tourists' satisfaction with tour guide's service quality at Babylon archaeological site. *International Journal of Sustainable Development and Planning*, 18(1), 17–28. <https://doi.org/10.18280/ijstdp.180102>

Alrwajfah, M., Almeida-García, F., & Cortés-Macías, R. (2019). Residents' perceptions and satisfaction toward tourism development: A case study of Petra region, Jordan. *Sustainability*, 11(7), 1907. <https://doi.org/10.3390/su11071907>

Alzboun, N. (2023). Towards recreational travel modelling in non-western countries: An empirical study using a structural equation modeling approach. *Uncertain Supply Chain Management*, 11(4), 1831–1842. <https://doi.org/10.5267/j.uscm.2023.6.008>

Amrullah, A. (2024). Untitled. *Jurnal Ilmiah Pariwisata*, 29(1), 15. <https://doi.org/10.30647/jip.v29i1.1782>

Anđelković, Ž., Kovačić, S., Bratić, M., Vujičić, M., Stankov, U., Pavluković, V., ... & Vučković, S. (2022). Museum tour guide performance: A visitor perspective. *Sustainability*, 14(16), 10269. <https://doi.org/10.3390/su141610269>

Anis, A., & Salameh, A. (2021). Role of travel and tourism sector in the attainment of Vision 2030 in Saudi Arabia: An analytical study. *Problems and Perspectives in Management*, 19(2), 276–290. [https://doi.org/10.21511/ppm.19\(2\).2021.23](https://doi.org/10.21511/ppm.19(2).2021.23)

Arenas-Escaso, J. (2024). Internet interventions and therapies for addressing the negative impact of digital overuse: A focus on digital free tourism and economic sustainability. *BMC Public Health*, 24(1). <https://doi.org/10.1186/s12889-023-17584-6>

Asmelash, A., & Kumar, S. (2019). The structural relationship between tourist satisfaction and sustainable heritage tourism development in Tigray, Ethiopia. *Heliyon*, 5(3), e01335. <https://doi.org/10.1016/j.heliyon.2019.e01335>

Bacsi, Z., & Szanati, A. (2021). Influence of national culture and environmental awareness on the demand for domestic camping tourism – a cross-country analysis among European countries. *Geografický Časopis - Geographical Journal*, 73(2), 143–160. <https://doi.org/10.31577/geogrcas.2021.73.2.08>

Beckett, R., Isaacs, A., Montagano, K., Sheehan, A., Ramsey, D., & Sprunger, T. (2020). Perceived value of teaching and learning curriculum programs among pharmacy practice department chairs. *American Journal of Pharmaceutical Education*, 84(12), 7981. <https://doi.org/10.5688/ajpe7981>

Bixler, R. (2024). Conclusions are just a start: A conceptual basis for conclusions as the strategic component in interpretive presentations with a typology of designs. *Journal of Interpretation Research*, 29(1), 26–38. <https://doi.org/10.1177/10925872241247711>

Blye, C., Hvenegaard, G., & Halpenny, E. (2023). Are we creatures of logic or emotions? Investigating the role of attitudes, worldviews, emotions, and knowledge gain from environmental interpretation on behavioural intentions of park visitors. *Journal of Outdoor Recreation Education and Leadership*. <https://doi.org/10.18666/jorel-2022-11654>

Buning, R., & Lulla, V. (2020). Visitor bikeshare usage: Tracking visitor spatiotemporal behavior using big data. *Journal of Sustainable Tourism*, 29(4), 711–731. <https://doi.org/10.1080/09669582.2020.1825456>

Burns, G., & Haraldsdóttir, L. (2019). Hydropower and tourism in Iceland: Visitor and operator perspectives on preferred use of natural areas. *Journal of Outdoor Recreation and Tourism*, 25, 91–101. <https://doi.org/10.1016/j.jort.2018.09.003>

Cappa, F., Rosso, F., & Capaldo, A. (2020). Visitor-sensing: Involving the crowd in cultural heritage organizations. *Sustainability*, 12(4), 1445. <https://doi.org/10.3390/su12041445>

Cardoso, P., & Diniz, A. (2021). Evaluation of a city brand and its influence on tourist satisfaction. *Applied Tourism*, 7(1), 01–08. <https://doi.org/10.14210/at.v7n1.p01-08>

Chandra, C. (2023). Sport tourism quality and its influence on visitor satisfaction and revisit intention: An empirical study of Mandalika MotoGP. *Jurnal Pariwisata Pesona*, 8(2), 186–194. <https://doi.org/10.26905/jpp.v8i2.10366>

Chen, C., Knep, E., Han, A., Ebitz, R., & Grissom, N. (2021). Sex differences in learning from exploration. *eLife*, 10. <https://doi.org/10.7554/elife.69748>

Chen, G. (2023). Academic administrators' decision making and teacher empowerment towards developing organizational leaders. *Journal of Education and Educational Research*, 2(1), 17–20. <https://doi.org/10.54097/jeer.v2i1.5127>

Chen, J. (2024). Beyond words. *M/C Journal*, 27(2). <https://doi.org/10.5204/mcj.3033>

Chen, Y. (2021). To create the value of indigenous tourism in multicultural market based on tourists' cultural experience. *Asia Pacific Journal of Marketing and Logistics*, 34(9), 1905–1921. <https://doi.org/10.1108/apjml-01-2021-0036>

Chi, X., Lee, S., Ahn, Y., & Kiatkawsin, K. (2020). Tourist-perceived quality and loyalty intentions towards rural tourism in China. *Sustainability*, 12(9), 3614. <https://doi.org/10.3390/su12093614>

Choi, A., Berridge, G., & Chulwon, K. (2020). The urban museum as a creative tourism attraction: London Museum Lates visitor motivation. *Sustainability*, 12(22), 9382. <https://doi.org/10.3390/su12229382>

Cornet, Y., Lugano, G., Georgouli, C., & Milakis, D. (2021). Worthwhile travel time: A conceptual framework of the perceived value of enjoyment, productivity and fitness while travelling. *Transport Reviews*, 42(5), 580–603. <https://doi.org/10.1080/01441647.2021.1983067>

Cox, J., Minerva, A., Fleming, W., Zimmerman, C., Hayes, C., Zorowitz, S., ... & Witten, I. (2022). A neural substrate of sex-dependent modulation of motivation by value. <https://doi.org/10.1101/2022.07.07.499209>

Cruz, M., Cruz, J., Greifemberg, C., & Zaragoza, M. (2021). Strategies to improve the quality and competitiveness of coastal tourism areas. *Journal of Tourism Analysis Revista De Análisis Turístico (JTA)*, 25(1). <https://doi.org/10.53596/jta.v25i1.338>

Curtis, S., Martin, H., DiNella, M., Lavalley, B., Chartrand, C., McLeod, L., ... & Komenda, P. (2021). Kidney check point-of-care testing—furthering patient engagement and patient-centered care in Canada’s rural and remote Indigenous communities: Program report. *Canadian Journal of Kidney Health and Disease*, 8, 205435812110037. <https://doi.org/10.1177/20543581211003744>

Dantis, J. (2024). Work-related stressors and coping strategies of nurses in a selected tertiary hospital in a city in the Philippines. *European Modern Studies Journal*, 8(1), 77–100. [https://doi.org/10.59573/emsj.8\(1\).2024.9](https://doi.org/10.59573/emsj.8(1).2024.9)

Dillon, P., Kedia, S., Isehunwa, O., & Sharma, M. (2020). Motivations for treatment engagement in a residential substance use disorder treatment program: A qualitative study. *Substance Abuse Research and Treatment*, 14, 117822182094068. <https://doi.org/10.1177/1178221820940682>

Dlamini, M. (2022). Key success factors in managing customer satisfaction with the quality of services delivered: A case of Kruger National Park. *International Journal of Applied Science and Research*, 05(06), 87–97. <https://doi.org/10.56293/ijasr.2022.5457>

Dobre, C., Preda, G., Milovan, A., Naghi, R., & Prada, S. (2021). The perceived value of higher education and university competitiveness - the Rubik Cube metaphor. *Review of Innovation and Competitiveness*, 7(1), 33–59. <https://doi.org/10.32728/ric.2021.71/2>

Dolan, H., Alden, D., Friend, J., Lee, P., Lee, Y., Ng, C., ... & Trevena, L. (2019). Culture, self, and medical decision making in Australia and China: A structural model analysis. *MDM Policy & Practice*, 4(2), 238146831987101. <https://doi.org/10.1177/2381468319871018>

El-Manhaly, S. (2024). An investigation of tourism service quality factors influencing the satisfaction of Egyptian tourists. *The International Journal of Tourism and Hospitality Studies*, 7(1), 91–113. <https://doi.org/10.21608/ijthsx.2024.287922.1091>

Ferguson, M., Giles, G., Ferguson, L., Barcelona, R., Evensen, D., Barrows, C., ... & Leberman, M. (2022). Seeing the forest for the trees: A social-ecological systems approach to

managing outdoor recreation visitation in parks and protected areas. *Journal of Outdoor Recreation and Tourism*, 38, 100473. <https://doi.org/10.1016/j.jort.2021.100473>

Flacandji, M., Ducros, J., & Ieva, M. (2023). Redesigning loyalty marketing for a better world: The impact of green loyalty programs on perceived value. *Journal of Service Theory and Practice*, 33(4), 465–487. <https://doi.org/10.1108/jstp-07-2022-0145>

Flowers, V. (2023). Snap decisions: Assessing participation and data quality in a citizen science program using repeat photography. *Citizen Science: Theory and Practice*, 8(1), 62. <https://doi.org/10.5334/cstp.558>

Furtado, A., Ramos, R., Maia, B., & Costa, J. (2022). Predictors of hotel clients' satisfaction in the Cape Verde Islands. *Sustainability*, 14(5), 2677. <https://doi.org/10.3390/su14052677>

Gani, A., Johari, M., Abdullah, N., Hasim, A., & Sharif, M. (2023). Perceived values of edu-tourism and tourists' satisfaction: A case study on Madrasah Pengajian Ilmu Wahyu, Melaka. *International Journal of Academic Research in Business and Social Sciences*, 13(5). <https://doi.org/10.6007/ijarbss/v13-i5/17011>

Godinez, A., & Fernández, E. (2019). What is the zoo experience? How zoos impact a visitor's behaviors, perceptions, and conservation efforts. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.01746>

Greenwell, P., Riley, L., Figueiredo, R., Brereton, J., Mooney, A., & Rose, P. (2023). The societal value of the modern zoo: A commentary on how zoos can positively impact on human populations locally and globally. *Journal of Zoological and Botanical Gardens*, 4(1), 53–69. <https://doi.org/10.3390/jzbg4010006>

Hariyono, S. (2023). Overview of the implementation of CHSE certification in hotel services in the Yogyakarta specila region of Indonesia. *International Journal of Innovative Technologies in Social Science*, (1(37)). https://doi.org/10.31435/rsglobal_ijitss/30032023/7950

Henström, M., Duncanson, K., Collins, C., Ashton, L., Davidson, E., & Ball, R. (2022). Online reach and engagement of a child nutrition peer-education program (PICNIC): Insights from social media and web analytics. *BMC Public Health*, 22(1). <https://doi.org/10.1186/s12889-022-13252-3>

Hermanto, B., SURYANTO, S., & TAHIR, R. (2023). Exploring the drivers of tourists' revisit intention: Does digital payment adoption and tour guide performance matters? *GeoJournal of Tourism and Geosites*, 46(1), 124–134. <https://doi.org/10.30892/gtg.46114-1008>

Hidayat, I. (2024). Memorable tourism experience of heritage-local food on tourist behavior: Mediating role of destination image and satisfaction. *Asian Management and Business Review*, 153–172. <https://doi.org/10.20885/ambr.vol4.iss1.art10>

Huerta, J., Figuracion, M., Vazquez-Cortes, A., Hanna, R., Hernandez, A., Benitez, S., ... & Marriott, L. (2022). Interprofessional near-peer mentoring teams enhance cancer research

training: Sustainable approaches for biomedical workforce development of historically underrepresented students. *The Journal of STEM Outreach*, 5(2). <https://doi.org/10.15695/jstem/v5i2.10>

Hvenegaard, G. (2023). Effects of COVID-19 on visitor intentions to attend personal interpretation programs in the provincial parks of Alberta, Canada. *Journal of Interpretation Research*, 29(1), 10–25. <https://doi.org/10.1177/10925872231217489>

Irsal, I., Siahaan, N., Hadinugroho, D L., & Harisdani, D D. (2020, April 1). Model arrangement of the Meat Village as an alternative tourism destination of Toba Lake. *IOP Publishing*, 452(1), 012035–012035. <https://doi.org/10.1088/1755-1315/452/1/012035>

Irum, U., Bajwa, R., & Khawar, R. (2020). Motivation and decision-making styles at work: A comparison of public private sector managerial positions. *Review of Education Administration and Law*, 3(1), 77–89. <https://doi.org/10.47067/real.v3i1.23>

Istighfarah, A. (2024). Interpretasi ekowisata oleh pemandu wisata di kawasan pariwisata Ubud. *Simbiosis Journal of Biological Sciences*, 42–51. <https://doi.org/10.24843/jsimbiosis.2024.v12.i01.p05>

Jia, Y., Li, R., Li, A., Sun, F., & Yeh, R. (2022). Rural tourism development between community involvement and residents' life satisfaction: Tourism Agenda 2030. *Tourism Review*, 78(2), 561–579. <https://doi.org/10.1108/tr-02-2022-0097>

Juma, L., Bakos, I., & Khademi-Vidra, A. (2020). Nature interpretation and visitor management objectives: A survey of tourist attitudes at Maasai Mara National Reserve, Kenya. *Sustainability*, 12(18), 7246. <https://doi.org/10.3390/su12187246>

Kaiser, K., Lench, H., & Levine, L. (2022). Medical residency match applicants undervalue factors that predict stress and burnout. *Medical Education Online*, 27(1). <https://doi.org/10.1080/10872981.2022.2109243>

Kang, J., & Song, Y. (2021). A study on the relationship between mental well-being and cultural tourism guides based on the interview methodology. *International Journal of Environmental Research and Public Health*, 18(24), 13054. <https://doi.org/10.3390/ijerph182413054>

Kantorová, K., Mlázovský, M., & Ondřej, S. (2023). Customer loyalty in spa tourism: A case study. *International Conference on Tourism Research*, 6(1), 123–130. <https://doi.org/10.34190/ictr.6.1.1213>

Kc, B., & Leung, X. (2021). Geocaching in Texas state parks: A technology readiness analysis. *Journal of Hospitality and Tourism Technology*, 13(1), 182–194. <https://doi.org/10.1108/jhtt-09-2020-0240>

Kim, M., & Zhang, J. (2019). Structural relationship between market demand and member commitment associated with the marketing of martial arts programs. *International Journal of Sports Marketing and Sponsorship*, 20(3), 516–537. <https://doi.org/10.1108/ijsms-05-2016-0019>

Kim, M., Knotts, T., & Albers, N. (2021). The role of motivation in online professional learning strategies. *Administrative Issues Journal: Education, Practice, and Research*, 11(1). <https://doi.org/10.5929/2021.11.1.3>

Kim, S., Baek, W., Byon, K., & Ju, S. (2020). Creating shared value and fan loyalty in the Korean professional volleyball team. *Sustainability*, 12(18), 7625. <https://doi.org/10.3390/su12187625>

Kim, S., You, S., Lee, M., & Park, E. (2019). Consumer innovativeness and consumption behavior of new sauce products for the Japanese consumer. *Korean Journal of Community Nutrition*, 24(5), 374. <https://doi.org/10.5720/kjcn.2019.24.5.374>

Komatsu, A. (2023). Decision-making involvement and onset of cognitive impairment in community-dwelling older care recipients: A 2-year longitudinal study. *Psychogeriatrics*, 24(2), 195–203. <https://doi.org/10.1111/psyg.13061>

Koon, W., Brander, R., Alonzo, D., & Peden, A. (2022). Lessons learned from co-designing a high school beach safety education program with lifeguards and students. *Health Promotion Journal of Australia*, 34(1), 222–231. <https://doi.org/10.1002/hpja.664>

Kul, E. (2024). The role of tour guide competency in the cultural tour experience: The case of Cappadocia. *International Hospitality Review*. <https://doi.org/10.1108/ihr-04-2023-0021>

Kumraksa, P. (2024). Museum management factors affecting Generation Y visitors' decision-making to visit museums. *Pertanika Journal of Social Sciences and Humanities*, 32(1), 255–278. <https://doi.org/10.47836/pjssh.32.1.12>

Lall, P., Dutta, O., Tan, W., Patinadan, P., Kang, N., Low, C., ... & Ho, A. (2021). "I decide myself"- a qualitative exploration of end of life decision making processes of patients and caregivers through advance care planning. *PLOS ONE*, 16(6), e0252598. <https://doi.org/10.1371/journal.pone.0252598>

Learmonth, M., Chiew, S., Godinez, A., & Fernández, E. (2021). Animal-visitor interactions and the visitor experience: Visitor behaviors, attitudes, perceptions, and learning in the modern zoo. *Animal Behavior and Cognition*, 8(4), 632–649. <https://doi.org/10.26451/abc.08.04.13.2021>

Lee, P., Koo, C., & Chung, N. (2019). The threats of North Korea's missile and visitors' international conference choice behavior. *Sustainability*, 11(18), 5097. <https://doi.org/10.3390/su11185097>

Li, J., & Cao, B. (2022). Study on tourism consumer behavior and countermeasures based on big data. *Computational Intelligence and Neuroscience*, 2022, 1–12. <https://doi.org/10.1155/2022/6120511>

Li, Y., Song, H., & Guo, R. (2021). A study on the causal process of virtual reality tourism and its attributes in terms of their effects on subjective well-being during COVID-19. *International Journal of Environmental Research and Public Health*, 18(3), 1019. <https://doi.org/10.3390/ijerph18031019>

- Lies, T. (2024). Attributing extreme weather to climate change: State park employees as institutional actors. *Analyses of Social Issues and Public Policy*. <https://doi.org/10.1111/asap.12400>
- Limberger, P., Pereira, L., & Pereira, T. (2021). The impact of customer involvement in airline loyalty programs: A multigroup analysis. *Tourism & Management Studies*, 17(3), 37–49. <https://doi.org/10.18089/tms.2021.170303>
- Liu, Y. (2023). Patient satisfaction with humanistic nursing in Chinese secondary and tertiary public hospitals: A cross-sectional survey. *Frontiers in Public Health*, 11. <https://doi.org/10.3389/fpubh.2023.1163351>
- Long, P., & Nuckolls, J. (2014, November 11). Organising resources for rural tourism development: The importance of leadership, planning and technical assistance. <https://www.tandfonline.com/doi/abs/10.1080/02508281.1994.11014705>
- Luo, J. (2024). Construction of satisfaction evaluation system for greenway environmental recreation function in tourist attractions based on matrix modeling. *Applied Mathematics and Nonlinear Sciences*, 9(1). <https://doi.org/10.2478/amns-2024-0259>
- Mahmudin, T. (2024). Strategic management of tourist services: Implications for business performance and customer satisfaction in Komodo National Park. *International Journal of Business Law and Education*, 5(2), 1678–1685. <https://doi.org/10.56442/ijble.v5i2.677>
- Mai, V. (2023). The impact of listening on tourist satisfaction and trust in tour guides. *Journal of Law and Sustainable Development*, 11(12), e1602. <https://doi.org/10.55908/sdgs.v11i12.1602>
- Maidullah, S. (2024). Pro-environmental behavior of visitors to national parks in India: Role of recreation involvement and environmental activism. *Journal of Park and Recreation Administration*. <https://doi.org/10.18666/jpra-2024-12115>
- Majewski, K. (2019). Does college experience matter? A national study understanding graduates' job satisfaction. <https://doi.org/10.3102/1439764>
- Martín, J., & Bustamante-Sánchez, N. (2019). A cultural analysis of the secondary housing tourism in Vilcabamba, Ecuador. *International Journal of Housing Markets and Analysis*, 12(4), 604–625. <https://doi.org/10.1108/ijhma-05-2018-0028>
- Maubisson, L., & Riviere, A. (2020). More value for more satisfaction? The moderating role of the consumer's accumulation of experience. *Recherche et Applications en Marketing (English Edition)*, 36(1), 5–43. <https://doi.org/10.1177/2051570720975589>
- Mayasari, L., Akbar, M., & Sari, E. (2019). The effect of organizational culture and communication in decision making by school principals. *International E-Journal of Educational Studies*, 4(7), 122–132. <https://doi.org/10.31458/iejes.615719>

Mayer, T., Koehler, A., Eyssel, J., & Nieder, T. (2019). How gender identity and treatment progress impact decision-making, psychotherapy and aftercare desires of trans persons. *Journal of Clinical Medicine*, 8(5), 749. <https://doi.org/10.3390/jcm8050749>

McIsaac, J., Smith, M., Turner, J., McLean, C., & Harkins, M. (2022). The perceived value of a universal early learning program: A parent perspective. *Journal of Child and Family Studies*, 32(4), 977–988. <https://doi.org/10.1007/s10826-021-02214-9>

Mingoia, J., Jabin, S., Hilditch, C., Webb, S., & Mellish, S. (2020). Special abstract supplement, PhD electronic poster evening, School of Psychology, Social Work and Social Policy, University of South Australia. *Eat Sleep Work*, 1(1), 84–90. <https://doi.org/10.21913/jdrssesw.v1i1.1109>

Muharto, M., Ulidam, N., & Jauhar, N. (2022). The management model of sustainable volunteer tourism. *Jurnal Minds Manajemen Ide Dan Inspirasi*, 9(2), 253–270. <https://doi.org/10.24252/minds.v9i2.29540>

Muryani, C., Santoso, S I., & Utomowati, R. (2018, April 1). Potential analysis and development of reservoir water for ecotourism at Gajah Mungkur Wonogiri. IOP Publishing, 145, 012016–012016. <https://doi.org/10.1088/1755-1315/145/1/012016>

Neill, L., Taylor, A., & Hemmington, N. (2021). Waiter, there's a fly in my coffee! *Hospitality Insights*, 5(2), 9–12. <https://doi.org/10.24135/hi.v5i2.114>

Nguyen, B. (2020). Young people's decision making involvement and educational attainment. *Children & Society*, 35(1), 125–143. <https://doi.org/10.1111/chso.12407>

Nurhilalia, N. (2024). The impact of consumer behavior on consumer loyalty. *Golden Ratio of Mapping Idea and Literature Format*, 4(2), 140–153. <https://doi.org/10.52970/grmilf.v4i2.357>

Nwachukwu, A., Gladys, N., & Chikezie, O. (2019). Tourists' satisfaction with public transport services in Lagos, Nigeria. *AUC Geographica*, 54(1), 67–80. <https://doi.org/10.14712/23361980.2019.7>

Ofosu-Boateng, I., & Acquaye, P. (2020). Effects of service quality and customer satisfaction on customers' loyalty in the hospitality industry of Ghana. *European Journal of Business Management and Research*, 5(5). <https://doi.org/10.24018/ejbmr.2020.5.5.538>

O'Rourke, H. (2023). Addressing loneliness among people living with dementia: The key features of personal contact interventions. *Alzheimer S & Dementia*, 19(S5). <https://doi.org/10.1002/alz.060013>

Pai, C., Lee, T., & Kang, S. (2021). Examining the role of service quality, perceived values, and trust in Macau food festival. *International Journal of Environmental Research and Public Health*, 18(17), 9214. <https://doi.org/10.3390/ijerph18179214>

- Peković, S. (2021). Green pull motives and overall tourist satisfaction: A macro- and micro-levels analysis. *International Journal of Contemporary Hospitality Management*, 33(4), 1368–1390. <https://doi.org/10.1108/ijchm-06-2020-0609>
- Perski, O., Watson, N., Mull, K., & Bricker, J. (2021). Identifying content-based engagement patterns in a smoking cessation website and associations with user characteristics and cessation outcomes: A sequence and cluster analysis. *Nicotine & Tobacco Research*, 23(7), 1103–1112. <https://doi.org/10.1093/ntr/ntab008>
- Podovac, M., Milićević, S., & Đorđević, N. (2020). Residents' satisfaction towards tourism events: A study of music festival Lovefest, Vrnjačka Banja. *Ekonomija Teorija I Praksa*, 13(4), 57–76. <https://doi.org/10.5937/etp2004057p>
- Ponsignon, F., & Derbaix, M. (2020). The impact of interactive technologies on the social experience: An empirical study in a cultural tourism context. *Tourism Management Perspectives*, 35, 100723. <https://doi.org/10.1016/j.tmp.2020.100723>
- Predmore, Z., Röth, E., Breslau, J., Fischer, S., & Uscher-Pines, L. (2021). Assessment of patient preferences for telehealth in post-COVID-19 pandemic health care. *JAMA Network Open*, 4(12), e2136405. <https://doi.org/10.1001/jamanetworkopen.2021.36405>
- Qiao, C., & Mao, Y. (2021). Do city honors increase tourism economic growth? A quasi-natural experimental research study based on “civilized city” selection in China. *Sustainability*, 13(22), 12545. <https://doi.org/10.3390/su132212545>
- Rptiono, S., Wibawanto, S., Raharjo, N., Susanto, R., Syaputri, H., & Bariyah, B. (2023). Tourism revisit and recommendation intention on heritage destination: The role of memorable tourism experiences. *Journal of International Conference Proceedings*, 6(1), 201–210. <https://doi.org/10.32535/jicp.v6i1.2244>
- Ruiz-Molina, M., Saura, I., Berenguer-Contrí, G., & Auch, C. (2019). Determinants of behavioral intentions towards a professional certification scheme at European level. *European Journal of Training and Development*, 43(7/8), 719–735. <https://doi.org/10.1108/ejtd-01-2019-0001>
- Ruslinawati, N., & Prasetya, S. (2021). Influence of organizational culture, leadership and decision making on employee performance at the Ministry of Defense of the Republic of Indonesia. *The Management Journal of Binaniaga*, 6(1), 41. <https://doi.org/10.33062/mjb.v6i1.385>
- Saba, F. (2023). Employee empowerment and tourism sector employment around the world. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4568797>
- Saha, P., Nath, A., Kwiatkowski, G., & Oklevik, O. (2021). In search of optimum stimulation at sport events. *Journal of Sport & Tourism*, 25(2), 83–103. <https://doi.org/10.1080/14775085.2021.1877565>
- Sahak, S., Sheriff, N., Udari, Z., Ramlan, N., & Mohamad, M. (2020). Measuring future sponsors' perceived value on trust school program. *International Journal of Academic Research in Business and Social Sciences*, 10(4). <https://doi.org/10.6007/ijarbss/v10-i4/7158>

Saiyed, S., Hopper, L., & Cronin, K. (2019). Evaluating the behavior and temperament of African penguins in a non-contact animal encounter program. *Animals*, 9(6), 326. <https://doi.org/10.3390/ani9060326>

Sanchez, C., Taylor, M., & Jones, R. (2022). Visitor behaviors can influence the risk of patient harm: An analysis of patient safety reports from 92 hospitals. *Patient Safety*, 70–79. <https://doi.org/10.33940/data/2022.6.7>

Sánchez-Casado, N., Artal-Tur, A., & Tomaseti-Solano, E. (2019). Social media, customers' experience, and hotel loyalty programs. *Tourism Analysis*, 24(1), 27–41. <https://doi.org/10.3727/108354219x15458295631918>

Sawalha, A., & Coit, P. (2019). Evaluating the perception among rheumatologists of maintenance of board certification in the US. *Arthritis Care & Research*, 71(3), 337–342. <https://doi.org/10.1002/acr.23823>

Selem, K., Sinha, R., Khalid, R., Raza, M., & Islam, S. (2023). Trade-off between future travel avoidance and self-protectiveness post-COVID-19: The roles of adventurousness and safety-seeking tendency. *Journal of Hospitality and Tourism Insights*, 7(1), 227–248. <https://doi.org/10.1108/jhti-09-2022-0432>

Seo, Y., & Um, K. (2022). The role of service quality in fostering different types of perceived value for student blended learning satisfaction. *Journal of Computing in Higher Education*, 35(3), 521–549. <https://doi.org/10.1007/s12528-022-09336-z>

Shepherd, V. (2022). (Re)conceptualising ‘good’ proxy decision-making for research: The implications for proxy consent decision quality. *BMC Medical Ethics*, 23(1). <https://doi.org/10.1186/s12910-022-00809-5>

Shi, W., Luo, M., Jin, M., Cheng, S., & Li, K. (2019). Urban–rural income disparity and inbound tourism: Spatial evidence from China. *Tourism Economics*, 26(7), 1231–1247. <https://doi.org/10.1177/1354816619872035>

Shimamoto, K. (2019). Satisfaction of domestic leisure travel based on age range: Case of Japan. *International Review of Management and Marketing*, 9(4), 7–12. <https://doi.org/10.32479/irmm.7992>

Sidorchuk, R., Lukina, A., Markin, I., Korobkov, S., Ivashkova, N., Mkhitarian, S., ... & Скоробогатых, И. (2020). Influence of passenger flow at the station entrances on passenger satisfaction amid COVID-19. *Journal of Open Innovation Technology Market and Complexity*, 6(4), 150. <https://doi.org/10.3390/joitmc6040150>

Sinclair, C., Gersbach, K., Hogan, M., Blake, M., Bucks, R., Auret, K., ... & Kurrle, S. (2019). “A real bucket of worms”: Views of people living with dementia and family members on supported decision-making. *Journal of Bioethical Inquiry*, 16(4), 587–608. <https://doi.org/10.1007/s11673-019-09945-x>

- Soyer, F., Tolukan, E., & Dugenci, A. (2019). Investigation of the relationship between leisure satisfaction and smartphone addiction of university students. *Asian Journal of Education and Training*, 5(1), 229–235. <https://doi.org/10.20448/journal.522.2019.51.229.235>
- Stasiukynas, A., Smalskys, V., Survila, A., Yermachenko, V., & Гавкалова, H. (2020). Civil participation in decision-making on waste management at the local authorities level. *Problems and Perspectives in Management*, 18(1), 438–448. [https://doi.org/10.21511/ppm.18\(1\).2020.38](https://doi.org/10.21511/ppm.18(1).2020.38)
- Štumpf, P., Janeček, P., & Vojtko, V. (2022). Is visitor satisfaction high enough? A case of rural tourism destination, South Bohemia. *European Countryside*, 14(2), 346–362. <https://doi.org/10.2478/euco-2022-0017>
- Sunardi, S., Roedjinandari, N., & Estikowati, E. (2021). Sustainable tourism model in the new normal era. *Linguistics and Culture Review*, 5(S3), 1510–1517. <https://doi.org/10.21744/lingcure.v5ns3.1756>
- Sürücü, L., & SAĞBAŞ, M. (2021). The impact of leadership styles on job satisfaction: A study of the hospitality industry. *Yönetim Bilimleri Dergisi*, 19(40), 323–346. <https://doi.org/10.35408/comuybd.787432>
- Thaver, B., & Desky, H. (2022). Analysis of tourist satisfaction with halal tourism in Aceh. *Indonesian Journal of Halal Research*, 4(1), 1–8. <https://doi.org/10.15575/ijhar.v4i1.14479>
- Tiwari, S., Tomczewska-Popowycz, N., Gupta, S., & Swart, M. (2021). Local community satisfaction toward tourism development in Pushkar region of Rajasthan, India. *Sustainability*, 13(23), 13468. <https://doi.org/10.3390/su132313468>
- Tsourgianis, L., & Valsamidis, S. (2019). Digital marketing in tourism: Why Greek tourists use digital marketing applications like Airbnb. *International Journal of Culture Tourism and Hospitality Research*, 13(4), 473–486. <https://doi.org/10.1108/ijcthr-03-2019-0043>
- Vatsa, V., Agarwal, B., & Gupta, R. (2023). Unlocking the potential of loyalty programs in reference to customer experience with digital wallets. *Innovative Marketing*, 19(1), 233–243. [https://doi.org/10.21511/im.19\(1\).2023.20](https://doi.org/10.21511/im.19(1).2023.20)
- Vojtko, V., Štumpf, P., Rašovská, I., McGrath, R., & Ryglová, K. (2020). Removing uncontrollable factors in benchmarking tourism destination satisfaction. *Journal of Travel Research*, 61(1), 136–149. <https://doi.org/10.1177/0047287520971047>
- Wambura, G., Jan, D., & Maceci, N. (2022). Residents' perception of the impacts of tourism and satisfaction: Evidence from Zanzibar. *Journal of the Geographical Association of Tanzania*, 42(2), 104–118. <https://doi.org/10.56279/jgat.v42i2.183>
- Watkins, P., Hill, A., Thaver, I., & Burton, E. (2021). Staying strong together: Older people engaging in resistance training with a peer. *Journal of Aging and Physical Activity*, 29(5), 807–813. <https://doi.org/10.1123/japa.2020-0211>

Wingenbach, G. (2024). Factors influencing students' decisions to engage in international education opportunities post-COVID. *NACTA Journal*, 68(1). <https://doi.org/10.56103/nactaj.v68i1.164>

Xia, L. (2024). Relationships between motivation, service quality, tourist satisfaction, quality of life, and spa and wellness tourism. *International Journal of Tourism Research*, 26(1). <https://doi.org/10.1002/jtr.2624>

Xu, C. (2021). Research on the tourism decision-making mechanism: A case study of American outbound tourism. *Informing Science: The International Journal of an Emerging Transdiscipline*, 24, 129–147. <https://doi.org/10.28945/4878>

Xu, X., & Hu, Z. (2022). Effect of introducing virtual community and community group buying on customer's perceived value and loyalty behavior: A convenience store-based perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.989463>

Yang, M., Asano, K., Kim, N., & Yoon, J. (2020). Dietary characteristics and needs for community kitchens among young adults of single-person households in Seoul according to the cooking attitude. *Korean Journal of Community Nutrition*, 25(3), 204. <https://doi.org/10.5720/kjcn.2020.25.3.204>

Yilma, B. (2023). The elements of visual art recommendation: Learning latent semantic representations of paintings. <https://doi.org/10.48550/arxiv.2303.08182>

Yuliviona, R., Alias, Z., Abdullah, M., & Azliyanti, E. (2019). The relationship of halal tourism, Islamic attributes, experiential value, satisfaction and Muslim revisit intention in framework. *International Journal of Tourism & Hospitality Reviews*, 6(1), 50–57. <https://doi.org/10.18510/ijthr.2019.614>

Zheng, W., Zhuang, X., Liao, Z., Li, M., & Lin, Z. (2021). All roads lead to the places of your interest: An on-demand, ride-sharing visitor transport service. *International Journal of Tourism Research*, 23(5), 871–880. <https://doi.org/10.1002/jtr.2449>