



# Understanding short tourist stays: Strategies to prolong visitor duration

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## Abstract

The study identified and addressed factors influencing short visits to extend the duration of tourist stays in Sariaya, Quezon. Grounded in the study of Nugroho et al. (2021), the research examines ten destination attributes: infrastructure, superstructure, accessibility, activities/events, local culture, physiography, destination management, service quality, hospitality, and place attachment. Employing a descriptive-quantitative design, data were collected from 219 tourists visiting Sariaya between April and June. Validated survey instruments aligned with the theoretical framework were adapted for the study. Findings indicate that the most influential factors contributing to short stays are accessibility, service quality, destination management, physiography, and place attachment. Key issues identified include limited transportation options, inconsistent service quality, underdeveloped tourism systems, underpromotion of natural attractions, and weak emotional connection to the destination. Hypothesis testing showed no significant differences across age, civil status, education, residency, monthly income, or time of visit, but differences were significant by sex for accessibility ( $p = 0.015$ ), local culture ( $p = 0.004$ ), and place attachment ( $p = 0.0007$ ). Based on these results, the study recommends a multi-stakeholder strategy emphasizing infrastructure improvement, hospitality training, cultural promotion, and enhanced tourism management to increase visitor satisfaction, engagement, and Sariaya's competitiveness as a travel destination.

**Keywords:** *duration of stay, destination attributes, tourism management, strategic proposal, tourist satisfaction, multi-stakeholder approach*

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## 1. Introduction

Tourism plays a vital role in regional economic development, providing opportunities for local businesses and contributing to national growth (UNWTO, 2019). However, the economic benefits of tourism are closely tied to the duration of tourist stays. Same-day visits, where tourists do not stay overnight, often limit engagement with local communities and reduce potential revenue generation (Martínez-Roget et al., 2020). In Sariaya, Quezon, Philippines, a destination renowned for its cultural heritage and natural attractions, short tourist stays are particularly prevalent. Studies indicate that tourist duration is influenced by factors such as accessibility, infrastructure, and local amenities (Mihai et al., 2023; Gemar et al., 2022; Brida et al., 2013; Oklevik et al., 2021; Lalu, 2021; Yang et al., 2011; Wanasinghe & Sammani, 2019). Understanding these variables is critical for developing strategies to extend stays and maximize tourism potential.

Extending the duration of tourist visits requires enhancing the overall experience. Regions that improve accommodations, organize engaging events, and foster local participation tend to attract longer stays, generating greater economic benefits (Paliś & Siwek, 2025; Phuong et al., 2025; Gkarane et al., 2025). Conversely, same-day visits, while providing immediate advantages, often miss opportunities for deeper cultural exchange and sustained revenue (Santos, 2024). This is particularly relevant in rural and semi-rural areas, where tourism serves as a key driver of sustainable growth. In the Philippines, and specifically in Quezon Province, analyzing the factors behind short stays can guide policies that encourage longer visits.

A pressing issue in Sariaya is the rising prevalence of same-day visits. DOT (2020) reports that average tourist stays in the region are less than two days, below the national average, highlighting the need for targeted strategies. Legal frameworks, such as Republic Act No. 9593 (Tourism Act of 2009), emphasize sustainable tourism development, including improving infrastructure and tourist services to extend visitor stays. Moreover, the Philippine Statistics Authority (PSA, 2021) notes that tourism contributed 12.7% to national GDP pre-pandemic (Adel, 2022), signaling the potential for regions like Quezon to increase their economic impact through longer stays.

Same-day tourism has become a growing trend across the Philippines, including Sariaya, bringing both opportunities and challenges to local businesses and government agencies. Despite ongoing promotion, short stays limit the economic benefits that multi-day

tourism could offer. The municipal government recognizes this challenge, yet limited research has addressed strategies to extend tourist stays in Quezon Province. This study fills this gap by examining the factors influencing short stays in Sariaya and proposing solutions to enhance local economic growth and cultural exchange.

By identifying and addressing these factors, the research contributes to sustainable tourism development in Sariaya and offers insights applicable to other municipalities facing similar challenges. Focusing on strategies to extend tourists' duration of stay, the study supports both local stakeholders and the broader tourism industry in maximizing regional tourism potential.

## **2. Literature Review**

### ***2.1. Destination Attributes and Infrastructure***

The physical and structural attributes of a destination significantly influence the length of tourist stays (LOS), which in turn affects economic outcomes (Fansurya et al., 2024; Auliya & Prianti, 2022). LOS, defined as the time a tourist spends at a destination, is shaped by factors such as infrastructure, accessibility, superstructure, activities, and physiography (Oklevik et al., 2021; Gokovali et al., 2007; Atsız et al., 2022; Mihai et al., 2023; Yang et al., 2011; Boto-García et al., 2018; Gemar et al., 2022; Wang et al., 2017; Chiou & Hsieh, 2020; Alén et al., 2014). Well-developed infrastructure, including transportation networks, accommodations, utilities, and digital services, enhances comfort and mobility, enabling tourists to explore destinations more fully and stay longer (Jegade et al., 2025; Tan et al., 2025; Bausch et al., 2024; Zientara et al., 2024; Munir et al., 2025; Samancioglu et al., 2024). Superstructure, or built facilities designed for tourism, such as hotels, restaurants, cultural sites, and recreational venues, similarly impacts satisfaction and LOS. Investments in sustainable and eco-friendly superstructure also appeal to environmentally conscious travelers while promoting long-term destination sustainability.

Accessibility, encompassing physical access, transportation options, and digital information availability, plays a crucial role in attracting tourists and extending their stays (Wardana et al., 2025; Teixeira et al., 2024; Coppola et al., 2020; Apaza-Panca et al., 2025). Improved road networks, public transport, and booking platforms reduce travel stress and increase overall satisfaction (Jangra et al., 2023; Jegede et al., 2025). Likewise, engaging

activities and events, ranging from cultural festivals to adventure tourism, enhance tourist experiences, foster emotional connections, and encourage longer visits (Li et al., 2025; Yang et al., 2025; Koenig-Lewis et al., 2021; Lu et al., 2025; González-Reverté et al., 2025; Zhu et al., 2025; Ortiz et al., 2024). Physiography also shapes LOS, as natural features such as mountains, rivers, and coastal landscapes attract tourists seeking scenic or recreational experiences (Dax & Tamme, 2023; Zayim, 2024). However, challenging terrain or extreme climates may limit LOS unless complemented by adequate infrastructure and accessibility improvements. These destination attributes, physical, structural, and experiential, create the foundation for extended tourist stays. By investing in infrastructure, superstructure, accessibility, and diverse activities while considering physiographic features, destinations like Sariaya can maximize economic benefits and enhance tourist satisfaction.

## ***2.2. Experience, Engagement, and Emotional Connection***

Tourists' experiences, emotional engagement, and interactions with local culture are critical determinants of LOS (Quynh et al., 2021; Xu & Chia, 2025; Lu et al., 2025; Fansurya et al., 2024). Local culture, encompassing both tangible heritage sites and intangible customs, traditions, and rituals, fosters cultural immersion and emotional attachment, which positively influence tourists' decisions to extend their stay (Yang et al., 2025). Authentic cultural experiences encourage integration into the community, while over-commercialization risks diminishing engagement and shortening visits (Zhang et al., 2021).

Destination management, including planning, marketing, service coordination, and community involvement, shapes tourists' experiences and LOS. Effective management strategies, emphasizing personalized services, authentic experiences, and sustainable tourism practices, improve satisfaction and increase retention (Zhang et al., 2025; Upadhyya & Vij, 2020). Service quality, as measured by reliability, responsiveness, assurance, empathy, and tangibles, is directly linked to satisfaction and tourists' willingness to stay longer (Asgeirsson et al., 2024; Tran et al., 2025). High service quality, particularly in responsiveness and empathy, fosters positive experiences and repeat visits.

Hospitality, defined as the warm reception and treatment of guests, combines tangible and intangible elements, including customer service, amenities, and emotional warmth. A hospitable environment integrated with local culture strengthens tourists' emotional connection and encourages longer stays. Similarly, place attachment, encompassing emotional

bonds, place identity, and social connections, influences LOS and return intentions. Destinations that foster attachment through cultural experiences, service quality, and memorable activities enhance satisfaction and encourage tourists to extend their visits (Rasoolimanesh et al., 2021). By integrating service quality, hospitality, effective destination management, cultural authenticity, and place attachment, destinations like Sariaya can strengthen tourists' emotional ties, enhance satisfaction, and promote sustainable tourism growth.

### **3. Methodology**

#### ***3.1. Research Design***

The study employed a descriptive research design with a quantitative approach. This design allows for the systematic collection of data to examine patterns, preferences, and behaviors of tourists, particularly those engaging in short stays or same-day visits. Descriptive research is commonly used in tourism studies to understand tourist behaviors, trends, and characteristics (Cresswell, 2015). It provides detailed insights into specific phenomena, enabling the identification of factors influencing tourist behavior and offering a foundation for data-driven decision-making.

This approach is particularly appropriate for investigating short-stay tourism in Sariaya, Quezon, as it enables a holistic understanding of the factors contributing to same-day visits. By examining tourists' experiences and motivations, the study aims to uncover actionable strategies to encourage longer stays, aligning with the research goal of extending the duration of tourist visits in Sariaya.

#### ***3.2. Research Locale***

The research was conducted in Sariaya, Quezon, chosen for its historical, cultural, and natural significance. Known for its heritage houses, festivals, and proximity to natural attractions such as Mount Banahaw and nearby beaches, Sariaya attracts tourists seeking a combination of culture, history, and nature. Despite its appeal, the town experiences a high proportion of same-day visits, potentially limiting economic benefits for local businesses.

According to the Department of Tourism (2023), Quezon Province recorded over 2 million tourist arrivals, with Sariaya attracting a significant portion. Approximately 65% of these visits were same-day trips, where tourists did not book accommodations, reducing

economic engagement with the local hospitality industry. This study investigates the factors contributing to short tourist stays in Sariaya and proposes strategies to extend visitors' duration of stay. The locale was selected due to its growing popularity among domestic tourists and its challenge of converting day visitors into overnight guests.

### ***3.3. Research Population and Sample***

The study targeted experienced tourists who had visited Sariaya, Quezon, with a total of 219 respondents. The total population size was 503, based on official tourist data provided by the local tourism office during the study period. Using the Raosoft sample size calculator with a 5% margin of error, 95% confidence level, and 50% response distribution, the ideal sample size was determined to be 219 participants, ensuring statistical validity and generalizability.

A purposive sampling technique was employed to select participants with direct and recent experience visiting Sariaya. The study was geographically limited to the municipality and focused on peak travel months. Descriptive analysis was used to interpret the data, providing insights into the factors influencing short stays and informing proposed strategies to extend tourist durations.

The demographic profile of the 219 respondents reveals a predominance of younger tourists, with Generation Z (18–27 years old) comprising the majority at 60.3% (132 respondents), followed by Generation Y or Millennials (28–43 years old) at 21.5% (47 respondents), Generation X (44–59 years old) at 16.4% (36 respondents), and Baby Boomers (60–77 years old) representing the smallest group at 1.8% (4 respondents). In terms of civil status, most respondents were single (68.9%, 151 individuals), while married participants comprised 31.1% (68 individuals). Female respondents slightly outnumbered males, accounting for 53.0% (116 respondents) compared to 47.0% (103 respondents). Regarding educational attainment, the majority held a college degree (61.2%), followed by postgraduate qualifications (26.0%), high school completion (11.9%), and elementary-level education (0.9%). The respondents' geographic distribution shows that 42.5% (93 individuals) resided within Quezon Province outside Sariaya, while 57.5% (126 individuals) came from other provinces. Monthly income varied, with 47.0% earning below Php 10,000, 18.7% earning Php 10,001–20,000, 7.3% earning Php 20,001–30,000, and 26.9% earning Php 30,001 or more, reflecting diverse financial backgrounds. Lastly, seasonal patterns in visitation were observed,

with the highest number of tourists arriving between April and June (38.8%), followed by October to December (32.0%), January to March (19.2%), and the lowest visitation occurring from July to September (10.0%).

### ***3.4. Research Instrument***

Data were collected using an adapted questionnaire from Nugroho et al. (2021). The questionnaire consisted of 50 items divided into two parts. Part I captured respondents' socio-demographic profiles, including age, sex, civil status, education, place of origin, monthly income, and time of visit. Part II assessed factors influencing short tourist stays, including infrastructure, superstructure, accessibility, activities/events, local culture, physiography, destination management, service quality, hospitality, and place attachment. Respondents rated items on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

To ensure validity and reliability, a three-step expert validation process was conducted. Face validation assessed clarity, coherence, and language standards, while content validation by two tourism experts confirmed the instrument's relevance and appropriateness. Recommended revisions were implemented. The survey was available in electronic and printed formats, with a QR code for digital access. Pilot testing with a sample similar to the target population indicated a Cronbach's Alpha of 0.87, confirming high internal consistency. The questionnaire was also translated into the local language and validated for clarity and cultural appropriateness.

### ***3.5. Data Gathering Procedures***

Data collection began after securing formal approvals from the School of Tourism and Hospitality Management of CSTC College of Sciences, Technology, and Communication, Inc., and the local authorities in Sariaya, Quezon. Informed consent was obtained from all participants, who were assured of voluntary participation, confidentiality, and the option to withdraw at any time.

A total of 219 questionnaires were distributed to tourists who had recently visited Sariaya. Respondents completed the survey without a time limit, and responses were documented for statistical analysis. Ethical standards were strictly followed, in accordance with Republic Act No. 10173 (Data Privacy Act of 2012), ensuring the protection of participants' personal information. Non-manipulative data collection and analysis methods

were used to maintain the integrity and validity of the research. Proper APA citation guidelines were followed, and acknowledgment letters were prepared for individuals and institutions contributing to the study.

### ***3.6. Statistical Treatment of Data***

The collected data were collated, categorized, arranged, tabulated, and subjected to statistical analysis. Likert-scale responses were converted into numerical values for quantitative analysis. Percentage was used to describe the distribution of demographic characteristics and compare ratios among groups. Weighted mean was used to assess respondents' level of agreement with factors influencing short tourist stays. Multivariate Analysis of Variance (MANOVA) examined differences in dependent variables based on demographic factors, identifying statistically significant differences across groups. Kolmogorov-Smirnov and Shapiro-Wilk tests evaluated the normality of variables such as infrastructure, accessibility, activities/events, local culture, physiography, destination management, service quality, hospitality, and place attachment. Variables with a p-value greater than 0.05 were considered normally distributed, while p-values below 0.05 indicated deviation from normality, as observed with the variable "local culture" ( $p = 0.030$ ).

## **4. Findings and Discussion**

Table 1 shows the factors that contribute to the short tourists stay assessed through infrastructure and superstructure, accessibility, activities & events, local culture, physiography, destination management, service quality, hospitality and place attachment.

The analysis of factors contributing to short tourist stays in Sariaya, Quezon, reveals several key elements influencing visitors' experiences and decisions to extend their stay. In terms of infrastructure and superstructure, respondents generally agreed that the town provides adequate facilities, with a general weighted mean (GWM) of 3.97. While infrastructure such as accommodations and essential amenities were rated positively, recreational facilities like parks and gyms were perceived as insufficient, suggesting opportunities for improvement to enhance overall satisfaction (Chen & Chen, 2010; Alegre & Cladera, 2006). Accessibility also plays a critical role, with a GWM of 4.01, indicating that tourists generally find transportation convenient and navigation manageable. Although some limitations were noted during peak hours, overall accessibility, including signage and availability of local transport, positively

influenced visitors' experiences, highlighting the importance of efficient transportation systems in encouraging longer stays (Smith et al., 2021; Garcia & Lopez, 2020).

**Table 1**

*Factors contributing to the short tourists' stay*

<b>Indicators</b>	<b>WM</b>	<b>Verbal Interpretation</b>
Infrastructure and Superstructure	3.97	Agree
Accessibility	4.01	Agree
Activities & Events	4.07	Agree
Local Culture	4.18	Agree
Physiography	4.21	Strongly Agree
Destination Management	4.01	Agree
Service Quality	4.14	Agree
Hospitality	4.21	Strongly Agree
Place Attachment	4.22	Strongly Agree

**Legend:** 1.00-1.80 Strongly Disagree; 1.81-2.60 Disagree; 2.61-3.40 Moderately Agree; 3.41-4.20 Agree; 4.21-5.00 Strongly Agree

Tourists' perceptions of activities, events, and local culture further underscore the significance of enriching experiences. Activities and events received a GWM of 4.07, with respondents valuing local festivals, cultural events, and the potential for more engaging activities. Enhancing the diversity and promotion of these offerings could encourage longer visits. Local culture was highly appreciated (GWM = 4.18), with respondents valuing authentic experiences, heritage preservation, and opportunities for community interaction. The data suggest that cultural engagement and community involvement are crucial for increasing tourist satisfaction and prolonging stays (Yang et al., 2025; Atsız et al., 2022; Li et al., 2025; Koenig-Lewis et al., 2021).

Physiography, destination management, and service quality were also identified as important contributors. Sariaya's natural environment and landscapes received strong ratings (GWM = 4.21), indicating that scenic beauty, tranquility, and cleanliness enhance tourist satisfaction. However, accessibility to natural sites and outdoor activity options could be improved to further extend stays (Dax & Tamme, 2023). Effective destination management, including prioritizing tourist safety and promotion, received a GWM of 4.01, reflecting tourists' recognition of responsive and well-organized local governance. Enhancing

management strategies, such as better information dissemination and coordinated tourism services, could further encourage longer visits (Upadhya & Vij, 2020). Similarly, service quality in hotels and restaurants was rated highly (GWM = 4.14), with courteous staff, timely service, and overall service quality influencing tourists' willingness to return. Improving customer service options may provide additional motivation for extended stays.

Hospitality and place attachment emerged as particularly strong influences on tourist behavior, both receiving a GWM of 4.21 and 4.22, respectively. Tourists reported feeling welcomed, safe, and encouraged to explore the area, while positive and memorable experiences fostered emotional connections with Sariaya. These factors not only enhance satisfaction but also contribute to tourists' intentions to extend their visit and recommend the destination to others. Collectively, these findings indicate that a combination of well-maintained infrastructure, accessible transportation, engaging cultural and recreational activities, effective management, high service quality, and strong hospitality and emotional attachment are essential for increasing tourists' duration of stay in Sariaya. Strategic improvements in these areas can strengthen the destination's appeal, encourage repeat visits, and support sustainable tourism growth.

**Table 2**

*Significant difference in the factors that contribute to short tourist stays according to age*

Variable	H statistic	p value	Statistical Decision	Interpretation
Infrastructure and Superstructure	0.427	0.734	Accept Ho	Not Significant
Accessibility	0.885	0.452	Accept Ho	Not Significant
Activities/Events	0.615	0.607	Accept Ho	Not Significant
Local Culture	1.709	0.170	Accept Ho	Not Significant
Physiography	0.651	0.584	Accept Ho	Not Significant
Destination Management	1.157	0.330	Accept Ho	Not Significant
Service Quality	1.093	0.355	Accept Ho	Not Significant
Hospitality	1.915	0.132	Accept Ho	Not Significant
Place Attachment	1.078	0.362	Accept Ho	Not Significant

*Note.* There are 219 respondents grouped by age, with the majority (60.3%) belonging to Gen Z.

Table 2 presents the test of significant differences in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to age. The results indicate that no statistically significant differences exist across all examined factors, including

infrastructure and superstructure ( $H = 0.427$ ,  $p = 0.734$ ), accessibility ( $H = 0.885$ ,  $p = 0.452$ ), activities and events ( $H = 0.615$ ,  $p = 0.607$ ), local culture ( $H = 1.709$ ,  $p = 0.170$ ), physiography ( $H = 0.651$ ,  $p = 0.584$ ), destination management ( $H = 1.157$ ,  $p = 0.330$ ), service quality ( $H = 1.093$ ,  $p = 0.355$ ), hospitality ( $H = 1.915$ ,  $p = 0.132$ ), and place attachment ( $H = 1.078$ ,  $p = 0.362$ ). Since all p-values exceed the 0.05 level of significance, the null hypothesis is accepted, indicating that age does not significantly influence how these factors affect short tourist stays.

The analysis at a 0.05 alpha level found no significant difference in the factors contributing to short tourist stays across age groups. This finding suggests that tourists across different age groups share similar perceptions regarding the strengths and limitations of Sariaya as a destination. Regardless of age, visitors experience comparable conditions in terms of accessibility, quality of services, availability of activities, and effectiveness of destination management. Moreover, the lack of significant variation in place attachment implies that the destination's ability to foster emotional connections and memorable experiences is perceived consistently among younger and older tourists alike. This uniformity indicates that age-related differences do not substantially shape tourists' decisions to extend or shorten their stays.

The results contradict with the findings of Li et al. (2017), who reported that age significantly influence tourist satisfaction or revisit intentions in rural destinations. Consequently, the present findings highlight the importance of strengthening overall tourism quality and infrastructure in Sariaya rather than designing age-specific interventions. By enhancing universally valued destination attributes, local stakeholders can create inclusive strategies that appeal to tourists of all ages and encourage longer stays.

Table 3 presents the analysis of significant differences in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to civil status. The results show that all examined variables, namely infrastructure and superstructure, accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment, have H values ranging from 0.017 to 0.430, with corresponding p-values between 0.514 and 0.896. Since all p-values exceed the 0.05 level of significance, the null hypothesis is accepted for all variables, indicating that civil status does not significantly influence the factors contributing to short tourist stays.

No significant difference was found in the factors contributing to short tourist stays when grouped by civil status ( $\alpha = 0.05$ ). It suggests that tourists, regardless of whether they are single, married, or have other civil statuses, perceive destination attributes in Sariaya in a

similar manner. Key aspects such as accessibility, quality of services, cultural experiences, hospitality, and destination management are consistently evaluated across civil status groups. This uniformity implies that tourists' decisions to shorten or extend their stay are shaped more by the overall quality of the destination experience than by personal demographic characteristics such as civil status. Consequently, tourism challenges and opportunities in Sariaya appear to affect visitors broadly, rather than being specific to particular social groups.

**Table 3**

*Significant difference in the factors that contribute to short tourist stays according to civil status*

<b>Variable</b>	<b>H statistic</b>	<b>p value</b>	<b>Statistical Decision</b>	<b>Interpretation</b>
Infrastructure and Superstructure	0.079	0.780	Accept Ho	Not Significant
Accessibility	0.068	0.795	Accept Ho	Not Significant
Activities/Events	0.404	0.526	Accept Ho	Not Significant
Local Culture	0.017	0.896	Accept Ho	Not Significant
Physiography	0.430	0.514	Accept Ho	Not Significant
Destination Management	0.041	0.839	Accept Ho	Not Significant
Service Quality	0.260	0.611	Accept Ho	Not Significant
Hospitality	0.254	0.615	Accept Ho	Not Significant
Place Attachment	0.211	0.647	Accept Ho	Not Significant

*Note:* There are 151 single respondents (68.9%) and 68 married respondents (31.1%).

The results contrast with the findings of Oklevik et al. (2021), who reported that demographic variables significantly influence tourists' perceptions of destination attributes or their intention to revisit destinations in Norway. This alignment reinforces the argument that tourism planners and destination managers should prioritize comprehensive improvements in infrastructure, service quality, cultural offerings, and management practices rather than designing segmented strategies based on civil status. By focusing on universally valued destination attributes, Sariaya, Quezon can implement more inclusive and effective strategies to encourage longer tourist stays and promote sustainable tourism development.

Table 4 presents the results of the Kruskal–Wallis H test examining significant differences in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to sex. The findings indicate that eight of the nine assessed factors exhibit statistically significant differences, as their p-values fall below the 0.05 level of significance. These factors include accessibility ( $p = 0.015$ ), activities and events ( $p = 0.026$ ),

local culture ( $p = 0.004$ ), physiography ( $p = 0.044$ ), destination management ( $p = 0.040$ ), service quality ( $p = 0.049$ ), hospitality ( $p = 0.005$ ), and place attachment ( $p = 0.007$ ). In contrast, infrastructure and superstructure did not demonstrate a significant difference ( $p = 0.077$ ), leading to the acceptance of the null hypothesis for this variable.

**Table 4**

*Significant difference in the factors that contribute to short tourist stays according to sex*

Variable	H statistic	p value	Statistical Decision	Interpretation
Infrastructure and Superstructure	3.199	0.077	Accept Ho	Not Significant
Accessibility	6.139	0.015	Reject Ho	Significant
Activities/Events	5.087	0.026	Reject Ho	Significant
Local Culture	8.685	0.004	Reject Ho	Significant
Physiography	4.154	0.044	Reject Ho	Significant
Destination Management	4.336	0.040	Reject Ho	Significant
Service Quality	3.966	0.049	Reject Ho	Significant
Hospitality	8.219	0.005	Reject Ho	Significant
Place Attachment	7.671	0.007	Reject Ho	Significant

*Note.* There are 103 male (47.0%) and 116 female (53.0%) respondents.

These results suggest that sex significantly influences tourists' perceptions and experiences of several destination attributes in Sariaya. Differences in how male and female tourists perceive accessibility, cultural offerings, and hospitality may shape their overall satisfaction and, consequently, their decision to extend or shorten their stay. For example, variations in comfort with transportation systems, preferences for cultural immersion, and expectations of service interactions may contribute to differing evaluations of the destination. The significance of factors such as physiography, destination management, and service quality further indicates that gender-related expectations affect how tourists assess the destination's natural appeal, organizational effectiveness, and service performance. Meanwhile, the lack of significant difference in infrastructure and superstructure suggests that basic facilities and physical structures are perceived similarly by both male and female tourists, or that these elements are less influential in explaining differences in length of stay.

The findings contradict with the study of Oklevik et al. (2021), which emphasized that gender influences tourists' destination preferences, satisfaction, and behavioral intentions. Their research demonstrated that male and female tourists often differ in their engagement with

activities, cultural experiences, and service expectations, which in turn affects travel behavior and length of stay. In line with these insights, the present study underscores the importance of considering gender-based preferences in tourism planning. By improving accessibility, diversifying cultural and recreational offerings, and enhancing service quality in ways that address the varied expectations of male and female tourists, tourism stakeholders in Sariaya can develop more responsive and inclusive strategies aimed at extending tourist stays and strengthening destination competitiveness.

**Table 5**

*Significant difference in the factors that contribute to short tourist stays according to education*

<b>Variable</b>	<b>H statistic</b>	<b>p value</b>	<b>Statistical Decision</b>	<b>Interpretation</b>
Infrastructure and Superstructure	1.179	0.321	Accept Ho	Not Significant
Accessibility	1.326	0.270	Accept Ho	Not Significant
Activities/Events	0.775	0.511	Accept Ho	Not Significant
Local Culture	0.718	0.543	Accept Ho	Not Significant
Physiography	0.529	0.664	Accept Ho	Not Significant
Destination Management	1.004	0.394	Accept Ho	Not Significant
Service Quality	0.980	0.405	Accept Ho	Not Significant
Hospitality	0.547	0.651	Accept Ho	Not Significant
Place Attachment	0.503	0.681	Accept Ho	Not Significant

*Note.* The demographic profile indicates that most respondents attained a college degree (61.2%), followed by postgraduates (26.0%), high school graduates (11.9%), and elementary graduates (0.9%) based on education level at a 0.05 alpha level.

Table 5 presents the analysis of significant differences in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to educational background. The results indicate that none of the assessed factors, namely infrastructure and superstructure, accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment, exhibit statistically significant differences. The H statistic values range from 0.503 to 1.326, with corresponding p-values between 0.270 and 0.681. Since all p-values exceed the 0.05 level of significance, the null hypothesis is accepted for all variables, confirming that educational attainment does not significantly influence tourists' perceptions of the factors contributing to short stays.

These findings suggest that tourists, regardless of their educational level, experience and evaluate Sariaya's tourism attributes in a consistent manner. Core elements such as infrastructure quality, accessibility, cultural offerings, service delivery, hospitality, and destination management are perceived similarly by tourists with varying levels of education. This consistency implies that the determinants of short or extended stays are shaped more by the actual conditions and experiences within the destination than by differences in educational background. Whether tourists possess a high school diploma or a college degree, their assessments of available activities, service quality, and overall destination appeal remain largely uniform.

The results align with earlier studies by Pasaco-González et al. (2023), which found that demographic variables, including education, do not significantly affect tourists' perceptions of destination attributes or behavioral intentions. These findings reinforce the importance of improving universally valued tourism components, such as infrastructure, accessibility, and service quality, as strategies that can benefit tourists across all educational levels and support sustainable tourism development in Sariaya, Quezon.

**Table 6**

*Significant difference in the factors that contribute to short tourist stays according to place*

<b>Variable</b>	<b>H statistic</b>	<b>p value</b>	<b>Statistical Decision</b>	<b>Interpretation</b>
Infrastructure and Superstructure	0.233	0.630	Accept Ho	Not Significant
Accessibility	0.426	0.515	Accept Ho	Not Significant
Activities/Events	0.104	0.747	Accept Ho	Not Significant
Local Culture	0.004	0.947	Accept Ho	Not Significant
Physiography	0.019	0.889	Accept Ho	Not Significant
Destination Management	0.095	0.759	Accept Ho	Not Significant
Service Quality	0.036	0.850	Accept Ho	Not Significant
Hospitality	0.002	0.963	Accept Ho	Not Significant
Place Attachment	0.154	0.695	Accept Ho	Not Significant

*Note.* Most of the respondents (57.5%) were from outside Quezon, while 42.5% were from within Quezon (excluding Sariaya) based on the result there is no significant difference found across all factors, as all p-values exceeded the 0.05 alpha level.

Table 6 presents the analysis of significant differences in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to place. The

findings show that all assessed variables, namely infrastructure and superstructure, accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment, have p-values greater than 0.05. Consequently, the null hypothesis is accepted for all factors, indicating that there are no statistically significant differences in tourists' perceptions based on place.

These results suggest that tourists experience Sariaya's tourism attributes in a relatively uniform manner regardless of their specific location within the municipality. Key elements such as infrastructure quality, accessibility, cultural offerings, natural features, service delivery, and hospitality appear consistent across different areas, which may contribute to limited variation in visitor experiences. While consistency can reflect standardization in service provision, it may also reduce tourists' motivation to explore multiple locations within the destination, thereby influencing the tendency toward shorter stays. Furthermore, the absence of significant differences in place attachment implies that tourists do not develop strong emotional bonds with particular areas of Sariaya, potentially limiting their desire to remain longer or return.

These findings are consistent with the study of Asgeirsson et al. (2024) and Tran et al. (2025), which noted that uniform service quality and accessibility across destinations can lead to predictable tourist behavior, including shorter visit durations. The results highlight the importance of developing unique, place-specific attractions and enhancing localized cultural experiences within Sariaya. By differentiating tourism offerings across various areas of the municipality, destination managers can strengthen place attachment, stimulate exploration, and encourage tourists to extend their duration of stay.

Table 7 presents the analysis of significant differences in factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to their monthly income. The factors examined include infrastructure and superstructure, accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment. The results reveal that all variables have p-values greater than the 0.05 significance level; thus, the null hypothesis is accepted for all factors. This indicates that there are no statistically significant differences in how these factors influence short tourist stays across different income groups.

**Table 7***Significant difference in the factors that contribute to short tourist stays according to monthly income*

<b>Variable</b>	<b>H statistic</b>	<b>p value</b>	<b>Statistical Decision</b>	<b>Interpretation</b>
Infrastructure and Superstructure	0.069	0.976	Accept Ho	Not Significant
Accessibility	0.142	0.934	Accept Ho	Not Significant
Activities/Events	0.254	0.858	Accept Ho	Not Significant
Local Culture	0.198	0.898	Accept Ho	Not Significant
Physiography	0.071	0.975	Accept Ho	Not Significant
Destination Management	0.009	0.999	Accept Ho	Not Significant
Service Quality	0.085	0.968	Accept Ho	Not Significant
Hospitality	0.048	0.986	Accept Ho	Not Significant
Place Attachment	0.128	0.934	Accept Ho	Not Significant

**Note:** There is no significant difference in the factors contributing to short tourist stays when grouped according to monthly income. The difference is analyzed at a 0.05 alpha level.

The findings suggest that tourists' monthly income does not substantially shape their perceptions of the elements influencing the duration of their stay in Sariaya, Quezon. Regardless of income level, tourists appear to evaluate infrastructure quality, accessibility, available activities, cultural offerings, and service-related factors in a similar manner. This consistency implies that financial capacity alone is not a determining factor in decisions to extend or shorten visits. Instead, non-economic considerations such as time availability, travel purpose, destination attractiveness, and personal interests may exert a stronger influence on tourists' length of stay.

Table 8 presents the results of the Kruskal–Wallis H test examining whether significant differences exist in the factors contributing to short tourist stays in Sariaya, Quezon when respondents are grouped according to the time of year they visited. The results indicate that all assessed variables, infrastructure and superstructure, accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment, have p-values greater than the 0.05 significance level. Consequently, the null hypothesis is accepted for all factors, indicating that tourists' perceptions of these determinants do not significantly vary across different periods of the year.

These findings suggest that tourists experience and evaluate the key attributes of Sariaya in a relatively consistent manner regardless of when they visit. Factors such as accessibility, hospitality, service quality, and destination management exert a stable influence

on tourists' decisions to shorten or extend their stay throughout the year. Moreover, the absence of significant seasonal differences implies that variations in activities and events across different months do not substantially affect tourists' length of stay. Instead, decisions appear to be driven by the destination's overall capacity to meet visitor expectations rather than by seasonal offerings alone.

**Table 8**

*Significant difference in the factors that contribute to short tourist stays according to time of visit*

Variable	H statistic	p value	Statistical Decision	Interpretation
Infrastructure and Superstructure	0.875	0.457	Accept Ho	Not Significant
Accessibility	1.304	0.277	Accept Ho	Not Significant
Activities/Events	1.131	0.340	Accept Ho	Not Significant
Local Culture	1.405	0.246	Accept Ho	Not Significant
Physiography	0.676	0.568	Accept Ho	Not Significant
Destination Management	0.470	0.704	Accept Ho	Not Significant
Service Quality	0.652	0.584	Accept Ho	Not Significant
Hospitality	0.632	0.596	Accept Ho	Not Significant
Place Attachment	0.798	0.498	Accept Ho	Not Significant

*Note:* There is no significant difference in the factors contributing to short tourist stays when grouped by the time of the year they visit Sariaya, Quezon. The difference was analyzed at a 0.05 alpha level.

The results are consistent with the findings of Rafiei Darani et al. (2025), who reported that tourists' length of stay is more strongly influenced by individual preferences and travel motivations than by seasonal conditions. Similarly, Wardana et al. (2025) emphasized that core destination attributes, including infrastructure quality, service delivery, and accessibility, consistently shape tourist experiences across different travel periods. Taken together, these findings underscore the importance of strengthening Sariaya's fundamental tourism components year-round to encourage longer tourist stays and enhance overall destination competitiveness.

## 5. Conclusion

This study concludes that Sariaya's primary tourist market is composed largely of young, budget-conscious individuals who tend to travel during school breaks and holiday periods. Given their financial capacity and travel motivations, tourism development strategies

should emphasize affordable yet experience-rich offerings. Strengthening digital visibility, promoting cultural and ecotourism activities, and providing value-added services can help attract this demographic and encourage longer stays, thereby supporting the sustainable growth of tourism in Sariaya, Quezon.

The findings further indicate that tourists place high importance on local activities, accessibility, and hospitality when visiting Sariaya. Factors such as friendly and accommodating staff, affordable services, convenient transportation, and a welcoming atmosphere significantly enhance the overall tourist experience. These elements not only influence satisfaction but also encourage repeat visits and the potential extension of stay. Continuous improvement of these core aspects is therefore essential to maintaining Sariaya's appeal as a tourist destination.

In terms of demographic differences, the study reveals that most demographic variables do not significantly influence the factors contributing to short tourist stays. However, a notable exception is sex, which was found to significantly affect tourists' perceptions of accessibility, activities and events, local culture, physiography, destination management, service quality, hospitality, and place attachment. This suggests that gender-related preferences and expectations play an important role in shaping tourist experiences. Consequently, tourism planners should consider gender-sensitive approaches when designing programs and services aimed at extending tourists' length of stay.

Based on the findings of the study, several recommendations are proposed. Tourism operators are encouraged to focus on organizing seasonal events and continuously enhancing service quality to strengthen Sariaya's tourism appeal. Cultural festivals, food fairs, and heritage tours, particularly during peak travel seasons, can attract more visitors. In addition, regular training programs for tourism staff in customer service and cultural sensitivity will improve visitor satisfaction and foster repeat visits.

Local tourism stakeholders, in collaboration with the local government, should prioritize infrastructure development, particularly in improving road networks and transportation systems. The creation of affordable travel packages priced below Php 10,000, in partnership with local businesses, can effectively attract budget-conscious tourists. Furthermore, promoting sustainable tourism practices through eco-friendly initiatives will help preserve Sariaya's natural and cultural resources, ensuring long-term tourism viability.

To enhance the tourist experience, it is recommended that digital tools such as mobile applications, digital guides, and QR codes be introduced at historical and cultural sites. These tools can provide visitors with convenient access to information and enrich their understanding of the destination. Additionally, guided tours to lesser-known attractions should be promoted to encourage exploration and diversify tourists' experiences within the town.

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This study was conducted in accordance with the ethical guidelines set by CSTC College of Sciences, Technology and Communications, Inc. The conduct of this study has been approved and given relative clearance(s) by the CSTC College of Sciences, Technology and Communications, Inc.

### **Declaration**

The author declares the use of Artificial Intelligence (AI) in writing this paper. In particular, the author used ChatGPT in paraphrasing ideas. The author takes full responsibility in ensuring proper review and editing of contents generated using AI.

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