

Characterizing Tourism Accessibility of Sagada, Mountain Province and Banaue, Ifugao Philippines

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Abstract: Transportation and accessibility has been one of the leading gate openers of tourism. Tourism is one of the fastest growing industries today and this is very true in the Philippines. The main purpose of this paper is to gain insights on the travel and personal attributes of visitors in Sagada and Banaue, the top tourist destination sites in two neighboring provinces in the region Cordillera Autonomous Region (CAR), Philippines. Accessibility was presented and its effect on the growing tourism in the study area. Simple statistics was used in the analysis of the data gathered. It was presented that the two destination sites have different travel characteristics and that the areas should cater more on group travelers. It was found out that the length of stay of visitors is much dependent on their budget.

Keywords: Tourism Planning, Accessibility, Foreign Tourist, Local Tourist

1. INTRODUCTION

Tourism as a development industry can create recreational uses for the natural and man-made amenity resources of a rural community and convert these into income producing assets (Siehl, 1990; Willits, 1992). Tourism relies on the development and utilization of natural, historical, cultural, and human resources in the local environment as attractions and destinations (Burr, 1995). A critical challenge is to make such development and accompanying use of sustainable resources in order to not degrade environment resource nor negatively exploit local human and cultural resources, and insure that such resources are maintained for present and future use (Inskip, 1991). For this reason, it is vital to study vacation traveler behavior where individuals travel on vacation and what travel mode they use to get there because it can help in the planning for the development of a rural area.

In this age of continuous transportation advancement, accessibility has become more and more achievable. Tourism is a field where transportation is always linked to and because of the creation of roads and bridges, tourism has been increasing not only on primary destination sites(urban cities) but also in rural areas which are normally have had quite a history of difficult accessibility. Tourism in rural areas are more and more increasing because some would say it's cheap, unique and the tourism offices often advertise them (Department of Tourism, CAR) and normally the distance of the destination site is nearer to the visitors.

The support of the local municipalities in the field of tourism to increase its economy has also brought problems like congestion because of the underdeveloped infrastructures of the area. Tourism in rural areas can be considered to be more dangerous than in urban places. Rapid increase in tourism for rural places can affect the environmental, social, cultural and the economic aspect of life (Kim, Uysal, & Sirgy, 2013). Understanding the characteristics of tourists may be able to help in creating policies to understand tourism needs to prevent further problems that may arise.

Tourist destination and travel mode studies typically focus on three main types of independent variables and their interaction effects: personal characteristics, destination characteristics and trip characteristics (La Mondia, Snell, & Bhat, 2009). Personal characteristics include factors such as age, income, and place of residence. Destination characteristics include attributes such as climates, the presence of different kinds of activities, quality and range of accommodations, degree of development and destination area size. Trip characteristics involve travel distances, costs, travel times and vacation purpose.

Tourist length of stay was also studied in the paper, researchers in the past years Barros and Machado (2010), and Wang et al. (2012) have adopted survival analysis in investigating tourists' length of stay instead of using ordinary linear regression analysis.

These characteristics and the length of stay in the study area are studied in the perception that these analysis can help in the policies and planning for the sustainable tourism in the study area.

2. STUDY AREA (Sagada, Mountain Province & Banaue, Ifugao Philippines)

The Cordillera Autonomous Region is situated in the heart of Luzon, Philippines composed of six provinces (Abra, Apayao, Benguet, Kalinga, Ifugao, and Mountain Province). Being at the center of the island Luzon, the region is vast in natural resources. It is often visited by many (local and international) tourists because mainly of its climate and beauty. The summer capital (Baguio City) is also in the region. The study area is composed of the top tourist generating municipalities in the province of Ifugao which is Banaue and Mountain Province which is Sagada. Sagada, Mountain Province is rich in natural, cultural and man-made destination sites. Natural sites like the caves which include Sumaging Cave, Crystal Cave, Burial Cave and the Balangagan Cave. Bomod-ok Falls, Bokong Falls, Pongas Falls, Lake Danum are most commonly visited bodies of water. People in the Cordilleras are rich in culture wherein their preserved cultures are included as tourist attractions, Cultural sites includes Sagada Weaving and many weaving industries, the Church of Saint Mary the Virgin, Ganduyan museum. Man-made sites include the Hanngin coffins and Rice Terraces which are located mostly around Sagada because of the agricultural source of economy. Various trekking sites are also available in the area like the Mount Ampacao, Kiltapan or Marlboro Hills where one can see the sunrise and the Echo Valley.

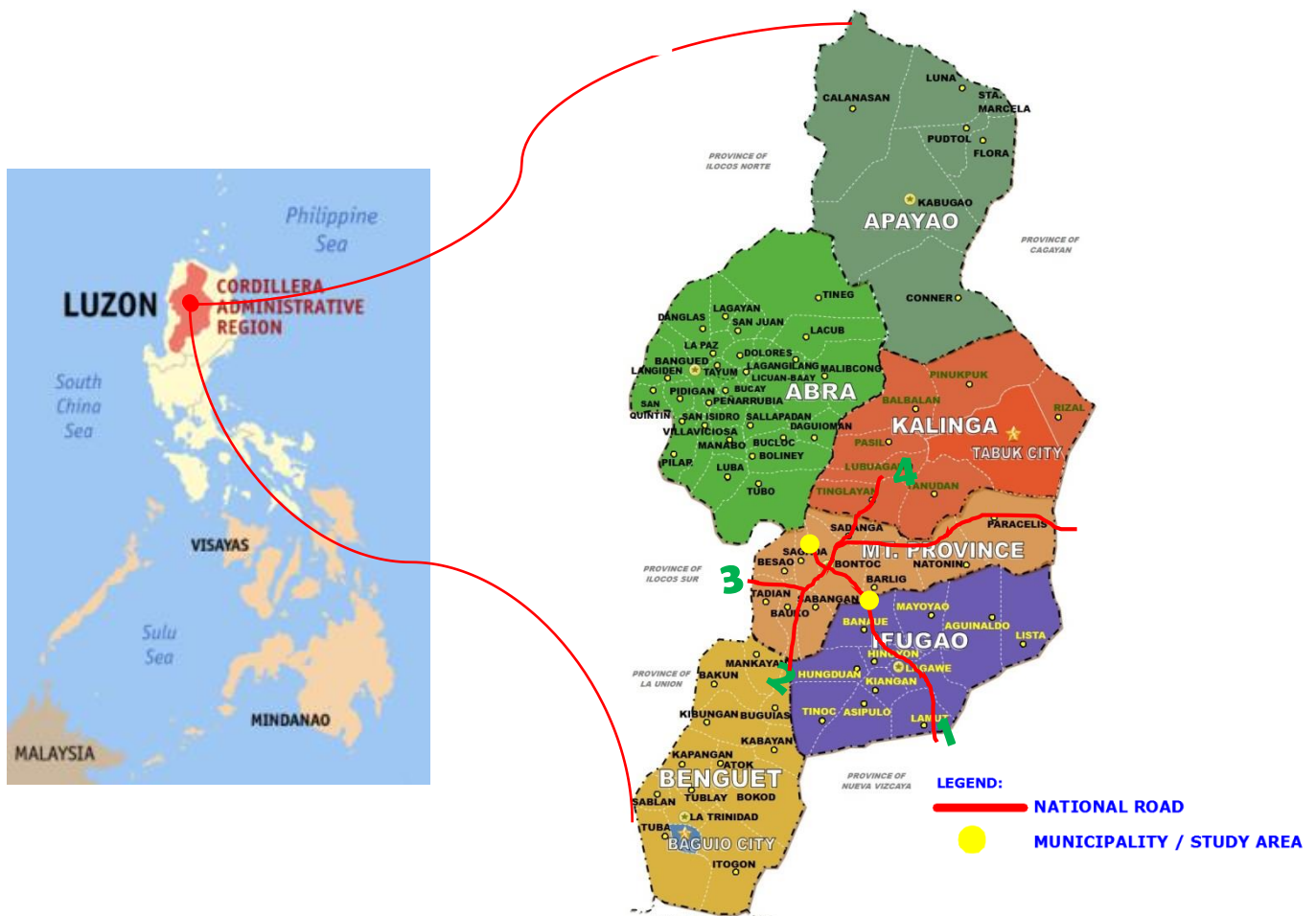


Figure 1: Location of Sagada, Mountain Province and Banaue, Ifugao Philippines (Source: 2016 Philippine Statistics)

Figure 1 shows the main road networks in the study area (indicated by yellow dots), there are four main entry points when visiting Sagada or Banaue. Main access points are located at 1 and 2 where 1 is the access from Manila to Banaue having total travel time of about 10 hrs. Access point 2 from the province of Benguet to Sagada which is about 4 to 6 hours travel time. Access point 3 is from the Ilocos Region to Sagada is about 2 to 3 hours travel time and the last access point from the province of Kalinga to Sagada or Banaue is about 6 to 7 hrs.

Sagada is rich in natural sites, Banaue is rich in man-made sites which includes the Banaue Rice Terraces a UNESCO recognized as world heritage sites. Banaue Rice Terraces includes the Batad, Bangaan and Banaue Rice Terraces. Also Banaue is renowned for its massive natural destination site which is the Tappiyah Falls and its cultural site the Banaue Museum. Top destination sites in Sagada includes the Sumaging Cave, Bomod-ok Falls and Echo valley where the hanging coffins are located. In Banaue top destination areas are the Banaue rice terraces, Batad rice terraces and the Tappiyah Falls. The mentioned destination sites are located below.

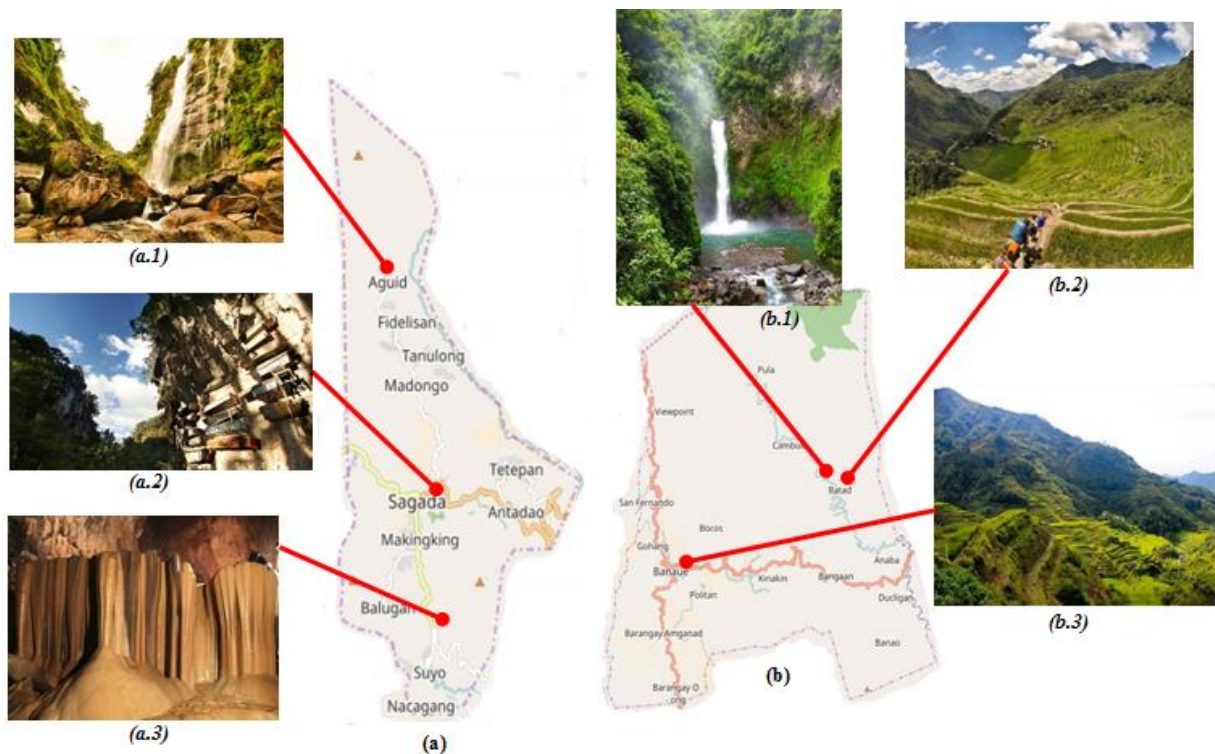


Figure 2: Road map of Sagada (a) and Banaue (b) and location of top three destination sites, (a.1) Bomod-ok Falls, (a.2) Echo Valley, (a.3) Sumaging Cave, (b.1) Tappiyah Falls, (b.2) Batad rice terraces and (b.3) Banaue rice terraces (Source: Sagada and Banaue Municipal Tourism Office, 2016)

2.1 Banaue, Ifugao

Banaue is a fourth class municipality in the province of Ifugao, Philippines. According to the 2015 census, it has a population of 21,837 people. It is situated in the boundary of the two provinces of Ifugao and Mountain Province.

The municipality is basically an agricultural municipality known throughout the world because of its rice terraces. Agriculture, particularly rice and vegetable production, remains to be the primary source of living among the people of Banaue despite its mountain topography. Livestock production supports the agriculture sector but to a limited scale. Commerce, trade and industry such as weaving, wood carving, commercial enterprise both wholesale and retailing, transport operation and guided tours, hotel and restaurants and vending are among the primary micro-enterprises. Tourism remains to be a major source of income in the municipality because of the world renowned Banaue Rice Terraces and unique craftsmanship of the people.

Top tourist destinations in Banaue are, rice terraces which are man-made beginning at the foot of the mountain range and stepped in an architectural manner. Banaue Rice Terraces can be viewed upon arrival to Banaue, Bangaan Rice Terraces, Batad Rice Terraces and Tappiyah are destination sites that require hiking and trekking before one can reach them. Tourism business in

Banaue has been slightly decreasing for the past years as can be shown by the tourist arrival figure below.

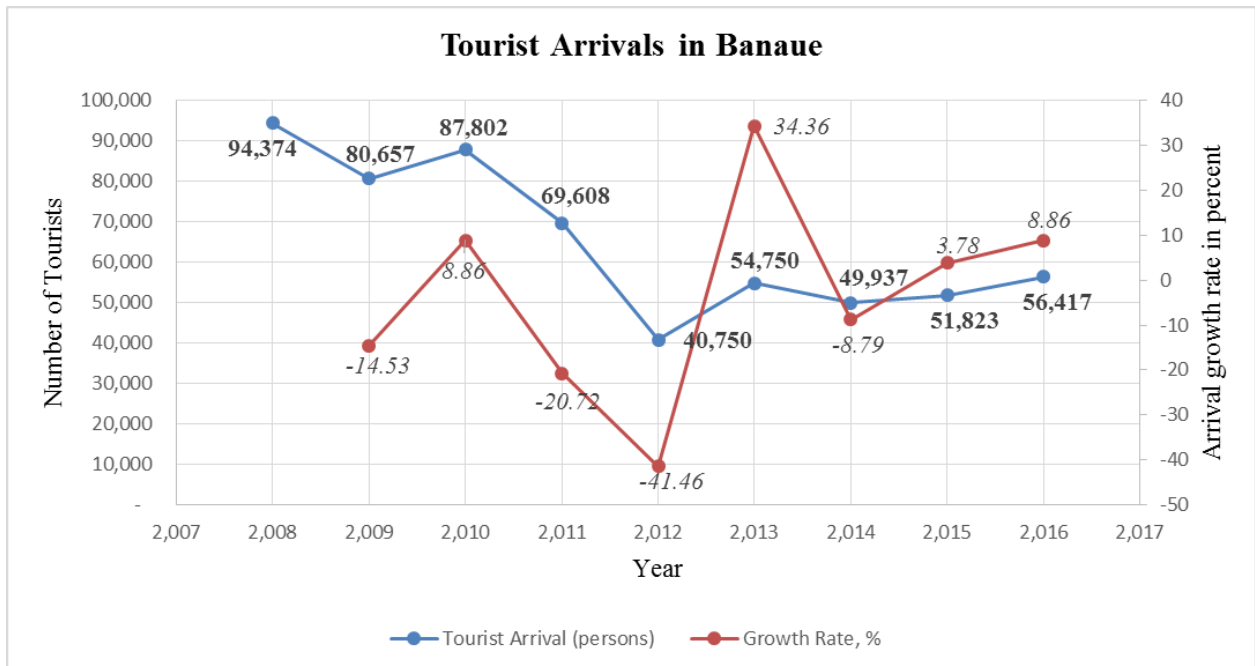


Figure 3 Tourism arrival and growth for the last nine years (Source: Banaue Municipal Tourism Office, 2016)

Banaue has become accessible as of present, since the declaration of Banaue as world Heritage site, main roads to Banaue were introduced including the famous Banaue Hotel which is managed by the Department of Tourism, DOT Philippines. Meanwhile, the other rice terraces (Batad and Bangaan) are accessible by motor vehicle since 2016 the Department of Public Works and Highways (DPWH) has been improving roads to declared tourism sites.

2.2 Sagada, Mountain Province

Sagada lies at an elevation of 5,000 feet above sea level in the Cordillera mountain range of Northern Luzon, 415 km. from Manila (Philippine Capital) via Baguio City (Summer Capital of the Philippines) and 18 km. from Bontoc, which is situated in a larger valley beside the Chico River. Sagada is often visited due to its icy temperatures. Temperatures can go below 5 degrees Celsius which attracts foreigners and lots of visitors from the hot climate areas. As of present (2016) the current population in the Municipality is 11,244.

The main occupation of the people is agriculture. Nearly all households have a small piece of land from which they raise rice, corn, vegetables and fruits. Swine-raising in small scale is engaged in by practically all households as additional source of income and as a source of meat supply vital to the performance of rituals.

Business is limited to sari-sari stores, buy-and-sell, weaving, lodging houses, restaurants and cafes. The famous Sagada weaving industry and the operation of lodging houses and restaurants have economically uplifted the community. The influx of tourists to the municipality has motivated residents to engage in this kind of business. Figure 4 shows the increase of tourism for the last five years unlike in Banaue that it is only increasing in the past two years



Figure 4. Tourism arrival and growth for the last nine years (Source: Sagada Municipal Tourism Office, 2016)

The rapid increase in tourism in Sagada can be credited to the development of roads where in 2004 when the late president Gloria Macapagal Arroyo mentioned in her SONA (State of the Nation Address) the improvement of the national highways going to the Cordilleras. In 2009 a Department order 20 (dated April 21 2009) declaring the Dantay to Sagada as a national highway from a provincial highway. It was this period that road improvements and widening projects were gradually distributed in the Cordillera Region. It was these administration that major parts of the Halsema Highway (main highway going to Sagada from the summer capital of the Philippines, Baguio City) was concreted. In 2007 the main road going to Sagada has been fully concreted and as of present because of the project by the DPWH in 2014 to improve roads going to tourist destination sites, another two access roads to Sagada, Sabangan – Sagada road wherein the roads will pass through the famous Sumaging Cave (often called the Sagada Cave). The other access is the Balili-Suyo-Sagada Road wherein both access were reported by the Department of Public Works and Highways as hundred percent complete as of January and October 2016.

Increase of tourism visit can also be credited to the introduction of the place in the movie “The Thing Called Tadhana” in 2014 which can be noted in the tourism arrivals to be a very large leap from the former tourist arrivals.

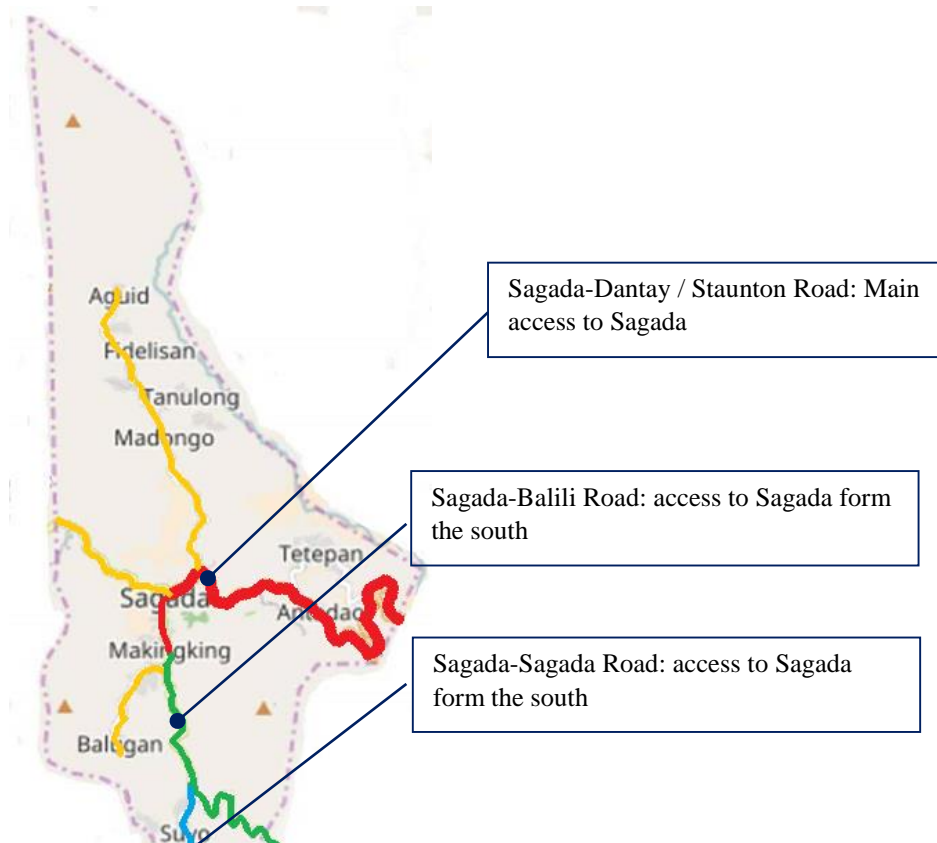


Figure 5. Road Network in Sagada

3. TRANSPORTATION MODES AND ACCOMMODATIONS

In the analysis of tourist characteristics and length of stay, transportation and accommodation plays a great role. In the study area the most common public modes of transport are the multicabs or the “jeepneys”. Sagada is accessible from Baguio City, the summer capital of Philippines by bus with travel time of 6 hours, from Manila via Banaue by bus for 12 hours. Meanwhile, Banaue is accessible by van with a travel time of 6 hours and by bus for 8 to 10 hours and from Manila to Banaue the travel time is 8 to 10 hours. Other transport modes in the study areas are jeepneys and tricycles. Rented vehicles are mainly private vans, private owned vehicles, jeepneys and also tricycles for tourists in the area.

Available transport modes in Banaue and Sagada are for public transport such as busses, jeepneys, vans and tricycles and for rent are vans. Figure 6 shows the distribution of registered transport modes used in the study area. Data are only the ones registered in the Department of Tourism. The ones for-hire and the public transport are registered in the Land Transportation Office, LTO and in the Bureau of Internal Revenue (BIR) having a total of 207 transport units.

The transport presented in figure 6 shows the distribution of available transport modes available to tourists within the study areas. Public transport include the use of bus, public utility vans, jeepneys, tricycles and walking. In this sense private would pertain to the private vans for rent but after the public transport groups have accomplished their daily regular trip they are also available for rent.

Distribution of available transport mode

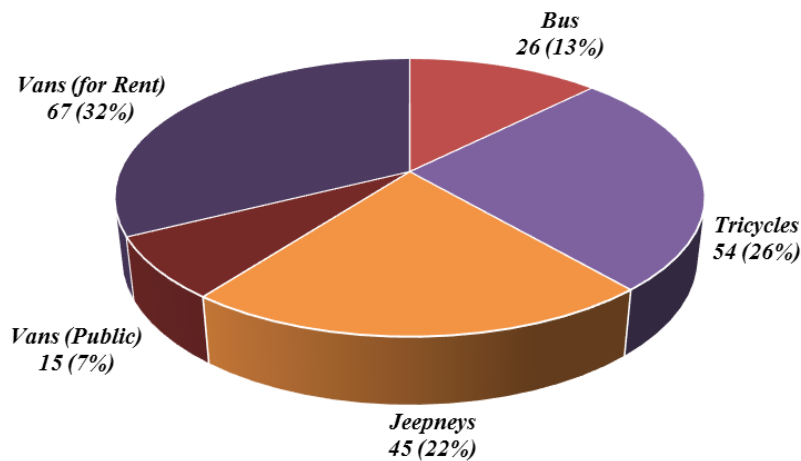


Figure 6. Percentage distribution of overall transport modes in both Banaue and Sagada

Table 1. Number and percentage of tourists that used public and private transport in their visit

Type of transport mode used	Banaue, N (%)	Sagada, N (%)
Private Transport	112 (55.72%)	311 (80.78%)
Public Transport	89 (44.28%)	74 (19.22%)

It can be seen in table 1 from the gathered data that in Banaue people would prefer the use of public transport more as compared to Sagada.

Accommodations can also contribute to the length of stay of tourist, the improved the accommodation the longer the stay of visitors and vice versa. In the past years the development of inns, homestays and transient houses has been notable in both study areas. Table 2 below gives the number of accommodation established per year to cater to the needs of travel goers. Although during the peak season some accommodations are opened to cater to tourist like transient houses that are unregistered and thus do not pay taxes. The presented data are the collected data during the study that are registered until the present. By observation in the tourism age of the 21st century, accommodation increased.

Table 2. Tourism accommodation comparison (Source: Municipal Tourism Office, 2016)

Year Established	Banaue Accommodation		Sagada Accommodation	
	Number of establishments constructed	Total Number of Rooms	Number of establishments constructed	Total Number of Rooms
1960's	1	82	0	0
1970's	1	15	2	46
1980's	3	40	5	59
1990's	4	55	7	57
2000-2004	3	43	2	18
2005-2010	2	32	10	104
2010-2016	27	199	55	455
Total:	41	466	81	739

4. CHALLENGES IN ACCESSING STUDY AREA

In the Cordillera region, soil characteristics are prone to landslides as shown in the figure from project NOAH of the Department of Science and Technology in partnership with institutions like the University of the Philippines. As observed on the figure most of the Cordillera region is covered in no dwelling zone which means most of the areas are highly hazardous areas.

Transport infrastructures are mostly built on mountain ridges, which are more susceptible to erosion during typhoon and heavy rains.



Figure 7. Landslide hazard map of Cordillera region

This weakness of soil always causes major landslides during typhoon which causes inaccessibility of destination sites. Although this scenario of road cuts and road slides have become a yearly condition for the cordilleras it seems climate is evident by providing more and more destruction in the transportation systems. Recent destruction on the Haima typhoon in 2016 are shown in the next figures.



Figure 8. Along Halseman highway Sabangan to Sagada, (access point 1 from figure 1), after the bridge was washed out by river water due to typhoon Haima in 2016 (Source: Google.com)



Figure 9. The connecting bridge from Bontoc, going to Banaue was displaced thus visitors and locals need to walk the bridge since heavy vehicles are not allowed to traverse the bridge after being displaced by the typhoon (Source: Google.com)



Figure 10 Erosion on the Banaue Rice terraces. (Source: Google.com)

5. METHODOLOGY

For the study, survey questionnaire was used. This procedure will allow the author to gather direct data and opinion which will play a primary role in the research. The survey will mostly be composed of the travel characteristics of visitors like the demographic data, passenger route, and traveler's opinions on accessibility. The survey will be conducted in different times of day in different days of the week and in tourist destination sites or tourist information centers.

Descriptive statistics from the collected 385 samples in Sagada and 201 samples in Banaue to characterize the personal attributes of tourists. Simple linear regression will be conducted to identify the variables that most affects the length of stay of visitors on the study areas, Sagada and Banaue.

6. RESULTS

In the study, variables are taken from personal attributes and travel attributes of visitors such as: (1) gender, (2) age, (3) Civil Status, (4) Employment status, (5) Personal monthly income, (6) Monthly Household Income, (7) Number of vehicles owned, (8) Vacation Frequency per year, (9) Nationality and (10) Number in group, (11) Vacation Purpose, (12) Travel Budget, (13) number of visit, (14) frequency of visit (15) knowledge of the destination place.

Correlation analysis was conducted to determine the governing variables and categorized with respect to the length of stay of the visitors. Length of stay (in number of nights) is directly affected by the visitors (1) Nationality which was categorized as Filipino, Asian (non-Filipino) and others (excl. Asian); (2) Age which was categorized as 18-40, 41-60 and greater the 60 years of old; (3) Travel party comprised of small group (< 6 members), medium group (6 to 15 people) and large group (>15 members); (4) Travel companion categorized as Family, Non-Family (friends/colleagues) and alone; Travel budget which was subdivided in four categories, <Php 5,000, Php5,001-14,999, Php 15,000-24,999 and > Php 25,000.

Based on the descriptive statistics (Table 3) of the sample respondents it can be observed that: (a) both genders are almost equally represented for both municipalities; (b) Majority of the respondents are single and employed; (c) most of the visitors on the destination areas are aged 18 to 40 years old; (d) Most travel with friends and work colleagues; (e) Average length of stay in Sagada is three days and in Banaue is 4 days with Sagada having a higher travel budget as compared to Banaue; (f) Average travel group in Sagada is six while in Banaue is four; (g) Majority of the travelers in Sagada are local tourists (Filipinos) while in Banaue are foreigners (non-Filipinos).

Table 3. Descriptive statistics of tourist respondents

VARIABLES	SAGADA			BANAUE		
	N (%)	Mean	SD	N (%)	Mean	SD
Gender						
Male	158 (41.04)	-	-	(92) 45.77	-	-
Female	227 (58.96)	-	-	(109) 54.23	-	-
Monthly Income/Allowance (PHP)						
		26,874.03	27,186.67		68,097.01	59,906.32
Civil Status						
Married	100 (25.97)	-	-	59 (29.35)	-	-
Single	285 (74.03)	-	-	142 (70.65)	-	-
Employment						
Employed	310 (80.52)	-	-	155 (77.11)	-	-
Unemployed	75 (19.48)	-	-	46 (22.89)	-	-
Nationality						
Filipino	334 (86.75)	-	-	53 (26.37)	-	-
Asians (excl. Filipino)	9 (2.34)	-	-	12 (5.97)	-	-
Others (non-asian)	42 (10.91)	-	-	148 (73.63)	-	-
Age (years old)						
18-40	331 (85.97)	-	-	179 (89.05)	-	-
41-60	51 (13.25)	28.74	9.15	20 (9.95)	29.85	8.93
>60	3 (0.78)	-	-	2 (1)	-	-

(Table 3 continued)

Travel Party						
Small (<6)	256 (66.58)			174 (86.57)		
Med. Group (6 to 15)	112 (29.05)	5.96	5.05	12 (5.97)	3.96	4.68
Large group (> 15)	17 (4.37)			15 (7.46)		
Travel Companion						
Family	155 (40.26)			74 (36.82)		
Non-Family (Friends, work colleagues)	222 (57.66)	-	-	105 (52.24)	-	-
Alone	8 (2.08)			22 (10.95)		
Purpose of Visit						
Vacation	370 (96.1)	-	-	180 (89.55)	-	-
Others	15 (3.9)			21 (10.45)		
Group Travel Budget (PHP)		16,313.71	8,716.91		15,674.63	8,756.95
Length of Stay						
day tour	18 (4.68)			19 (9.45)		
2 days	87 (22.6)	2.85	0.91	51 (25.37)	3.88	8.95
3 days	241 (62.6)			101 (50.25)		
> 3 days	39 (10.13)			30 (14.93)		

From category analysis the most significant variables that contributes to the length of stay are, (a) nationality, (b) age, (c) travel party, (d) travel companion and (e) travel budget. Presented on Table 7 and Table 8 are the categorized variables in Sagada and Banaue.

Table 4. Categorizing Nationality, Age, Travel Party, Travel Companion and Travel Budget with Length of Stay in Sagada, Mountain Province

Nationality vs. Length of Stay						
<i>Nationality</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Filipino</i>	16 (4.16)	75 (19.48)	216 (56.10)	18 (4.68)	9 (2.34)	334 (86.75)
<i>Asian (Excl. Filipino)</i>	1 (0.26)	3 (0.78)	4 (1.04)	0 (0)	1 (0.26)	9 (2.34)
<i>Others (excl. Asian)</i>	4 (1.04)	9 (2.34)	19 (4.94%)	6 (1.56)	4 (1.04)	42(1.091)

Age vs. Length of Stay						
<i>Age, years old</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>18 - 40</i>	18 (4.68)	69 (17.92)	219 (56.88)	22 (5.71)	3 (0.78)	331 (85.97)
<i>40 - 60</i>	3 (0.78)	19 (4.94)	22 (5.71)	3 (0.78)	4 (1.04)	51 (13.25)
<i>> 60</i>	1 (0.26)	0	1 (0.26)	0	1 (0.26)	3 (0.78)

Travel party vs. Length of Stay						
<i>Travel Party</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Small (<6)</i>	15 (3.90)	62 (16.10)	149 (38.70)	18 (4.68)	12 (3.12)	256 (66.49)
<i>Med. Group (6 to 15)</i>	3 (0.78)	21 (5.45)	81 (21.74)	3 (0.78)	4 (1.04)	112 (29.09)
<i>Large Group (>15)</i>	1 (0.26)	3 (0.78)	9 (2.34)	3 (0.78)	1 (0.26)	17 (4.42)

Travel Companion vs. Length of Stay						
<i>Travel Companion</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Family</i>	9 (2.34)	41 (10.65)	89 (23.12)	11 (2.86)	5 (1.30)	155 (40.26)
<i>Non- Family (Friends, etc)</i>	9 (2.34)	46 (11.95)	144 (37.40)	12 (3.12)	11 (2.86)	222 (57.66)
<i>Alone</i>	1 (0.26)	2 (0.52)	3 (0.78)	1 (0.26)	1 (0.26)	8 (2.08)

(Table 4 continued)

Travel Budget vs. Length of Stay						
<i>Travel Budget</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i><5000</i>	7 (1.82)	9 (2.34)	22 (5.71)	3 (0.78)	0 (0.00)	41 (10.65)
<i>5,001 - 14,999</i>	6 (1.56)	34 (8.83)	88 (22.86)	9 (2.34)	4 (1.04)	141 (36.62)
<i>15,000 - 24,999</i>	5 (1.30)	23 (5.97)	42 (10.91)	4 (1.04)	9 (2.34)	83 (21.56)
<i>>25,000</i>	1 (0.26)	21 (5.45)	87 (22.60)	7 (1.82)	4 (1.04)	120 (31.17)

Table 5. Categorizing Nationality, Age, Travel Party, Travel Companion, and Travel Budget with Length of Stay in Banaue, Ifugao

Nationality vs. Length of Stay						
<i>Nationality</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Filipino</i>	7 (3.84)	20 (90.95)	21 (10.45)	4 (1.99)	1 (0.51)	53 (26.37)
<i>Asian (Excl. Filipino)</i>	2 (1.00)	3 (1.49)	4 (1.99)	2 (1.00)	1 (0.50)	12 (5.97)
<i>Others (excl. Asian)</i>	12 (5.97)	32 (15.92)	81 (40.30%)	10 (4.98)	4 (1.04)	148(73.63)

Age vs. Length of Stay						
<i>Age, years old</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>18 - 40</i>	16 (7.96)	56 (27.86)	92 (45.77)	10 (4.98)	5 (2.49)	179 (89.05)
<i>40 - 60</i>	2 (1.00)	4 (1.99)	9 (4.48)	3 (1.49)	2 (0.50)	20 (9.95)
<i>> 60</i>	1 (0.50)	0 (0.0)	0 (0.0)	1 (0.50)	0 (0.00)	2 (1.00)

Travel party vs. Length of Stay						
<i>Travel Party</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Small (<6)</i>	15 (7.46)	52 (25.87)	87 (43.28)	15 (7.46)	5 (2.49)	174 (86.57)
<i>Med. Group (6 to 15)</i>	2 (1.00)	4 (1.99)	3 (1.49)	2 (1.00)	1 (0.50)	12 (5.97)
<i>Large Group (>15)</i>	1 (0.50)	2 (1.00)	7 (3.48)	5 (2.49)	0 (0.00)	15 (7.46)

Travel Companion vs. Length of Stay						
<i>Travel Companion</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i>Family</i>	21 (10.45)	20 (9.95)	16 (7.96)	11 (5.47)	6 (2.99)	105 (52.24)
<i>Non- Family (Friends, etc)</i>	11 (5.47)	32 (15.92)	42 (20.90)	8 (3.98)	13 (6.47)	74 (36.82)
<i>Alone</i>	5 (5.49)	4 (1.99)	3 (1.49)	7 (3.48)	3 (1.49)	22 (10.95)

Travel Budget vs. Length of Stay						
<i>Travel Budget</i>	Length of stay in number of nights, n (%)					Total
	Day tour only	1	2	3	>3	
<i><5000</i>	8 (3.98)	13 (6.47)	9 (4.48)	3 (1.49)	0 (0.00)	33 (16.42)
<i>5,001 - 14,999</i>	7 (3.48)	17 (8.46)	32 (15.92)	4 (1.99)	5 (2.49)	65 (32.34)
<i>15,000 - 24,999</i>	3 (1.49)	3 (1.49)	18 (8.96)	0 (0.00)	2 (1.00)	26 (12.94)
<i>>25,000</i>	1 (0.50)	19 (9.45)	41 (20.40)	6 (2.99)	10 (4.98)	77 (38.31)

Table 4 presents almost the same as table 5 wherein the highest percentages for the variables are in the three days and two nights.

Applying regression on the correlated values in Sagada (Table 4), Banaue (Table 5) and the combined data which would give the following table. Applying 95% confidence the

variables most affects the visitors travel behavior are their employment status, their purpose of visit and they are constricted by their travel budget.

Table 6. Correlation among governing variables by combining SAGADA & BANAUE

SAGADA			
Variable	tStat	P-value	R square
NoVaca	4.3450387	0.0000179	
Budget	2.6924542	0.0074058	0.07880
HowKnow	2.2956592	0.0222378	
BANAUE			
Variable	tStat	P-value	R square
Employ	-2.7488295	0.0065368	
Purpose	-2.1750484	0.0308175	0.06998
Budget	2.1494155	0.0328210	
COMBINED SAGADA & BANAUE			
Variable	tStat	P-value	R square
Employ	-2.9019120	0.0038493	
Purpose	-2.7695967	0.0057916	0.03288
Budget	2.4367792	0.0151174	

Table 7. Correlation among governing variables that affect the length of stay of visitors

8. CONCLUSION

The following conclusion can be deduced from the study:

(a) Despite the accessibility issues, it has not appeared as a factor that affects the length of stay of tourist on study area. It was observed that length of stay in Banaue is directly influenced by the following: gender, civil status, household income, vehicle ownership, vacation frequency per year, and the number in the group while in Sagada the length of stay is directly affected by the following also: the personal and household income, vehicle ownership, vacation frequency and the number in the group.

(b) Despite the challenges accessibility, many tourists are still going to Sagada and Banaue. Majority of visitors in Banaue are foreign tourists while in Sagada are local tourists. Most tourist destinations in Sagada can be reached by motor vehicle while in Banaue involves a lot of trekking. Since Banaue is listed in the UNESCO, most foreign travelers would tend to visit the area compared to Sagada which was only famed by the local movie that boosted its tourism.

(c) Despite the availability of public and for hire transport modes, most visitors tend to bring their own vehicles as this could influence length of stay of a visitor.

(d) The length of stay of visitors are greatly influenced by the visitors travel budget, the higher the travel budget the longer the length of stay of the tourists in both Sagada and Banaue. Employment is not important in the travel of the visitors, the destination areas are a good destination sites for various socio-economic class.

9. RESEARCH DIRECTION

This research is part of a study concerning the analysis of tourists' choice of destination in the tourist destination sites in Mountain Province and Banaue, Ifugao, Philippines. The research aims to help in the tourism planning of the two provinces to maintain sustainable tourism in the mentioned provinces.

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