



# Motorcycle Tourism in the Philippines: An Assessment of the 5 A's of Tourism as a Basis for Sustainable Development Planning

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## ABSTRACT

Motorcycle tourism has emerged as a growing niche within the Philippine tourism industry, offering riders an adventurous and flexible way to explore multiple destinations. This study assessed motorcycle tourism in the Philippines using the Five A's of Tourism framework—Attractions, Accessibility, Accommodation, Activities, and Amenities—as a basis for sustainable development planning. Employing a descriptive-quantitative research design, data were collected from 211 motorcycle tourists through structured survey questionnaires, with Gabaldon, Nueva Ecija serving as a representative site for national-level analysis. Results revealed that motorcycle tourists are predominantly young, male, and adventure-oriented, preferring short to medium-length trips while visiting multiple destinations per journey. Findings showed strongly positive perceptions of Attractions, Activities, and Amenities, particularly scenic landscapes, adventure opportunities, rest stops, and fuel and repair facilities. Accessibility and Accommodation were rated positively but moderately, indicating areas for improvement such as clearer signage, rider-specific services, and secure parking. The study also identified moderate challenges related to road safety and infrastructure, environmental sustainability, seasonality and weather conditions, limited motorcycle-friendly amenities, and regulatory and policy constraints. Based on these findings, a proposed development plan matrix and a sustainable motorcycle tourism development framework were formulated to guide coordinated, inclusive, and environmentally responsible tourism development. The study provides empirical insights to support policy formulation and strategic planning for sustainable motorcycle tourism in the Philippines.

**Keywords:** Motorcycle Tourism, Five A's of Tourism, Sustainable Tourism Development, Philippines, Tourism Planning

**JEL Classification:** Z32, R58

## 1. INTRODUCTION

Motorcycle tourism has emerged as a dynamic and increasingly popular form of travel, offering riders a unique and adventurous way to explore destinations. In the Philippines, this niche segment has gained momentum through initiatives such as the Philippine Motorcycle Tourism Program (PMT, 2024). Coordinated by the tourism promotions board (TPB) in collaboration with the department of tourism, the PMT aims to promote safe travel, stimulate local economies, and encourage riders to visit scenic locations across the country (Tourism Promotions Board, 2024).

The Philippines, with its diverse landscapes, winding rural and mountain roads, and growing network of accessible highways,

presents significant potential for motorcycle tourism. To fully capitalize on this opportunity, it is crucial to understand the factors that influence motorcycle tourism development at both national and local levels. Previous studies, such as a 2024 study in Laguna, highlight the importance of road safety, rider-friendly infrastructure, and supportive local services in providing a positive tourism experience (Real, 2024).

To systematically assess the quality of motorcycle tourism destinations, this study applies the five A's framework of tourism: Attractions, Accessibility, Accommodation, Activities, and Amenities. This framework has been successfully applied in regional tourism assessments, including research in the Bicol Region, which emphasized the importance of coordinated planning to enhance visitor

experiences and stimulate tourism growth (Reloso, 2023). Gabaldon, Nueva Ecija, with its scenic landscapes and accessible highways, is used as an illustrative case to examine how local destinations fit within the national motorcycle tourism landscape.

In addition to economic considerations, environmental sustainability remains critical. The United Nations World Tourism Organization (UNWTO, 2021) emphasizes the need to measure and monitor tourism sustainability to ensure long-term benefits for communities and ecosystems (UNWTO, 2021). Applying sustainability principles ensures that motorcycle tourism contributes positively to local livelihoods while minimizing environmental impacts.

This study explores the experiences and perceptions of motorcycle tourists in the Philippines, examining factors such as safety, infrastructure, amenities, and the engagement of local businesses. By integrating the five A's framework with sustainability considerations, the research aims to generate insights that will inform policies, strategies, and development plans to promote responsible and sustainable motorcycle tourism nationwide.

Motorcycle tourism is a growing segment of the Philippine tourism industry, offering riders an adventurous way to explore destinations. Despite its popularity, limited research exists on the factors influencing its development, including tourist experiences, destination attributes, and challenges to sustainable growth.

This study examines motorcycle tourism in the Philippines by analyzing tourist profiles—age, sex, origin, purpose of travel, and length of stay—and evaluating destinations using the five A's of tourism: Attractions, Accessibility, Accommodation, Activities, and Amenities. It also explores potential challenges, including sustainability, economic fluctuations, seasonality, niche market dynamics, and changing consumer preferences. The findings aim to inform a strategic development plan for sustainable motorcycle tourism that is economically beneficial, environmentally responsible, and inclusive.

The study is guided by the following specific questions:

1. How may the profile of motorcycle tourists in the Philippines be described in terms of:
  - a. Age
  - b. Sex
  - c. Average length of stay at tourist destinations
  - d. Purpose of travel
  - e. Estimated number of visited places in the Philippines
2. How may motorcycle tourists describe destinations in the Philippines in terms of the five A's of tourism:
  - a. Attractions
  - b. Accessibility
  - c. Accommodation
  - d. Activities
  - e. Amenities
3. What challenges may affect the development of motorcycle tourism in the Philippines, particularly regarding:
  - a. Road safety and infrastructure

- b. Environmental sustainability
- c. Seasonality and weather conditions
- d. Availability of motorcycle-friendly amenities
- e. Regulatory and policy constraints

4. What development plan can be proposed based on the findings to promote sustainable motorcycle tourism in the Philippines?

## 2. RESEARCH METHODOLOGY

This study employed a descriptive-quantitative research design to assess motorcycle tourism in the Philippines using the five A's of tourism framework attractions, accessibility, accommodation, activities, and amenities as a basis for sustainable development planning. The descriptive approach was used to systematically describe the demographic profile, travel behavior, perceptions, and challenges experienced by motorcycle tourists, while the quantitative method allowed for the statistical analysis of numerical data gathered through structured survey questionnaires.

Gabaldon, Nueva Ecija was selected as a representative study site due to its increasing popularity as a motorcycle tourism destination, characterized by scenic routes, accessible highways, and frequent visitation by domestic motorcycle riders. While data were collected in a specific locality, the analysis and interpretation were framed at the national level, reflecting the broader context of motorcycle tourism in the Philippines.

### 2.1. Respondents and Sampling Technique

The respondents of the study consisted of 211 motorcycle tourists who visited Gabaldon, Nueva Ecija from January 2025 to December 2025. Data collection was conducted every Saturday to capture consistent tourism activity and reduce temporal bias. The study utilized purposive sampling, selecting respondents who met the following criteria:

1. Actively engaged in motorcycle tourism,
2. Traveling for leisure, adventure, or sightseeing purposes, and
3. Stopping at identified tourism points such as the Gabaldon Welcome Arch, roadside attractions, and major highways.

This sampling technique ensured that the respondents were relevant to the objectives of the study and capable of providing informed evaluations of motorcycle tourism destinations.

### 2.2. Research Instrument

A structured survey questionnaire was used as the primary data-gathering instrument. The questionnaire was divided into three parts:

1. Profile of motorcycle tourists, which included age, sex, average length of stay, purpose of travel, and estimated number of places visited in the Philippines;
2. Assessment of destinations based on the five A's of tourism, covering attractions, accessibility, accommodation, activities, and amenities;
3. Challenges affecting motorcycle tourism development, focusing on road safety and infrastructure, environmental sustainability, seasonality and weather conditions, availability of motorcycle-friendly amenities, and regulatory and policy constraints.

All perception-based statements were measured using a 4-point Likert scale. The instrument was reviewed for clarity and content validity and was administered through face-to-face surveys, allowing the researchers to clarify questions and ensure completeness of responses.

**2.3. Data Analysis**

Data were tabulated and analyzed using descriptive statistical tools, particularly frequency distribution, percentage, and weighted mean. The weighted mean was used to determine the level of agreement of respondents for each indicator under the five A's of Tourism and the identified challenges. Microsoft Excel was utilized for data processing and computation to identify trends and patterns relevant to sustainable motorcycle tourism development.

**2.4. Ethical Considerations**

Ethical standards were strictly observed throughout the conduct of the study. Participation was voluntary, and respondents were informed of the purpose of the research prior to data collection. No personal identifiers were collected, and all responses were treated with confidentiality in compliance with the Data Privacy Act of 2012 (Republic Act No. 10173). The questionnaire avoided sensitive or intrusive questions to ensure the safety and well-being of participants.

**3. RESULTS AND DISCUSSION**

**3.1. Part 1: Profile of Motorcycle Tourists in the Philippines**

As shown in Table 1, the data shows that motorcycle tourism in the Philippines is predominantly driven by young adults, with 42.7% of respondents aged 26-35 and 33.2% aged 18-25. Together, these two groups represent 75.9% of all respondents, indicating that the majority of motorcycle tourists are in their early working years or just finishing education. The lower representation of riders aged 36-45 (16.6%) and 46+ (7.5%) suggests that older individuals may be less inclined to participate in motorcycle tourism due to physical demands, safety concerns, or lifestyle preferences. This trend highlights the importance of designing routes, activities, and marketing strategies that appeal to energetic, adventure-seeking riders, while considering ways to make motorcycle tourism safer and more inclusive for older demographics, such as through shorter routes, rest areas, and support services (Parilla, 2023). The age distribution also indicates potential for youth-oriented promotions and group rides, which could enhance tourism participation.

Based on Table 2, the overwhelming majority of respondents are male (78.2%), while females comprise only 21.8% of motorcycle tourists. This indicates that motorcycle tourism in the Philippines remains heavily male-dominated, which may be influenced by cultural norms, perceptions of motorcycles as male-oriented vehicles, or concerns about personal safety for female riders. The relatively low female participation highlights an opportunity for tourism stakeholders to encourage women riders through specialized programs, such as women-only tours, safety workshops, and marketing campaigns that showcase inclusivity. Understanding this gender imbalance is important for sustainable development planning because diversifying the demographic can

lead to increased participation, broader community engagement, and inclusive infrastructure planning, including facilities that cater to female riders and families.

Similar gender disparities have been observed in mobility-based tourism activities, where participation is often shaped by social perceptions and safety considerations (Aritenang, 2024).

As shown in Table 3, most motorcycle tourists (56.9%) spend 2-3 days at their destinations, indicating a preference for short to medium trips, while 21.3% stay 4-5 days, and 16.6% stay for only one day. A very small fraction (5.2%) stays longer than five days. This suggests that motorcycle tourists value mobility and exploration over prolonged stays and that they may prioritize visiting multiple locations during a single trip rather than staying in one place for extended periods. The preference for short- to medium-length trips aligns with the adventurous and flexible nature of motorcycle tourism, where travelers often seek scenic routes, experiences, and activities along the way. Tourism planners can use this insight to develop itineraries, stopovers, and attractions that maximize engagement within a 2-3 day timeframe, ensuring a satisfying experience without requiring extended accommodation stays.

As shown in Table 4, the purpose of travel shows that the majority of motorcycle tourists (64%) visit destinations for leisure and

**Table 1: Age distribution of motorcycle tourists in the Philippines**

Age group	Frequency	Percentage
18-25	70	33.2
26-35	90	42.7
36-45	35	16.6
46 and above	16	7.5
Total	211	100

**Table 2: Sex distribution of motorcycle tourists in the Philippines**

Sex	Frequency	Percentage
Male	165	78.2
Female	46	21.8
Total	211	100

**Table 3: Average length of stay at tourist destinations**

Length of stay	Frequency	Percentage
1 day	35	16.6
2-3 days	120	56.9
4-5 days	45	21.3
More than 5 days	11	5.2
Total	211	100

**Table 4: Purpose of travel of motorcycle tourists**

Purpose of travel	Frequency	Percentage
Leisure/Adventure	135	64.0
Sightseeing/Photography	45	21.3
Business/Work-related	20	9.5
Social/Family visit	11	5.2
Total	211	100

adventure, followed by sightseeing or photography (21.3%). Business or work-related travel (9.5%) and social/family visits (5.2%) represent a small portion of the respondents. This clearly demonstrates that motorcycle tourism is experience-driven, with riders motivated by exploration, thrill, and engagement with local environments. The dominance of adventure-focused travel emphasizes the need for activities that combine scenic routes, cultural exposure, and recreational opportunities.

Adventure-based tourism has been widely recognized as a growing global trend, where tourists seek immersive and emotionally engaging travel experiences rather than passive visitation (Gazef, 2024). Service providers and local tourism authorities should prioritize adventure trails, safe riding experiences, and leisure-focused amenities, while also exploring niche segments such as photography tours, cultural immersion, and family-friendly activities to attract a more diverse audience (Monteiro, 2025).

As shown in Table 5, the majority of respondents (42.7%) reported visiting 4-6 destinations during their trips, with 26.1% visiting 7-9 places, and only 23.7% visiting 1-3 destinations. A small fraction (7.5%) reported visiting 10 or more places. This indicates that motorcycle tourists are highly mobile and tend to explore multiple destinations per trip, highlighting the importance of well-planned routes, navigational aids, and accessible attractions. The trend toward multi-destination travel also emphasizes the need for adequate infrastructure, including motorcycle-friendly rest stops, fuel stations, and repair facilities, as well as way finding tools like maps and signage. Destinations that are not well-connected or lack support services may see fewer visitors, suggesting that coordinated planning across multiple localities is essential to maximize the appeal of motorcycle tourism and ensure safety and convenience.

**3.2. Part 2: Perceptions of Motorcycle Tourists on Destinations in the Philippines Based on the Five A's of Tourism**

As reflected in Table 6, the attractions category received an average weighted mean (AWM) of 3.34 (Strongly Agree), indicating that motorcycle tourists in the Philippines generally have a very positive perception of destinations' visual and experiential qualities.

Scenic landscapes (3.48, Strongly Agree) scored the highest, showing that riders highly value natural beauty and visually engaging routes an essential component of motorcycle tourism experiences nationwide. Engaging experiences (3.41, Strongly Agree) also scored high, reflecting the importance of interactive attractions, such as adventure trails, local festivals, cultural shows, and scenic detours.

Informative signage (3.17, Agree) was relatively lower, suggesting that while Philippine destinations are visually appealing, directional information and interpretive signs could be improved to aid navigation, especially for first-time riders traveling across unfamiliar regions.

Preservation of natural surroundings (3.33, Strongly Agree) and maintenance of cultural sites (3.29, Strongly Agree) further

**Table 5: Estimated number of visited places in the Philippines**

Number of places visited	Frequency	Percentage
1-3	50	23.7
4-6	90	42.7
7-9	55	26.1
10 or more	16	7.5
Total	211	100

**Table 6: Assessment of attractions in motorcycle tourism destinations**

Statement	Weighted mean	Verbal indicator
Scenic landscapes along the route are visually appealing	3.48	Strongly Agree
Cultural and historical sites are well-maintained and accessible	3.29	Strongly Agree
Tourist spots have informative signages and directions	3.17	Agree
Attractions provide engaging experiences for riders	3.41	Strongly Agree
Natural surroundings and environment are preserved and clean	3.33	Strongly Agree
Average weighted mean	3.34	Strongly Agree

**Table 7: Assessment of accessibility in motorcycle tourism destinations**

Statement	Weighted mean	Verbal indicator
Roads leading to tourist destinations are safe for motorcycles	3.33	Strongly Agree
Signage and directions to tourist spots are clear and visible	3.17	Agree
Transportation options (bus, taxi, etc.) are convenient for riders	3.05	Agree
Entry points to destinations are easy to locate	3.23	Agree
Travel time to destinations is reasonable and manageable	3.23	Agree
Average weighted mean	3.20	Agree

highlight that tourists notice and value environmental sustainability and heritage conservation.

Across the Philippines, attractions are the primary pull factor for motorcycle tourism. High ratings indicate that destinations offer strong visual and experiential appeal, yet improving signage, maps, and interpretive information could enhance safety and enrich the visitor experience, particularly for riders undertaking long-distance or multi-region trips (Kheri, 2023).

As reflected in Table 7, accessibility received an AWM of 3.20 (Agree), reflecting generally positive but moderate perceptions of how easily tourists can reach destinations across the country.

Road safety (3.33, Strongly Agree) was the highest-rated indicator, showing that riders generally feel secure on major routes. Signage (3.17, Agree) and transportation options (3.05, Agree) were rated lower, suggesting potential challenges in route clarity, multimodal

connectivity, and support for riders traveling from distant locations or relying on public transport to reach starting points. Entry points (3.23) and travel time (3.23) indicate destinations are accessible, though there is room to streamline route guidance, parking, and orientation services.

Accessibility is critical for motorcycle tourism in the Philippines because riders rely on clear directions, safe roads, and predictable travel times (Li et al., 2025). Enhancing signage, maps, and connectivity to transport hubs can reduce travel-related stress and improve overall satisfaction. Destinations with poor accessibility may discourage visits, especially from novice riders or long-distance travelers.

As reflected in Table 8, accommodation scored an AWM of 3.25 (Agree), indicating that riders generally find lodgings in the Philippines satisfactory, clean, and functional, though not exceptional.

Cleanliness (3.33, Strongly Agree) was the highest-rated factor, reflecting that hygiene is a key expectation for tourists. Ratings for comfort, affordability, staff friendliness, and motorcycle parking (3.22-3.23, Agree) show that accommodations meet basic needs but may lack specialized services for motorcyclists, such as secure parking, repair facilities, or budget-friendly packages.

Accommodation is a supporting element of motorcycle tourism. While basic needs are met nationwide, enhancing rider-specific amenities (secure parking, tools, fuel access) and offering affordable yet comfortable options could encourage longer stays and repeat visits, benefiting local hospitality providers (Yu and Yu, 2024).

As reflected in Table 9, activities received an AWM of 3.33 (Strongly Agree), demonstrating that riders find destinations in the Philippines engaging and fulfilling in terms of adventure, recreation, and cultural experiences.

Adventure and outdoor activities (3.44) and recreational enjoyment (3.39) scored highest, highlighting the centrality of thrill and experience in motorcycle tourism. Cultural experiences (3.33) were also well-received, suggesting that integrating local heritage, traditions, and events enhances attractiveness. Inclusivity for different age groups (3.17, Agree) scored lowest, indicating a need for activities that accommodate families, older riders, or less-experienced tourists.

Cultural and recreational engagement also plays a key role in tourist satisfaction and destination loyalty, as engagement with local culture enhances emotional and behavioral attachment to destinations (Parilla, 2023).

Offering varied and safe activities is crucial for motorcycle tourism. While adventure and recreational opportunities are well (Ramo et al., 2021).

As reflected in Table 10, amenities achieved an AWM of 3.30 (Strongly Agree), indicating that practical support services strongly enhance the motorcycle tourism experience across the Philippines.

**Table 8: Assessment of accommodation in motorcycle tourism destinations**

Statement	Weighted mean	Verbal indicator
Lodging options are comfortable and well-maintained	3.23	Agree
Accommodation is affordable for different budgets	3.22	Agree
Staff at accommodations are friendly and helpful	3.23	Agree
Facilities and rooms are clean and hygienic	3.33	Strongly Agree
Motorcycle parking and security are available at accommodations	3.23	Agree
Average weighted mean	3.25	Agree

**Table 9. Assessment of activities in motorcycle tourism destinations**

Statement	Weighted mean	Verbal indicator
Recreational activities available are enjoyable and varied	3.39	Strongly Agree
Local cultural experiences are accessible and well-organized	3.33	Strongly Agree
Adventure and outdoor activities meet rider expectations	3.44	Strongly Agree
Activities cater to different age groups and interests	3.17	Agree
Safety measures are provided for adventure and recreational activities	3.33	Strongly Agree
Average weighted mean	3.33	Strongly Agree

**Table 10: Assessment of amenities in motorcycle tourism destinations**

Statement	Weighted Mean	Verbal Indicator
Restaurants and cafes are available and convenient for riders	3.33	Strongly Agree
Rest stops and motorcycle-friendly facilities are present	3.39	Strongly Agree
Tourist information centers are helpful and accessible	3.23	Agree
First aid and safety facilities are sufficient	3.23	Agree
Fuel stations, repair shops, and convenience stores are easily accessible along the route	3.33	Strongly Agree
Average weighted mean	3.30	Strongly Agree

Rest stops and motorcycle-friendly facilities (3.39) and fuel stations/repair shops (3.33) were rated highest, demonstrating that basic infrastructure and services are essential for safe, sustained mobility. Tourist information and first aid services (3.23, Agree) were slightly lower, highlighting opportunities to improve guidance, emergency response, and rider support for those unfamiliar with routes. Restaurants and cafes (3.33) ensure riders can rest and refuel—an indispensable aspect of long-distance motorcycle trips.

Amenities are critical to satisfaction and safety. Well-maintained rest stops, fuel stations, repair shops, and accessible food options allow riders to plan longer itineraries confidently. Addressing gaps

in tourist information and safety services presents opportunities for strategic development and investment (Ismail and Abdullah, 2022).

### 3.3. Part 3: Challenges Affecting the Development of Motorcycle Tourism in the Philippines

As reflected in Table 11, the road safety and infrastructure category received an AWM of 3.08 (Agree), indicating moderate concern among motorcycle tourists regarding the quality and safety of travel routes across the Philippines.

- Road conditions along tourist routes (3.11, Agree), signage and traffic directions (3.11, Agree), and lack of emergency/roadside assistance (3.08, Agree) highlight infrastructure-related challenges that could affect rider confidence and safety
- Traffic congestion (3.10, Agree) and poorly maintained roads (3.10, Agree) further suggest that urban and rural routes alike can pose hazards
- Limited motorcycle lanes (3.05, Agree) and insufficient lighting at night (3.01, Agree) demonstrate gaps in safety measures across national highways and scenic routes.

Road infrastructure is a critical factor for motorcycle tourism in the Philippines, given the inherent risks of riding. Inadequate lanes, poor lighting, limited emergency support, and inconsistent maintenance could discourage visits or lead to accidents. Improving road quality, signage, traffic management, and emergency services nationwide is essential for safer, more reliable travel experiences (Kamid et al., 2024).

As reflected in Table 12, environmental sustainability received an AWM of 3.02 (Agree), showing that riders recognize moderate environmental challenges associated with motorcycle tourism in the Philippines.

- Tourist-generated waste (3.01, Agree) and degradation of natural habitats (3.05, Agree) indicate ecological pressures on popular routes
- Pollution from motorcycles (2.97, Agree) and low environmental awareness among riders (3.05, Agree) suggest that sustainable practices are not consistently followed

**Table 11: Road safety and infrastructure challenges in motorcycle tourism**

Statement	Weighted mean	Verbal indicator
Road conditions along tourist routes are generally poor	3.11	Agree
Signage and traffic directions are inadequate	3.11	Agree
Lack of emergency and roadside assistance affects rider safety	3.08	Agree
Heavy traffic and congestion negatively impact travel	3.10	Agree
Construction or poorly maintained roads create hazards	3.10	Agree
Accidents are common along popular motorcycle routes	3.08	Agree
Limited motorcycle lanes or separate routes reduce safety	3.05	Agree
Bridges and elevated roads lack proper safety measures	3.08	Agree
Road lighting at night is insufficient	3.01	Agree
Local authorities rarely monitor traffic safety for riders	3.05	Agree
Average weighted mean	3.08	Agree

- Insufficient community initiatives (3.01, Agree) and lack of regulatory enforcement (3.04, Agree) further highlight gaps in sustainable tourism management.

Motorcycle tourism impacts local ecosystems, particularly in rural and scenic areas. Moderate agreement implies that environmental management and awareness campaigns are necessary. Strategies could include waste management systems, eco-friendly riding campaigns, designated routes to protect sensitive areas, and collaborative policies with local communities to ensure sustainable development (Aliah et al., 2021).

Furthermore, sustainable tourism literature emphasizes the importance of balancing tourism growth with environmental protection to maintain long-term destination viability (Global Sustainable Tourism Council, 2025).

**Table 12: Environmental sustainability challenges**

Statement	Weighted mean	Verbal indicator
Tourist activities generate waste that is not properly managed	3.01	Agree
Natural habitats along motorcycle routes are being degraded	3.05	Agree
Motorcycle tourism increases pollution in rural and scenic areas	2.97	Agree
Environmental awareness among riders is low	3.05	Agree
Local communities lack initiatives to protect ecosystems	3.01	Agree
Destinations are not properly regulated for sustainable tourism	3.04	Agree
Noise from motorcycles disturbs wildlife and residents	2.97	Agree
Tourists do not follow eco-friendly practices	3.01	Agree
Lack of recycling facilities at tourist sites	3.05	Agree
Deforestation or land degradation is evident along routes	3.01	Agree
Average weighted mean	3.02	Agree

**Table 13: Seasonality and weather conditions challenges**

Statement	Weighted mean	Verbal indicator
Weather conditions often limit travel plans	3.32	Strongly Agree
Rainy seasons make roads unsafe for motorcycles	3.18	Agree
Peak seasons lead to overcrowding at destinations	3.11	Agree
Hot weather affects rider comfort and safety	3.23	Agree
Seasonal events are not well-coordinated for tourists	3.18	Agree
Natural disasters occasionally disrupt travel plans	3.08	Agree
Flooded or damaged roads limit accessibility	3.10	Agree
Tourism activities are unavailable during off-season	3.05	Agree
Seasonal variations affect availability of accommodations	3.08	Agree
Inconsistent weather forecasts create planning difficulties	3.01	Agree
Average weighted mean	3.14	Agree

As reflected in Table 13, seasonality and weather conditions received an AWM of 3.14 (Agree), reflecting that weather and peak travel seasons moderately affect motorcycle tourism across the Philippines.

- Weather limitations (3.32, Strongly Agree) and unsafe roads during rainy seasons (3.18, Agree) were top concerns.
- Peak season congestion (3.11, Agree) and hot weather affecting comfort (3.23, Agree) highlight how natural and human factors can influence rider experiences.
- Seasonal events coordination (3.18, Agree) and natural disasters (3.08, Agree) indicate the need for flexible planning.

Analysis: Seasonal factors influence accessibility, safety, and comfort for motorcycle tourists nationwide. Incorporating risk mitigation strategies, such as real-time weather alerts, alternative

routes, and better scheduling of seasonal events, can ensure reliable and enjoyable trips across various regions (Muñoz et al., 2021).

As reflected in Table 14, the availability of motorcycle-friendly amenities scored an AWM of 3.26 (Agree), showing moderate satisfaction with the provision of motorcycle-specific facilities in the Philippines.

- Fuel stations along scenic/rural routes (3.39, Strongly Agree) and rest stops (3.23, Agree) were rated highly
- Limited parking (3.33, Strongly Agree), repair shops (3.23, Agree), and tourist information for motorcyclists (3.18, Agree) highlight gaps in specialized services
- Accessibility of cafes, restrooms, and secure storage (3.23, Agree) is adequate but could be expanded.

**Table 14: Motorcycle-friendly amenities challenges**

Statement	Weighted mean	Verbal indicator
Limited parking for motorcycles at tourist sites	3.33	Strongly Agree
Few repair shops or motorcycle maintenance services available	3.23	Agree
Fuel stations are scarce along rural or scenic routes	3.39	Strongly Agree
Rest areas for riders are insufficient	3.23	Agree
Motorcycle rental services are limited or unavailable	3.23	Agree
Tourist destinations lack motorcycle-specific information	3.18	Agree
Lack of secure storage for motorcycles at accommodations	3.23	Agree
Amenities like cafes and restrooms are not easily accessible	3.23	Agree
Riding routes do not have clear maps or guides	3.18	Agree
Tourist offices do not provide services tailored for motorcycle tourists	3.23	Agree
Average weighted mean	3.26	Agree

Motorcycle-specific amenities strongly influence travel convenience and safety (Cadavid et al, 2021). Enhancing availability of fuel stations, repair shops, secure parking, and informational services nationwide would improve rider satisfaction, particularly for long-distance or first-time visitors (Alkhatni et al., 2021).

As reflected in Table 15, regulatory and policy constraints received an AWM of 3.04 (Agree), indicating moderate concern over governance and support for motorcycle tourism in the Philippines.

- Unclear regulations (3.05, Agree) and complicated permits/licensing (3.01, Agree) were noted as barriers
- Inconsistent enforcement of safety rules (3.08, Agree) and limited inclusion of motorcycle tourism in local policies (3.01, Agree) show governance gaps
- Weak collaboration among local governments (3.05, Agree) and bureaucratic delays in route planning (3.05, Agree) further constrain development.

**Table 15: Regulatory and policy constraints**

Statement	Weighted mean	Verbal indicator
Local regulations for motorcycle tourism are unclear	3.05	Agree
Licensing and permit processes are complicated	3.01	Agree
Enforcement of safety rules is inconsistent	3.08	Agree
Authorities impose restrictions that limit touring options	3.05	Agree
Policies do not support the development of motorcycle tourism	3.01	Agree
Taxation and fees are burdensome for motorcycle riders	3.04	Agree
Collaboration between local governments is weak	3.05	Agree
Tourism policies rarely include niche markets like motorcycle tourism	3.01	Agree
Planning and development of routes is delayed due to bureaucracy	3.05	Agree
Lack of incentives for sustainable and responsible motorcycle tourism	3.01	Agree
Average weighted mean	3.04	Agree

Supportive policies and clear governance are crucial for sustainable motorcycle tourism (Gronau, 2024). Nationwide, clarifying regulations, streamlining permits, offering incentives, and integrating motorcycle tourism into local development plans can foster responsible growth and attract more riders (Türkay and Atasoy, 2021).

**3.4. Part 4: Proposed Development Plan Matrix for Sustainable Motorcycle Tourism in the Philippines**

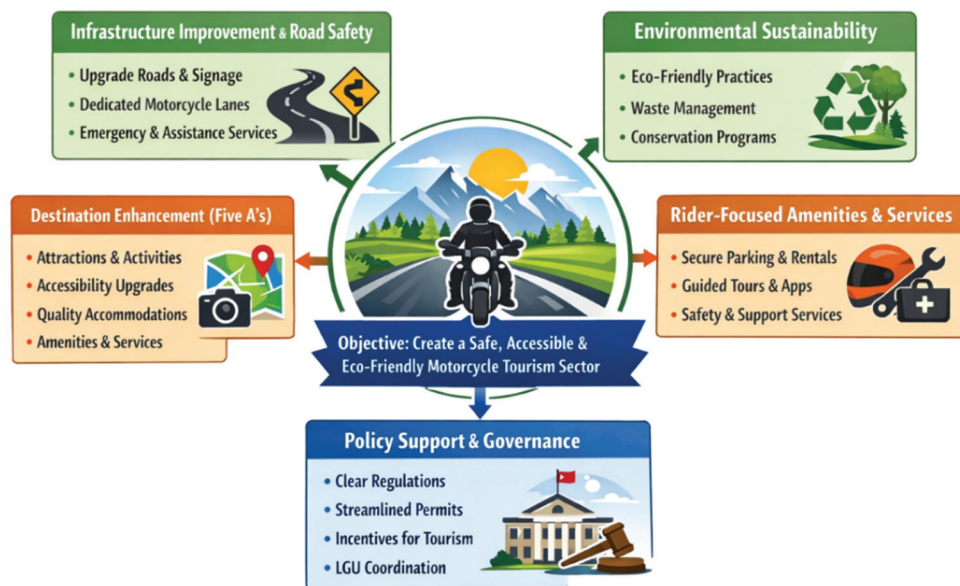
The infographic emphasizes sustainability as the core principle of motorcycle tourism in the Philippines. It visually communicates the need for balanced development, considering economic, environmental, and social factors—mirroring the objectives of the proposed matrix.

The relationships among the identified factors are further illustrated in Figure 1, which presents the Sustainable Motorcycle Tourism Development Framework. The figure highlights how infrastructure, destination components, sustainability, and governance interact to influence motorcycle tourism development in the Philippines.

**Table 16: The proposed strategies presented in this study address key challenges, including infrastructure gaps, environmental sustainability, and policy constraints, to support a holistic motorcycle tourism development framework**

Challenges/ focus areas	Proposed strategies/interventions	Expected outcomes/benefits	Responsible stakeholders
Infrastructure and Road Safety	<ul style="list-style-type: none"> <li>• Upgrade and maintain major and scenic routes</li> <li>• Install clear signage and traffic directions</li> <li>• Designate motorcycle lanes and rest areas</li> <li>• Improve road lighting and emergency services</li> </ul>	<ul style="list-style-type: none"> <li>• Safer travel for motorcycle tourists</li> <li>• Reduced accidents and travel stress</li> <li>• Improved accessibility nationwide</li> </ul>	Department of Public Works and Highways (DPWH), Local Government Units (LGUs), DOT, Motorcycle Clubs/ Associations
Destination Enhancement (Five A's)	<ul style="list-style-type: none"> <li>• Promote attractions: preserve natural landscapes, heritage sites, and scenic routes</li> <li>• Develop adventure, cultural, and recreational activities</li> <li>• Improve accommodations and accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced visitor satisfaction and experience</li> <li>• Increased tourist visits to multiple destinations</li> <li>• Balanced tourism growth across regions</li> </ul>	DOT, TPB, LGUs, Tourism Operators, Local Communities
Rider-focused Amenities and services	<ul style="list-style-type: none"> <li>• Establish secure parking, motorcycle rental and repair shops</li> <li>• Develop rider-friendly rest stops, fuel stations, and convenience facilities</li> <li>• Provide guided tours and navigation apps</li> </ul>	<ul style="list-style-type: none"> <li>• Increased convenience and safety for riders</li> <li>• Longer stays and repeat visits</li> <li>• Higher participation from first-time riders</li> </ul>	DOT, LGUs, Private Sector, Motorcycle Associations
Environmental Sustainability	<ul style="list-style-type: none"> <li>• Implement waste management systems along routes and destinations</li> <li>• Promote eco-friendly riding and tourism practices</li> <li>• Establish conservation programs in sensitive areas</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced environmental impact of tourism</li> <li>• Sustainable use of natural resources</li> <li>• Increased awareness of eco-tourism among riders</li> </ul>	DOT, DENR, LGUs, Local Communities, Environmental NGOs
Policy Support and Governance	<ul style="list-style-type: none"> <li>• Develop clear regulations for motorcycle tourism</li> <li>• Simplify licensing, permits, and route approvals</li> <li>• Provide incentives for sustainable tourism initiatives</li> <li>• Encourage inter-LGU coordination</li> </ul>	<ul style="list-style-type: none"> <li>• Streamlined governance and supportive policies</li> <li>• Encouragement of responsible tourism</li> <li>• Enhanced collaboration between local authorities</li> </ul>	DOT, LGUs, DOTR, Motorcycle Clubs, Policy Makers
Seasonality and Weather Preparedness	<ul style="list-style-type: none"> <li>• Provide real-time weather alerts and route advisories</li> <li>• Schedule seasonal events strategically</li> <li>• Develop alternative routes during off-peak or hazardous seasons</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced travel disruption due to weather</li> <li>• Increased tourist confidence</li> <li>• Higher participation throughout the year</li> </ul>	PAGASA, DOT, LGUs, Motorcycle Associations
Marketing and Promotion	<ul style="list-style-type: none"> <li>• Develop national motorcycle tourism campaigns</li> <li>• Showcase multi-destination routes and experiences</li> <li>• Encourage social media sharing and storytelling by riders</li> </ul>	<ul style="list-style-type: none"> <li>• Increased national and international visibility</li> <li>• Attract new segments, including female and older riders</li> <li>• Higher tourism revenue and engagement</li> </ul>	TPB, DOT, Travel Agencies, Influencers, Motorcycle Clubs

**Figure 1: Sustainable motorcycle tourism development framework for the Philippines**



### 3.4.1. Infrastructure and road Safety (UNWTO, 2021)

- Matrix focus: Upgrading roads, clear signage, dedicated motorcycle lanes, rest areas, and emergency support
- Infographic relevance: The photo likely highlights scenic motorcycle routes, rest stops, and safe highways. The matrix aligns by ensuring these routes are not only attractive but safe, well-maintained, and accessible for long-distance or first-time riders. Safety and proper infrastructure are foundational for sustainable tourism.

### 3.4.2. Destination enhancement (Five A's) (Relloso, 2023; Tourism Promotions Board, 2024)

- Matrix focus: Improving attractions, accessibility, accommodations, activities, and amenities across the Philippines
- Infographic relevance: The infographic may show scenic spots, cultural events, or adventure activities. The matrix translates this visually appealing concept into practical actions: Preserving landscapes, offering diverse activities, and ensuring accommodations meet riders' needs. This ensures destinations are visually engaging and experience-rich, aligning with survey results where Attractions and Activities scored high.

### 3.4.3. Rider-focused amenities and services (Viatourism, 2025; Alkhatni et al., 2021)

- Matrix focus: Secure parking, fuel stations, repair shops, rider-friendly rest areas, and guidance systems.
- Infographic relevance: The infographic likely depicts motorcycles stopping at rest areas, cafes, or fueling stations. These amenities enhance mobility, safety, and convenience, which the survey identified as critical factors influencing riders' satisfaction nationwide.

### 3.4.4. Environmental sustainability (Global Sustainable Tourism Council, 2025; UNWTO, 2021; Aliah et al., 2021)

- Matrix focus: Waste management, eco-friendly riding campaigns, conservation programs, and promoting responsible tourism.
- Infographic relevance: Sustainability icons, green routes, or eco-friendly practices are visually represented. The matrix operationalizes this by suggesting specific strategies to reduce environmental impact, protect natural habitats, and engage communities in preserving ecosystems along motorcycle routes.

### 3.4.5. Policy support and governance (Tourism Promotions Board, 2024; Türkay & Atasoy, 2021)

- Matrix focus: Clear regulations, streamlined permits, incentives, and inter-local government coordination
- Infographic relevance: Governance elements are often symbolized through icons like documents, checklists, or policy markers. The matrix ensures that government support underpins sustainable growth, addressing survey concerns about unclear rules and limited policy attention for motorcycle tourism.

### 3.4.6. Seasonality and weather preparedness (Muñoz et al., 2021)

- Matrix focus: Weather alerts, alternative routes, and strategic scheduling of seasonal events

- Infographic relevance: Visual cues of sun, rain, or seasonal activities in the infographic tie to the matrix strategy, helping riders plan safe trips regardless of climate, aligning with survey findings where weather and seasonality moderately affect travel.

### 3.4.7. Marketing and promotion (Pertus, 2024; Kubovics, 2025)

- Matrix focus: National campaigns, multi-destination routes, social media engagement, and inclusive marketing to attract a diverse rider demographic
- Infographic relevance: The infographic likely uses visuals of riders exploring multiple regions, showcasing experiences. The matrix converts this into strategic promotion, emphasizing not just the adventure but also responsible, sustainable tourism practices.

The infographic provides a conceptual vision of sustainable motorcycle tourism, while the matrix translates it into concrete, actionable strategies, directly addressing challenges identified in your survey and discussion. Together, they provide a holistic approach for promoting motorcycle tourism that is safe, sustainable, and enjoyable across the Philippines.

## 4. CONCLUSION AND RECOMMENDATIONS

This study assessed motorcycle tourism in the Philippines using the Five A's of Tourism framework Attractions, Accessibility, Accommodation, Activities, and Amenities as a basis for proposing a sustainable development plan. Using a descriptive-quantitative research design and data gathered from 211 motorcycle tourists, the study provided a comprehensive understanding of tourist profiles, destination attributes, and key challenges affecting motorcycle tourism nationwide, with Gabaldon, Nueva Ecija serving as a representative site.

Findings revealed that motorcycle tourism in the Philippines is predominantly driven by young, male, adventure-oriented riders who prefer short to medium-length trips and visit multiple destinations per journey. This highlights motorcycle tourism as a highly mobile, experience-driven niche that thrives on scenic routes, adventure activities, and cultural engagement.

In terms of the Five A's, motorcycle tourists expressed strongly positive perceptions of Attractions, Activities, and Amenities, particularly scenic landscapes, adventure opportunities, rest stops, fuel stations, and rider-friendly facilities. Accessibility and Accommodation were rated positively but moderately, indicating that while basic infrastructure and services are generally adequate, there is still room for improvement especially in signage, rider-specific facilities, and secure parking.

Despite these strengths, the study identified moderate but consistent challenges affecting motorcycle tourism development. These include concerns related to road safety and infrastructure, environmental sustainability, seasonality and weather conditions,

limited motorcycle-friendly amenities, and regulatory and policy constraints. The presence of these challenges suggests that while motorcycle tourism has strong potential in the Philippines, its long-term growth requires coordinated planning, policy support, and sustainability-oriented interventions.

Based on these findings, a Proposed Development Plan Matrix was formulated, supported by the Sustainable Motorcycle Tourism Development Framework. The framework emphasizes sustainability as the core principle, integrating infrastructure development, destination enhancement, rider-focused services, environmental protection, governance, seasonality management, and strategic marketing. Together, the matrix and framework provide a holistic, actionable guide for promoting motorcycle tourism that is safe, inclusive, environmentally responsible, and economically beneficial across the Philippines.

#### 4.1. Recommendations

Based on the conclusions drawn from the study, the following recommendations are proposed:

##### 4.4.1. Strengthen road infrastructure and safety measures

National and local government agencies, particularly the DPWH and LGUs, should prioritize the improvement and maintenance of motorcycle-friendly roads, especially along scenic and tourism routes. This includes installing clear signage, improving road lighting, providing designated motorcycle lanes where feasible, and strengthening emergency and roadside assistance services to ensure rider safety.

##### 4.4.2. Enhance destination development using the five a's framework

The Department of Tourism (DOT) and local tourism offices should adopt the Five A's as a standard planning tool. Attractions should be preserved and enhanced, accessibility improved through better navigation and transport linkages, accommodations encouraged to offer rider-specific services, activities diversified for different age groups, and amenities expanded to support long-distance travel.

##### 4.4.3. Expand motorcycle-friendly amenities and services

Tourism stakeholders and private sector partners should invest in secure parking, repair shops, fuel stations, rest areas, and rider information centers along major and emerging motorcycle routes. Developing navigation apps, route maps, and guided motorcycle tours can further enhance convenience and safety, especially for first-time riders.

##### 4.4.4. Promote environmental sustainability and responsible riding

Environmental agencies, LGUs, and tourism operators should implement waste management systems, promote eco-friendly riding practices, and establish conservation initiatives in environmentally sensitive areas. Awareness campaigns targeting riders and local communities can help minimize pollution, noise, and habitat degradation associated with motorcycle tourism.

##### 4.4.5. Improve policy support and governance

Policymakers should develop clear, consistent regulations specific to motorcycle tourism, streamline licensing and permit processes, and offer incentives for sustainable tourism initiatives. Strengthening coordination among LGUs and integrating motorcycle tourism into national and local tourism development plans will support more cohesive and effective governance.

##### 4.4.6. Address seasonality and weather-related challenges

Agencies such as PAGASA, in collaboration with tourism offices, should provide real-time weather updates, route advisories, and alternative travel plans. Strategically scheduling tourism events and promoting off-season routes can help reduce overcrowding and ensure year-round tourism participation.

##### 4.4.7. Intensify marketing and inclusive promotion

The Tourism Promotions Board (TPB) and DOT should develop targeted motorcycle tourism campaigns that highlight multi-destination routes, safety, sustainability, and cultural experiences. Marketing efforts should also aim to attract female riders, older tourists, and international motorcycle travelers, promoting inclusivity and expanding the market base.

##### 4.4.8. Future research directions

Future studies may explore qualitative insights into rider experiences, comparative regional analyses, or the economic and environmental impacts of motorcycle tourism. Expanding the scope to include international motorcycle tourists can further enrich policy and planning perspectives.

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