

# The revisit intentions of local mountaineers to Mount Guiting-Guiting in Sibuyan Island, Romblon: A demographic and behavioral profile

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## ABSTRACT

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This quantitative study investigates the multifaceted factors influencing local mountaineers' decisions to return to Mount Guiting-Guiting. Recognizing a notable gap in understanding domestic mountain tourism motivations, particularly within the Philippine context, this research specifically profiles mountaineers based on their key demographic characteristics. It delves into crucial behavioral aspects, encompassing their past climbing experiences, perceived risks associated with the ascent, and overall tourist satisfaction and experience. Employing a descriptive quantitative approach, data was systematically collected from 37 local Filipino mountaineers who have successfully ascended Mount Guiting-Guiting within the last five years. The study examines how perceived risks, tourist satisfaction, and overall tourist experience, as critical behavioral factors, correlate with and potentially influence revisit intentions. Furthermore, a significant analytical component involves determining whether statistically significant differences in revisit intention exist when mountaineers are categorized and grouped according to their socio-demographic profiles. Preliminary findings indicate a strong overall revisit intention among the participants, a sentiment largely driven by the mountain's breathtaking natural beauty and the profound sense of accomplishment derived from conquering its challenging terrain while demographic factors showed varying influences on specific aspects of satisfaction and perceived risk. This research provides valuable, evidence-based data crucial for developing targeted tourism strategies and implementing sustainable management practices for Mount Guiting-Guiting, thereby aligning product development with the nuanced demands and expectations of this unique and adventurous market segment.

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## 1. INTRODUCTION

Mountains have long captivated human interest, serving as prime tourism destinations, particularly when supported by a robust domestic and local market with a well-established mountaineering or rock-climbing tradition. Despite this inherent appeal and its fundamental role in local tourism development, a comprehensive understanding of tourists' revisit intentions

towards mountaineering destinations remains largely unexplored. To address this gap, especially in a local setting, investigating the revisit intentions of local mountaineers to Mount Guiting-Guiting in Sibuyan Island, through a demographic and behavioral profile is crucial.

The United Nations World Tourism Organization (UNWTO) defines mountain tourism as a distinct form of tourism that occurs within a specific, geographically limited space, such as hills or mountains. This type of tourism is characterized by the unique features of a region's landscape, topography, climate, biodiversity, and local community. It encompasses a wide range of outdoor recreational and sports activities (Intiar et al., 2024). Countries like Nepal, Andorra, and Austria serve as prime examples of "pure mountain tourism destinations" where mountains are the main attraction for tourists (Dewan & Kim, 2020). For instance, Nepal is globally renowned as a hub for trekking, having pioneered commercial trekking in the early 1960s. Home to eight of the world's tallest peaks, Nepal attracts mountaineers and adventurers from around the world (Sharma, 2023).

Similarly, in the study of Nations & Organization (2023), Andorra, with 92% of its territory covered by mountains and forests, drew 8.4 million international visitors in 2022. Its appeal is largely based on its natural assets, which include 303 kilometers of ski slopes and numerous protected natural reserves. Moreover, Austria also heavily leverages its mountainous terrain, with the Alps covering two-thirds of the country. A significant portion of its tourism is concentrated in Alpine regions like Tyrol (33%) and Salzburg (20%).

The expansion of mountain tourism is propelled by several key factors. These include the potential for economic benefits, the creation of sustainable tourism products, and opportunities for local community engagement. Additionally, mountain tourism contributes to the preservation of natural and cultural heritage, the more even distribution of tourist traffic, the enrichment of existing tourism offerings, and the mitigation of seasonality.

Despite these drivers, the development and promotion of mountain tourism face significant challenges. These obstacles include the need for robust infrastructure and sustainable practices, effective product development, improved connectivity, and stronger cooperation between public, private, and community sectors, (Nations & Organization, 2023). Furthermore, challenges such as securing support from policymakers, managing visitor carrying capacity, ensuring safety and security, and fostering local acceptance of tourists must be addressed.

Domestic tourism constitutes a significant component of the global tourism sector. The UNWTO (2020) highlights its scale, noting that it is approximately six times larger than international tourism. In 2018, a reported 9 billion domestic tourist trips were recorded globally, with more than half originating in the Asia and Pacific region. The Philippines, for example, has experienced a substantial increase in domestic tourism. In 2021, the country recorded 37,279,282 domestic trips, representing a 38.16% increase from the previous year

(Department of Tourism & Philippine Statistics Authority, 2021). This growth is further illustrated at the regional level in areas such as Davao del Sur, where domestic tourist arrivals, particularly for day trips, reached 1.5 million in 2023. This surge was primarily attributed to the popularity of the Mt. Apo loop, underscoring the considerable appeal of mountaineering destinations to local travelers (Davao del Sur Tourism and Cultural Office, 2023).

Despite its rich natural and cultural heritage, the tourism potential of Romblon Province is not fully realized. While the province is recognized for its adventure, ecological, wildlife, and marine tourism, particularly on Sibuyan Island, its ecotourism capacity remains underdeveloped (Ramilo, 2021). Furthermore, the province faces challenges related to the development of robust tourism policies and effective monitoring systems. On Sibuyan Island specifically, there is significant untapped potential for mountain tourism, centered around Mount Guiting-Guiting. This mountain, ranked as the 11th most prominent in the Philippines, is well-known for its challenging ascents. This reputation presents a unique opportunity to harness tourism by appealing to adventure seekers and mountaineers.

Sibuyan Island, the second-largest island in Romblon, spans approximately 45,600 hectares. Its terrain is predominantly rugged, with an estimated 77% of the land having a slope of 18% or more. The island's highest point is Mount Guiting-Guiting, which rises to 2,058 meters above sea level. The island experiences a Type III climate, characterized by a short dry season that typically occurs between March and May or December and February (DENR-MIMAROPA, 2014). With a population of 57,248 as of 2010 (NSO, 2010), Sibuyan is home to the indigenous Sibuyan Mangyan Tagabukid (SMT). This community has been granted two Certificate Ancestral Domain Titles (CADTs) covering 8,408.84 hectares within the municipalities of Cajidiocan and San Fernando (Tongson & McShane, 2006).

Sibuyan Island is widely recognized as a biodiversity hotspot, often referred to as the "Galapagos of Asia" due to its exceptional biodiversity and high degree of endemism. This unique ecological status is a result of the island's complex geological history and prolonged geographical isolation (Brown & Diesmos, 2009; (Cruz et al., 2023). The island's forests are notable for their density, with an estimated 1,551 trees per hectare, ranking them among the densest globally (Pearlman, 2017). This ecological significance is formally protected by the Mount Guiting-Guiting Natural Park (MGGNP). Established in 1996 by Presidential Proclamation No. 746 to conserve its 15,260.48-hectare terrestrial reserve, the MGGNP serves as a critical sanctuary for the island's unique flora and fauna (Denr-Mimaropa, 2014).

Sibuyan Island's rich biodiversity is evident in its diverse flora and fauna. The island is home to an estimated 700 vascular plant species, which includes 54 endemic species and 144 tree species. Of these tree species, 33 are endemic to the Philippines, two are exclusive to Sibuyan, and ten are listed on the IUCN Red List. The fauna is equally notable, with 83 species endemic to the Philippines, four of which are found only on Sibuyan. Eighteen of these species

are also on the IUCN Red List. The island's avifauna includes 130 bird species, with three endemic subspecies: the Philippine Hanging Parrot, the Philippine Pygmy-woodpecker, and the Orange-bellied Flowerpecker. Moreover, Sibuyan supports nine native terrestrial mammal species, nine bat species (including the critically endangered Philippine Tube-nosed Fruit Bat), and 16 reptile species. Recent expeditions continue to uncover the island's unexplored biodiversity. As recently as 2021, researchers from the University of the Philippines Los Baños recorded 14 new species of amphibians and reptiles within Mt. Guiting-Guiting, highlighting the ongoing significance of the island for biological discovery.

Given the significant potential of Mount Guiting-Guiting as a premier mountaineering destination and the evident surge in domestic tourism, understanding the factors influencing local mountaineers' revisit intentions is crucial for the sustainable development of tourism in Sibuyan Island. This study aims to provide a comprehensive demographic and behavioral profile of local mountaineers, shedding light on their motivations, experiences, and satisfaction levels, which in turn will inform targeted strategies for enhancing the mountaineering tourism product and promoting responsible tourism practices in Mount Guiting-Guiting. By analyzing these aspects, this research seeks to contribute to the broader understanding of mountain tourism dynamics within a local context and offer valuable insights for policymakers, tourism stakeholders, and local communities in fostering sustainable tourism growth in Romblon.

This study is theoretically grounded in a blended framework that integrates the Theory of Planned Behavior (TPB) and the Expectancy Theory. The TPB, a well-established model in social psychology, posits that an individual's intention to perform a behavior is a direct predictor of that behavior. In the context of mountaineering tourism, a mountaineer's revisit intention is determined by three key components: attitude toward the behavior, which reflects their personal, positive, or negative evaluation of revisiting the destination; subjective norms, which are the perceived social pressures from significant others to engage in the behavior; and perceived behavioral control, which represents the individual's belief in their ability to perform the behavior.

To provide a more nuanced understanding of the motivational drivers behind these intentions, the study also draws upon Expectancy Theory. This theory proposes that motivation is a product of an individual's belief that their effort will result in performance, and that this performance will lead to a desired outcome. For mountaineers, this framework helps to explain how the anticipation of a satisfying and rewarding experience, which aligns with personal goals such as seeking adventure, overcoming a challenge, or connecting with nature, directly influences their motivation and subsequent intention to revisit. By combining these two frameworks, this research aims to provide a robust and comprehensive analysis of the factors influencing revisit intentions, thereby enhancing the academic rigor of the study.

## 2. LITERATURE REVIEW

### Sustainable Tourism through Mountaineering

Hassan, Das, and Quader (2021) conducted an empirical study to evaluate students' behavioral intentions toward ecotourism in a developing country context. The researchers utilized an extended Theory of Planned Behavior (TPB) model, which integrated the variables of environmental concern and environmental knowledge. For their analysis, the study employed structural equation modeling (SEM) using SMARTPLS 3.0. Data were collected from 393 university students via a survey. The findings revealed that both student attitudes and perceived behavioral control had a significant positive effect on their behavioral intention toward ecotourism. Environmental concern was found to have a significant impact on attitude, subjective norms, perceived behavioral control, and behavioral intention. In contrast, environmental knowledge did not show a significant effect on behavioral intention toward ecotourism.

The study provides theoretical and practical implications in the form of a contribution of knowledge, which will add value to the decision-making process of various stakeholders. Other search results provide additional information on the ecotourism behavior of nature-based tourists, the role of personality traits and environmental concerns on ecotourism intention, and a meta-analysis of antecedents of pro-environmental behavioral intention of tourists and hospitality consumers. The search results also provide information on the tourist attitude-behavior gap and intention-behavior gap in sustainable tourism research and the importance of behavioral outcomes in sustainable tourism.

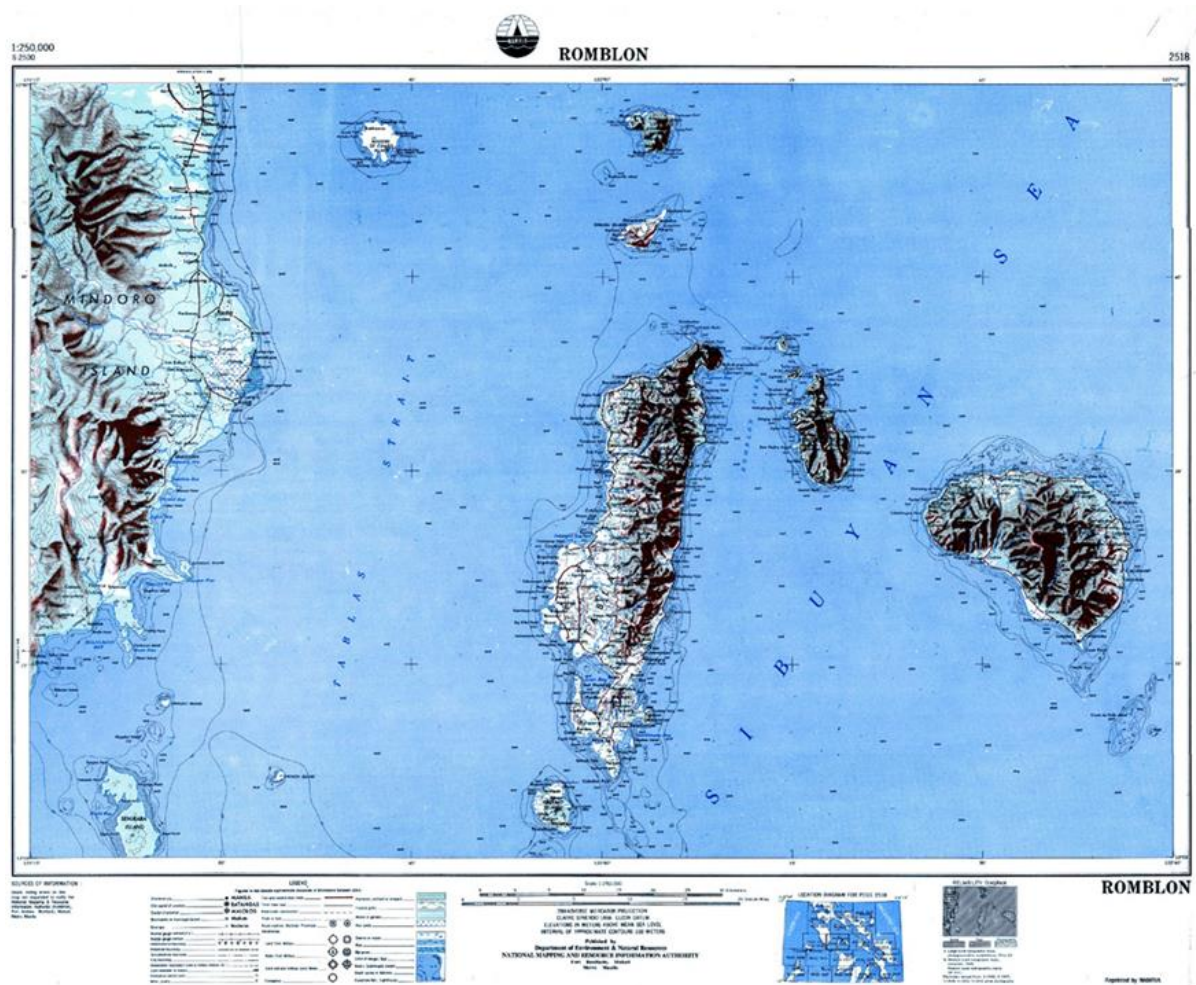
According to the study of Rocero (2020), the Department of Environment and Natural Resources (DENR) marked the 24th year of Mt. Guiting-Guiting Natural Park with a cleanup drive, mangrove planting, and information, education, and communication programs in Sibuyan, Romblon. The article highlights the importance of protecting the natural resources of the mountain and its surrounding areas, including the diverse flora and fauna, waterfalls, and rivers. The article also mentions the value of mangroves as a breeding ground for diverse life forms and as the first line of defense against the danger brought by storm surges and tsunamis.

The DENR and the local government units prepared activities for the whole month of February 2020 to allow the communities to recognize the value of Mt. Guiting-Guiting and giving back to it. Other search results provide additional information on the forest guardians of Mt. Guiting-Guiting Natural Park, the technical difficulty of climbing the mountain, and personal accounts of climbing the mountain. The search results also provide information on the location, trails, and landmarks of Mt. Guiting-Guiting, as well as the cultural and historical significance of the mountain to the local communities.

## Tourism in an Archipelagic Province

Mount Guiting-Guiting is widely considered one of the most challenging and sought-after peaks for mountaineers and adventure enthusiasts (Sapit & Fos, 2023). The mountain's appeal is rooted in its natural beauty, which features diverse flora and fauna, waterfalls, and rivers. However, this allure is coupled with significant technical difficulty, underscoring the critical need for climbers to be physically prepared and well-trained to mitigate associated risks. This emphasis on safety is echoed by Kara David (2023), whose work also highlights the dangers of the ascent and the necessity of proper preparation.

Further research provides a comprehensive understanding of the mountain's significance, including personal accounts from climbers, descriptions of the unique natural phenomena found on its ridges and slopes, and information regarding its protected status as a natural park. These sources also detail the mountain's specific location, trails, and landmarks, while also exploring its cultural and historical importance to the local communities.



**Figure 1. Topographical Map of Romblon**

Source: The National Mapping and Resource Information Authority (2010)

### **Revisit Intentions in Mountain Destinations**

In a study, Taher, Jamal, Sumarjan, and Aminudin (2015) offered an integrated approach to understanding the pull factors that motivate hikers to choose specific mountains. Their research model investigated the causal relationships between these pull factors, overall satisfaction, and revisit intentions. Data were collected from 396 hikers in Malaysia through a survey and analyzed using Structural Equation Modeling (SEM). The findings indicated that the most significant pull factors influencing hikers were the effectiveness of the organizing company, trail accessibility, perceived safety risks, and the mountain's landscape.

The study further revealed that the mountain landscape was the most influential factor in hikers' decisions and the strongest predictor of their intention to return. The role of the organizing company was also identified as a key factor. This research aligns with other studies that have examined hiker motivations, including analyses of trail preferences, the soft adventure motivations of hiking tourists, and the impact of personality traits and environmental concerns on ecotourism intentions. Additionally, other research has explored foreign tourists' attitudes toward mountaineering in various regions, such as Pakistan, and the critical importance of protecting mountainous natural resources.

Meanwhile, Rosid (2020) conducted a study on Penanggungan Mountain in East Java, Indonesia, to examine the integrated influence of word of mouth, visitor experience, and destination attributes on a hiker's revisit intention, with perceived value acting as a mediating factor. The research aimed to identify the key pull factors that motivate hikers to return to a particular mountain. The study's proposed model suggested that significant factors included the effectiveness of the organizing company, trail accessibility, perceived safety risks, and the mountain's landscape. The findings indicated that the mountain landscape was the most critical factor influencing hikers' decisions, followed by the role of the organizing company.

Further analysis in Rosid's study revealed that word of mouth, visitor experience, and destination attributes all had a significant impact on a hiker's intention to revisit through the mediating effect of perceived value. This is consistent with other research on consumer behavior, which has explored the influence of factors such as electronic word of mouth and brand image on repurchase intention, as well as the roles of the Internet of Things and innovativeness on revisit intention. This body of literature, including studies on mountain tourism in Malaysia, consistently highlights the structural relationships between hikers' assessments of pull factors, their overall satisfaction, and their likelihood of returning to a destination.

Kurniawan, Hurriyati, and Dagustani (2023) conducted a study to understand the factors influencing a hiker's revisit intention to mountain destinations. Their research model focused on the interplay between risk perception, tourism experience, and satisfaction. The study

proposed that key pull factors influencing hikers' choices include the effectiveness of the organizing company, trail accessibility, perceived safety risks, and the overall mountain landscape.

Their findings revealed that word of mouth, visitor experience, and destination attributes significantly impact a hiker's revisit intention, with perceived value acting as a mediating variable. This aligns with broader research on consumer behavior, which highlights the role of factors such as electronic word of mouth and brand image on repurchase intention. The study's conclusions also resonate with findings from similar research on mountain tourism in Malaysia, which also explores the structural relationships among hikers' assessments of pull factors, their satisfaction levels, and their likelihood of revisiting.

Suhud and Allan (2019) conducted a study on volcano tourism at Mount Semeru in Java, Indonesia, to investigate the impact of travel motivations and constraints on a tourist's stage of readiness. Mount Semeru, which stands at 3,676 meters, provided the context for their research model, which sought to understand the factors that influence tourists to visit such a destination. The study proposed that key pull factors included the effectiveness of the organizing company, trail accessibility, perceived safety risks, and the overall mountain landscape.

The findings demonstrated that motivations positively and significantly influence a tourist's stage of readiness to undertake a volcano tourism experience, while constraints have a negative effect. These results align with broader research on geotourism, which explores the geological richness of destinations and the emerging nature of volcano and geothermal-related tourism in places like Iceland. Additional research on this topic, such as a study on Mount Pinatubo in the Philippines, further examines the push and pull motives for volcano tourism and provides implications for developing and marketing these unique travel products.

### **3. METHODOLOGY**

This study utilized a descriptive quantitative research approach, which is characterized by its reliance on systematic measurement and objective data analysis. This methodology was chosen to ensure the validity and reliability of the findings by enabling the collection of numerical data amenable to statistical analysis, thereby minimizing bias and subjective interpretation. The research was conducted with respondents residing both within and outside the Province of Romblon, Philippines. A key inclusion criterion for participation was that respondents must have climbed Mount Guiting-Guiting at least once between June 2018 and June 2024. Furthermore, all participants were required to be currently residing in the Philippines and be at least 18 years of age at the time of their ascent.

A survey questionnaire, distributed exclusively online, served as the sole instrument for data collection. The study employed a purposive sampling technique, specifically



homogenous sampling, to select participants based on predefined characteristics. This non-random sampling method allowed the researcher to intentionally choose subjects who met the specific criteria. While a sample size of 30 respondents is generally considered sufficient for certain quantitative studies, 37 individuals were selected from a dataset provided by the Mount Guiting-Guiting Natural Park (MGGNP) – Protected Area Management Office. These individuals were identified as capable of completing the research instrument and participating in subsequent interviews. The online distribution of the instrument was facilitated by the criteria set for respondent selection.

The survey data was disseminated via Google Forms, an internet-based platform. The adoption of an online survey methodology was strategically chosen due to its recognized advantages in research, including the capacity for rapid data acquisition and cost-effectiveness, particularly when engaging a substantial panel of respondents (Wright, 2005). This medium was deemed appropriate given that local mountaineers frequently engage with groups and connect with local mountain guides through platforms like Facebook, thereby enabling access to a broader audience.

The study was conducted in strict adherence to ethical principles. Informed consent was secured from all participants, and their confidentiality and anonymity were maintained throughout the stages of data collection, analysis, and reporting. All information collected was used solely for the academic purpose of this research.

The collected data were subjected to statistical analysis using the Statistical Package for the Social Sciences (SPSS) software, now more commonly referred to as Statistical Product and Service Solutions. All 37 selected respondents successfully completed the distributed research instrument and subsequently participated in an interview process.

### 3. RESULTS AND DISCUSSION

**Table 1. Demographic Profile of Respondents**

		Frequency	Percent
Sex	Female	15	40.5
	Male	22	59.5
	Total	37	100.0
Age	18-30	20	54.1
	31-40	15	40.5
	41-50	1	2.7
	51-60	1	2.7
	Total	37	100.0
Monthly Income	Php 14,999 or below	8	21.6
	Php 15,000 – 29,999	8	21.6
	Php 30,000 – 49,999	7	18.9
	Php 50,000 and above	14	37.8
	Total	37	100.0

Table 1 presents the distribution of respondents by sex, age, and individual monthly income. The data indicate that the majority of respondents are male, accounting for 59.5% of the total. In terms of age, the largest proportion of respondents falls within the 18-30 years old bracket, representing 54.1% of the total sample. Furthermore, a significant portion of the respondents (37.8%) reported a monthly income of Php 50,000 and above.

**Table 2. Mann-Whitney U Test on Differences in Revisit Intent by Sex**

<b>Sex</b>	<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>	<b>U value</b>	<b>Sig value</b>
Male	21	17.81	374.00	143.000	.442
Female	16	20.56	329.00		
Total	37				

As shown in the table, the mean rank for female respondents is 20.56, which is higher than that of male respondents, whose mean rank is 17.81. Despite this difference in mean ranks, the Mann-Whitney U value is 143.000, with a significance value (p-value) of 0.442. Since the p-value (0.442) is greater than the conventional alpha level of 0.05, the result indicates no statistically significant difference in the intent to revisit G2 between male and female mountaineers. Therefore, the null hypothesis (Ho) is accepted, suggesting that sex does not have a statistically significant influence on local mountaineers' revisit intentions to Mount Guiting-Guiting.

**Table 3. Kruskal-Wallis H Test on Differences in Revisit Intent by Age**

<b>Age</b>	<b>N</b>	<b>Mean Rank</b>	<b>H value</b>	<b>Sig value</b>
18 to 30 years old	21	17.95	5.289	.152
31 – 40 years old	14	20.46		
41 – 50 years old	1	36.50		
51 – 60 years old	1	3.00		
Total	37			

From the data presented, it can be observed that the mean rank for respondents aged 41-50 years old is the highest at 36.50, though it is important to note that this age bracket only has one respondent. Conversely, respondents aged 18-30 years old have a mean rank of 17.95 and represent the largest group with 21 respondents. A trend can be observed from the data: younger mountaineers exhibit a stronger intent to revisit G2, while older mountaineers show a weaker intent to revisit G2.

Despite these observed differences in mean ranks across age groups, the Kruskal-Wallis H value is 5.289, with a significance value (p-value) of 0.152. As the p-value (0.152) is greater than the conventional alpha level of 0.05, the result indicates no statistically significant difference in the intent to revisit G2 among the different age groups. Therefore, the null

hypothesis (Ho) is accepted, suggesting that age does not have a statistically significant influence on local mountaineers' revisit intentions to Mount Guiting-Guiting.

**Table 4. Kruskal-Wallis H Test on Differences in Revisit Intent by Income**

Individual Monthly Income	N	Mean Rank	H value	Sig value
14,999.00 and below	8	18.13	.327	.955
15, 000.00 – 29,999.00	8	20.88		
30,000.00 – 49,999.00	7	18.36		
50,000.00 and above	14	18.75		
Total	37			

From the data presented, it can be deduced that there are 14 respondents with an individual monthly income of Php 50,000.00 and above, corresponding to a mean rank of 18.75. Respondents with an individual monthly income between Php 15,000.00 and Php 29,999.00 exhibit the highest mean rank of 20.88. From this, it can be inferred that mountaineers with higher income have stronger intentions to revisit G2.

Despite these observations, the Kruskal-Wallis H value is 0.327, with a significance value (p-value) of 0.955. Since the p-value (0.955) is greater than the conventional alpha level of 0.05, the result indicates no statistically significant difference in the intent to revisit G2 across different individual monthly income brackets. Therefore, the null hypothesis (Ho) is accepted, suggesting that individual monthly income does not have a statistically significant influence on local mountaineers' revisit intentions to Mount Guiting-Guiting.

**Table 5. Factors Influencing Local Mountaineers' Revisit Intention to G2**

Influencing Factors Statements	Mean	Std. Deviation
Mount Guiting-Guiting features exposed and steep rocks that are dangerous for untrained climbers, this makes mountaineers like me want to revisit it.	4.270	1.1937
If I go to Mount Guiting-Guiting in Sibuyan Island, the view will be satisfying with respect to the cost of the trip.	4.649	.9780
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, there are available accommodations that will satisfy my needs.	4.297	1.1753
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, the food I can buy from local restaurants will be worth the price.	4.000	1.0801
If I revisit Mount Guiting-Guiting in Sibuyan Island, the splendor of the mountain scenery will satisfy me.	4.703	.9388
If I revisit Sibuyan Island, the service from the local tourism office will satisfy me.	4.216	1.1579
If I revisit Sibuyan Island, the service from the local mountain guides will satisfy me.	4.595	1.0127
Traveling to Mount Guiting-Guiting in Sibuyan Island is the most enjoyable experience.	4.541	1.0696
A trip to Mount Guiting-Guiting in Sibuyan Island gave me the most sense of being alive.	4.622	.9818
I felt more emotionally immersed with the atmosphere when I visited Mount Guiting-Guiting in Sibuyan Island.	4.568	1.0149
I am pleased with the natural beauty of Mount Guiting-Guiting in Sibuyan Island.	4.757	.9251
I am pleased with the facilities available in Sibuyan Island.	3.757	.9833
While climbing Mount Guiting-Guiting in Sibuyan Island, I feel integrated with nature.	4.622	.9818
Total	4.348	0.856

The above table measures the factors influencing tourists revisit intentions, specifically local mountaineers, with various aspects of their experience on Sibuyan Island and Mount Guiting-Guiting. The data presents a series of statements about actors influencing tourists revisit intentions, each with a corresponding mean and standard deviation. The mean scores, ranging from 3.757 to 4.757 generally indicate a high level of satisfaction among the surveyed individuals. The highest-rated aspects of the trip are consistently related to the natural environment and personal, experiential enjoyment.

The most significant aspects for tourists are the natural beauty of Mount Guiting-Guiting, which has a mean score of 4.757, and the splendor of the mountain scenery, which scores 4.703. Additionally, statements about the trip's enjoyable nature and the feeling of being "integrated with nature" also received high mean scores, at 4.541 and 4.622, respectively. However, the lowest mean score, 3.757, is for satisfaction with the facilities available in Sibuyan Island, suggesting an area for improvement. The satisfaction with food from local restaurants also received a lower mean score of 4.000, indicating a potential gap between expectations for amenities and the overall positive experience with the natural environment.

**Table 6. Significant difference of Perceived Risk, Tourist Satisfaction, and Overall Experience of Local Mountaineers toward G2 as to Sex**

	Sex	N	Mean Rank	Sum of Ranks	U value	sig. value
Mount Guiting-Guiting's 9/9 level of difficulty makes mountaineers like me want to revisit it.	Male	21	18.48	388.00	157.000	.696
	Female	16	19.69	315.00		
Traveling via land, sea, and sometimes air just to arrive at Mount Guiting-Guiting in Sibuyan Island makes mountaineers like me want to revisit it.	Male	21	17.24	362.00	131.000	.216
	Female	16	21.31	341.00		
Possible encounters with endemic and exotic plant species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit it.	Male	21	19.98	419.50	147.500	.496
	Female	16	17.72	283.50		
Possible encounters with endemic and exotic animal species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit it.	Male	21	19.05	400.00	167.000	.974
	Female	16	18.94	303.00		
The trails of Mount Guiting-Guiting are difficult to scale, this makes mountaineers like me want to revisit it.	Male	21	18.50	388.50	157.500	.715
	Female	16	19.66	314.50		
Mount Guiting-Guiting features exposed and steep rocks that are dangerous for untrained climbers, this makes mountaineers like me want to revisit it.	Male	21	18.29	384.00	153.000	.589
	Female	16	19.94	319.00		
If I go to Mount Guiting-Guiting in Sibuyan Island, the view will be satisfying with respect to the cost of the trip.	Male	21	18.43	387.00	156.000	.566
	Female	16	19.75	316.00		
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, there are available accommodations that will satisfy my needs.	Male	21	18.05	379.00	148.000	.471
	Female	16	20.25	324.00		

	Sex	N	Mean Rank	Sum of Ranks	U value	sig. value
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, the food that I can buy from local restaurants will be worth the price.	Male	21	18.24	383.00	152.000	.604
	Female	16	20.00	320.00		
If I revisit Mount Guiting-Guiting in Sibuyan Island, the splendor of the mountain scenery will satisfy me.	Male	21	18.76	394.00	163.000	.796
	Female	16	19.31	309.00		
If I revisit Sibuyan Island, the service from the local tourism office will satisfy me.	Male	21	16.17	339.50	108.500	.042
	Female	16	22.72	363.50		
If I revisit Sibuyan Island, the service from the local mountain guides will satisfy me.	Male	21	18.02	378.50	147.500	.357
	Female	16	20.28	324.50		
Traveling to Mount Guiting-Guiting in Sibuyan Island is the most enjoyable experience.	Male	21	18.43	387.00	156.000	.609
	Female	16	19.75	316.00		
A trip to Mount Guiting-Guiting in Sibuyan Island gave me the most sense of being alive.	Male	21	17.95	377.00	146.000	.323
	Female	16	20.38	326.00		
I felt more emotionally immersed with the atmosphere when I visited Mount Guiting-Guiting in Sibuyan Island.	Male	21	19.24	404.00	163.000	.831
	Female	16	18.69	299.00		
I am pleased with the natural beauty of Mount Guiting-Guiting in Sibuyan Island.	Male	21	18.69	392.50	161.500	.674
	Female	16	19.41	310.50		
I am pleased with the facilities available in Sibuyan Island.	Male	21	17.60	369.50	138.500	.342
	Female	16	20.84	333.50		
While climbing Mount Guiting-Guiting in Sibuyan Island, I feel integrated with nature.	Male	21	18.76	394.00	163.000	.822
	Female	16	19.31	309.00		
Total	Male	21	17.81	374.00	143.000	.442
	Female	16	20.56	329.00		

The above table analyzes whether there is a significant difference in how male and female mountaineers perceive various factors related to their trip to Mount Guiting-Guiting. The analysis uses mean ranks, sum of ranks, U values, and a significance (sig.) value to determine if the differences between the two groups are statistically meaningful. A sig. value of less than 0.05 indicates a significant difference. The data indicates that for most of the perceived risk and satisfaction factors, there is no significant difference in perception between male and female mountaineers, as the sig. values are all above the 0.05 threshold.

**Table 7. Significant difference of Perceived Risk, Tourist Satisfaction, and Overall Experience of Local Mountaineers toward G2 as to Age**

	Age	N	Mean Rank	U value	sig. value
Mount Guiting-Guiting's 9/9 level of difficulty makes mountaineers like me want to revisit it.	18-30	21	19.50	2.875	.411
	31-40	14	18.75		
	40-50	1	26.00		
	51 and above	1	5.00		
	Total	37			
Traveling via land, sea, and sometimes air just to arrive at Mount Guiting-Guiting in Sibuyan Island makes mountaineers like me want to revisit it.	18-30	21	17.90	2.891	.409
	31-40	14	20.82		
	40-50	1	28.00		
	51 and above	1	7.50		
	Total	37			
Possible encounters with endemic and exotic plant species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit it.	18-30	21	20.81	4.608	.203
	31-40	14	16.54		
	40-50	1	29.50		
	51 and above	1	5.00		
	Total	37			

	Age	N	Mean Rank	U value	sig. value
Possible encounters with endemic and exotic animal species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit.	18-30	21	20.05	2.746	.432
	31-40	14	17.39		
	40-50	1	30.00		
	51 and above	1	8.50		
	Total	37			
The trails of Mount Guiting-Guiting are difficult to scale, this makes mountaineers like me want to revisit it.	18-30	21	19.05	3.465	.325
	31-40	14	19.54		
	40-50	1	26.50		
	51 and above	1	3.00		
	Total	37			
Mount Guiting-Guiting features exposed and steep rocks that are dangerous for untrained climbers, this makes mountaineers like me want to revisit it.	18-30	21	17.98	4.376	.224
	31-40	14	21.18		
	40-50	1	25.50		
	51 and above	1	3.50		
	Total	37			
If I go to Mount Guiting-Guiting in Sibuyan Island, the view will be satisfying with respect to the cost of the trip.	18-30	21	18.60	6.253	.100
	31-40	14	20.54		
	40-50	1	22.00		
	51 and above	1	3.00		
	Total	37			
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, there are available accommodations that will satisfy my needs.	18-30	21	18.60	2.726	.436
	31-40	14	20.07		
	40-50	1	25.50		
	51 and above	1	6.00		
	Total	37			
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, the food I can buy from local restaurants will be worth the price.	18-30	21	18.83	2.552	.466
	31-40	14	19.32		
	40-50	1	30.00		
	51 and above	1	7.00		
	Total	37			
If I revisit Mount Guiting-Guiting in Sibuyan Island, the splendor of the mountain scenery will satisfy me.	18-30	21	18.88	5.993	.112
	31-40	14	20.07		
	40-50	1	21.50		
	51 and above	1	4.00		
	Total	37			
If I revisit Sibuyan Island, the service from the local tourism office will satisfy me.	18-30	21	18.81	1.217	.749
	31-40	14	19.21		
	40-50	1	27.00		
	51 and above	1	12.00		
	Total	37			
If I revisit Sibuyan Island, the service from the local mountain guides will satisfy me.	18-30	21	18.12	.919	.821
	31-40	14	19.82		
	40-50	1	22.50		
	51 and above	1	22.50		
	Total	37			
Traveling to Mount Guiting-Guiting in Sibuyan Island is the most enjoyable experience.	18-30	21	17.93	1.173	.759
	31-40	14	20.04		
	40-50	1	23.00		
	51 and above	1	23.00		
	Total	37			
A trip to Mount Guiting-Guiting in Sibuyan Island gave me the most sense of being alive.	18-30	21	18.26	.753	.861
	31-40	14	19.61		
	40-50	1	22.50		
	51 and above	1	22.50		
	Total	37			
I felt more emotionally immersed with the atmosphere when I visited Mount Guiting-Guiting in Sibuyan Island.	18-30	21	19.62	4.363	.225
	31-40	14	18.89		
	40-50	1	23.00		
	51 and above	1	3.50		
	Total	37			

	Age	N	Mean Rank	U value	sig. value
I am pleased with the natural beauty of Mount Guiting-Guiting in Sibuyan Island.	18-30	21	19.60	10.132	.017
	31-40	14	19.14		
	40-50	1	20.50		
	51 and above	1	3.00		
	Total	37			
I am pleased with the facilities available in Sibuyan Island.	18-30	21	16.62	3.783	.286
	31-40	14	21.39		
	40-50	1	33.00		
	51 and above	1	21.50		
	Total	37			
While climbing Mount Guiting-Guiting in Sibuyan Island, I feel integrated with nature.	18-30	21	18.95	3.723	.293
	31-40	14	19.79		
	40-50	1	22.50		
	51 and above	1	5.50		
	Total	37			
Total	18-30	21	17.95	5.289	.152
	31-40	14	20.46		
	40-50	1	36.50		
	51 and above	1	3.00		
	Total	37			

The above table analyzes whether there is a statistically significant difference in how mountaineers of different age groups perceive various aspects of their trip to Mount Guiting-Guiting. It presents mean ranks for four age groups: 18-30, 31-40, 40-50, and 51 and above. The sig. value is the key indicator of statistical significance, with a value less than 0.05 suggesting a significant difference between at least two of the age groups. For nearly all statements, the sig. values are greater than 0.05, meaning that age does not significantly influence perceived risk, satisfaction, or overall experience. However, there is a single exception: satisfaction with natural beauty, which has a sig. value of 0.017, indicating a significant difference in how various age groups perceive the natural beauty of the mountain.

**Table 8. Significant difference of Perceived Risk, Tourist Satisfaction, and Overall Experience of Local Mountaineers toward G2 as to Income**

	Individual Monthly Income	N	Mean Rank	U value	sig. value
Mount Guiting-Guiting's 9/9 level of difficulty makes mountaineers like me want to revisit it.	Php 14,999 or below	8	22.00	3.526	.317
	Php 15,000 – 29,999	8	16.94		
	Php 30,000 – 49,999	7	14.29		
	Php 50,000 and above	14	20.82		
	Total	37			
Traveling via land, sea, and sometimes air just to arrive at Mount Guiting-Guiting in Sibuyan Island makes mountaineers like me want to revisit it.	Php 14,999 or below	8	21.31	1.952	.582
	Php 15,000 – 29,999	8	20.56		
	Php 30,000 – 49,999	7	20.36		
	Php 50,000 and above	14	16.11		
	Total	37			
Possible encounters with endemic and exotic plant species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit it.	Php 14,999 or below	8	23.69	3.456	.327
	Php 15,000 – 29,999	8	20.25		
	Php 30,000 – 49,999	7	14.57		
	Php 50,000 and above	14	17.82		
	Total	37			

	Individual Monthly Income	N	Mean Rank	U value	sig. value
Possible encounters with endemic and exotic animal species while climbing Mount Guiting-Guiting makes mountaineers like me want to revisit.	Php 14,999 or below	8	22.44	1.421	.701
	Php 15,000 – 29,999	8	19.50		
	Php 30,000 – 49,999	7	18.29		
	Php 50,000 and above	14	17.11		
	Total	37			
The trails of Mount Guiting-Guiting are difficult to scale, this makes mountaineers like me want to revisit it.	Php 14,999 or below	8	17.63	2.149	.542
	Php 15,000 – 29,999	8	18.88		
	Php 30,000 – 49,999	7	15.50		
	Php 50,000 and above	14	21.61		
	Total	37			
Mount Guiting-Guiting features exposed and steep rocks that are dangerous for untrained climbers, this makes mountaineers like me want to revisit it.	Php 14,999 or below	8	17.13	3.760	.289
	Php 15,000 – 29,999	8	16.50		
	Php 30,000 – 49,999	7	16.50		
	Php 50,000 and above	14	22.75		
	Total	37			
If I go to Mount Guiting-Guiting in Sibuyan Island, the view will be satisfying with respect to the cost of the trip.	Php 14,999 or below	8	19.88	.402	.940
	Php 15,000 – 29,999	8	19.44		
	Php 30,000 – 49,999	7	19.29		
	Php 50,000 and above	14	18.11		
	Total	37			
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, there are available accommodations that will satisfy my needs.	Php 14,999 or below	8	21.19	2.812	.422
	Php 15,000 – 29,999	8	22.50		
	Php 30,000 – 49,999	7	16.29		
	Php 50,000 and above	14	17.11		
	Total	37			
If I stay in Sibuyan Island before and after climbing Mount Guiting-Guiting, the food I can buy from local restaurants will be worth the price.	Php 14,999 or below	8	16.50	1.181	.758
	Php 15,000 – 29,999	8	17.44		
	Php 30,000 – 49,999	7	21.14		
	Php 50,000 and above	14	20.25		
	Total	37			
If I revisit Mount Guiting-Guiting in Sibuyan Island, the splendor of the mountain scenery will satisfy me.	Php 14,999 or below	8	21.50	1.902	.593
	Php 15,000 – 29,999	8	19.00		
	Php 30,000 – 49,999	7	19.00		
	Php 50,000 and above	14	17.57		
	Total	37			
If I revisit Sibuyan Island, the service from the local tourism office will satisfy me.	Php 14,999 or below	8	16.88	.586	.900
	Php 15,000 – 29,999	8	19.31		
	Php 30,000 – 49,999	7	20.57		
	Php 50,000 and above	14	19.25		
	Total	37			
If I revisit Sibuyan Island, the service from the local mountain guides will satisfy me.	Php 14,999 or below	8	18.38	3.590	.309
	Php 15,000 – 29,999	8	15.44		
	Php 30,000 – 49,999	7	22.50		
	Php 50,000 and above	14	19.64		
	Total	37			
Traveling to Mount Guiting-Guiting in Sibuyan Island is the most enjoyable experience.	Php 14,999 or below	8	18.88	2.402	.493
	Php 15,000 – 29,999	8	17.94		
	Php 30,000 – 49,999	7	23.00		
	Php 50,000 and above	14	17.68		
	Total	37			
A trip to Mount Guiting-Guiting in Sibuyan Island gave me the most sense of being alive.	Php 14,999 or below	8	18.25	1.977	.577
	Php 15,000 – 29,999	8	17.75		
	Php 30,000 – 49,999	7	22.50		
	Php 50,000 and above	14	18.39		
	Total	37			
I felt more emotionally immersed with the atmosphere when I visited Mount Guiting-Guiting in Sibuyan Island.	Php 14,999 or below	8	18.88	.782	.854
	Php 15,000 – 29,999	8	20.31		
	Php 30,000 – 49,999	7	20.21		
	Php 50,000 and above	14	17.71		
	Total	37			
	Php 14,999 or below	8	20.50	1.197	.754



	Individual Monthly Income	N	Mean Rank	U value	sig. value
I am pleased with the natural beauty of Mount Guiting-Guiting in Sibuyan Island.	Php 15,000 – 29,999	8	18.13		
	Php 30,000 – 49,999	7	18.00		
	Php 50,000 and above	14	19.14		
	Total	37			
I am pleased with the facilities available in Sibuyan Island.	Php 14,999 or below	8	19.69	1.728	.631
	Php 15,000 – 29,999	8	19.00		
	Php 30,000 – 49,999	7	22.86		
	Php 50,000 and above	14	16.68		
	Total	37			
While climbing Mount Guiting-Guiting in Sibuyan Island, I feel integrated with nature.	Php 14,999 or below	8	17.94	.700	.873
	Php 15,000 – 29,999	8	17.75		
	Php 30,000 – 49,999	7	20.07		
	Php 50,000 and above	14	19.79		
	Total	37			
Total	Php 14,999 or below	8	18.13	.327	.955
	Php 15,000 – 29,999	8	20.88		
	Php 30,000 – 49,999	7	18.36		
	Php 50,000 and above	14	18.75		
	Total	37			

The above table presents an analysis of how different individual monthly income brackets of mountaineers perceive various aspects of their trip to Mount Guiting-Guiting . The table includes four income groups: Php 14,999 or below, Php 15,000–29,999, Php 30,000–49,999, and Php 50,000 and above. The analysis shows that for all perceived risks, satisfaction, and overall experience statements, there is no statistically significant difference across the various income groups. This is indicated by the sig. values which are all well above the standard threshold of 0.05

#### 4. CONCLUSION

The findings indicate a strong overall revisit intention among the participants, primarily driven by the mountain's natural beauty and the profound sense of accomplishment derived from conquering its challenging terrain. This aligns with existing literature emphasizing the significance of natural landscapes and perceived challenge as crucial pull factors in mountain tourism (Taher et al., 2015; Sapit & Fos, 2023).

The demographic analysis revealed that the majority of respondents were male (59.5%), aged 18-30 years old (54.1%), and earned Php 50,000 and above monthly (37.8%). However, further statistical tests using the Mann-Whitney U Test and Kruskal-Wallis H Test indicated no statistically significant differences in revisit intentions based on sex, age, or individual monthly income. Specifically, despite a higher mean rank for female respondents (20.56) compared to males (17.81) in revisit intention, the Mann-Whitney U test ( $p = 0.442$ ) showed no significant difference. Similarly, while a trend suggested younger mountaineers might have a stronger revisit intent, and respondents aged 41-50 years old had the highest mean rank (36.50), the Kruskal-Wallis H test for age ( $p = 0.152$ ) did not yield a statistically significant result. This

suggests that while there might be observable tendencies, these demographic factors do not significantly influence the decision to revisit Mount Guiting-Guiting.

Additionally, the analysis of individual monthly income also showed no statistically significant impact on revisit intentions (Kruskal-Wallis H test,  $p = 0.955$ ). Although respondents with incomes between Php 15,000 and Php 29,999 had the highest mean rank (20.88), and it was inferred that higher-income mountaineers might have stronger intentions, this difference was not statistically significant. The acceptance of the null hypothesis across all demographic variables (sex, age, and income) suggests that other factors, likely behavioral and experiential, play a more dominant role in shaping revisit intentions to Mount Guiting-Guiting. This underscores the importance of focusing on aspects such as perceived risks, tourist satisfaction, and overall tourist experience, as highlighted in the abstract, rather than solely on demographic segmentation for developing targeted tourism strategies.

Moreover, a comprehensive analysis of local mountaineers' perceptions of Mount Guiting-Guiting reveals generally high levels of satisfaction with their revisit intention. The most significant factors contributing to this positive sentiment are the intrinsic attributes of the natural environment, particularly the mountain's natural beauty and the splendor of its scenery, which received the highest mean scores of 4.757 and 4.703, respectively. Additionally, the experiential aspects of the trip, such as feeling emotionally immersed and integrated with nature, are also highly valued by mountaineers. Conversely, the data identifies areas for potential improvement, with satisfaction with available facilities and the quality of food from local restaurants receiving the lowest mean scores, suggesting that the existing infrastructure and amenities may not fully align with tourist expectations.

Further statistical analysis examining the influence of demographic variables—sex, age, and income—on these perceptions provides nuanced insights. The findings indicate that for most factors, there is no statistically significant difference in perceived risk, satisfaction, or overall experience based on the mountaineer's sex. However, a significant difference was observed in the satisfaction with the service from the local tourism office, with female mountaineers expressing greater satisfaction than their male counterparts. While income was found to have no significant influence on any of the measured variables, age emerged as a significant factor solely in the perception of the mountain's natural beauty. These findings collectively highlight that while the mountain's natural and experiential qualities are universally appealing, certain service-related aspects and perceptions of natural beauty are influenced by specific demographic characteristics.

This research provides valuable, evidence-based data crucial for developing targeted tourism strategies and implementing sustainable management practices for Mount Guiting-Guiting. By understanding that intrinsic motivations and the climbing experience itself are more influential than basic demographic characteristics, product development can be better aligned

with the nuanced demands and expectations of this unique and adventurous market segment. Future research could delve deeper into the specific behavioral factors and their interplay with revisit intentions, potentially uncovering more granular insights for sustainable mountain tourism development in the region.

### **Recommendations**

The findings showed that a significant proportion of mountaineers expressed a strong intent to revisit G2. This high level of revisit intention could be attributed to the profound and transformative experiences reported by participants during their ascent of G2, including feelings of achievement, awe-inspiring natural beauty, camaraderie with fellow climbers, and a sense of personal growth. These positive experiences not only influenced their revisit intention but also contributed to an enduring emotional connection to the mountain and a desire to relive or build upon those memorable moments.

To enhance and sustain the high level of revisit intention among mountaineers in the future, it is recommended to implement the following strategies:

- R1. **Enhanced Engagement:** Create opportunities for ongoing engagement and communication with past climbers who expressed a desire to revisit G2. This could include sending personalized updates, newsletters, or exclusive offers related to future expeditions, special events, or new routes on the mountain.
- R2. **Tailored Services:** Offer tailored services or packages for returning mountaineers, such as specialized guided tours, unique climbing experiences, or access to additional amenities that cater to their specific preferences and interests.
- R3. **Community Building:** Foster a sense of community and belonging among repeat visitors by organizing reunions, social gatherings, or online forums where they can connect with like-minded individuals, share stories and memories, and exchange tips and advice related to mountaineering.
- R4. **Continuous Feedback:** Solicit feedback from returning mountaineers about their experiences, preferences, and suggestions for improvement. Use this valuable input to refine and adapt offerings, address any concerns or issues, and continuously enhance the overall visitor experience on G2.

By implementing these recommendations, Sibuyan can cultivate a loyal and dedicated base of mountaineers who not only revisit G2 but also become advocates and ambassadors for the mountain, thereby contributing to its long-term sustainability and success as a premier mountaineering destination.

Furthermore, by incorporating these recommendations into future initiatives and management strategies, they can create a more enriching and sustainable experience for local mountaineers and tourists at Mount Guiting-Guiting in Sibuyan Island, Romblon.

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