APJIHT Vol. 15 No. 1 2026 pp. 169–192
e-ISSN 2710–6519

Tourism Sectors' Motivational Strategies for Solo Tourism

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Abstract: This study examined solo travellers' assessment of tourism sectors' motivational strategies for the tourism products designed to attract them. Based on Crompton's 1979 Push-Pull Model, the motivational strategies employed by tourism sectors to attract solo travellers are categorised as pull factors because these lead to repetition of satisfied solo travellers. A quantitative research approach was adopted to collect data face-to-face as well as online using the Google Docs online platform. A total of 400 valid responses were collected. The data were analysed for Frequency, Percentage, Weighted Mean, as well as Mann-Whitney U test and Kruskal-Wallis test. Results show that the majority of respondents were aged 20–24, female, single, Filipino, employed, engaged in domestic trips, and participated in adventure type of activities during their solo travel. In regard to the motivational strategies employed by tourism sectors to attract solo travellers, solitary opportunities and activities obtained the highest weighted mean score of 4.038, followed by Providing health and safety measures at 4.004, while Creating lounge or common areas designed for singles to mingle received the lowest weighted mean score of 3.851. Despite the differences in the weighted mean, all the variables indicate Satisfied. Overall, the findings support H_o1_a, H_o1_b, H_o1_d, and H_o1_e, which prompted the researchers to reject the null hypothesis, indicating that there are significant differences in the level of satisfaction for the motivational strategies employed by tourism sectors to attract solo travellers in terms of their demographic profile. The tourism and hospitality sectors can utilise the valuable outputs of this study to meet the expectations of future solo travellers.

Keywords: Solo tourism, motivational strategies of tourism sectors, attracting solo travellers

Suggested citation: Tanquezon, D., Awit, N., & Bhutia, L. D. (2026). Tourism sectors' motivational strategies for solo tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism, 15*(1), 169 –192.

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Introduction

According to Brown (2019, as cited by Monteiro & Silva, 2021), solo travellers represent about 18% of global travel bookings. Solo travellers usually undertake longer trips than other type of travellers, at an average of 19 days. Tourism Tiger (n.d.) highlighted that solo travellers have absolute freedom in arranging their itinerary and the time they spend on their chosen site or activity. Additionally, solo travel offers advantages in terms of sociality, self-confidence, empowerment, and self-discovery (Emekli et al., 2022). Travelling alone was once considered bold and dangerous but today, it is commonly regarded an enjoyable and exciting experience that has no need to care or please others (Solo Traveller, 2018; Konar & Weimei, 2026).

Solo travel is one of the fastest growing tourism sector in recent years (Otegui-Carles et al., 2022). In this regard, many tourism and hospitality businesses have started examining their products for solo travellers, especially for any weaknesses. According to Haugen (2018), one of the main concerns solo travellers have is being charged more for using a room on their own. This extra charge is meant to make up for the financial loss incurred by the hospitality business, but it can also make solo travellers feel ostracized. Lane (2018) echoed the same that solo travellers are being charged more in terms of accommodation, insurance, and other fees.

Moreover, Solos (2018) reported that the main dissatisfaction for solo travellers is the safety of their personal belongings and of themselves. Cost is another drawback of travelling solo. As such, tour operators who are aware of this trend have started offering women-only group tours and conceptualizing different strategies to attract people who travel on their own. Even though solo tourists are being charged more in expenses, they often experience poor-quality services from service providers themselves. Hence, some may hesitate to travel independently which may also lead to lower solo tourism (Konar, Islam, Bhutia & Seal, 2025).

To address the shortcomings of tourism and hospitality service providers for solo tourism, this study looks at the satisfaction level of solo travellers towards the motivational strategies employed by tourism and hospitality providers (Islam et al., 2025). At the moment, there is no existing literature on this, specifically in Metro Manila, the region which has the greatest number of tourism and hospitality operators in the Philippines. Solo tourism is fast becoming a recognized sector of tourism that needs to be assessed in order to cater to the various demands of solo tourists that will lead to repeated visits. The study's findings can help tourism stakeholders to meet solo tourists' satisfaction (Xiaodan et al., 2025).

Research Questions

To understand better solo travellers' assessment of tourism sectors' motivational strategies, the following research questions were developed:

1. What is the demographic profile of the respondents in terms of Gender, Marital status, Citizenship, Type of trips, Types of activities undertaken during solo travel, Age Group, and Occupation?
2. What is the respondents' level of satisfaction on the motivational strategies employed by tourism sectors to attract solo travellers in terms of: Creating lounge or common areas designed for singles to mingle, Updating website to appeal to solo travellers, Packages with wide variety of activities, Customized and affordable tour packages, Solitary opportunities and activities, and Providing health and safety measures?
3. Is there a significant difference in the level of satisfaction on the motivational strategies employed by tourism sectors to attract solo travellers in regard to the demographic profile?

Literature Review

Creating lounge or common areas designed for singles to mingle. Brown et al. (2020) highlighted the dining experiences of solo tourists. Solo travellers who dine alone sometimes feel stigmatized and self-conscious about negativity from others. Solo Traveller (2018) suggested that F&B operators can provide communal tables for solo travellers to dine with other solo travellers or host welcome receptions and parties for solo travellers. In this regard, a recent study showed that tourism and hospitality sectors in Metro Manila have lounges or common areas designed for singles to mingle as a way of catering to solo travellers (Konar, Islam, Bhutia & Milian, 2025).

Updating websites to appeal to solo travellers. Karantzavelou (2018) pointed out that tourism blogs and websites are a major source of information for international travellers and this also affects the decision making of a traveller. Yousaf et al. (2018) added that societies change rapidly and new tourism needs continue to emerge, especially those driven by technology advancements. Policymakers and tourism planners, as well as other stakeholders in tourist destinations must take advantage of this development and build a strong presence on the Internet and in social media to attract travellers (Xiaoxin et al., 2025). As such, tourism and hospitality sectors websites must be consistently updated to appeal to all segments of travellers including the new emerging solo travellers (Yanying et al., 2026).

Tourism packages with wide variety of activities. According to Haugen (2018), tour operators can help reduce the awkwardness of solo travellers during mealtimes by offering communal breakfast and dinner to encourage everyone to start and end the day together. Tsvetkov (2018) contended that while most solo travellers tend to seek beautiful sights and attractions, they also search for unique experiences. Thus, it is a winning strategy for tourism operators to offer a variety of new tours and unconventional routes. When travelling alone, individual travellers also want to

meet new people, be it locals or other tourists; which is why, tourism operators should offer group tours for solo travellers (Liu, Konar, Sthapit et al., 2025).

Customized and affordable tour packages. Tourism operators can attract solo travellers by giving special offers. For instance, more tour routes, accommodations without single supplement and hotels with special-rate single rooms (Solo Traveller, 2018). In terms of transportation. tours companies can design customized trips for solo travellers by offering flexible ground transportation options like using a smaller vehicle instead of a minibus to move between destinations, or even using public transit buses between destinations to reduce individual transport cost (Haugen, 2018). Further, instead of using cash during trips, solo travellers can be given the option of paying with visa card or other cashless options. This also makes their solo trips safer as they do not have to carry cash all the time (Liu, Konar, Subramaniam et al., 2025).

Solitary time and activities. Leith (2020) identified the following basic drivers of solo tourism: "the search for solitude; the search for social interaction; lessening of the solitary stigma; and the digital anchor to others". Additionally, Lacson (2020) cited that the motivation to start or continue travelling alone is a by-product of individual passion. This passion acts as an encouragement to keep pursuing a life of travel. Another motivation to embark on solo journeys is to experience personal transformation. Travel allows space and time to discover something new about oneself and helps them become a better version (Weimei et al., 2025).

Providing health and safety measures. Solo travellers often seek out help for safety and security reasons. By offering GPS-supported routes, turn-by-turn directions and 24-hour emergency support (often based in country) for self-guided excursions, solo travellers can travel and enjoy with peace in mind (Haugen, 2018). When travelling alone, it is important to research and plan ahead of time. The right information will protect solo travellers from misinformation, unsavoury individuals and/or naively wandering into an unsafe area. Understanding the local currency, required vaccinations, and the unsafe areas of a destination is vital to avoid mishaps or unfortunate incidents such as being taken advantage by hostile individuals, contracting local infections, and being robbed (Thomas & Mura, 2018).

Theoretical Framework

Motivation refers to something that stimulates interest or causes a person to act in a certain way. Crompton's 1979 Push-Pull Model is one of the many motivation models which posits that the selection of a tourist destination is driven by two forces: push and pull. The first force, push, pushes a tourist away from home. This push includes perceived negative internal and external factors such as the desire for escape, rest and relaxation, prestige, adventure, social interaction, exploration and evaluation of self, enhancement of kinship relationships, among others.

The second force, pull, is a region-specific lure that pulls a tourist towards a destination. The perceived positive factors of a potential or real destination such as a destination's scenic beauty, recreational facilities, cultural attractions, ease of access, affordable budget, among others, motivate tourists to visit that particular destination (WeiMei et al., 2025). In this study, the motivational strategies employed by tourism and hospitality sectors to attract solo travellers were categorized as pull factors. The motivational strategies selected for this study include Creating lounge or common areas designed for single to mingle, Updating of website to appeal to solo travellers, Packages with wide variety of activities, Customized and affordable tour packages, Solitary opportunities and activities, and Providing health and safety measures.

Conceptual Framework

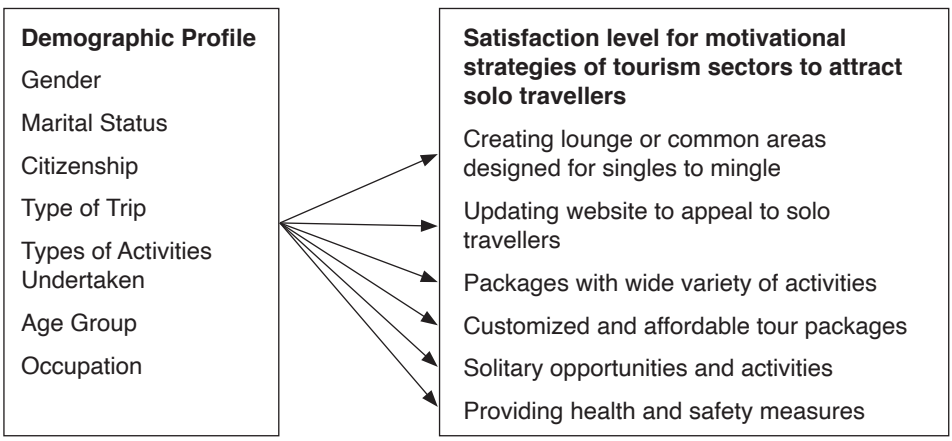


Figure 1. The conceptual framework of the study

The conceptual framework in Figure 1 shows the outline of the study that was carried out. As shown, arrows pointing from the demographic profile variable, to each level of satisfaction on the motivational strategies employed by tourism and hospitality sectors to attract solo travellers, suggest the use of comparative tests, particularly Kruskal-Wallis H test for demographic variables with three or more classes and Mann-Whitney U test for demographic variables with two classes.

Hypotheses

H_o1: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors to attract solo travellers in terms of their demographic profile.

H_o1_a: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Creating lounge or common areas designed for singles to mingle, based on their demographic profile.

H_o1_b: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Updating website to appeal to solo travellers, based on their demographic profile.

H_o1_c: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Packages with wide variety of activities, based on their demographic profile.

H_o1_d: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Customized and affordable tour packages, based on their demographic profile.

H_o1_e: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Solitary opportunities and activities, based on their demographic profile.

H_o1_f: There is no significant difference in the satisfaction level for the motivational strategies employed by tourism sectors in terms of Providing health and safety measures, based on their demographic profile.

Methods

Based on the literature review and hypotheses developed, this study adopted a positivist paradigm focusing on pure data and facts. It also used a deductive research approach which tests an existing theory. The theory used in this study was Crompton's 1979 Push-Pull Model to gauge the effectiveness of motivational strategies employed by tourism sectors as pull factors to attract solo travellers, based on their satisfaction level.

Using primary data gathered from 400 solo travellers who answered the study survey, six motivational strategies employed by various tourism and hospitality sectors were tested for their effectiveness in attracting solo travellers. A correlational method was used to assess any significant difference in the level of satisfaction for these motivational strategies in relation to the demographic profile.

The research instrument, a survey, was developed based on online resources and past literature on this topic. The survey was validated by experts in the tourism industry and finalised with 59 probing statements on the motivational strategies employed by tourism and hospitality sectors to attract solo travellers.

Data collection took place before and during the COVID-19 pandemic to complete a sample of 400 respondents. Respondents were selected based on passing the criterion of being a solo tourist/traveller who had travelled both domestic and international. The survey was administered to respondents face to face at the national airport and bus terminals as well as online via Google Docs during the pandemic.

Findings

Socio-demographics

Table 1 below shows the respondents' socio-demographic. The majority of the respondents were female at 55% while the remaining were male at 45%. In regard to marital status, solo tourists were predominated by those who were single (74%), followed by married (24%), and only 3% were classified as "Others". Take note that one respondent who did not respond to this question, hence, was omitted. For citizenship, Filipinos dominated at 92%, followed by foreigners (5%), and mixed citizenship (3%).

Next, for types of trips, the majority of the solo tourist respondents went on domestic trips at 64%. This was followed by those who went on international trips at 35% while 3% did not categorize their type of trips choosing the option, "Prefer not to answer". In regard to types of activities undertaken during solo travel, the responses showed interesting mixed results. The majority of the respondents opted to go on adventure type of activity during solo travel (32%) while mixed activities and activities classified as "Others" tied at 21%. On the other hand, marine activities was the least preferred type of activity at only 10%.

For the age breakdown, the majority of the respondents fell in the 20–24 age group. This was followed closely by respondents in the 25–29 age group. On the other hand, there was only one respondent in the 15–19 age group. Take note that there was one respondent who did not respond to this question, hence, was omitted in the tallying of the Age group. In terms of Occupation, the majority of the respondents were employed at 282 or 71% of the total respondents. This was followed by students at 48 or 12%. On the other hand, there were 24 respondents who were unemployed. Take note that there was one respondent who did not respond to this question, hence, was omitted in the tallying.

Table 1. Socio-demographic profile of respondents

Socio-demographic Profile	Variables	Frequency (n=400)	Percentage (%)
Gender	Female	218	55
	Male	182	45
Marital status	Single	294	74
	Married	94	24
	Others	11	3
Citizenship	Filipino	367	92
	Foreigner	20	5
	Mixed	13	3
Type of trip	Domestic	256	64
	International	141	35
	Prefer not to answer	3	1
Types of activities engaged in during solo travel	Adventure	126	32
	Sight-seeing	66	17
	Mixed activities	85	21
	Marine activities	38	10
	Others	85	21
Age group	19 years old and below	4	1
	20–24	129	32
	25–29	121	30
	30–34	49	12
	35–39	28	7
	40–44	22	6
	45–49	19	5
	50 years old and above	27	7
Occupation	Employed	282	71
	Student	48	12
	Self-employed	44	11
	Unemployed	24	6

Motivational Strategies Employed by the Tourism and Hospitality Sectors to Attract Solo Travellers

Table 2 shows the weighted mean summary and satisfaction level for the motivational strategies employed by tourism and hospitality sectors to attract solo travellers. The overall mean was 3.92, verbally interpreted as Satisfied. Solitary Opportunities and Activities obtained the highest weighted mean score of 4.038, followed by Providing Health and Safety Measures at 4.004, while Creating Lounge

or Common Areas Designed for Singles to Mingle received the lowest weighted mean score of 3.851. Drilling further into Solitary opportunities and activities, having had the highest weighted mean, males obtained a higher mean at 4.063, versus females.

Single respondents obtained the highest mean of 4.068 for marital status. In terms of citizenship, mixed citizens received the highest mean of 4.342. For types of trip, domestic trip had the highest mean of 4.051. Mixed activities had the highest mean of 4.128. Lastly, solo travellers in the age group of 15–19, collectively garnered the highest mean of 4.667. Managers of tourism and hospitality sectors should highlight the most significant aspects of their destination uniqueness such as culture, local way of life and activities to stimulate visitors' senses and feelings, imagination, lifestyles, and social encounters (Pereira & Silva, 2018).

Table 2. Level of satisfaction for motivational strategies employed by tourism sectors to attract solo travellers

Probing Statements	Mean	Interpretation
2.1. Creating lounge or common areas designed for singles to mingle		
F&B sector's communal table creates a sense of conviviality for solo travellers by having a chance to meet new people.	3.97	Satisfied
Facilities in tourist destinations have designated resting lounge for solo travellers.	3.93	
F&B sector have a special table for solo travellers who want to eat alone.	3.91	
Local travel agencies see to it that there are available seats for solo travellers at the airport lounges.	3.90	
Accommodation sectors foster a welcoming atmosphere that encourages interaction and takes away some of the stigma or uncertainty of travelling alone such as:	3.78	
A. Offering happy hour in the garden where guests can enjoy local wines and snacks while getting to know their fellow travellers	3.88	
B. Hosting small events or evening cocktail hours where guests can leave their rooms and mingle with their fellow guests.	3.82	
C. Hosting trivia nights in their lounge	3.65	
Sectors have casual lounges or common areas for solo travellers' opportunity to socialize with other people.	3.76	
Overall Mean	**3.85**	**Satisfied**

Table 2. (con't)

Probing Statements	Mean	Interpretation
2.2. Updating website to appeal to solo travellers		
Lodging websites or social media platforms have updates on groups who are still looking for a plus one.	3.93	
Transportation operator websites post updates of ride sharing at affordable price for solo travellers.	3.92	
Travel agencies' websites are convenient to use for planning and booking the trip which feature useful information such as:	3.88	
A. Prices displayed in other currencies or has built-in currency converter app for foreign solo travellers.	3.98	
B. Local food specialties or souvenirs	3.93	
C. Local festivals	3.89	
D. Payment though Visa card	3.83	
E. Blogs or videoclips	3.83	
F. Information about destination	3.87	
G. Schedule for sporting events	3.87	
Accommodation operator websites provide interactive maps of the property and feature attractions or activities	3.86	
Travel agencies and accommodation websites have dedicated webpages for solo travellers featuring the following:	3.85	Satisfied
A. Directions for solo travellers' meetups	3.86	
B. Special offers	3.85	
C. Tips for local experiences	3.85	
Internet chatbots are available in the websites of accommodation operators and travel agencies to handle queries and assist customers with useful information when human operators are unavailable.	3.84	
Potential solo guests are informed beforehand by tourism websites with promotions of special events.	3.84	
Eco travels are highlighted in the websites of travel agencies such as:	3.82	
A. Availability of carbon credits when booking a flight or the option to rent an electric instead of a conventional vehicle	3.89	
B. Inclusion of tourism activities that have options for volunteerism like working on a nature reserve or engaging in conservation work	3.87	
C. Volunteering for not-for-profit organization	3.72	

Table 2. (con't)

Probing Statements	Mean	Interpretation
Websites and social media profiles like Facebook or Instagram of travel agencies display photos of solo travellers in addition to pictures of couples, groups, or families.	3.76	
Travel companies offer group tours to solo travellers	3.72	
Overall Mean	**3.84**	**Satisfied**
2.3. Packages with wide variety of activities		
Tour operators offer a mix of alternative tours and traditional routes to attract solo travellers who may opt for top famous attractions, and at the same time, may look for uncommon experiences.	3.88	Satisfied
Tour operators offer group tours for solo travellers emphasizing that during mealtime, visitors sit at different dining tables so that they can meet new people.	3.84	
Tour guides are flexible enough to allow solo travellers on group tours to have some control over his/her itinerary and time allocations to maximize the activities he/she wants to engage in.	3.88	
Tour packages offer opportunities for tourists to learn more about local culture by highlighting major festivals; showcasing costumes (for rental), regional delicacies, traditional games, and cultural activities.	3.82	
Overall Mean	**3.85**	**Satisfied**
2.4. Customized and affordable packages		
Local travel agencies partner with accommodation operators to offer discounts on room rate for solo travellers on guided or group tours; giving them a chance to meet other people and make new connections.	3.97	
Accommodation operators pair up solo travellers of the same gender in rooms without extra charge.	3.97	
Local travel agencies design affordable spa package indicating that they are mindful on the rest and relaxation needs of solo travellers	3.96	Satisfied
Solo travellers can customize tour packages to guarantee a unique experience as they take part in creating the itinerary and making decisions as to the type of program, place, and activity they want to include in their journeys at a fair price	3.94	
Travel agents offer weekend travel deals at a fair price to solo travellers.	3.93	

Table 2. (con't)

Probing Statements	Mean	Interpretation
Despite the common feature of solo travellers being spontaneous, tour guides can help ensure that the entire travel experience is safe, enjoyable, and fit to the pressing needs of the current circumstance.	3.89	
Car rentals offer ride sharing for solo travellers with the same travel destination and itinerary.	3.89	
Overall Mean	**3.93**	**Satisfied**
2.5. Solitary opportunities and activities		
F&B sectors offer food and beverage servings enough for the needs of a solo traveller at a reasonable price.	4.09	Satisfied
Tour guides are flexible enough in allowing solo travellers to make their own decisions when choosing solitary activities	4.09	
One of the features of tour packages is allotting ample time for solo travellers to pursue their personal passion and have ultimate freedom while travelling.	4.04	
Provision of strong internet connectivity in the following sectors for solo travellers to stay engaged on social networks to share information and images of their trip:	4.03	
A. Tourism attractions	4.13	
B. Accommodation sectors	4.05	
C. Food and beverage sectors	3.98	
D. Transportation sectors	3.98	
Some tour packages can be designed to focus on a single destination rather than considering a set of options so that solo travellers can have more opportunities for solo activities.	4.01	
Solo travellers can engage in solitary activities because accommodation sectors integrate services which allow him/her to book activities such as a session in the hotel's spa, swimming in the pool, training in the gym etc. or request things as room service or extra linen via a hub or a smartphone.	3.95	
Overall Mean	**4.04**	**Satisfied**
2.6. Providing health and safety measures		
Accommodation operators and tourism attractions have health and safety regulations for solo travellers which are available at any time because they protect women and "bleasure" of solo travellers.	4.12	Satisfied

Table 2. (con't)

Probing Statements	Mean	Interpretation
Receptionists of accommodations ensure that wake-up calls are available if solo travellers have nobody to wake them up and their alarm clock is not available.	4.07	
F&B sectors offer delicious and nutritious organic food options and special diet selections.	4.07	
Tour guides are mindful in checking if the solo traveller has returned to the tour bus as solo travellers have nobody to remember his/her presence in the bus except for the tour guides.	4.02	
Safety tips and experiences are featured in videos of tourism destinations to address the concerns and discomforts of solo travellers.	4.01	
Accommodation is a relaxing and welcoming "retreat from reality" with amenities attractive to solo travellers.	4.00	
Accommodation operators safeguard sensitive data of solo travellers like emergency numbers of family back home, local contacts, flight details, among others.	3.98	
Tourism support services like drivers, tour guides, hotel staff, restaurant crew volunteer to take pictures of the solo guests.	3.98	
Travel agencies book accommodations near to hospitals or clinic for solo travellers in anticipation of medical-related emergencies.	3.96	
Destination service centers have accessible ATMs to prevent the solo travellers from being robbed with so much cash at hand.	3.96	
Accommodation operators give business card or brochure with the property's name and address and ideally a map or sketch; so that if the solo traveller gets lost, he/she can show that to a cab driver to return.	3.90	
Overall Mean	**4.00**	**Satisfied**
Overall Grand Mean	**3.92**	**Satisfied**

Note: Verbal Interpretation: 1.00–1.79= Very Unsatisfied, 1.80–2.59= Unsatisfied, 2.60–3.39= Neither, 3.40–4.19= Satisfied, 4.20–5.00= Very Satisfied

Significant Difference in the Satisfaction Level for Motivational Strategies Employed by Tourism and Hospitality Sectors to Attract Solo Travellers in regard to their Demographic Profile

Overall, the significant differences found for $\mathbf{H_o1_a}$, $\mathbf{H_o1_b}$, $\mathbf{H_o1_d}$, and $\mathbf{H_o1_e}$, prompted the rejection of the null hypothesis, indicating that there are significant differences in the levels of satisfaction for the motivational strategies employed by tourism sectors to attract solo travellers in regard to their demographic profile.

H_o1_a: **There is a significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Creating lounge or common areas designed for singles to mingle**, based on their demographic profile, **particularly for marital status and citizenship**.

H_o1_b: **There is a significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Updating websites to appeal to solo travellers**, based on their demographic profile, **particularly for marital status**.

H_o1_c: **There is no significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Packages with wide variety of activities**, based on their demographic profile.

H_o1_d: **There is a significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Customized and affordable tour packages**, based on their demographic profile, **particularly for marital status**.

H_o1_e: **There is a significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Solitary opportunities and activities**, based on their demographic profile, **particularly for marital status and types of activities undertaken during solo travel**.

H_o1_f: **There is no significant difference** in the satisfaction level for the motivational strategies employed by tourism sectors in terms of **Providing health and safety measures**, based on their demographic profile.

Gender and Types of Trips

Table 3. Mann-Whitney U Test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms of gender and types of trips

Variables	Gender		Types of Trips	
	p-value	Interpretation	p-value	Interpretation
Providing health and safety measures	0.299	No significant difference	0.950	No significant difference
Solitary opportunities and activities	0.631	No significant difference	0.928	No significant difference
Customized and affordable tour packages	0.136	No significant difference	0.250	No significant difference
Packages with wide variety of activities	0.540	No significant difference	0.067	No significant difference
Updating website to appeal to solo travellers	0.428	No significant difference	0.098	No significant difference
Creating lounge or common areas designed for singles to mingle	0.237	No significant difference	0.220	No significant difference

Marital Status

Table 4. Kruskal-Wallis test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms for marital status

Variables	Marital Status	
	p-value	Interpretation
Providing health and safety measures	0.026	There is a significant difference
Solitary opportunities and activities	0.009	There is a significant difference
Providing health and safety measures	0.084	There is no significant difference
Packages with wide variety of activities	0.040	There is a significant difference
Updating website to appeal to solo travellers	0.044	There is a significant difference
Creating lounge or common areas designed for singles to mingle	0.251	There is no significant difference

Citizenship

Table 5. Kruskal-Wallis test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms of citizenship

Variables	Citizenship	
	p-value	Interpretation
Providing health and safety measures	0.023	There is a significant difference
Solitary opportunities and activities	0.061	There is no significant difference
Providing health and safety measures	0.307	There is no significant difference
Packages with wide variety of activities	0.197	There is no significant difference
Updating website to appeal to solo travellers	0.738	There is no significant difference
Creating lounge or common areas designed for singles to mingle	0.242	There is no significant difference

Types of Activities undertaken during Solo Travel

Table 6. Kruskal-Wallis test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms of types of activities undertaken during solo travel

Variables	Types of activities undertaken during solo travel	
	p-value	Interpretation
Providing health and safety measures	0.258	There is no significant difference
Solitary opportunities and activities	0.154	There is no significant difference
Providing health and safety measures	0.095	There is no significant difference
Packages with wide variety of activities	0.505	There is no significant difference
Updating website to appeal to solo travellers	0.049	There is a significant difference
Creating lounge or common areas designed for singles to mingle	0.508	There is no significant difference

Age Group

Table 7. Kruskal-Wallis test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms of age group

Variables	Age Group	
	p-value	Interpretation
Providing health and safety measures	0.082	There is no significant difference
Solitary opportunities and activities	0.179	There is no significant difference
Providing health and safety measures	0.871	There is no significant difference

Table 7. (con't)

Variables	Age Group	
	p-value	Interpretation
Packages with wide variety of activities	0.737	There is no significant difference
Updating website to appeal to solo travellers	0.056	There is a significant difference
Creating lounge or common areas designed for singles to mingle	0.615	There is no significant difference

Occupation

Table 8. Kruskal-Wallis test results on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers in terms of occupation

Variables	Occupation	
	p-value	Interpretation
Providing health and safety measures	0.549	There is a significant difference
Solitary opportunities and activities	0.232	There is no significant difference
Providing health and safety measures	0.778	There is no significant difference
Packages with wide variety of activities	0.194	There is no significant difference
Updating website to appeal to solo travellers	0.402	There is no significant difference
Creating lounge or common areas designed for singles to mingle	0.417	There is no significant difference

Discussion

Motivational Strategies Employed by Tourism and Hospitality Sectors to Attract Solo Travellers (Table 2)

Creating lounge or common areas designed for singles to mingle. The mean ranking results show that *"F&B sector's communal table creates a sense of conviviality for solo travellers by having a chance to meet new people"* obtained the highest weighted mean result of 3.97, while *"Accommodation sectors foster a welcoming atmosphere that encourages interaction and takes away some of the stigma or uncertainty of travelling alone by Hosting trivia nights in their lounge"* received the lowest mean ranking result of 3.65, although both were interpreted as Satisfied. The overall mean result for Creating lounge or common areas designed for singles to mingle is 3.85, which is verbally interpreted as "Satisfied". Many people regard solo journeys as seeking solitude. However, it also offers possibilities for many solo travellers to meet locals and other visitors. Their choice of accommodation greatly influences their meeting capacity. Incidentally, hotels with lounge facilities, hostels with common space, and

coffee shops provide opportunities to meet and interact with other guests, learn from them and maybe spend time together for a day or evening (Karantzavelou, 2018).

Updating websites to appeal to solo travellers. The mean ranking results showed that *"Prices are displayed in other currencies or has built in currency converter app for foreign solo travellers."* obtained the highest weighted mean result of 3.98, while *"Travel companies offer group tours to solo travellers"* received the lowest mean ranking result of 3.72, although both were interpreted as Satisfied. Haugen (2018) mentioned that instead of utilizing two-person rooms, some tour companies can offer mountain huts or dormitory-style lodging, which removes the option for a single supplement altogether. Others can offer to match individual travellers with suitable roommates, or rotate roommates at each new accommodation stop, giving individual travellers a chance to meet new people. However, most companies implement a single supplement charge to those who want a guaranteed private room.

The overall mean result for Updating website to appeal to solo travellers was 3.86, which is verbally interpreted as "Satisfied". Humagain and Singleton (2021) emphasized the importance of background search for solo travellers during planning and decision-making processes and thus, it is crucial for destinations to provide accurate, reliable, and timely information. Further, Yang (2021) found that the institutionalization of solo travel and proclivity to join tours are reasonable strategies to build confidence as well as overcome safety and social constraints.

Packages with wide variety of activities. The mean ranking results showed that *"Tour operators are offering a mix of alternative tours and traditional routes to attract solo travellers who opt for seeing the top sights, and at the same time, looking for uncommon experiences."* received the highest weighted mean result of 3.88, while *"Tour packages offer opportunities for the tourists to learn more about local culture by highlighting major festivals; showcasing costumes (for rental), regional delicacies, traditional games, and cultural activities."* obtained the lowest mean ranking result of 3.82, although both were interpreted as Satisfied. The overall mean result for packages with wide variety of activities was 3.85, which is verbally interpreted as "Satisfied". Tour packages and trips can be customised for those who want to travel by themselves, but at the same time, meet new friends, remember and enjoy great experiences. Thus, businesses should accommodate individual travellers which will attract future visitors planning solo trips (GoVisit Guide, 2017).

Customized and affordable packages. The mean ranking results showed that *"Local travel agencies partnering with the accommodation sectors are offering discounts on room rate for solo travellers on guided or group tours; giving them a chance to meet other people and make new connections."* with the highest weighted mean result of 3.97, while *"Car rentals offer ride sharing for solo travellers with the same travel destination and itinerary"* had the lowest mean ranking result of 3.89, although both were interpreted as Satisfied. The overall mean result for customized and affordable

packages was 3.93, which is verbally interpreted as "Satisfied". The affordability and customization of the tour packages is one of the main concerns of most solo tourists which is increasingly becoming popular and as such, tourism businesses should also study the needs and wants of solo tourists (Drake, 2018).

Solitary opportunities and activities. The mean for *"F&B sectors are offering food and beverage servings enough for the needs of a solo traveller at a reasonable price"* was the highest at 4.09, while *"Solo travellers can engage in solitary activities because accommodation sectors are integrating services which allow him/her to book activities such as a session in the hotel's spa, swimming in the pool, training in the gym etc. or request such things as room service or extra linen via a hub or a smartphone application."* was the lowest at 3.95, although both were interpreted as Satisfied. The overall mean result for solitary opportunities and activities was 4.04, which is verbally interpreted as "Satisfied". Leith (2020) predicted that future solo tourism will become increasingly fragmented based on the desires, living circumstances and motivations of the solo traveller. To a large degree, it will depend on the level of solitude or controlled (or uncontrolled) companionship that one desires from the experience.

Providing health and safety measures. The mean result for *"Accommodation sector and tourism attractions have health and safety regulations for solo travellers which are available at any time because they are protecting the women and 'bleasure' of solo travellers"* was the highest at 4.12, while *"Accommodation sectors are giving business card or brochure with the property's name and address and ideally a map or sketch; so that if the solo traveller gets lost, he/she can show that to a cab driver."* was the lowest at 3.90, although both were interpreted as Satisfied. The overall mean result for providing health and safety measures was 4.00, which is verbally interpreted as "Satisfied". There are certain strategies and tactics practised by solo travellers for safe travel including asking help from locals, avoiding eye-contact with men, and not visiting places alone that are perceived as dangerous (Emekli et al., 2022).

Significant Difference in Satisfaction Level for Motivational Strategies Employed by Tourism and Hospitality Sectors to Attract Solo Travellers in terms of Demographic Profile

As part of data pre-processing, a test of normality was performed to ensure that the assumptions in the utilization of comparative analysis were met. The test of normality showed that the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers, obtained p-values below 0.05. This prompted the researchers to utilize non-parametric tests, specifically, Kruskal-Wallis test for variables with three or more classes, and Mann-Whitney U test for variables with only two classes.

Gender and Types of Trips

Table 3 shows the Mann-Whitney U Test results performed on the satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers, based on gender and types of trips, as these demographic variables only have two classes. As the results showed p-values above 0.05, hence, it can be postulated that there is no significant difference in terms of gender, as well as in terms of types of trips. This is contrary to the findings of Ernszt (2021) who found significant difference for gender using the One-way ANOVA analysis.

Women are more sensitive to safety and security issues than men on a 5% significant level (p=0,17<0,05), even though both females (m=2,13) and males (m=2,42) think that travelling alone cannot be as safe as travelling with companions. Golda Mani et al. (2020) also cited that women often negotiate arising problems during their travel, which makes them feel more self-confident. Since this study shows there is no significant difference in terms of gender and types of trips, it is vital that tourism marketers must make every possible effort to enhance the travel motivation of tourists, so as to build a positive image and favourable attitude of tourists towards the destination (Pereira et al., 2019).

Marital Status

Based on Table 4's Kruskal-Wallis test results, in terms of providing health and safety measures and creating lounge or common areas designed for singles to mingle, there was no significant difference found when looking at the marital status of the respondents, with p-values above 0.05. On the other hand, providing health and safety measures, solitary opportunities and activities, packages with wide variety of activities, and updating website to appeal to solo travellers, all showed a significant difference in regard to marital status, with p-values below 0.05. Specifically, differences were found between: 1) those who were married and those with "others" status, and 2) those who are single and those with "others" status.

Citizenship

The Kruskal-Wallis test results in Table 5, in terms of citizenship, show a significant difference for providing health and safety measures, with p-values below 0.05, specifically between those with mixed citizenship and Filipinos. On the other hand, in terms of solitary opportunities and activities, customized and affordable tour packages, packages with wide variety of activities, updating website to appeal to solo travellers, and creating lounge or common areas designed for singles to mingle, there was no significant difference, with p-values all above 0.05.

Types of Activities Undertaken During Solo Travel

Table 6 shows the Kruskal-Wallis test results on satisfaction level for motivational strategies employed by tourism sectors to attract solo travellers, based on the types of activities undertaken during solo travel. Results show a significant difference for updating website to appeal to solo travellers, with p-values below 0.05. Significant difference was found between those who sought mixed types of activities vs. those who sought sightseeing activities. On the other hand, in terms of providing health and safety measures, solitary opportunities and activities, customized and affordable tour packages, packages with wide variety of activities, there was no significant difference in terms of type of activities, with p-values all above 0.05.

Solo travellers look for operators who can provide logistical support and resolve any arising issues or problems prior to arrival. Tour companies can optimise this by offering premium service that keeps traveller needs in mind (Haugen, 2018). This a good marketing strategy that can help them stay ahead of competition. Kolau (2019) added that appropriate marketing strategies for tourism are crucial to set tourism companies apart from competition and become an industry leader. Creating a strong marketing strategy with unique approaches is the secret to standing out in a highly competitive market.

Age Group and Occupation

The Kruskal-Wallis test results shown in Table 7 and Table 8 shows all the motivational strategies employed by tourism sectors to attract solo travellers, showed p-values above 0.05 for both age group and occupation. Hence, it can be postulated that there is no significant difference in terms of age group and occupation.

Conclusion

This study demonstrates that solo travellers evaluate the motivational pull strategies of tourism and hospitality providers favourably, with all evaluated dimensions achieving a baseline rating of Satisfied. Solitary engagement opportunities and rigorous health and safety provisions received the highest satisfaction scores, confirming that autonomy and personal security remain paramount for independent tourists. Conversely, dedicated mingling spaces and digital web resources recorded lower evaluation scores, highlighting clear targets for service refinement. In addition, significant perceptual differences across marital status, citizenship, and activity preferences indicate that solo travellers represent a heterogeneous market rather than a uniform segment. To elevate evaluations from Satisfied to Very Satisfied, tourism operators should introduce flexible single-pricing models, transparent safety assurances, and personalised itineraries that align with diverse travel motivations.

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