The Seybold Report

ISSN 1533-9211

DOI 10.17605/OSF.IO/RXPGH

TRANSPORT SERVICE ATTRIBUTES OF TRICYCLE DRIVERS IN TUGUEGARAO CITY

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Abstract

This research focuses on tricycle drivers in Tuguegarao City, Philippines, and their impact on tourism. The study assesses their service attributes, compliance with regulations, and their perceived roles in tourism. Tricycles are a popular mode of transportation in the city but face challenges like traffic congestion and over-competition. Using the SERVQUAL model as basis for the parameters, the study evaluates the service attributes demonstrated by tricycle drivers, considering both self-perceptions and tourist perceptions. Compliance with regulations set by the Tricycle Regulation Unit is examined, along with the drivers' perceived roles in tourism and the effects of their practices on the industry. The study aims to improve the image and performance of tricycle drivers through comprehensive surveys and analysis. The findings can benefit operators, drivers, and local authorities in enhancing the tourism experience, improving service quality, and addressing challenges faced by tricycle drivers. Recommendations include the development of a comprehensive tricycle transit program, driver participation in value transformation, involvement of the Department of Tourism, establishment of a computerized monitoring system, and evaluation of the fare matrix. Overall, the research aims to support the sustainable development of the tourism industry in Tuguegarao City by identifying areas for improvement and suggesting strategies to enhance the positive impact of tricycle transportation on tourism.

Keywords: Transport Services, Tourism, Tricycle Drives, Perception

INTRODUCTION

Transportation plays a critical role in the development of the tourism industry. It is often thought that the latter could not exist without the former. Transportation links the tourist to the tourism destination, thus, it is the most significant element in the growth of tourism, both foreign and local. Further, transportation also paves the way for the tourist to purchase and consume products, services and experiences. Essentially, it is a nexus for the supply chain. In the recent years, transportation has become a separate tourist attraction element. The assumption is that an enhanced transportation system paves the way for greater tourism potential in one destination. Tourism development could be even bigger if more could be done in various elements of transportation systems. The plethora of transportation modes available in Southeast Asian cities like the unconventional rickshaws, distinctive tuk-tuks and the ubiquitous tricycles illustrates the diversity of solutions present to answer the problem of moving people and freight around a city with minimum of resources. These transportation modes are considered to be informal and are notable for their role as “gap fillers”. They exist largely to fill service voids left by formal public transport operators (Nwaogbe, 2012). All too often, formal public transport services could not completely satisfy escalating demands for travel. Ultimately, the informal transportation modes have taken the part played by public transport. There have been studies with observations about unlicensed informal transport

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ISSN 1533-9211
DOI 10.17605/OSF.IO/RXPGH

operators stepping in and picking up passengers where public transport operators leave off because rules and regulations are not effectively enforced by transport regulators (Cervero, 1998).

The tricycle has been a part of the Philippine urban landscape. The exponential growth of its population in any city in the country is due to its socioeconomic impact. One of its significant benefits is the provision of much-needed mobility especially for poor residents and tourists who do not have access to private automobiles. Further, this mode of transportation is also a source of employment for the locals. The tricycle is a source of urban employment for both young and old because it offers job opportunities for skilled and unskilled men, many of whom have migrated from rural areas (Shimazaki et al., 1996; Cervero, 2000; Vuchic, 2007).

On the other hand, tricycles have contributed to negative concerns such as traffic congestion, over competition, accidents and threat to public safety. Unrestricted market entry resulted in excessive supply which led to over-competition. Poor road infrastructure and the large volume of transport compounds the problem on traffic congestion. More so, tricycle drivers are often reckless and aggressive on the road.

The capital of Cagayan province, Tuguegarao City, is a bustling, up-to-date metropolis with a wide selection of eateries, lodging options, and retail stores. Travelers looking to explore other regions of the province frequently use it as a jumping off point because of its advantageous location (Tan, 2012). Due to its advantageous location, the city serves as the main entry point to the province of Cagayan.

Tuguegarao City's infrastructure and transportation systems are crucial to maintaining its economy. The city's transportation system has grown to accommodate the rise in demand for practical mobility and adaptable transit options. A common shared vehicle for hire in Tuguegarao City, the tricycle is a well-known cultural icon in the Philippines and caters to small groups of passengers for short-distance journeys. Due to their accessibility, there are now an increasing number of tricycles on the road. There are about 9,000 tricycles operating in and around Tuguegarao City, according to the Tricycle Regulation Unit (TRU).

Throughout history, every breakthrough movement in the transport technology, have enabled people to travel further with greater speed and at a lower cost (Prideaux, 2000). Kaul (1985) as cited by Chin, et al. (2014) addressed that the transport system has long history records which showed abundant evidence that transportation made an intense and deep effect on the development of tourists' travelling from the ancient times. It was formally acknowledged in his research that the importance of transport development and communications as an essential component of successful development in the creation of new attractions for the growth of tourism destinations.

Sorupia (2005) also added that transportation links the various destinations and ferries people, goods, and services. Tourism is all about travel; and the role of transportation in its operation is vital. It is largely due to the improvement of transportation that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere

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ISSN 1533-9211
DOI 10.17605/OSF.IO/RXPGH

possible. This reality coupled with changing work patterns and innovative marketing has driven international mass tourism through the years.

A study in Sikkim, India conducted by Rizal and Asokan (2013) identified transport as one of the main factors of promoting Sikkim's tourism. Among different modes of transport, road transport plays an important role in hilly regions of Sikkim with mountain and slopes. Taxis i.e. both motor caps and maxi caps, are the dominant modes of tourists transport. With the inflows of tourist the numbers of taxis are also increasing but not equally to the increasing rate of inflows of tourists to Sikkim. To meet the future demand of tourism transport, the number of tourists' vehicle should be increased parallel to the tourist inflow. To enhance the tourism industry in Sikkim the growth of tourism has inspired transport. Therefore, the growth and improvement of tourism transport is very necessary for the economic benefit of tourism to the local people.

The long-term strategic question is whether motorcycles are simply going to be viewed as a transition step to an unsustainable level of private automobile ownership and use, or whether by good traffic management and segregation they can be sustained as the core of a more mobile, but safe and sustainable, urban transport system.

A study was conducted to focus on the economic impact of inadequate urban transport systems. In developing countries, urban transport systems face increasing pressures due to population growth and the rising ownership and use of motor vehicles. Some developing countries experience annual growth rates of 15 to 20 percent in vehicle ownership. Additionally, the average distance traveled per vehicle is increasing, exacerbating the problem of limited road space. The main obstacle to efficient urban economies, especially in large cities and megacities, is the high level of road traffic congestion. This congestion leads to decreasing travel speeds and a deteriorating environment for pedestrians and non-motorized vehicles.The review highlights that major cities such as Bangkok, Manila, Mexico City, and Shanghai have reported average weekday traffic speeds of 10 kilometers per hour or less, while Kuala Lumpur and São Paulo have speeds of 15 kilometers per hour or less. The congestion not only affects travel times but also increases public transport operating costs by approximately 10 percent in Rio de Janeiro and 16 percent in São Paulo.

The studies of Shimazaki & Rahma (1996) and Joewono and Kubota (2007) reinforced the view that paratransit modes are regarded as an important component of urban transport in the cities of developing countries due to its distinguishing characteristics, like low carrying capacity, low speed, low energy requirements, higher labor intensity, more dependability and small area of coverage. Generally, paratransit system can be broadly classified into two types; non-motorized and motorized. Both types are again sub-classified into 3 groups based on their seating capacity. They are individual type (seating capacity less than 4**),** shared type (seating capacity 5-10) and collective type (seating capacity 11-20). The non-motorized paratransit includes animal powered and human powered types. The examples of animal powered paratransit are tonga in India and Pakistan, calesa in Philippines, dokar or delman in Indonesia.

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Particularly in the case of the Philippines, motorcycle-propelled vehicles in the form of tricycles has gained wide acceptance as a legitimate form of public transport in most areas rather than the use of motorcycles for personal mobility. The most likely reason of attributing this to cheap conversion of motorcycles into public transportation has been previously offered (Barter, 1999). While it is a valid mode for transportation and accessibility, it is not however, technically designed for public transportation. Motorcycles were first conceived in the late 1800s as an improvement of bicycles (Barter, 1999). In the Philippines, an innovation of this, the tricycles were used as a motorized replacement of "pedicabs" or bicycles with attached sidecars in the 1950s (Rimmer, 2005).

In the Philippines, the Asian Development Bank affiliated organization; Partnership for Clean Air (2003) reported that emission test on tricycles showed that the average hydrocarbon was at 6,000 ppm or 10 times the acceptable standards. Tricycles are the cheapest and often quickest motorized transport in the neighborhood. Their design varies from province to province depending on the topography of the area and it is composed of motorcycle fitted with a sidecar to accommodate local passengers.

Noise pollution is another issue associated with tricycles as indicated in the preference of some residential areas in Laguna, Philippines on pedicabs, or non-motorized public transportation as feeder modes from residential areas to terminals. (Guillen, 2000).

Paratransit driving, specifically pedicab driving, serves as a source of employment in Catbalogan City, particularly for the poor and those with limited job opportunities. The increasing number of pedicab drivers indicates that it is a fast and viable means of income, leading many locals to take advantage of this opportunity. The development of the pedicab industry has the potential to contribute to countryside development if operators and drivers exhibit proper behavior and professionalism to attract tourists.

However, research on the service quality of paratransit in developing cities is limited, with most studies focusing on developed countries. Joewono and Kubota conducted a study in Indonesia that explored user perceptions of paratransit operation, service quality, negative experiences, and loyalty. They aimed to balance the perspectives of other stakeholders.

The Gap model developed by Parasuraman et al. (1985) is widely used for measuring service quality in the public transportation industry. The model utilizes SERVQUAL statements to enhance the understanding of service quality. Various researchers have applied the SERVQUAL model in different countries and sectors, including public transport, airlines, retail banking, and the internet.

Researchers have found the SERVQUAL model to be reliable and valid for measuring service quality. For example, Natsugbodo used the model to assess tourists' perceptions of transportation services in the Accra metropolis of Africa. Mikhaylov applied the model to evaluate the overall quality of public transportation services in the Kaliningrad region of Russia and identified the most significant expectations-perceptions gap in the tangibles dimension.

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Hence, this study is conducted to help the tricycle sector, tourism and future researchers on information regarding services attributes, perceived roles, and problems and challenges.

STATEMENT OF THE PROBLEM

This study seeks to determine the service attributes demonstrated by tricycle drivers of the city of Tuguegarao.

Specifically, it aims to answer the following questions:

1. What is the profile of driver-participants in terms of:
   1.1. age
   1.2. educational attainment
   1.3. years of driving
   1.4. residence
   1.5. registered route
   1.6. ownership arrangement
2. To what extent are the service attributes demonstrated by driver-participants as perceived tourists?
3. To what extent is the compliance of the participants to the policies and guidelines of the Tricycle Regulation Unit?
4. What are the perceived roles in tourism of the tricycle drivers in Tuguegarao City?
5. What are the effects of tricycle drivers' practices to tourism?
6. What are the problems and challenges encountered by tricycle drivers in Tuguegarao City?
7. What are the value drivers of performance of the tricycle drivers in Tuguegarao City?

METHODS

The researcher employed quantitative method using the descriptive design. The descriptive design is thought to be appropriate because the study sought to examine the performance of tricycle drivers in Tuguegarao City. Its data collection is structured using questionnaires, interviews and focus-group discussions. Data gathered from participants were validated through observation. The data consisted of profile of the participants, their practices and its effect to tourism, perceived roles and value-drivers of performance. The data gathered was investigated by mathematical analysis.

There were two (2) groups of participants in the study. The first group comprised of tricycle drivers and operators randomly picked from the different Tricycle Operators and Drivers Association (TODA) clusters. There were three hundred eighty-one (381) participants from the tricycle sector. The second group of participants were fifty (50) tourists billeted at hotels and

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from bus terminals and the airport. The participants were randomly selected for the tricycle drivers and tourists. The study made use of survey questionnaires and structured interviews as tools to gather pertinent data. To cross-examine the data gleaned from the study, further observations were conducted.

A researcher-made questionnaire was utilized to gather data. The questions are based on the SERVQUAL dimensions of service model developed by Parasuraman, et.al. The questionnaire for tricycle drivers consisted of seven (7) parts. The 1st part was the profile of the participants. The 2nd part comprised the service attributes of the participants using the 5-point Likert Scale. The 3rd, 4th and 5th part was about perceived roles in tourism, perceived effects to tourism, and the value-drivers of the participants. These parts made use of a 4-point Likert Scale. The 6th and 7th parts were open- ended questions asking for qualities the participants would like to exhibit to tourists and the problems encountered by them. The questionnaire was formulated using the Filipino language to facilitate answering of items. A questionnaire was also developed for the tourists using the same items as that of the first questionnaire but was worded in English. The profile part though was excluded. The questionnaires underwent content validation from five experts from the hospitality and tourism fields. After the content validation, questionnaires were floated to twenty- five (25) participants. Structured interviews were conducted to delve deeper into the participants' answers. Interviews were conducted at the Tricycle Operators and Drivers Association (TODA) terminals. To further give credence to the data gathered, observation was conducted. The researcher with the assistance of students observed tricycle drivers' practices in strategic locations around Tuguegarao City. The observation was done on a one-hour scheme where observers looked at the over-all appearance of the drivers, noted the frequency of passenger rejection, helpfulness with PWDs and the elderly and their over-all demeanor. The observers also listened on how tricycle drivers handle passengers. Observations were taken at strategic locations like school zones, tricycle terminals, and airport and bus terminals. There was a total of 190 observed subjects.

The following statistical tools were used to analyze and interpret the data gleaned from the study:

Frequency Count and Percentage Distribution-These tools were used to categorize the profile of the respondents and to rank the problems encountered along with the top five attributes they would like to demonstrate to tourists.

Mean- This tool was used for the measurement of the participants' profile like age.

Weighted Mean- This tool was used to determine the extent of the participants' demonstration of practices, effects of their service attributes to tourism, perceived roles in tourism and value-drivers of performance.

The data gathered from the first part of the questionnaires both for tricycle drivers and tourists was analyzed using the scale below:

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DOI 10.17605/OSF.IO/RXPGH

4.20-5.00= always

3.40-4.19= often

2.60-3.39= sometimes

1.80-2.59= rarely

1.00-1.79= never

Parts III-VI made use of a 4-point Likert scale and was analyzed using the scale below:

3.25-4.00= strongly agree/very valuable to me

2.50-3.24= agree/valuable to me

1.75-2.49= slightly disagree/slightly valuable

1.00-1.74= disagree/ not valuable to me

Further, the extent of compliance to TRU rules and regulations of the tricycle was also assessed using the arbitrary scale below:

4- 95% of the provisions was complied

3- 75% of the provisions were complied

2- 50% of the provisions were complied

1-25% of the provisions were complied

RESULTS AND DISCUSSION

This chapter contains the data gathered from questionnaire, interview and focus group discussions. After each table, an interpretation is provided to give clarity to the tables presented.

I. Profile of driver-participants

Table 1.1: Profile of participants in terms of age

	N	Min.	Max.	Mean	Std. Deviation
Age	381	18	64	38.82	10.122

Table 1.1 reveals that the mean age of tricycle drivers is 38.82. Further, the youngest driver is 18 years old and the oldest is 64 years of age. Majority of the participants are from the 25-54 years old bracket which manifest that participants are in their prime working lives and are mature enough to understand and assimilate learnings from the potential programs.

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Table 1.2: Profile of participants in terms of educational attainment

Educational Attainment	Frequency	Percentage
Post graduate	2	.5
Masters	1	.3
Degree holder	37	9.7
College level	131	34.4
High School graduate	158	41.5
High school level	35	9.2
Elementary graduate	17	4.5
Total	381	100.0

Table 1.2 shows the profile of the participants in terms of educational attainment. Out of 381 participants, 158 are high school graduates with a percentage distribution of 41.5. The second highest frequency is college level with 131 participants and its percentage distribution is 34.4. There is only 1 participant with a Master's degree and 2 with post graduate degrees. These further reveals that participants possess the requisite educational attainment and skills needed to undergo trainings and seminars.

Table 1.3: Profile of participants in terms of years of driving experience

Years of driving	Frequency	Percentage Distribution
17-above	58	15.2
14-16	23	6.0
11-13	47	12.3
8-10	87	22.8
5-7	79	20.7
2-4	64	16.8
Below 1	23	6.0

Table 1.3 shows the number of years of the tricycle driving experience of the participants. Eighty-seven (87) of the 381 participants have been driving for 8 to 10 years now while 79 have been driving for 5 to 7 years. There are also 64 participants with 2 to 4 years of driving experience. More so, there are 23 participants with the less than 1 year of driving experience. The average number of years of driving experience acquired by the participants are sufficient to allow them familiarity of routes and traffic rules and regulations. This familiarity qualifies them as candidates of a viable training program.

Table 1.4: Profile of participants in terms of residence

Residence	Frequency	Percentage Distribution
Centro	57	15.0
Ugac Norte	32	8.4
Larion Alto	24	6.3
San Gabriel	19	5.0
Caritan	17	4.5
Ugac Sur	16	4.2
Caggay	15	3.9

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Buntun	14	3.7
Linao west	13	3.4
Pengue	13	3.4
Cataggaman Nuevo	11	2.9
Balzain	11	2.9
Capatan	10	2.6
Tanza	9	2.4
Atulayan	8	2.1
Gosi	8	2.1
Larion Bajo	8	2.1
Libag Norte	8	2.1
Namabbalan	8	2.1
Bagay	7	1.8
Linao	7	1.8
Annafunan east	6	1.6
Cataggaman viejo	6	1.6
Pallua sur	6	1.6
Annafunan norte	5	1.3
Cataggaman Pardo	5	1.3
Penablanca	5	1.3
Leonarda	5	1.3
Dadda	4	1.0
Libag Sur	4	1.0
Pengue Ruyu	4	1.0
Tagga	4	1.0
Carig Norte	4	1.0
Carig Sur	3	.8
Linao North	2	.5
Pallua Norte	2	.5
Linao East	1	.3
Total	381	100.0

Table 1.4 exhibits the residence of the participants. The highest number of participants come from the main barangays of the city, Centro, while the least number comes from Linao East. 5 of the participants, though, hail from the nearby town of Penablanca, Cagayan. The table exhibits that there is a patent concentration of tricycle drivers who hail from the main barangays of the city. This further reveals the lack of employment opportunities for Tuguegarao City residents.

Table 1.5: Profile of the participants in terms of ownership arrangement

Ownership	Frequency	Percentage distribution
Self-owned	193	50.7
Operator-owned	188	49.3
Total	381	100.0

Table 1.5 manifests the profile of the participants in terms of tricycle ownership. One hundred ninety-three (193) participants own the tricycles they are driving while 188 are owned by

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operators. This result indicates that participants find difficulty owning a tricycle unit and may be a motive for their aberrant behavior.

Table 1.6: Profile of participants in terms of route

Route	Frequency	Percentage Distribution
Around Tug.Proper	49	12.9
Centro	33	8.7
Ugac norte	32	8.4
Balzain	27	7.1
Datagonam	22	5.8
Cataggaman	18	4.7
Caritan	17	4.5
Pengue	17	4.5
Larion alto	16	4.2
Larion bajo	15	3.9
Ugac sur	14	3.7
Buntun	11	2.9
San gabriel	9	2.4
Capatan	8	2.1
Linao norte	8	2.1
Linao west	8	2.1
Bagay	7	1.8
Libag	7	1.8
Tanza	7	1.8
Atulayan	6	1.6
Caggay	6	1.6
Annafunan	5	1.3
Annafunan east	5	1.3
Cataggaman nuevo	5	1.3
Leonarda	5	1.3
Pallua sur	5	1.3
Cataggaman pardo	4	1.0
Libag norte	4	1.0
Carig sur	3	.8
Cataggaman viejo	3	.8
Pallua norte	3	.8
Bagumbayan	2	.5
TOTAL	381	100.0

Table 1.6 manifests the registered route of the participants. Out of the total population, there are 49 participants operating in and around the streets of Tuguegarao City. However, there are 33 participants who chose to ply the main barangays only. Also, a large number, 32 participants are registered to the Ugac Norte route. The route for Bagumbayan though has the least number of participants. It has to be noted that routes are freely chosen by the tricycle operators and drivers themselves. It is apparent in the results that there is uneven distribution of the population for routes. Operations of participants are concentrated on main thoroughfares of the city and far-flung areas are left with a short supply of transportation.

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II. Extent of demonstration of the service attributes by driver-participants

Table 2.1: Extent of demonstration of service attributes as perceived by participants

Service Attributes	Mean	Descriptive Interpretation
1. Do you look and feel clean every time you come to work?	4.84	Always
2. Do you make sure that your tricycle unit is clean and orderly before taking passengers?	4.82	Always
3. Are you familiar with all the destinations in Tuguegarao City?	4.53	Always
In Taking a Passenger		
1. Do you take all those who hail you?	3.61	Often
2. Do you choose passengers?	2.87	Sometimes
3. Do you choose groups over lone passengers?	3.27	Sometimes
4. Do you take passengers of different race or skin color?	3.31	Sometimes
5. Do you choose dark skinned over fair skinned passengers?	2.13	Rarely
6. Do you greet passengers?	3.48	Often
7. Do you reject passengers?	2.82	Sometimes
8. Do you offer explanations when you do not take them?	3.28	Sometimes
9. Do you strike a contract with passengers for long distances?	2.52	Rarely
10. Do you assist elderly passengers?	4.35	Always
11. Do you assist PWDs when getting on your tricycle?	4.63	Always
During the Ride		
1. Do you assist passengers with their luggage?	4.69	Always
2. Do you answer politely their queries?	4.54	Always
3. Do you exchange pleasantries/ stories with your passengers?	3.60	Often
4. Do you charge extra for long distances?	2.47	Rarely
5. Do you offer directions for lost passengers?	4.02	Often
6. Do you lose patience while driving?	2.26	Rarely
7. Do you use your cellphone while driving?	1.74	Never
8. Do you take long routes before bringing your passengers to their destinations?	1.62	Never
9. Do you make them feel safe while on the road?	4.75	Always
10. Do you avoid arguing with your passengers?	4.28	Always
11. Do you make them feel that you can be trusted?	4.75	Always
12. Do you remind passengers of proper waste disposal?	4.23	Always
13. Is there a provided waste bin for passengers?	4.77	Always
14. Are you pleasant to your passengers?	4.40	Always
15. Do you converse with passengers?	3.42	Often
Getting Off		

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DOI 10.17605/OSF.IO/RXPGH

1. Do you assist the elderly or PWDs when alighting from your tricycle?	4.59	Always
2. Do you assist them in getting off their luggage?	4.72	Always
3. Do you drop them off at the exact destination?	4.76	Always
4. Do you take passengers where they needed to go?	4.81	Always
5. Do you thank passengers?	4.18	Often

Table 2.1 manifests the extent of the participants' demonstration of the practices in their chosen field of service. In the first process," taking a passenger", the practice of being clean and presentable to passengers garnered the highest mean, 4.84, which has a descriptive interpretation of "always". On the other hand, there are 2 practices that are rarely demonstrated; choosing of passengers based on the color of skin and demanding exorbitant fees for long distances which garnered means of 2.13 and 2.52 respectively. The practices on the second process, "during the ride" are also often demonstrated. The provision of garbage receptacles got the highest mean, 4.77 which is interpreted as "always". Further, 2 practices came in second; making passengers feel safe and showing passengers that they can be trusted which got a mean of 4.75 each. Furthermore, 2 practices got a descriptive interpretation of "never". The practice of using cellphones while driving garnered a mean of 1.74 while taking long routes got a mean of 1.62. For the third process, "getting off", the practice of dropping passengers off to the exact destination is always practiced which got a mean of 4.81. More so, thanking customers gathered a mean of 4.18 which is interpreted as "always".

The table clearly illustrates the participants' view of their demonstration of service attributes. The participants perceive themselves as effective in delivering services to the riding public. Commendable attributes such as cleanliness, honesty and trustworthiness are believed to be underpinning qualities they possess.

Table 2.2: Extent of demonstration of service attributes as perceived by tourists

Service Attributes	Weighted Mean	Descriptive Value
In Getting a Ride 1. Tricycle drivers accept all passengers who hail them.	3.17	often
2. Tricycle drivers choose group passengers over sole passengers	3.92	often
3. Tricycle divers accept foreign passengers	3.72	often
4. Tricycle drivers choose dark skinned foreigners over fair skinned ones.	2.73	sometimes
5. Tricycle drivers greet their passengers.	2.37	rarely
6. Tricycle drivers demand exorbitant fees for long distances	4.22	always
7. Tricycle drivers assist elderly passengers.	3.05	sometimes
8. Tricycle drivers assist PWD passengers.	2.97	sometimes
9. Tricycle drivers offer reasons why they reject passengers.	2.90	sometimes
10. Tricycle drivers reject passengers.	3.58	often
During the ride		
1. Tricycle drivers help in carrying passengers' luggage.	3.33	sometimes

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ISSN 1533-9211
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2. Tricycle drivers answer queries politely from passengers.	3.20	sometimes
3. Tricycle drivers talk/converse with passengers.	3.00	sometimes
4. They ask for additional pay for long rides.	4.12	often
5. They give directions to lost passengers.	3.42	often
6. They lose their patience while driving.	3.40	often
7. They use their cellphones while driving.	3.22	sometimes
8. They take long routes to increase fees.	3.23	sometimes
9. They make passengers feel safe while on the road.	3.23	sometimes
10. They argue with passengers.	3.30	sometimes
11. Tricycle drivers are trustworthy.	3.25	sometimes
Getting off		
1. Tricycle drivers help elderly and PWDs when alighting.	3.22	sometimes
2. They assist in the passengers' luggage.	3.35	sometimes
3. They drop them off where passengers ask them to.	3.52	often

Table 2.2 exhibits the extent of the participants' demonstration of practices as perceived by tourists. In the first process, waiting for a ride, demanding exorbitant fees for long distances is the practice that got the highest mean, 4.22 which is interpreted as "always". On the contrary, the practice of greeting passengers is rarely demonstrated by the tricycle drivers which got a mean of 2.37. For the second phase, during the ride, 2 negative practices are rated as often demonstrated namely: asking for additional pay for long rides (4.12) and losing patience while driving (3.42). However, the positive practice of giving directions to lost passengers is also rated as often demonstrated with a mean of 3.40. For the third phase, getting off, the practice of dropping passengers to exact destinations is rated as often with a mean of 3.52. However, practices on helping elderly and PWDs and assisting in the passengers' luggage is only sometimes demonstrated.

Observations were made to substantiate data gathered from the questionnaire. In a one-hour observation timeframe, observers noted an average rejection of 3 passengers out of 10. The average time a passenger waits for the next ride to come along is 3 to 5 minutes. Most of the tricycle drivers during the observation time were also dressed presentably while a small amount were seen to have been donning shorts, undershirts and slippers. Owing to the hot temperature in the city, some drivers were observed to be not smelling fresh. Furthermore, a sizeable number of drivers do not show courtesy to passengers. The observed practices were: leaving the passenger behind if the destination is not agreeable to them; drivers accepting only those along their routes; asking first how much the passengers are willing to pay; and asking how many are taking the ride. During the observation, only lone passengers were rejected. On the aspect of helpfulness, observers are divided on whether tricycles drivers assist the elderly and PWDs. Noteworthy, though is their obedience to traffic rules. Only a small portion of the observed population disobeyed traffic rules.

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III.Extent of Compliance of the Tricycles to the Policies and Guidelines of the Tricycle Regulation Unit

Table 3.1: Extent of Compliance of Tricycle Drivers to the Rules and Regulations of the Tricycle Regulation Unit (TRU)

Rules and Regulations	Extent of compliance
1. Only bonafide residents are qualified as operators of tricycles for hire	Very great extent
2. The driver/operator must maintain a roadworthy, dependable tricycle unit.	Great extent
3. Only tricycles with regulatory requirements shall be allowed to operate?	Less extent
4. Tricycles shall only be allowed to carry passengers or goods within its capacity.	Great extent
5. The fare matrix shall be displayed conspicuously inside the tricycle.	Great extent
6. Tricycles shall at all times convey passengers.	Least extent
7. Tricycle drivers must always be tidy and must wear proper attire.	Great extent
8. Tricycle drivers must at all times be courteous and respectful	Least extent
9. Tricycle drivers must always obey traffic rules and regulations.	Great extent
10. Tricycle drivers must always be free from the influence of prohibited drugs or liquor when driving.	Less extent
11. All tricycle units must comply with the color coding scheme.	Great extent
12. Tricycles must provide trash bins.	Very great extent
13. Tricycles must be free from unauthorized stickers.	Great extent
14. Operators shall only employ drivers with valid driver's license	Great extent

Table 3.1 exhibits the extent of compliance of tricycle drivers to the TRU rules and regulations. The interpretation was based on the percentage of compliance of the tricycle drivers to the rules and regulations set by the Tricycle Regulation Unit. Rules regarding qualification for operators and provision of trash bins are perceived as complied to very great extent. Regulations that are compiled to less extent are the following: driving under the influence of drugs/alcohol; proper attire and cleanliness, compliance to regulatory requirements. Two regulations are compiled to a least extent namely; (1) Tricycles shall not refuse to convey passengers ;(2)Tricycle drivers must be at all times courteous and respectful. These findings corroborate the findings of the study by Agustin, et al, (2016) on the commonly committed violations by tricycle drivers.

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IV.Perceived Roles in Tourism of the Tricycle Driver-Participants in Tuguegarao City

Table 4.1: Perceived Roles of Tricycle Drivers-Participants in Tourism

Perceived Roles	Mean	Descriptive Interpretation
1. My role as a tricycle driver is important.	3.82	Strongly Agree
2. I play an important role in promoting tourism.	3.50	Strongly Agree
3. I consider my job as an instrument of tourism.	3.46	Strongly Agree
4. Tricycle drivers serve as guides to tourists on their destinations.	3.59	Strongly Agree
5. Tricycle drivers have the duty to make traveling safe for tourists.	3.62	Strongly Agree
6. Tricycle drivers have the duty to make tourists' experiences in Tuguegarao City wonderful and memorable.	3.54	Strongly Agree
7. Tricycle drivers have the duty of safekeeping tourists' valuables while in their care.	3.73	Strongly Agree
8. Tricycle drivers have the duty to share/provide information to tourists about Tuguegarao City	3.72	Strongly Agree
Total Mean	3.62	Strongly Agree

Table 4.1 reveals the roles of the tricycle drivers on tourism as perceived by themselves. The participants perceive their roles as tricycle drivers to be important as manifested in the mean of 3.82 with a descriptive interpretation of strongly agree. In addition, they also strongly agree that they have a duty to safeguard tourists' belongings and provide information about Tuguegarao City. However, their perception on being instruments of tourism garnered the lowest mean, 3.46 but with still with a descriptive interpretation of strongly agree. Generally, the participants strongly agree that they have roles to play in tourism.

V. Effects of Tricycle Drivers' Practices on Tourism

Table 5.1: Effects of Tricycle Drivers' Practices to Tourism as Perceived by Themselves

Perceived Effects to Tourism	Weighted Mean	Descriptive Interpretation
1. My misdeeds as a tricycle driver weakens the image of Tuguegarao City.	3.38	Strongly Agree
2. I believe that good service will bring in more tourists.	3.47	Strongly Agree
3. Overcharging passengers will have a negative impact to the image of tourism in Tuguegarao City.	3.30	Strongly Agree
4. Rejection of passengers does not affect tourism.	3.13	Agree

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5. Tourists would not be encouraged to visit Tuguegarao City because of the negative behavior of tricycle drivers.	2.80	Agree
6. Negative experiences of tourists in Tuguegarao City would be shared to their friends and relatives.	2.91	Agree
Total Mean	3.16	Agree

Table 5.1 exhibits the effects of tricycle drivers' practices to tourism as perceived by themselves. The participants' belief that good service means more tourists garnered the highest mean of 3.47 with a descriptive interpretation of strongly agree. They also believe that malpractices would be detrimental to the image of the city. On the other hand, they only agree to the idea that tourists are deterred to visit Tuguegarao City because of the misdeeds of tricycle drivers. The total mean of the participants' perception on the effects of their practices to tourism is 3.16 which has a descriptive interpretation of "agree".

Table 5.2: Effects of Tricycle Drivers' Practices to Tourism as Perceived by Tourists

Perceived Effects	Mean	Descriptive Value
1. Tricycle drivers play an important role in the city.	**3.08**	Agree
2. Their role is important in promoting tourism in the city.	**3.27**	Strongly agree
3. They are instruments of tourism.	**3.28**	Strongly agree
4. Their negative behavior has a negative impact on the image of the city.	**3.60**	Strongly agree
5. When quality service is performed by tricycle drivers, there will be more tourists.	**3.48**	Strongly agree
6. When tricycles demand extra fees, it is reasonable.	**2.38**	Slightly disagree
7. When tricycle drivers reject passengers, there is no effect on tourism.	**2.37**	Slightly
8. Tourists are discouraged to visit Tuguegarao City due to tricycle drivers' behavior.	**2.82**	Agree

Table 5.2 exhibits the perception of tourists on the effects of tricycle drivers' practices to tourism. Tourists strongly agree that the negative behaviour of tricycle drivers would impact negatively on the image of Tuguegarao city. Further, they slightly disagree that rejection of passengers has no effect on tourism and demand for extra fees are reasonable.

There is a differing perception between the tricycle drivers and the tourists as regards the importance of the tricycle drivers' role to tourism. Tricycle drivers rated the item as strongly agree but was rated by tourists as agree. While tricycle drivers agree that there is no effect to tourism when they reject passengers, tourists, on the other hand, slightly disagree. Tourists also slightly disagree on the reasonability of demanding extra fees by tricycle drivers.

SUMMARY OF FINDINGS

From the data gathered and analyzed, the following statements summarize the findings:

1. Profile of driver-participants

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a. The mean age of the participants is 38.82. Participants are mostly from the 25-54 age bracket who are at the prime of their working lives.
b. Majority of the participant population are high school graduates and college undergraduates.
c. Majority of the participants have years of driving experiences ranging from 2-10years.
d. Most of the participants are residents of the northern and southern barangays of the city. The highest number of participants come from barangays situated at Centro, Tuguegarao City.
e. Majority of the participants are registered to the routes belonging to the northern and western barangays. The highest number of participants are plying the streets of barangays of Centro.
f. Less than half of the participant population do not own their tricycle units and earn through boundary scheme.
g. Participants viewed themselves as always demonstrating positive service attributes such as cleanliness, helpfulness, politeness, obedience and trustworthiness. In their perception, they rarely charge exorbitant fees.

2. Tourists perceived tricycle drivers as always demonstrating greed by demanding exorbitant fees. In the tourists' perception, negative attitudes are often demonstrated like using of cellphones while driving, rejecting passengers and losing patience.
3. The Tricycle Regulation Unit assessed the tricycle drivers as commonly apprehended on the following: a) overcharging, b) non-conveyance, c) discourtesy, d) driving without license and franchise, and e) driving under the influence of drugs/alcohol.
4. The participants perceived themselves as important players in the promotion of tourism in Tuguegarao City. Their perceived roles in tourism are the following: guides for tourists, provider of information about the city, act as guards of tourists' possessions, provider of memorable experiences.
5. Participants perceived the following as effects to tourism: good deeds of tricycle drivers strengthen the image of Tuguegarao City; good service will bring in more tourists; and asking for the exact fare has a positive impact on tourism. Tourists, on the other hand, perceived that rejection of passengers affects tourism. They also perceived that when quality service is rendered, there will be more tourists.

There is a clear and present need for the tricycle sector to transform its image from what it is today. The demonstration of service attributes, their compliance to rules and regulations, their perceived roles in tourism and the effects of those role to tourism are critical aspects of the change.

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CONCLUSION

This research focused on tricycle drivers in Tuguegarao City, Philippines, and their impact on tourism. The study evaluates their service attributes, compliance with regulations, and perceived roles in tourism. Tricycles are a popular mode of transportation in the city, but they face challenges such as traffic congestion and over-competition. The research utilizes the SERVQUAL model to assess service attributes from both self-perceptions and tourist perceptions. Compliance with regulations set by the Tricycle Regulation Unit is examined, as well as the drivers' perceived roles in tourism and the effects of their practices on the industry.

The findings of the research suggest several areas for improvement. The profile of driver-participants indicates that they are mostly in their prime working years, with varying levels of education and driving experience. The majority of participants are registered in certain areas of the city, and a significant number operate under the boundary scheme instead of owning their tricycle units. Driver-participants generally perceive themselves as demonstrating positive service attributes, while tourists perceive them as often displaying negative attitudes and demanding exorbitant fees.

The Tricycle Regulation Unit's assessments reveal that tricycle drivers are commonly apprehended for various infractions, including overcharging, non-conveyance, discourtesy, driving without license and franchise, and driving under the influence of drugs or alcohol.

Driver-participants perceive themselves as important players in promoting tourism, assuming roles such as guides, providers of information, and guardians of tourists' possessions. They believe that their actions and service quality can impact tourism positively. Tourists, on the other hand, perceive that rejection of passengers has a negative effect on tourism, and they associate quality service with attracting more tourists.

Based on the research, it is evident that there is a need for the tricycle sector to transform its image. Improving service attributes, complying with regulations, and enhancing perceived roles in tourism are critical aspects of this change. Recommendations include the development of a comprehensive tricycle transit program, driver participation in value transformation, involvement of the Department of Tourism, establishment of a computerized monitoring system, and evaluation of the fare matrix. These measures aim to support the sustainable development of the tourism industry in Tuguegarao City by addressing areas for improvement and implementing strategies to enhance the positive impact of tricycle transportation on tourism.

RECOMMENDATION

The following recommendations are then offered based on the findings of the study:

1. A comprehensive and practicable tricycle transit program for the city of Tuguegarao is highly recommended. The program shall include ideal service attributes development needed for a tourism-ready transport system.

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2. The tricycle drivers must recognize the need for value transformation and must subject themselves to the intended program.
3. The Department of Tourism may take an active part in program development for tricycle drivers and may take the role of program/project implementer.
4. A computerized system can be developed to monitor the compliance of the tricycle drivers on rules and policies of the local government.
5. The fare matrix may be evaluated to consider not only the distance traveled but also the number of passengers bound to a particular destination. This scheme would answer the problem on rejection of passenger. It takes into account gasoline as a fixed expense and fare as a variable sales. A minimum fare for lone passengers may be set to avoid negotiations between the driver and passenger.

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