



Satisfaction of tourist on the tourism industry in northern Mindanao, Philippines: Selected attractive spots

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Abstract

The main purpose of this study is to determine the level of tourist satisfaction on the tourist spot in Northern Mindanao, Philippines. The study used descriptive research design to provide researchers an outline or characteristics of certain variable/s of interest. The tool used in the data gathering procedure was adapted from an existing level of satisfaction evaluation questionnaire. The subjects of this study were first-time and returning tourist. Purposive sampling was used when the data is essential and can only be collected from suitable groups. The hypothesis was tested at 0.05 level of significance. Mean, Frequency, t-test, Analysis of Variance (ANOVA) and Scheffe's Equation were the statistical tools used in this study. Results revealed, when tourists are grouped according to profile, more female than male tourists visit in the tourist spots, and the first-time tourists were in demand. The tourist is satisfied with the selected attractive spots in Northern Mindanao in terms of ambiance, accessibility and safety, and security. Generally, there was no significant difference in the level of tourists' satisfaction on the selected attractive spots when tourists were grouped according to sex and educational qualification. Moreover, the level of tourist satisfaction differs when analyzed according to the tourist spots visited.

Keywords: First-time and returning tourist, tourist satisfaction

1. Introduction

Understanding our tourism industry is one method to be accepted. Some of which are listed according to the level of attractions. This includes tourist activities (eg. education), attraction character and tourist experience. These approaches reflect the inseparable relationship between the site and the visitor in the tourist attraction system. Danaher *et al.* (2018) ^[1] said that tourist satisfaction was increased for the past 10 years which focused on the tourism industry. It is highly satisfied as the tourist asked about accommodation, transportation, and activities offered by the establishment. Moreover, tourist are highly satisfied when having enough time to do leisure activities. As stated by Marin and Taberner (2004) ^[9] that there is a disadvantage in the destination when the place is crowded, congested or over - a commercialized place of the tourist spot. Through this, it hinders the progress of the tourism industry.

The Department of Hospitality Management under the umbrella of Tourism was a concern to the tourist spots that need to be improved and preserved. As search, there is a need to evaluate the views and opinion of its residents and visitors to further develop and preserve these tourist spots of the province. This will guide our government authorities on what to do to achieve the desired end. To increase the financial development of the country, there is a necessity to identify the existing standing of the tourism industry. Exploring the vacationer activities, attraction character, and tourist experience can be a means to regulate the status of tourism. This shows the attached affiliation between the sight and the visitor in the tourist attraction system. (Mellina, *et al.* 2012)

^[10]. According to Shahrivar (2012) ^[12], customer satisfaction has engrossed a lot of attention to the area due to its possible effect on the behavior of tourist and their retention.

1.1 Research Question

This study is conducted to determine the tourists' view on the tourist industry in Northern Mindanao, Philippines on the selected attracted spots. Specifically, it sought to answer the following problems:

1. What is the profile of the tourists of Northern Mindanao, Philippines in terms of:
 - 1.1 Sex;
 - 1.2 Age;
 - 1.3 Educational Attainment; and
 - 1.4 Type of Tourist?
2. What is the level of tourists' satisfaction on the tourism industry in Northern Mindanao, Philippines focusing on selected attractive spots in terms of:
 - 2.1 Ambience;
 - 2.2 Accessibility; and
 - 2.3 Safety and Security?

2. Methodology

Presented in this chapter are the research design, research locale, research participants, research instrument used in the study.

2.1 Research Design

The researchers of this study employed a descriptive research

design. Referring to Dudovskiy (2018) [3] descriptive studies are used to describe various aspects of the phenomenon and is also used to describe the characteristics or behavior of the sample population.

2.2 Research Locale

The study was conducted at Nasuli Spring (Malaybalay City, Bukidnon), Ardent Hot Spring Resort (Mambajo, Camiguin) Tinago Falls (Iligan, Misamis Oriental), Hoyohoy Highland Park (Tangub City, Misamis Occidental), (Cagayan De Oro City, Misamis Oriental).

2.3 Research Participants

Respondents of the study are selected through purposive sampling. Purposive sampling is used when the information required can only be collected from appropriate special groups. This study required to collect data from First-time tourists and Returning tourists of the tourist spots in Northern Mindanao. The sample size in this study contained 382 respondents over a three-month period, from March-May of 2018.

2.4 Research Instrument

The research instrument used in this study was adapted from an existing level of satisfaction form by Mellina, Aballe, and Carino (2012). The questionnaire is divided into two parts:

- Part I, for the profile of the tourist;
- Part II, for the level of satisfaction of tourist on the tourism industry in Northern Mindanao. The indicator used in the second part were: visual ambiance, accessibility, safety, and security.

For the level of tourist satisfaction, the 5-point Likert Scale was used. It interprets the different categories described as very satisfactory, satisfactory, neither satisfactory nor unsatisfactory, unsatisfactory and very unsatisfactory.

3. Results & Discussion

3.1 Profile of tourists of northern Mindanao

There were 382 respondents in the study. The research was conducted from March 2018 to May 2018. There were 382 total respondents. The research determines if there are significant differences in the level of satisfaction of tourists in the tourism industry in Northern Mindanao.

Presented in Table 1 is the profile of the respondents with an overall frequency of 382 or 100 percent. In terms of age, the majority are between 20 and below with 29% and the least are tourists whose age group is between 51 and above years old or 5% of the total. Data manifested that in terms of age only 380 respondents have indicated their age out of the total 382 respondents.

The sample has more female than male tourists. There are 211 female respondents which accounted for 55% of the total and 171 male respondents or 45%.

When tourists are grouped according to educational attainment, the majority of the tourists are college level. There are 7 respondents who are elementary level, 72 respondents who are high school graduates or 19%, 188 respondents who are college level or 49% and 113 respondents who have graduated in college or 30% of the total. Furthermore, in terms of the type of tourists, out of the total, there are 247 first-time

tourists or 63% and 145 returning tourists which accounted for 37% of the total number of respondents.

Table 1: Profile of the Tourists in Northern Mindanao

Age	Frequency	Percentage
20 & Below	110	29
21 To 25	97	26
26 To 30	57	15
31 To 35	29	8
36 To 40	22	6
41 To 45	24	6
46 To 50	21	6
51 & Above	20	5
Total	380	100
Sex	Frequency	Percentage
Female	211	55
Male	171	45
Total	382	100
Type of Tourist	Frequency	Percentage
First-Time	247	63
Returning	145	37
Total	382	100
Educational Attainment	Frequency	Percentage
Elementary Level	7	2
High School Graduate	72	19
College Level	188	49
College Graduate	113	30
Total	382	100

3.2 Level of tourists’ satisfaction of the tourism industry in northern Mindanao

As seen in Table 2, manifested is the level of tourists’ satisfaction on the selected attractive spots in Northern Mindanao. In terms of ambiance, generally, visual ambiance was rated high by the tourists. The tourist found the attractions to be highly conducive to relaxation with the highest mean value of 4.64. This explains that the tourists agreed that the attractions are favorable places for relaxation. With regards to visual ambiance, in general, the respondents are highly satisfied. Among the indicators of visual ambiance, “conducive to relaxation” gained the highest satisfaction which means that the respondent highly perceived that the attractions make them relaxed. This explains that tourist visits the place to relax to some extent temporary leaving the work and the usual routine and to escape the stresses of their everyday lives (Wang, *et al.*, 2017) [15].

Displayed also in Table 2 is the level of tourist satisfaction of accessibility. In person-based accessibility, over-all tourists’ responses were that they are satisfied with a computed mean value of 3.94. Indicators of person-based accessibility that earned satisfactory level are “availability of tourist guidance/reception centers and identified entry and exit points”. Furthermore, advancement and maintenance of roads and completeness of road signage are also at a satisfactory level. This also shows that “easy access to the retail establishment” would satisfy the tourist as it is at a satisfactory level (Wang *et al.*, 2017) [15].

Presented in the data is the level of tourist in the location-based accessibility in terms of “availability of transit system” commonly, the respondents said that they are neither satisfied nor dissatisfied with a computed mean value of 3.45 and “availability and adequateness of transportation modes” with a

mean value of 3.33. Moreover, in the “time and distance of travel” the computed mean score is 4.07 and “easy access going to the place” with a mean value of 4.02 which shows that tourist enjoy to travel when it is comfortable and efficient intermodal transportation networks during their trip on the other hand, tourist will be dissatisfied if there will be no available transportation mode to the place. Geurs and Bert (2004) [6] thought that location-based accessibility measures the level of accessibility to spatially disseminate activities, such as “the number of jobs within 30 minutes travel time from origin locations”.

Presented also in the level of tourists’ perception of safety and security in terms of “precaution and “health and preparedness” generally, the respondents said that they are satisfied with a computed mean value of 3.68. However, in the “visibility of

the first-aid facility”, the computed mean value is 3.47 this shows that tourist would only feel more safe and secure if there is an easy access to immediate medical care.

This explains that the tourists agreed that the attractions are favorable places for relaxation. With regards to physical ambiance, in general, the respondents said that they are highly satisfied. Among the indicators of physical ambiance, “panoramic view of the natural environment” gained the highest satisfaction which means that the respondents highly perceived that the attractions have strategic locations allowing tourists to enjoy the view of the natural environment.

This also explains that most people enjoy appreciating the natural environment. It supports the assumption of Tourism Western Australia, (2006) that tourists would rather pay for the environment rather than man-made attractions.

Table 2: Level of Tourists’ Satisfaction of the Tourism Industry in Northern Mindanao

Visual Ambiance		Mean	Descriptive Values
1.	Conducive to Relaxation.	4.67	Very Satisfactory
2.	The Comfortability of the Place.	4.54	Very Satisfactory
3.	Shows Beautiful Scenery.	4.58	Very Satisfactory
4.	The Tranquility of the Place.	4.60	Very Satisfactory
5.	The Uniqueness of Natural Scenery	4.60	Very Satisfactory
Mean		4.64	Very Satisfactory
Location-Based Accessibility		Mean	Description Values
1.	Time and Distance of Travel.	4.07	Satisfactory
2.	Easy Access Going to the Place.	4.02	Satisfactory
3.	Availability of Transit System.	3.45	Neither Satisfactory nor unsatisfactory
4.	Availability and Adequateness of Transportation Modes.	3.33	Neither Satisfactory nor Unsatisfactory
5.	Affordability of Visiting the Place	3.91	Satisfactory
Mean		3.81	Satisfactory
Person-Based Accessibility		Mean	Description Values
1.	Availability of Tourist Guidance/ Reception Centers.	4.05	Satisfactory
2.	Identified Entry and Exit Points.	4.05	Satisfactory
3.	Advancement and Maintenance of Roads.	3.92	Satisfactory
4.	Easy Access to Retail Establishments.	3.65	Satisfactory
5.	Completeness of Road Signage	3.71	Satisfactory
Mean		3.94	Satisfactory
Safety and Security “Precaution”		Mean	Description Values
1.	A Police Station is Conveniently Located.	3.85	Satisfactory
2.	Presence of Security Guards	3.84	Satisfactory
3.	Quality Infrastructure.	3.67	Satisfactory
4.	Availability of the Rescue Team.	3.56	Satisfactory
5.	Visibility of the First-Aid Facility	3.47	Neither Satisfactory nor Unsatisfactory
Mean		3.68	Satisfactory
Safety and Security “Health and Preparedness”		Mean	Description Values
1.	Cleanliness and maintenance of public toilet facilities.	3.69	Satisfactory
2.	Quality of the water and food services	3.76	Satisfactory
3.	Visibility of emergency plan	3.58	Satisfactory
4.	Safety exit points	3.75	Satisfactory
5.	Availability of up-to-date safety travel tips	3.66	Satisfactory
Mean		3.68	Satisfactory

4. Conclusion

Based on the findings of the study, the following conclusions were drawn

1. The level of tourist satisfaction varies when analyzed according to the tourist spots visited. A tourist from Malasag Eco-Tourism Village appreciates more the ambiance than a tourist from Tinago Falls and Hoyohoy Highland Park. Subsequently, a tourist from Malasag

Eco-Tourism Village is more satisfied with safety and security measures than those tourists from Ardent Hot Spring and Hoyohoy Highland Park.

5. Recommendations

Based on the findings and conclusions, the following recommendations are given.

1. The owners or managers of the tourist spots may offer a

variety of choices to attract tourists. Create a promotional package that could attract both male and female tourist and to excite returning tourist to visit the place again.

2. The tourism planners with the different agencies should conduct studies of the existing tourist and understand what interest the potential tourist is currently.
3. The department of tourism should coordinate its efforts with the community by the proper dissemination of information on safety and security policies for tourism and improvement of infrastructures and updated emergency plans.

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