TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL

College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

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February 2022

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In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor of Science in Hospitality Management

ANGELICA L. CAGALITAN
CATHIRENE C. CALACAR
CINTH JAIREH P. MUMAR

February 2022

APPROVAL SHEET

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ABSTRACT

This study aims to determine the tourist level of satisfaction in selected tourist spots in Bilar, Bohol. The findings of this study served as basis for designing a recommendation. Specifically, it sought to determine the demographic profile of the respondents in terms of age, gender, occupation; the services offered by the selected Local Tourist's Spot in Bilar; the tourist level of satisfaction towards the five category which is the assurance, responsiveness, reliability, tangibility and empathy; and which, category is the most satisfying to the tourist. The researchers used descriptive survey of research the tourist level of satisfaction in selected tourist spots in Bilar, Bohol. The study we're employed convenience sampling method in selecting the respondents. A total of sixty respondents. Ten respondents in every tourist spots which is the Man Made Forest, Bohol Enchanted, Eco park, Pangas Falls, Duangon Spring and Logarita Spring. A standardize questionnaire and rating scale we're used in this study. The data were analyzed using pivot table (cross tabulation) of the micro soft excel version 2016, frequency counts, percentage and weighted mean score. The data showed that most of the respondents who visited the tourist spots during the time of our study were female and are in the ages of eleven to twenty-five and mostly students. Furthermore, the level of tourist satisfaction in five categories in terms of assurance, responsiveness, reliability, tangibility and empathy were all highly satisfied.

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THE PROBLEM AND ITS SCOPE

Rationale

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal and business purposes. An activity of visitors varies from "tourists (overnight visitors) "and "(same-day visitors)". In fact, tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country and plants a sense of cultural exchange between tourist and local. This result to the number of jobs created by tourism in many different areas is significant (Wescott, 2015).

Philippines are known internationally to be one of the greatest tourist destinations. It is not by the natural spots alone that these tourists choose this country but also because of the services being offered. In the Philippine archipelago, of all the town in Bohol, the municipality of Bilar which considered as 5th class municipality that situated 40.9 kilometers from Tagbilaran City has a total forested area of 6221 hectares which is 46% of the total and area. It has been declared a National Park and is part of the Rajah Sikatuna Protected Landscape and it is now a favorite birding destination in Bohol, which is declared as the eco-tourism center of Bohol (Bohol Philippines,com;olaer &Buno, 2018). Moreover, Bilar's natural resources have been developed and other still in the stage of developing. Interesting spots which attract tourist are the Logarita Spring, the

Duangon Spring, Man-made Forest, Eco park, Bohol Enchanted Garden, and Pangas Falls. For that reason, Municipality of Bilar was selected to conduct the study.

The tourist who visit such particular spots may find the place interesting if a specific characteristics of the place which will give them satisfaction for a particular need and want. Tourist satisfaction should be given a great attention because if tourist places to visit therefore, services offered in a place should be always looked upon. As it should then be given immense important for the attraction to be successful tourist spot.

Additionally, Tourist preferences should always be considered to achieve their satisfaction because satisfied tourist are most likely to become loyal and will eventually repeat visiting the place and this can attract more potential tourist in the future.

With the aforementioned of identifying areas that need to improve particularly in the line with different locations of tourist destination of Bilar, Bohol, the researchers are interested to assist the tourist's level of satisfaction on the services and the facilities offered in different tourism destination of Bilar using (SERVQUAL) model and with this study, it will lead to increase the number of tourist visit the tourist spots. Moreover, the tourist will also benefit from whatever changes of the places as they will get outmost satisfaction from the services provided by the management of every tourist spots in Bilar, Bohol, Philippines.

Literature Background

People tend to look for satisfaction in whatever they do and wherever they go. With this reason tourism industry strive to provide their best to make the tourist happy and to gain their trust and loyalty.

Republic Act 9593 section 3 declares that having attractive tourism resources meets the tourist satisfaction. That means that tourism resources play an important role to get the tourist attention and fulfill their needs and wants. The main core of this act is to improve the tourism infrastructure, designation, regulation, and supervision of tourism operation and management to fulfill the guest needs and expectations.

In addition, section 3 of Republic Act 1478 an act to create a board of travel and tourist industry, defining its powers, duties and responsibilities and for other purposes assures expeditious, pleasant and hospitable reception of all tourist's and visitors and utmost satisfaction on their part during their stay. The main core of this Act is to exercise supervision over the operation of all facilities and services that cater to or have anything to do with foreign travelers and tourists with a view to insuring the maintenance of the highest possible standards, reasonable charges, courtesy, honesty and efficiency.

Moreover, Republic Act No.710, section 8, promote a spirit of service, mutual cooperation, efficiency, courtesy and hospitality both among those that have anything to do with tourists and among the public at large, with a view to giving the tourists the best goods and services at uniformly attractive and reasonable rates and those insure utmost satisfaction and good will among them

Theories	Legal Basis
The Expectancy Disconfirmation (Oliver 1997, 1980) A tourist is either satisfied or dissatisfied as a result of positive or negative difference between expectations. **Comparison Level Theory (Yi, 1990)** Consumers might be more likely to use predictive expectation based on their experience.	**Republic Act No. 9593** Section 3- Having attractive tourism resources to meet Tourist's satisfaction. **Republic Act No. 1478** Section 3 - assures expeditious, pleasant and hospitable reception of all tourist's and visitors and utmost satisfaction on their part during their stay. **Republic Act No. 710** Section 8 - promote a spirit of service, mutual cooperation, efficiency, courtesy and hospitality to ensure utmost satisfaction.

Respondents Profile

- Age
- Gender
- Occupation

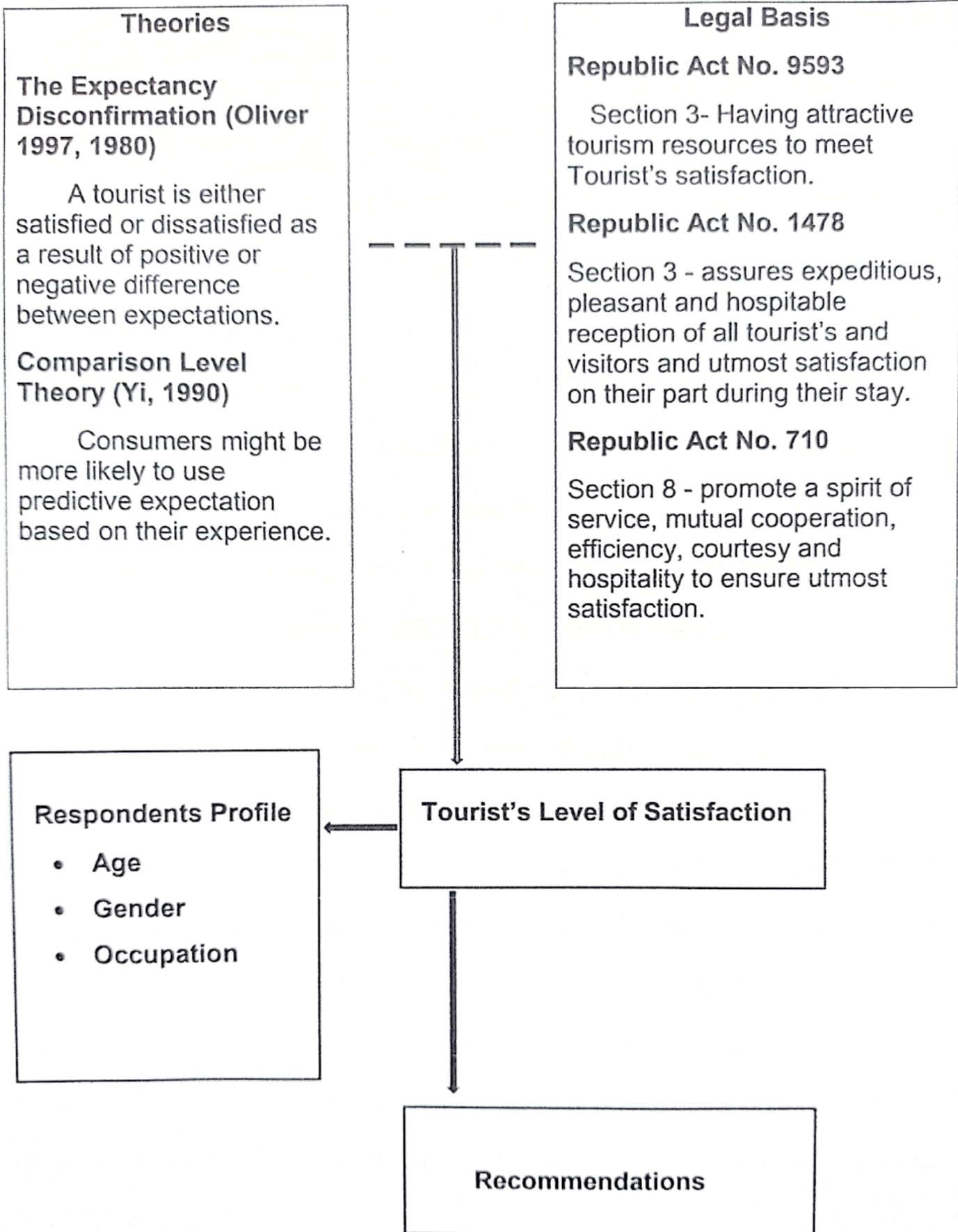**Tourist's Level of Satisfaction**

Recommendations

Figure 1. Theoretical and Conceptual Framework

as they leave the country. With a view to giving the tourist the best goods and services at uniformly attractive and reasonable rates and does insure utmost satisfaction of visitors.

Additionally, Department of Tourism in the Philippines, mandates that tourism sector must look forward to giving their best in all aspects to satisfy the tourist in whatever way possible. This is the best way to keep tourist and retain their loyalty to the company. The main core of these act is to assist the republic of the Philippines in the development and promotion of the tourist industry; to develop and publicize Philippine tourist and attractions.

According to expectancy disconfirmation paradigm theory of tourist satisfaction, Richard L. Oliver (1977,1980) "this theory implies the expectation of the tourist becomes standard against which the product/services is judge". A tourist is either satisfied or dissatisfied as a result of positive or negative difference between expectations and perceptions. When service performance is better than what the tourist had initially expected, there is a confirmation between expectations and perceptions which results in satisfaction. In contrast, when service performance is not as good as what the tourist expected, there is a negative disconfirmation between expectations and perceptions which causes dissatisfaction. This theory identifies ideas and provides learnings to the researchers to identify what is the possible effect if the guest did not meet their expectations.

In relation, the Comparison Level Theory (Yi, 1990) noted that "consumers might be more likely to use predictive expectation based on their experience". On

that destination they will revisit again if their facilities and services can exceed their expectations. This theory shows that a tourist satisfaction reflects what he or she expects before traveling. When the expectation is met, satisfaction follows. It is a standard where people feel they receive the rewards of their costs. In relation it is a standard by which an outcome seems to satisfy every individual.

Tourism is one of the main sectors that expected to drive the economy of a country. Angelos Pantouvakis (2013) states that tourism is one industry that continuous grows and develops major impact on the world economy. On the other hand, according to Yu-Cheng Lee et al., (2016) tourist satisfaction is the key factor for successful and depends highly on behaviors of frontline service providers. Tourist should be managed around the world as assets, and that tourist vary in their needs, preferences and buying behaviors. Therefore, tourism service provider must consider the needs and wants of their tourist to fit in what type of products and services they should prepare to meet the expectations of the tourist and make the tourist happy and satisfied.

Moreover, Dr. Yue Guo et al., (2017) indicated that tourist satisfaction through their perceptions regarding the specifications of the product or service they receive. In order to achieve tourist satisfaction, organizations seek to meet his or her wants and needs in the appropriate manner. The important way to achieve this goal is to provide tourist satisfaction with highly quality goods and services. Abdul-Moomin Adams et al., (2016).

Furthermore, tourist satisfaction, simply could be stated subjectively by the tourist him or herself since he or she is the person who consumed the service

delivered and the one who experienced the destination factor Gusti Ngurah Joko Adinegara et al, (2017) similarly tourist will be satisfied when experiences go beyond their expectations.

However, if the tourist feels displeasure, dissatisfactions will be the expected outcome (Ching-wen, 2010, Reisinger & Tumer, 2003), From the Foregoing discussion it is understood that satisfaction of guest is caused by two different dimensions firstly, it is related to the pre-expectation of the tourist before the travel and secondly, it is referred to the justification of the tourist on the delivered services after the travel, and based on their real experience. This is the reason why the researchers want to determine the tourist satisfaction beyond Tourism.

Moreover, there is a need to investigate the relationship between destination attributes and tourist satisfaction from the tourist perspective in order to gain an in-depth understanding of tourist attitudes and behavior after they visit different tourist destinations. Tourist satisfaction impacts behavioral intentions and it profoundly affects the choice of destinations, consumptions of products and services, future intensions to revisit and recommendation to others. Maria Devesa et al. (2010).

On relation to this Heesup Han and Sungyup Sean Hyun (2015) stated that satisfied tourist have been shown to return to a destination and recommend it to their friends, tourist satisfaction for a particular destination may be the result of multiple factors including expectations generated before and during the trip as well

as perception of the services received. To further determine the satisfaction of tourists, their behavior and demographic attributes should be assessed.

It is crucial to investigate which factors are important for guest. Furthermore, tourist satisfaction usually contributes to increased rates of tourist patronage, loyalty which in turn helps to achieve economic goals such as increasing number of tourist and revenues. These factors, among others, are the reasons why tourism satisfaction is a subject worth being studied.

According to Joan Giese et. al. (2013), examined the three general components of tourist satisfaction; 1) tourist satisfaction is a response (emotional or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.) and 3) the response occurs at a particular time (after consumption, after choice based on accumulated experience, etc.).

As Hyounae Min et, al (2015) cites, tourism product is multifaceted. As a result, the satisfaction of tourist to a destination can be impacted by a range of tourism experiences which may derive from many sources (e.g., accommodation, use of natural attractions, restaurants and so forth). Similarly, when using any one tourism product, there are many aspects that influence satisfaction. For instance, the treatment provided by service personnel, physical environment or ease with which a tourist can access the product. Thus, the researcher takes an approach which investigates the satisfaction of the tourist in relation to the assurance, responsiveness, reliability, tangibility and empathy provided with tourism object as well as dimensions of tourism experience.

According to Francisco G. Santa Cruz (2015), the level of satisfaction on one's expectation of a situation as well as one's perception of an actual situation. If the level of expectation is higher than the actual experience, the tourist will be dissatisfied. For the traveler to be satisfied with a product, service or situation, the level of actual experience must be equal to or greater than the level of expectation. Hence, the level of service given to the vacationer must be given great importance in order to assure quality experience and high level of satisfaction that will bring traveler back.

However, according to Lap cited by Gebson (2013), there is a significant difference between male and female tourist's in terms of satisfaction. Men had more satisfaction of response in terms of product and quality of service than women. Appropriate behavior during services, mutual, intimate and respectful interaction from staff would increase female guest satisfaction and leads to a pleasant sense for the chosen place in their mind and encourage them for next trip.

SERVQUAL MODEL was made of 10 dimensions of service quality when created; tangibles reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer and access as the first purification stage. They further reduce the ten dimension to five which where assurance, responsiveness, reliability, tangibility and empathy.

On the other hand, service quality has become great predictor to outcomes, such as satisfaction the servqual model classifies the elements or components of service quality known as five critical service quality dimensions. Although the model developers initially propose ten service quality dimensions, many experts

later finalize only five dimensions of service quality: assurance, responsiveness, reliability, tangibility, empathy. Service quality is an approach to manage business processes in order to ensure full satisfaction of the tourist and quality in service provided. It works as antecedent of tourist satisfaction. If expectations are greater than performance, then perceived quality is less than satisfactory and hence tourist dissatisfaction occurs. Berry, Zeithaml and Parasuraman, (1988).

Additionally, Pawitra and Tan (2003) noted that the use of servqual in measuring a destination requires that it should be modified, in order to ensure that the data reflect the unique attributes provided by the destination.

Moreover, according to Bowen and Clarke added that tourist satisfaction is acknowledge as one of key judgement that tourist use to measure a tourism service hence, measurements between service qualities with tourist satisfaction allows destination management to fully understand how to provide the best possible service quality to satisfied tourist.

In relation to this, according to the study carried by Riadh Ladhari (2009), it is recommended that the SERVQUAL model is a good scale to use when measuring service quality in various specific industries but it is appropriate to choose the most important dimensions of this model that fit to the particular service being measured in order to assure reliable an valid result.

In connection of the above studies, readings and literatures, the proponent objectively analyze and evaluate the level of tourist satisfaction on different local tourist spots in the Municipality of Bilar Province of Bohol in the year 2021.

THE PROBLEM

Statement of the Problem

The main purpose of this study is to determine the tourist level of satisfaction in selected tourist spots in Bilar, Bohol.

Specifically, the study aims to answer the following questions.

1.) What is the profile of the respondents in terms of?

      1.1 age;

      1.2 gender;

      1.3 occupation?

2. What is the tourist's level of satisfaction of the respondent in terms of;

      2.1 assurance;

      2.2 responsiveness;

      2.3 reliability;

      2.4 tangibility; and

      2.5 empathy?

3. What recommendations can be provided based on the results of the study?

Significance of the Study

The study provided significant information and is expected to serve the following:

Future Researchers. This study would serve as a spring board for similar studies in the future. The outputs of this study would provide new related literature or studies to researchers with interrelated areas regarding guest satisfaction.

Tourist. This study would help them express their opinions, suggestions, and complaints regarding the services and facilities for development.

Local Government Unit. The study would help the organization to improve its infrastructure in the municipality for ease and convenience in the side of the tourist. Hence, this would boost the morale of the local government to uplift areas for development as another undertaking towards progress.

Management. The study would help the management to find ways to improve their own tourist attraction for the satisfaction of both foreign and local guest.

Academy. In this study, it would help the school for professional development, to provide information about tourism to their students. It would also help to determine what specific areas they should focus more and further enhance in order to make the program more responsive towards preparing the students for their future professions.

RESEARCH METHODOLOGY

Design

To obtain the data needed for the purpose of the study, the descriptive survey method was employed. It was used to assess the demographic profile such as age, sex and occupation. This approach was appropriate to determine the level of satisfaction on the services offered in the tourism areas of the municipality of Bilar. A survey was conducted in the tourism sites in Bilar, Bohol. The researchers used a standardized questionnaire to gather sufficient data and valuable information to answer the questions in conducting the study. After the collection, data were tabulated, computed and interpreted using percentage distribution, weighted mean and scoring mode.

Environment and Participants

This study was conducted in the Municipality of Bilar, specifically in the following identified spots; Man-made Forest, Bohol Enchanted, Eco Park, Pangas Falls, Duangon Spring and Logarita Spring. The researchers chose the tourist spots of Bilar, Bohol because Bilar has several tourist sites which have attracted more and more tourists through the years for eco-tours and birding activities. On the other hand, some establishments located in Bilar, Bohol were not being able to participate on the research because of its temporary closure to pandemic and some establishments are also privately managed.

The participants of this study are the local tourists who visited the tourist spot of Municipality of Bilar, Bohol. There will be ten (10) respondents in every tourist spots, a total of sixty (60) local guest participants for this study. The researchers used convenient sampling in conducting the study.
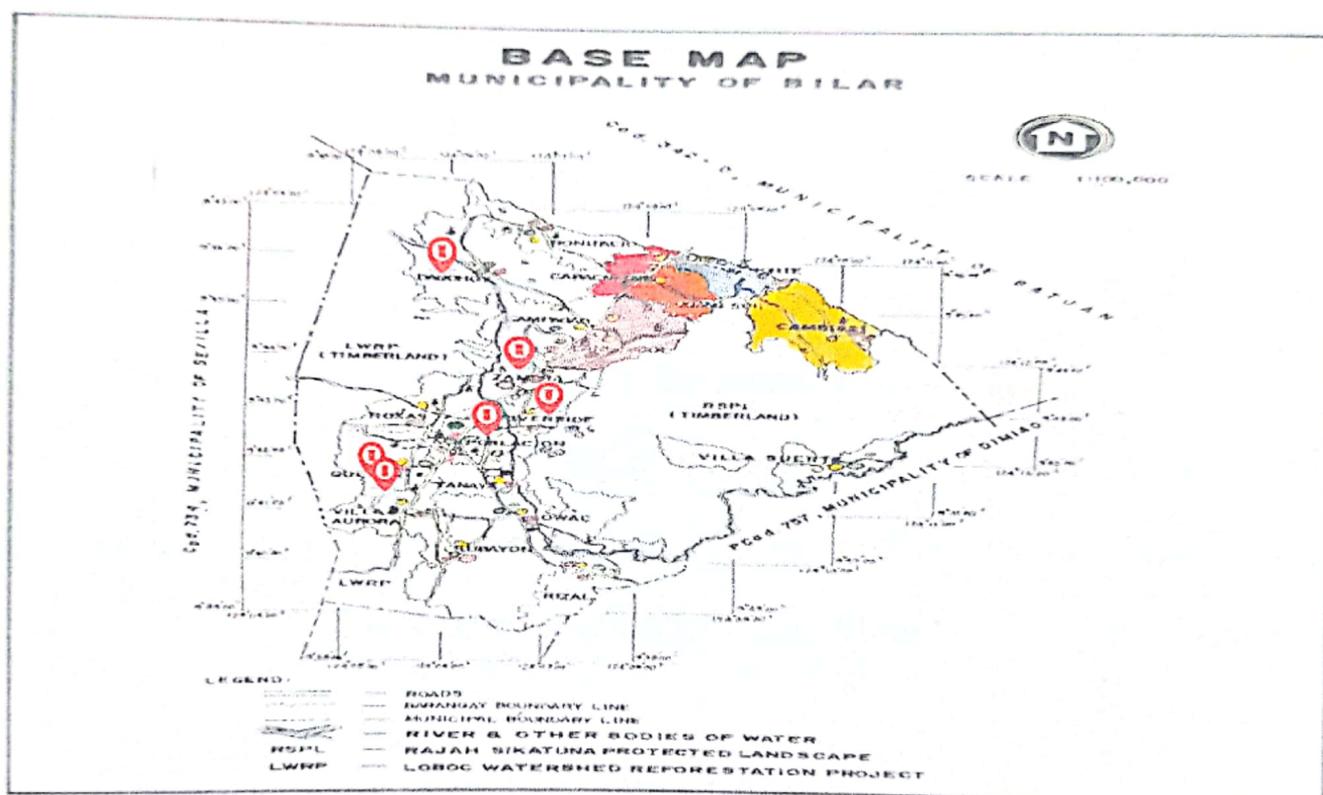

Figure 2. Map of Bilar

Instruments

In order to obtain the necessary data, the researchers adopted the standardized SERQUAL method questionnaire, (Parasuraman 1988, Ladhari, 2009) which was used as the data gathering tool that assesses the level of satisfaction on the services in the said tourism destinations.

The first part of the questionnaire is the identification of the respondent's profile wherein it corresponded to their age, sex and occupation. The second part of the questionnaire is about the level of satisfaction towards the services offered in the identified tourism destination in the Municipality of Bilar. The respondents were asked to rate their satisfaction regarding each statement through the given rating scale, (1) Not satisfied (2) Less Satisfied (3) Satisfied (4) Highly Satisfied.

Procedure

In order to fulfill the task at hand, the researchers send an approval letter to the Chairperson of the Department of Hospitality Management and Industrial Technology, Dean of the College of Technology and Allied Science and most especially to the Campus Director of Bohol Island State University Bilar Campus to conduct the study.

The researchers seek an approval from the office of the Mayor. The questionnaire was personally distributed to the tourists of every destination. There was ten questionnaire distributed in every selected tourist spots. The tourist was given an ample time to answer the questionnaire. The responses were tallied for analysis and interpretation and the data were analyzed using pivot table (cross tabulation) of micro soft excel version 2016, frequency counts, percentage and weighted mean score.

Statistical Treatment of Data

1. Percentage distribution was used to determine the overall satisfaction of tourist.

$$P(\%) = \frac{f}{n} \; X \; 100$$

Where:

P (%) = percentage

f_n = frequency

n = total no. of responses

Weighted mean and percentage distribution were used as statistical tools to interpret the data gathered, specifically the satisfaction level of the tourist using the formula.

$$WMS = \frac{4f_4 + 3f_3 + 2f_2 + 1f_1}{n}$$

Where:

WMS = weighted mean score

f= frequency

n= total number of respondents

4= Highly Satisfied

3= Satisfied

2= Less Satisfied

1= Not Satisfied

Scoring Mode

As guide to data interpretation, the following scale was being use.

Scaling	Range	Descriptive Interpretation
4	3.26-4.00	HS – Highly Satisfied
3	2.51-3.25	S - Satisfied
2	1.76-2.50	LS – Less Satisfied
1	1.00-1.75	NS – Not Satisfied

OPERATIONAL DEFINITION OF TERMS

The following terms was used in the study and are defined operationally.

Assurance. It is the management of customer expectation and ensures that we are a quality product and service a seen by the customers.

Empathy. The ability to understand and share the feelings of another.

Responsiveness. The quality of reacting quickly and positively.

Service. This is the action of helping or doing works, it is also an act of assistance or advice given to customers during and after the sale of goods.

SERVQUAL method. Service Quality is a multi- dimensional research instrument designed to capture consumer expectations and perceptions of a service along 5 dimensions that are believe to represents service in assessing service quality offered by the tourism destination.

Tangibility. A combination of tangible and intangible elements, such as natural, cultural and manmade resources, attractions, facilities, services and activities around a specific center of interest which represents the core of destination.

Tourism. It is a travel for pleasure and business.

Tourist Satisfaction. It is defined as a satisfaction with a destination as the degree to which a tourist's assessment of the attributes of that destination exceed his or her expectations for those attributes.

Tourist attraction. A place of interest where tourist's visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the interpretation and tabulation of the gathered data from the aggregated responses of participants.

Profile of the Respondents

Table 1 shows the respondents demographic profile based on age, geder and occupation. Data revealed that ages 11-25 has the highest frequency percentage with 29 (48.33%) while ages 56-70 has the lowest frequency with 3 (5.00%). According to the study of Ahmad H., et.al (2007), most of the travelers are in ages 15-25 and 26-40 ages because they often have similar hedonistic tastes in the context of attraction, being at a destination and their freedom to travel than the age of 41 above which are considered less travelers in destination because most of the people belongs to this age bracket, travels only for business purposes. In the respondents' demographic profile in terms of gender, it is also found out that most of the tourists are female which got a highest frequency percentage of 34 (56.67%), while the male got the lowest frequency percentage of (26) 43.33%. According to Darrian Collins and Clem Tisdell (2000b) most of the travelers are female because they like to travel to the different kinds of attractions than male since most of male, they focus of their business or work. In the respondent's occupation, student respondents got the highest frequency of 22 (36.67%) while nurse, carpenter, waiter, LGU Casual, veterinarian, pulis and office worker got the lowest frequency percentage of 1 (1.67%). According to, Van and

Elmarie (2013) students traveled must for fun and to explore new things and have new experience.

Table 1

Socio-Demographic Profile of the Respondents

n = 60

DEMOGRAPHIC PROFILE	Items	Frequency (f)	Percentage (%)
1.1 AGE	11-25	29	48.33
	26-40	22	36.67
	41-55	6	10.00
	56-70	3	5.00
1.2 GENDER		Frequency (f)	Percent (%)
	FEMALE	34	56.67
	MALE	26	43.33
1.3 OCCUPATION		Frequency (f)	Percentage (%)
	STUDENT	22	36.67
	TEACHER	11	18.33
	NURSE	1	1.67
	CARPENTER	1	1.67
	VENDOR	2	3.33
	DRIVER	3	5.00
	HOUSEWIFE	4	6.67
	SEAMAN	2	3.33
	FARMER	5	8.33
	WAITER	1	1.67
	ENGINEER	2	3.33
	LGU CASUAL	1	1.67
	CHEF	2	3.33
	VETERINARIAN	1	1.67
	PULIS	1	1.67
	OFFICE WORKER	1	1.67

Level of Satisfaction of the Respondents

Table 2 presents the level of tourist satisfaction towards the 5 categories firstly, the assurance that is all about employee's knowledge, courtesy, and ability to inspire confidence. Therefore, these skills will help the organization gain customer trust and credibility. The table reveals that item no. 1 which is "served by well trained, customer oriented personnel" got the highest weighted mean of 3.47 and got the highest rank among the 6 items, followed by the item 3 which is the "detailed, experience and competent tour" that got an average weighted mean of 3.37. Then next is the item no. 5 which is the "Staff knowledgeable and skilled about the services provided" got the average of 3.35. Furthermore, these items were described as "Highly satisfied" by the participants. However, the remaining items namely the level of service quality reinforces confidence in the service provided", "staff communicated fluently and in understandable manner got the average of weighted mean of 3.23 and 3.25, respectively. Among the six tourist spot, both of these items were described as "Satisfied" by the participants.

Moreover, the level of tourist satisfaction in terms of responsiveness, that is all about measuring the speed and quality at which the establishment provides customer service and communication, this dimension's focuses on the two essential factors, including willingness and promptness. In short, responsiveness solves the customer problem as soon as possible by providing expected information or replacing products. The succeeding table reveals that the item no. 2 "willing to help" got the highest rating of 3.53 and got the highest rank followed by the item no. 1 which is the "staff showed sincere interest in problem solving"

with the average of weighted mean of 3.40 and item no 3 and 4 "staff consistent courtesy" and "Staff being understandable with the customer's needs" got the average weighted mean 3.37 and 3.33. all of the items were described as "Highly satisfied" by the participants among the 6 tourist spots.

In addition, the level of tourist satisfaction in terms of reliability, that is the ability to perform the promised service dependably and accurately and an ability to provide services in accordance with what is promised accurately and reliability. the relationship between reliability and tourist's satisfaction is reliability that has a positive influence on tourist's satisfaction. The succeeding table reveals that the item no. 4 and 5 "provision of service right and prompt service" got the highest rank of 3.33, followed by the item no 1 and 3 "provision of exact service and careful service" got an average weighted mean of 3.32. Furthermore, this items were described as "Highly satisfied" by the participants. However, the remaining item which is item no. 2 "completion of promise tasks" got an average weighted mean of 3.27 which described as "Satisfied" by the participants among the 6 tourist spots.

Next, the level of tourist satisfaction in terms of tangibility, represent the physical facilities, employees' appearance, equipment, and information system. It focuses on facilitating materials and physical facilities. The succeeding table reveals the item 1 which is "the place is suitable for picnic" got the highest rank of 3.48, followed by the item no. 2 "the facilities were appealing and in good designs". Furthermore, these items were described as "Highly satisfied". However, the item which is "staff are neat and professional", "cleanliness of the restroom" got the average weighted mean of 3.25. The remaining item which is "the tourism

destination is designed well and in high quality standards", and "proper waste disposal" got the average weighted mean of 3.23 and 3.13. The 4 items were described as "Satisfied" by the participants among 6 tourist spots.

Finally, the level of tourist satisfaction in terms of empathy, that is all about the individualized attention to its guest and the ability to understand and share the feelings of others. It is focusing on the tourist attentively to ensure caring and distinguishing service. It is an essential attitude in some countries in the world to serve every tourist individually. It is also a great process to satisfy tourist psychologically and increase confidence, trust, and loyalty. The establishments might lose its tourist due to the lack of empathy among the employees; therefore, they need to ensure compassion. The succeeding table reveals that the item no. 3 which is the "pleasant and friendly personnel provided service offered" got the highest rating of 3.32 and got the highest rank. It is followed by item no. 1 which is the "personal safety is a major aspect in every service provided" got the average weighted mean of 3.28. Furthermore, these item were described as "Highly satisfied" by the participants. However, the remaining item no. 2 which is the "convenient operating hours" got the average weighted mean of 3.20 and described as "Satisfied" among the 3 items and also got the lowest rank.

Table 2. Level of Tourist Satisfaction Towards Five (5) Categories

n = 60

Categories	Weighted Mean	Descriptive Interpretation (DI)	RANK
Assurance			
• Served by well -trained, costumer oriented personnel.	3.47	Highly Satisfied	1
• The level of service quality reinforces confidence in the service provided.	3.23	Satisfied	5
• A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination	3.37	Highly Satisfied	2
• Staff communicated fluently and in an understandable manner.	3.25	Satisfied	4
• Staff knowledgeable and skilled about the services provided.	3.35	Highly Satisfied	3
Average Weighted Mean	**3.33**	**Highly Satisfied**	**2**
Responsiveness			
• Staff showed sincere interest in problem solving	3.40	Highly Satisfied	2
• Willing to help.	3.53	Highly Satisfied	1
• Staff consistent courtesy.	3.37	Highly Satisfied	3
• Staff being understandable with the customer's needs.	3.33	Highly Satisfied	4
Average Weighted Mean	**3.43**	**Highly Satisfied**	**1**
Reliability			
• Provision of exact service	3.32	Highly Satisfied	3.5
• Completion of promise tasks.	3.17	Satisfied	5
• Careful service.	3.32	Highly satisfied	3.5
• Provision of service right.	3.33	Highly satisfied	1.5
• Prompt service.	3.33	Highly satisfied	1.5
Average Weighted Mean	**3.30**	**Highly Satisfied**	**3**
Tangibility			
• The place is suitable for picnic.	3.48	Highly Satisfied	1
• The facilities were appealing and in good designs.	3.28	Highly satisfied	2
• Staff are neat and professional.	3.25	Satisfied	3.5
• The tourism destination is designed well and in high quality standards.	3.23	Satisfied	5
• Cleanliness of the rest room	3.25	Satisfied	3.5
• Proper waste disposal.	3.13	Satisfied	6
Average Weighted Mean	**3.28**	**Highly Satisfied**	**4**
Empathy			
• Personal safety is a major aspects in every service provided.	3.28	Highly Satisfied	2
• Convenient operating hours.	3.20	Satisfied	3
• Pleasant and friendly personnel provided service offered.	3.32	Highly Satisfied	1
Average Weighted Mean	**3.27**	**Highly Satisfied**	**5**

Legend:

Scaling	Descriptive
3.26-4.0	HS- Highly satisfied
2.51-3.25	S- Satisfied
1.76-2.50	LS- Less Satisfied
1.00-1.75	NS- Not Satisfied

Chapter 3

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary and findings of the study, the conclusion formulated and recommendations offered based on the findings of the study.

Summary

This study aims to determine the tourist level of satisfaction in the identified local tourism in the Municipality of Bilar Bohol. The findings of this study served as basis in designing a recommendation. Specifically, it sought to determine the demographic profile of the respondents in terms of age, gender and occupation; the services offered by the selected Local Tourist's Spot in Bilar; the level of tourist satisfaction towards the five categories namely the assurance, responsiveness, reliability, tangibility and empathy. The researchers used descriptive survey type of research. The study employed convenience sampling with a total of sixty respondents. Ten respondents in every tourist spots namely, Man-made Forest, Eco Park, Bohol Enchanted, Pangas Falls, Duangon Spring and Logarita Spring are participated in the survey. A standardized questionnaire with a rating scale was used in this study. The data were analyzed using pivot table (cross tabulation) of the micro soft excel version 2016, frequency counts, percentage and weighted mean score.

Demographic Profile of the Respondents

In terms of age it was found out that twenty-five years old and below got the highest percentage than seventy years old got the lowest. On the other hand, in terms of gender it was found out that there were more female respondent than male. Lastly, in terms of occupation, students are more likely to travel the most.

Level of Satisfaction of Services offered in Tourism Destination in the Municipality of Bilar, Bohol.

In this study, a thorough analysis was done which resulted to the following findings in terms of assurance, responsiveness, reliability, tangibility and empathy.

Data revealed that among five dimensions of service quality responsiveness was ranked first, second assurance, third reliability, fourth tangibility and fifth empathy.

Conclusion

In the view of findings attained, the following conclusions were drawn; the level of tourist satisfaction in five categories in terms of assurance, responsiveness, reliability, tangibility and empathy were all highly satisfied.

Recommendations

Based on the conclusions drawn from the study, the researcher came up with the following recommendations:

1. The staff needs to enhance their ability to handle tourist concerns.

2. The management and the staff must also provide higher standards of knowledge, skills, safety and good interpersonal relationship with the tourist.

3. To retain the return and patronage of Tourists tourism destinations must maintain the level of satisfaction through providing services quality and by improving staff's interaction with the tourists.

4. Other researchers are also advised to conduct further study about the Tourist satisfaction to the different destinations including other factors that are not included in this research.

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APPENDIX A

Letters

Republic of the Philippines

BOHOL ISLAND STATE UNIVERSITY

Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is a committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

OCTOBER 13, 2021

MARIETTA C. MACALOLOT, Ph. D.
Campus Director

Madam:

Good day!

The undersigned are fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, **"TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL"** as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study.

Thank you and more power.

Respectfully yours,

(Sgd) ANGELICA L. CAGALITAN

(Sgd) CATHIRENE C. CALACAR

(Sgd) CINTH JAIREH P. MUMAR

Noted by:

(Sgd) JERVILIZA A. ITEM
Thesis Adviser

Recommending Approval:

(Sgd) ARLEN B. GUDMALIN, Ph.D.
Dean

Approved by:

(Sgd) MARIETTA C. MACALOLOT, Ph.D.
Campus Director

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.
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COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

OCTOBER 13, 2021

HON. MANUEL G. JAYECTIN
Mayor

Sir:

Good day!

The undersigned are fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, **"TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL"** as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study around Bilar, Bohol tourist spots. Hoping for your kind and consideration. Thank you and more power.

Respectfully yours,

(Sgd) ANGELICA L. CAGALITAN

(Sgd) CATHIRENE C. CALACAR

(Sgd) CINTH JAIREH P. MUMAR

Approved by:

(Sgd) HON. MANUEL G. JAYECTIN
Mayor

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

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COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

OCTOBER 13, 2021

HON. MANUEL G. JAYECTIN
Mayor

Sir:

Good day!

The undersigned are fourth year college student taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, **"TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL"** as a requirement for graduation.

In this connection, we would like to request permit from your office to conduct this study around Bilar, Bohol tourist spots. Hoping for your kind and consideration. Thank you and more power.

Respectfully yours,

(Sgd) **ANGELICA L. CAGALITAN**

(Sgd) **CATHIRENE C. CALACAR**

(Sgd) **CINTH JAIREH P. MUMAR**

Approved by:

(Sgd) **HON. MANUEL G. JAYECTIN**
Mayor

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
College of Technology and Allied Sciences
Zamora, Bilar, Bohol

October 13, 2021
Date

Thesis Committee Member

Madam/Sir:

The undersigned has the honor to request your approval as member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE

TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL

The candidate has been instructed to have consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS

Chairperson, DHMIT

CONFORM:

	Name of Faculty	Committee	Signature
		Adviser	_____
1.	(Sgd)JERVILIZA A. ITEM		
		Statistician	_____
2.	(Sgd)KEVIN GASATAN		
		Internal Expert	_____
3.	(Sgd)VAL VINCENT M. LOSARIA		
		Editor	_____
4.	(Sgd)CHLEA MARIE T. ABUCEJO		

REPUBLIC OF THE PHILIPPINES
BOHOL ISLAND STATE UNIVERSITY
ZAMORA-BILAR, BOHOL

Dear Respondents,

Good Day! We are Bachelor of Science in Hospitality Management (BSHM) Students from Bohol Island State University Bilar Campus (BISU-BILAR) currently conducting a research study entitled **"TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR BOHOL"**. In connection to this, we would like to ask for your cooperation in answering the questionnaire. Kindly answer each item honestly. Rest assured that your answers will be kept confidential.

Part 1: Demographic Profile of the respondents

Instructions: Fill up the following information needed below.

Name (Optional): _____

Age: _____

Gender:

( ) Male

( ) Female

Occupation:

Part II:

Instructions: The following pages contain a number of statement with which some people are highly satisfied, moderately satisfied, slightly satisfied and other are not satisfied. Please kindly use (√) the choices which corresponds your answer.

Note: there is no right or wrong answer. Use the following scale below provided;

4- Highly Satisfied

3- Satisfied

2- Less Satisfied

1-Not Satisfied

Assurance	RATINGS:			
	4 HS	3 S	2 LS	1 NS
Served by well-trained, customer oriented personnel.				
The level of service quality reinforces confidence in the service provided.				
A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination.				
Staff communicated fluently and in an understandable manner.				
Staff knowledgeable and skilled about the services provided				
Responsiveness				
Staff showed sincere interest in problem solving.				
Willing to help.				
Staff consistent courtesy.				
Staff being understandable with the customer's needs				
Reliability				
Provision of exact service.				
Completion of promise tasks.				
Careful service				
Provision of service right				

Prompt service				
Tangibility				
The place is suitable for picnic.				
The facilities were appealing and in good designs.				
Staff are neat and professional.				
The tourism destination is designed well and in high quality standards.				
Cleanliness of the rest room.				
Proper waste disposal				
Empathy				
Personal safety is a major aspects in every service provided.				
Convenient operating hours.				
Pleasant and friendly personnel provided services offered.				

APPENDIX C
RAW DATA

TOURIST'S LEVEL OF SATISFACTION IN SELECTED TOURIST SPOTS IN BILAR, BOHOL

Questions	Locations					
	1	2	3	4	5	6
ASSURANCE						
Served by well-trained, customer oriented personnel.	3.4	3.9	3.4	3.4	3.1	3.6
The level of service quality reinforces confidence in the service provided.	3.0	3.6	2.9	3.3	3.0	3.6
A detailed, experience and competent for guidance was provided to facilitate my visit in the tourism destination.	3.5	3.4	3.2	3.3	3.3	3.5
Staff communicated fluently and in an understandable manner.	3.0	3.5	3.2	3.3	3.1	3.4
Staff knowledgeable and skilled about the services provided	3.4	3.5	3.2	3.3	3.2	3.5
Average weighted mean	3.3	3.6	3.2	3.3	3.1	3.5
RESPONSIVENESS						
Staff showed sincere interest in problem solving.	3.6	3.6	3.0	3.4	3.3	3.5
Willing to help.	3.6	3.5	3.8	3.6	3.5	3.2
Staff consistent courtesy.	3.6	3.7	3.0	3.5	3.0	3.4
Understanding of guest needs.	3.0	3.6	3.3	3.2	3.2	3.7
Staff being understandable with the customer's needs	3.5	3.6	3.3	3.4	3.3	3.5
Average weighted mean	3.5	3.6	3.3	3.4	3.3	3.5
RELIABILITY						
Provision of exact service.	3.4	3.6	3.1	3.3	3.2	3.3
Completion of promise task.	3.0	3.5	2.9	3.4	3.0	3.2

Careful service	3.5	3.7	3.1	3.2	3.2	3.2
Provision of service right	2.9	3.7	3.2	3.5	3.2	3.5
Prompt service	3.1	3.7	3.0	3.5	3.4	3.3
Average Weighted Mean	**3.2**	**3.6**	**3.1**	**3.4**	**3.2**	**3.3**
TANGIBILITY						
The place is suitable for picnic.	3.7	3.3	3.4	3.6	3.4	3.5
The facilities were appealing and in good designs.	3.2	3.6	3.1	3.3	3.0	3.5
Staff are neat and Professional.	3.4	3.5	3.1	3.4	2.6	3.5
The tourism destination is design well and in high quality standards.	3.3	3.6	3.1	3.2	2.7	3.5
Cleanliness of the restroom	3.6	3.6	3.1	3.5	2.3	3.4
Proper waste disposal	3.0	3.4	3.3	3.1	2.4	3.6
Average weighted mean	**3.4**	**3.5**	**3.2**	**3.4**	**2.7**	**3.5**
EMPATHY						
Personal safety is a major aspects in every service provided.	3.4	3.7	3.3	3.4	3.0	2.9
Convenient operating hours	3.0	3.7	2.9	3.6	3.1	2.9
Pleasant and friendly personnel provided service offered.	3.4	3.8	3.3	3.5	3.0	2.9
Average Weighted Mean	**3.3**	**3.7**	**3.2**	**3.5**	**3.0**	**2.9**

RESEARCHER'S BIODATA

Personal Background

Name	:	Angelica L. Cagalitan
Address	:	Botong Valencia, Bohol
Birth Date	:	October 29, 1999
Citizenship	:	Filipino
Civil Status	:	Single
Birth Place	:	Botong Valencia, Bohol
Parents	:	Mr. Alex B. Cagalitan
		Mrs. Anamaria L. Cagalitan

Educational Background

Collegiate	:	Bohol Island State University
		Zamora, Bilar, Bohol
Secondary	:	Mayor Pablo O. Lim Memorial High School
		Marawis, Valencia, Bohol
		(2017-2018)
Elementary	:	Botong Elementary School
		Botong, Valencia, Bohol
		(2011-2012)

RESEARCHER'S BIODATA

Personal Background

Name   :   Cathirene C. Calacar

Address   :   El Progreso, Carmen,

                        Bohol

Birth Date   :   February 2, 2000

Citizenship   :   Filipino

Civil Status   :   Single

Birth Place   :   El Progreso, Carmen, Bohol

Parents   :   Mr. Tomas S. Calacar

                        Mr. Alma C. Calacar

Educational Background

Collegiate   :   Bohol Island State University

                        Zamora, Bilar, Bohol

Secondary   :   Dagohoy National High School

                        Pob. Dagohoy, Bohol

                        (2017-2018)

Elementary   :   El Progreso Elementary School

                        El Progreso, Carmen, Bohol

                        (2011-2012)

RESEARCHER'S BIODATA

Personal Background

Name	:	Cinth Jaireh P. Mumar
Address	:	Catoogan, Trinidad, Bohol
Birth Date	:	September 02, 1999
Citizenship	:	Filipino
Civil Status	:	Single
Birth Place	:	Pasay, Manila
Parents	:	Mr. Marieto M. Mumar
		Mrs. Arlinda P. Mumar

Educational Background

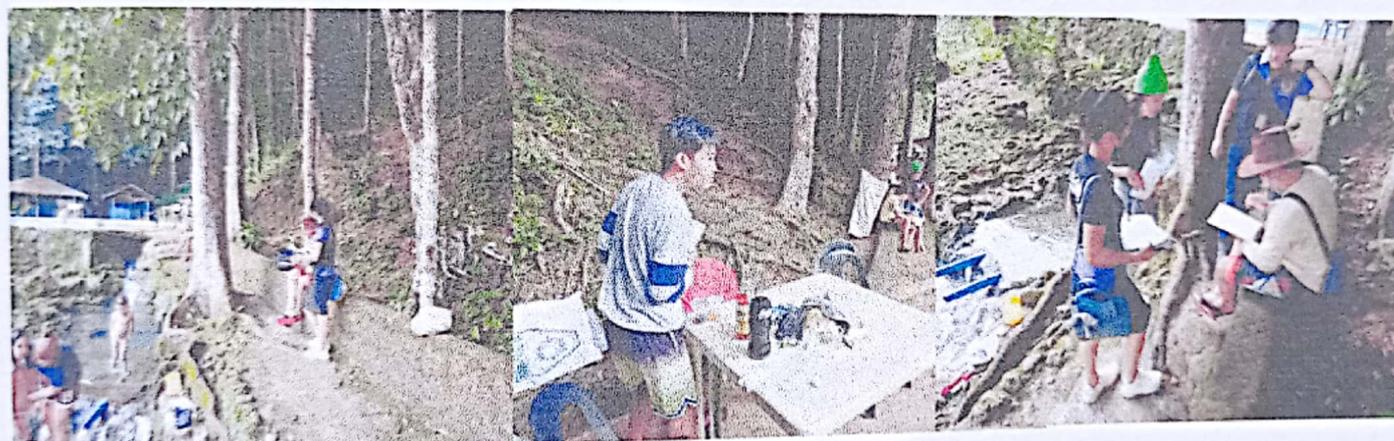|		
Collegiate	:	Bohol Island State University Zamora, Bilar, Bohol
Secondary	:	Camambugan National High School Camambugan, Ubay, Bohol (2017-2018)
Elementary	:	Camambugan Elementary School Camambugan, Ubay, Bohol (2011-2012)

DOCUMENTATION

MAN MADE FOREST

ECO PARK

BOHOL ENCHANTED

PANGAS FALLS

DUANGON SPRING

LOGARITA SPRING