

**LEVEL OF TOURISTS' SATISFACTION ON THE TOURISM DESTINATIONS
IN THE MUNICIPALITY OF CARMEN**

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

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IN THE MUNICIPALITY OF CARMEN**

A Thesis
Presented to the faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

In Partial Fulfillment
Of The Requirement for The
Degree of Bachelor of Science in Hospitality Management

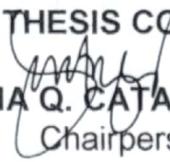
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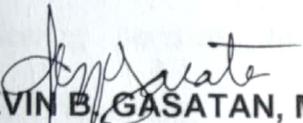
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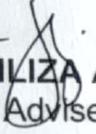
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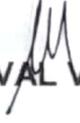
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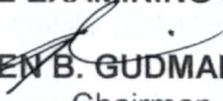

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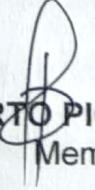
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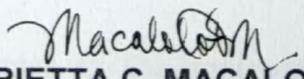

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ABSTRACT

This study aimed to assess Tourists' Level of Satisfaction on the tourism destinations in the municipality of Carmen. The researcher's analysis and interpretation of data were supported by the forty (40) respondents consisting of ten (10) tourists of each tourism destinations. The study used the descriptive method which was adapted from SERVQUAL Method questionnaire.

The findings showed that among the five (5) service quality dimension, responsiveness got the highest average weighted mean score which corresponded as highly satisfied while tangibility revealed as the lowest average weighted mean score but still has a descriptive interpretation of highly satisfied. Data obtained from the survey were organized and analyzed by using a weighted mean and scoring mode.

In view of the results of the findings it was recommended that tourism destinations should provide more quality services and must establish constant research for new tools and learning management systems that would improve the quality of services offered and tourism destination should solicit feedbacks on its environment by placing a suggestion box on places that were visibly seen by the tourist like near the cashier areas for improvement.

TABLE OF CONTENTS

TITLE PAGE.....	i
APPROVAL SHEET.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	viii
LIST OF FIGURES	ix
Chapter 1	Pages
THE PROBLEM AND ITS SCOPE	
Rationale.....	1
Literature Background.....	3
THE PROBLEM	
Statement of the Problem.....	12
Significance of the Study	13
RESEARCH METHODOLOGY	
Design	14
Environment and Participants	14
Instruments.....	16
Procedure.....	17
Statistical Treatment.....	18
OPERATIONAL DEFINITION OF TERMS.....	20

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

Profile of the Respondents.....	23
Level of Tourists' Satisfaction on the Tourism Destinations in the Municipality of Carmen.....	26

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary of Findings.....	27
Conclusions.....	28
Recommendations.....	28
Enhancement Scheme.....	30

REFERENCES.....	34
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APPENDICES

A. Transmittal Letter.....	38
B. Cover Letter Of The Questionnaire	40
C. Survey Questionnaire.....	41
D. Raw Data.....	43
E. Documentary Pictures.....	45

CURRICULUM VITAE.....	46
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LIST OF TABLES

Table		Page
1	Profile of the Respondents	23
2	Level of Tourists' Satisfaction on the Tourism Destinations in the Municipality of Carmen	26

LIST OF FIGURES

Figure		Page
1	Conceptual Framework of the Study.....	6
2	Map of Carmen.....	16

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

As the 21st century continues to unfold, tourism is one of the most top and fastest growing sectors in the world, it plays a very important role in the economy and stimulated the growth of the economy. There are many tourism object that is chosen by tourists. Philippines is a country which has a various tourism objects because of its enormous cultures, values, beliefs, weathers, tribes, and so on and so forth. Tourism destination are a form of facility which can attract tourists and visitors to come on a certain area and place. Thus, many tourists travel to Philippines (Osman and Sentosa, 2013).

In the Philippine archipelago, of all the town in Bohol, the municipality of Carmen is the most visited area and it is the home of world famous tourism destination. Carmen is located in the heart of Bohol Island. The town is small, quite rural, yet all sorts of people visit it every day since the Chocolate Hills are hailed as one of the Wonders of the World. Covers an area of 239.45 square kilometers or 92.45 square miles which constitutes 4.97% of Bohol's total area and surrounded with verdant undulating terrain intermittently broken by mountain ranges and plateaus (Bohol Philippines.com; Olaer & Buno, 2018). Moreover, major attractions in Bohol are located in Carmen such as Bud Agta, Chocolate Hills Complex, Ridge Camp and Taytay Plateau, become one of the major destinations

among tourists. For that reason, municipality of Carmen was selected to conduct the study.

The tourist who visit such particular spot may find the place interesting if a specific characteristic of the place which will give them satisfaction for a particular need or want. Tourist satisfaction should be given a great attention because if a tourist who find their money not worth, the experience may find other tourist places to visit therefore, services offered in a place should be always looked upon. As a result, it should then be given immense importance for the attraction to be a successful tourist spots.

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

In relation to this, the researchers are interested to assess the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen using the (SERVQUAL) model and recommend action plan to provide better services which will support to the future tourists of the local area.

Literature Background

Bohol is one of the many islands that make up the Philippines. Bohol is among the world's most popular tourist destinations because of the diversity in its main attraction (Keen Marie, 2018).

The town of Carmen has been blessed with eco- adventure destinations. It does not only boast of the world renowned Chocolate Hills. It has still attractions worth visiting such as Bud Agta, Ridge Camp and Taytay Plateau. Wherein, it features the beauty scenic view of hills as well as offering outdoors adventures and activities.

There are number of benefits of tourism for both the tourist and the host destination. It offers a good alternative to some more destructive industries for generating income both on nationally and privately. Tourism destination generated income can be tremendously beneficial to the host country and its local communities.

Based on the Republic Act No. 9593, The Tourism Act of 2009, the state declares tourism as indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as engine of socioeconomic growth and cultural affirmation to generate investment foreign exchange and employment.

Furthermore, in the Law of No.9 of 1990 on tourism, stated that the object and attractions are all the things that were subjected to be the construction of object and attraction which has done in a way to promote, manage and create new

objects and tourist attraction. Its consisting of objects and tourist attraction Almighty God's creation, in the form of human handiwork such as museums, heritage, archeological, historical heritage, arts and culture, agro tourism, water tourism, tourist hunting, nature adventure tours, recreation parks and entertainment venues.

Pursuant to Law No. 10 of 2009 concerning Tourism Article 20, states that every tourist has the right to obtain accurate information on tourist attractions. Activities in the field of tourism to discuss the ease of providing adequate information regarding tourist attraction (Ruslan, 2014).

Maslow Hierarchy of Needs Theory (1970) which classifies human motivation into five needs in a hierarchy, namely, physiological, safety, belongingness and love, esteem, and self-actualization. In 2010, a team of psychologist attempted to modernize Maslow's Hierarchy of Needs. Their renovated version of the classic needs pyramid was published in an issue of Perspectives on Psychological Sciences. The bottom four levels of this new version are quite similar to Maslow's, but big changes can be seen at the top levels of the proposed new version (Onah, 2015).

In relation to Maslow Hierarchy of Needs Theory, Travel Career Ladder (TCL) Theory which was adopted from Maslow's (1970) hierarchy of needs, indicated that relaxation is the basic need at the lowest level (Pearce; 1988). Consequently, in year 2005, this model has been modified as the travel career pattern. The Travel Career Pattern (TCP) Model focuses on the dynamic nature of

travel motive. As indicated in literature, the need of rest and relaxation was regarded as the basic motivation for travel (Pearce; 2011).

Satisfaction Theory is assessing tourist satisfaction and its impacts on loyalty provides a strong body of evidences in the tourism literature. Many studies have underlined that satisfaction is a crucial antecedent for loyalty in terms of revisit and word of mouth (WOM) recommendation. Moreover, to cope in the global competitive market of tourism destinations, the decisive role of destination management organization (DMO) in tourism development and destination improvement is documented by several scholars (e.g. Dmitrovic, Cvelbar, Kolar, Brencic, Orgrajensek and Zabkar, 2009). Recently, Song, Li, Veen and Chen (2011) assert that a range of studies have examined satisfaction on tourist destination but there are a number of matters such as the link between tourist satisfactions with a specific service provider and that with the destination as a whole still remains unknown. This paper examines the way in which assessing tourists' satisfaction provides the ground for destination improvement.

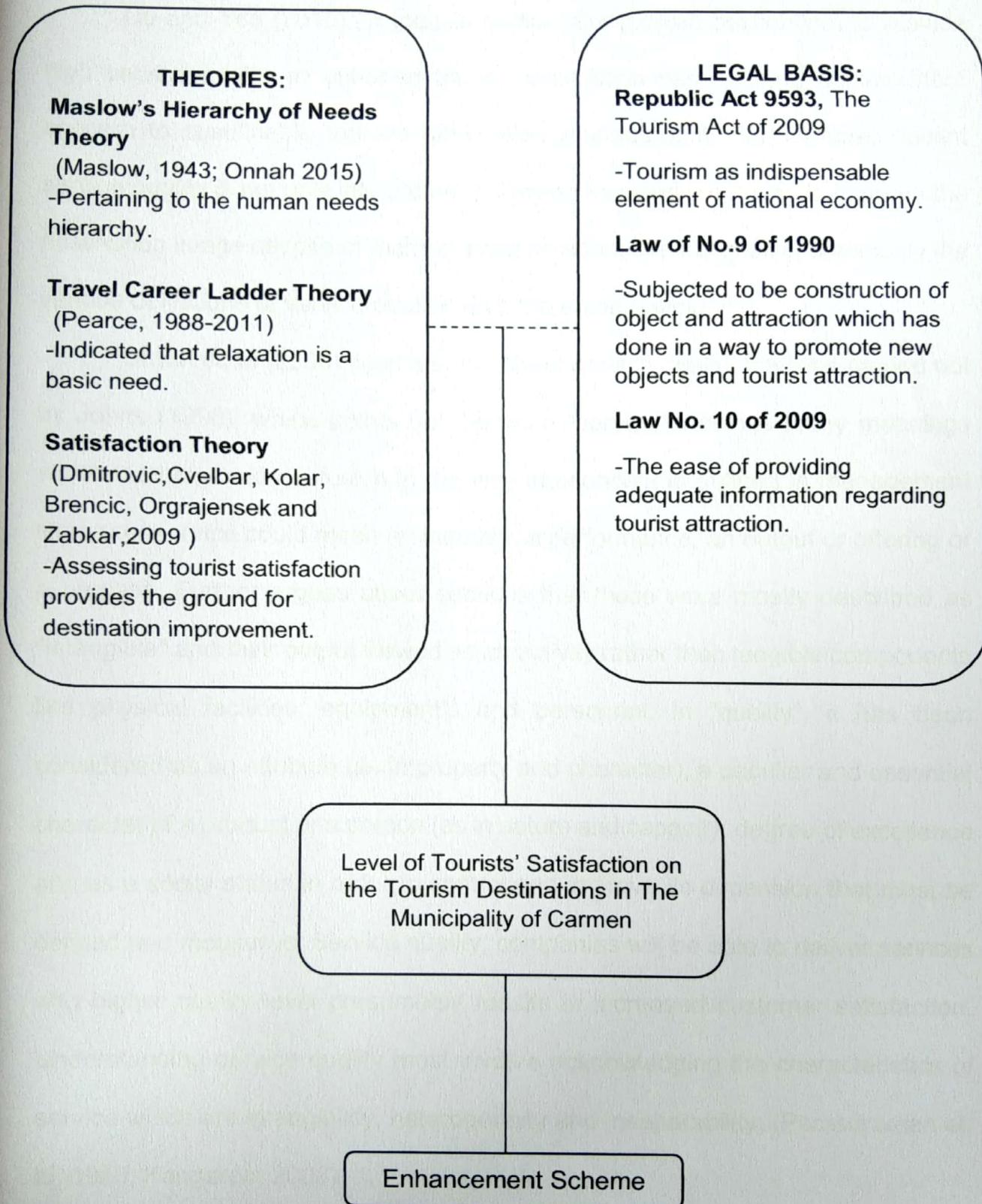


Figure 1. Conceptual Framework of the Study

Liu and Yen (2010), in today's competitive tourism destination, to provide high service quality to enhance tourist satisfaction has become an important concern to sustainable tourism destination management. Furthermore, decent service quality is not only intended to satisfying the tourist but also to improve the destination image despite of many definitions about service quality, commonly the various definitions of service quality have the same outline.

Ghylin et. al (2008) cited a study about service quality that was carried out by Johns (1998), which points out the word "service" that has many meanings which lead to some confusion in the way the concept is defined in management literature, service could mean an industry, a performance, an output or offering or a process. Further argues about services that these were mostly described as "intangible" and their output viewed as an activity rather than tangible components like physical facilities, equipment's and personnel. In "quality", it has been considered as an attribute (as in property and character), a peculiar and essential character of a product or a person (as in nature and capacity, degree of excellence and as a social status in order to control and improve its dimension that must be defined and measured. Service quality, companies will be able to deliver services with higher quality level presumably results in increased customer satisfaction. Understanding service quality must involve acknowledging the characteristics of service which are intangibility, heterogeneity and inseparability, (Parasuraman et. al, 1985; Kangaroo, 2008).

Gunn & Var (2002), simplified that destinations are places of interest to tourist. Tourist activities in such destination stimulate investment in hotels,

amenities and infrastructures so as to attract additional tourist visiting their place. At the beginning, such development is of private sectors who want to persuade tourist visiting destination. The authority of such destination then realize to develop tourism destinations in order to equalize the economic benefits of tourism to local people together with to minimize the negative consequences of tourism getting to community within destination zone. The economic vitality of tourism business relies on the tourist's arrival when such destinations seems dependent on tourism industry. Conversely, tourism not only generates the benefits impact but also negative downturn affecting to socio-cultural, economy and ecology of such destinations.

Jamieson (2006), sum up that destinations are needed to be well-managed as much as it can be, because of "when a tourism destination is managed poorly, as many are, it's future as both destination and community is threatened".

Wicks & Roethlein (2009), sum up that if an organization consistently satisfy their customers, enjoy higher retention levels and greater profitability due to increased customers' loyalty. That is why it is vital to keep customers satisfied and this can be done in different ways and one way is by trying to know their expectations and perceptions of services offered by service providers. In this way, service quality could be assessed and thereby evaluating customer satisfaction.

Cole and Illum (2006), stated that it is commonly believed that high level of service quality will produce satisfied visitors who are more likely to spread positive word-of-mouth, and to be repeat visitors.

Janet D. Neal, Dogan Gursoy, (2008), tourist satisfaction is one of the most widely studied factors in literature on tourism and hospitality. From this perspective, specialized literature reveals the key role of tourist satisfaction at the time of choosing a tourist destination.

Kotler and Keller (2014) stated that services are all items of intentionally delivered by the providers to be used and appreciated by tourist aimed to achieve the highest level of satisfaction. In conclusion, tourism service quality is a variable used to measure tourist satisfaction.

CF Chen, FS Chen (2010) & JS Lee, CK Lee, Y Choi (2011) as a matter of fact, considering the key role of satisfaction in tourist destination, it has been argued repeatedly that, on one hand, the feeling of satisfaction experienced by the tourist in a destination will be a valuable antecedent to recommend or return to a place.

Parasuraman et al. (1988), SERVQUAL Model was made of ten dimensions of service quality when created; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer and access as the first purification stage. Later on, this dimensions were overlapping, they went into second purification stage. They further reduced the 10 dimensions to five which were (R-A-T-E-R): responsiveness, assurance tangible, empathy, and reliability. On the other hand, service quality has become a 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 proposed ten service quality dimensions, many experts later finalize only five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness. The marketing students formed an acronym RATER from the first capital letter of every dimension or component. However, this model recommends the most common causes of service quality problems after measuring the gaps. Although, there is no specific definition of satisfaction, but the most acceptable definition of satisfaction was "an evaluative, affective or emotional response". In destination marketing, tourist satisfaction is considered to be important, as it is very influential in the choice of destinations.

According to the study carried out by 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 and valid results.

Pawitra and Tan (2003) noted that the used 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.

Bowen and Clarke added that tourist satisfaction are acknowledge as one of the key judgement that tourist use to measure a tourism service. Hence, measurement between service qualities with tourist satisfactions allows

destination management to fully understand how to provide the best possible service quality to satisfied tourist.

Corte et al. (2015), positive experience with the tourist services and others facilities given by the tourism destination management, can encourage traveler memory and increase positive communication among customers about destination.

Fen & Lian (2005), found that both service and tourist satisfaction have the positive effect on customers' re-patronage intentions showing that both service quality and tourist satisfaction have a crucial role to play in the success and survival of any competitive market.

According to the latest statistics, the tourism destination service sector accounts for 38 percent of the value added in the World Economic Community. In this sector, quality and customer satisfaction play irreplaceable roles.

Thus, the researchers believed that this study could be helpful in establishing the tourists' satisfaction on the existing services of tourism destinations.

THE PROBLEM

Statement of the Problem

This study aimed to assess the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen for the Academic Year 2021-2022.

Specifically, it seeks to answer the following:

1. What is the profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 sex, and
 - 1.3 civil status?
2. What is the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen in terms of:
 - 3.1. reliability;
 - 3.2. assurance;
 - 3.3. tangibility;
 - 3.4. empathy; and
 - 3.5. responsiveness?
3. What enhancement scheme could be proposed based on the result of the study?

Significance of the Study

This study would be beneficial to the following:

Tourist. The outcome of this study would increase awareness to the tourist on the facilities and services offered in the municipality of Carmen that would give better satisfaction.

Local Tourism of Carmen. The result of this study would serve as their guide to propose and plan for the improvement of the services offered in tourism sites in Carmen.

Local Tourism Unit. The outcome of this study would help the tourism industry to improve the province's economy.

Institution and Manager/ Owner. The result of the study would serve as their basic guidelines upon assessing services on how they can exceed customer's expectation and satisfaction they deserve.

Employees. The findings of the study would help mold the employees for greater responsibilities in providing better facilities and services to tourists. By that, it has their task to equip themselves for them to become more effective employees.

Municipality of Carmen. The result of this study would create a good image in terms of tourism destination to the Municipality of Carmen and would give additional incoming of tourists and contribute to the economic progress of the municipality.

Other Researchers/ Future Researchers. The result would serve as a reference to other researchers as well as future researchers who may conduct related studies in assessing services in the tourism destination on a specific area.

RESEARCH METHODOLOGY

This chapter focuses on research design, respondent's population and sample of the study, research instruments, data gathering procedures and statistical tools.

Design

To obtain data for the purpose of this study, the descriptive survey method was employed. It was used to assess the demographic profile such as age, sex and civil status. This approach was appropriate to determine the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen. A survey was conducted in the tourism sites in Carmen, Bohol. The researcher used questionnaires to gather sufficient data and valuable information to answer the question in conducting this study. After collection, data were tabulated, computed and interpreted using percentage distribution, weighted mean and scoring mode.

Environment and Participants

Carmen is a 2nd class municipality in the province of Bohol, Philippines that is composed of 29 barangays. It is the home of the famous Chocolate Hills in Bohol and is one of the most visited destinations in the Central Visayas region of the Philippines. The researchers selected these tourism destinations: Bud Agta, Chocolate Hills Complex, Ridge Camp and Taytay Plateau because of its popularity through social media.

Bud Agta is found in Tamboan, Carmen, Bohol which is 8 minutes or 4 kilometers away from Carmen public market. It is known for its relaxing hilltop with fresh air and has a wide aperture of the countless hills and green trees nearby. (Now in Bohol Media, 2015-2021).

Chocolate Hills Complex is found in Buenos Aires, Carmen, Bohol which is 9 minutes or 5.1 kilometers away from Carmen public market. It is known for its unique and majestic characteristics which the hills look chocolaty only during dry season when the grass withers and turns into brown and looks like giant chocolate kisses (Bohol Philippines Travel Guide, 2020).

Ridge Camp is found in Villa Fuerte, Carmen, Bohol which is 9 minutes or 5.1 kilometers away from Carmen public market. It is known for its beautiful sunrise and sunset, sea of clouds and overnight camping (Now in Bohol Media, 2015-2021).

Taytay Plateau is found in Nueva Fuerza which is 13 minutes or 5.8 kilometers away from Carmen public market. It is known for its triangular- style bahay kubos and famous for its oceanic fog or sea of clouds, breath taking view, challenging trail and muddy road on rainy days (The Boholana, Rebecca Caliao, 2021).

The researchers used a purposive quota sampling given to the tourist who visited that day. The tourists were the researcher's chosen respondents because they have attested and experienced the tourism sites. There were 10 participants for each 4 famous tourism destinations in the municipality of Carmen, with the total

of 40 respondents to assess the level of tourists' satisfaction on the said tourism areas.

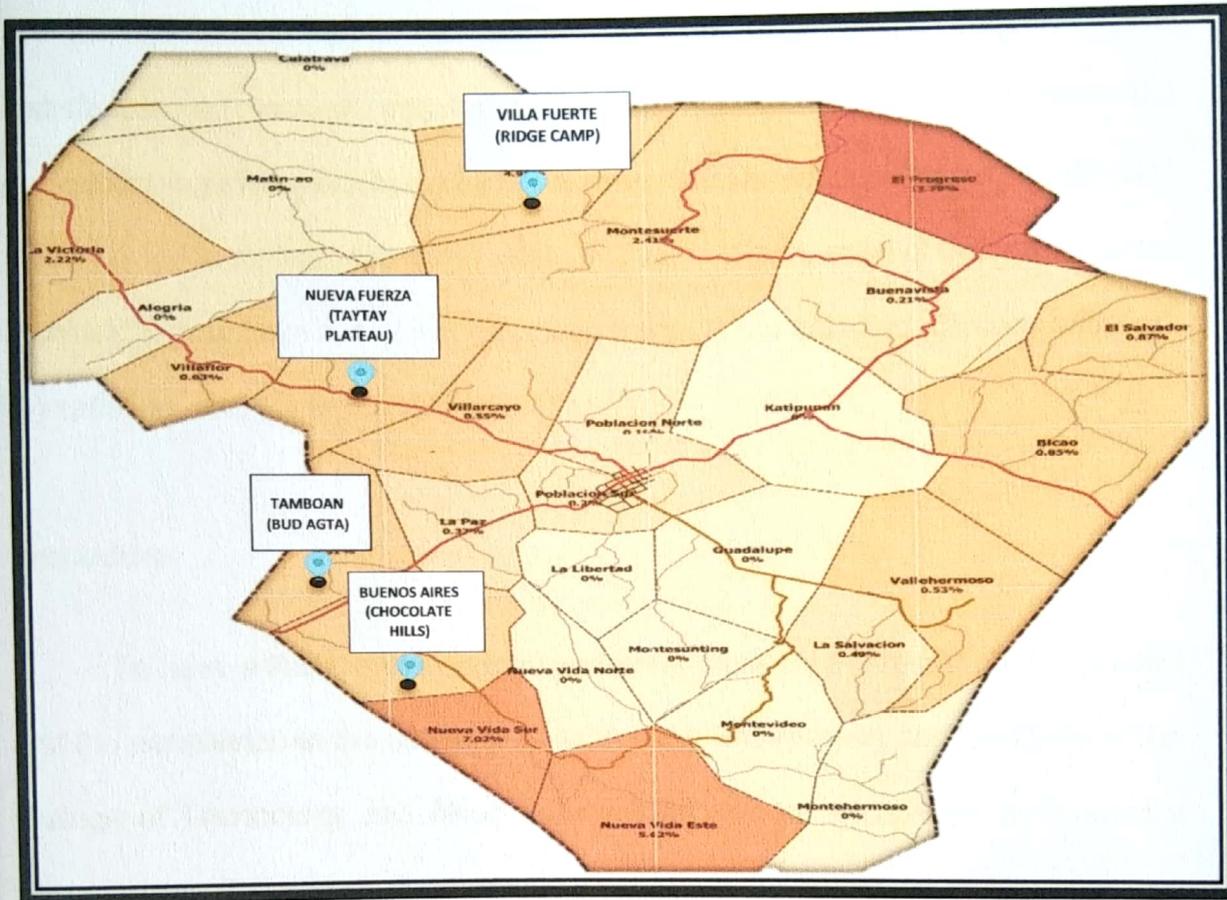


Figure 2. Map of Carmen

Instrument

To facilitate the gathering data, the researcher adapted the standardized SERVQUAL Method questionnaire, (Parasuraman 1988, Ladhari 2009) it was used as a data gathering tool. The questionnaires were formed, prepared and were distributed for the purpose of securing responses that assessed the level of tourists' satisfaction on the said tourism destinations.

The first part of the questionnaire was the identification of the profile of the respondents in terms of age, sex and civil status.

The second part of the questionnaire was about asking level of tourists 'satisfaction on tourism destination in the municipality of Carmen with the corresponding statement given by the researcher. The respondents were asked to give their ideas through the given rating scales. In which, each of them were given a choice to rate from 1-4 which response from (1) not satisfied, (2) less satisfied, (3) satisfied, and (4) highly satisfied.

Procedure

To have a liable and thorough gathering process, the researchers secured first the permission to the administration through Chairperson and the Dean of the College of Technology and Allied Sciences as well as the adviser to conduct a study outside the school. A request letter was sent to the owner or manager in a certain tourism destination to do a survey within the area and the questionnaires were distributed by the researchers and the safety protocols were followed to ensure safeness.

The respondents were given enough time to fill up every data that were asked. The researchers firmly assisted the respondents until they were done and asked to give back the filled questionnaires. The accomplished questionnaires were collected on the day the researchers conducted the study. After collecting the filled questionnaires, the next step was the interpretation of data by the researcher. Researchers did the tallying of data. Computation was followed in order to come

up with the certain percentage according to the questions with its corresponding answers. After all of this steps, the researchers gave their recommendation beneficial to the respondents which were the tourists, local tourism of Carmen, local tourism units, the institution manager or owner, the employees, the municipality of Carmen, as well as the other and future researchers.

Statistical Treatment

The gathered data were presented based on the tourists' responses on the survey questionnaires. Simple percentage and weighted mean were used as statistical tools to interpret and arrive at the results.

The simple percentage was used to describe the demographic profile of the tourists.

$$P = \frac{f}{n} * 100$$

Where:

P - is the percentage

f - is the frequency

n - total number of responses

To get the qualitative data of the level of tourists' satisfaction provided in tourism destination in the municipality of Carmen, the weighted mean was computed using the formula below:

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

Where:

WMS - weighted mean score

f_1 = frequency of responses (Not Satisfied)

f_2 = frequency of responses (Less Satisfied)

f_3 = frequency of responses (Satisfied)

f_4 = frequency of responses (Highly Satisfied)

n - total number of respondents

After getting the weighted mean, the researchers interpreted the results using the following scale:

Scale:	Description:	Score:
3.26- 4.00	Highly Satisfied	4
2.51- 3.25	Satisfied	3
1.76- 2.50	Less Satisfied	2
1.00- 1.75	Not Satisfied	1

Where:

Highly Satisfied (HS) - The tourism destination's services function effectively and personnel deliver good performance.

Satisfied (S) - The tourism destination's services function with moderate efficiency and performance of the personnel.

Less Satisfied (LS) - The tourism destination's services partially function and personnel are not responsive.

Not Satisfied (NS) - The tourism destination's service does not function totally and personnel does not respond.

OPERATIONAL DEFINITION OF TERMS

The following terms are defined according to its use in the conduct of the study.

Assurance. The knowledge and courtesy of employees and their ability to convey trust and confidence.

Empathy. Refers to providing of care and individualized attention to the tourist.

Reliability. Refers to the ability to perform the promised service accurately.

Responsiveness. Refers to the willingness to help tourist and to provide prompt service.

Satisfaction. Refers to the quality of being satisfied or contented by the service acquired.

Services. Refers to the work performed by the staff.

SERVQUAL Method. (SERvice QUALity) is a multi-dimensional research instrument designed to capture consumer expectations and perceptions of a service along five dimensions that are believed to represents service in assessing service quality offered by the tourism destination.

Tangibility. Refers to the appearance of physical facilities, equipment, personnel and communication materials.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the findings, analysis and interpretation of data collected through the questionnaire answered by the 40 respondents which composed of 10 participants each 4 tourism destinations. The table illustrated the response on the study which was the profile of the respondents in terms of age, sex, civil status and presented the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen in terms of reliability, assurance, tangibility, empathy and responsiveness. The study was conducted in the period of November 2021.

Table 1 showed the profile of the respondents in terms of age, sex and civil status.

Age. Data revealed that 20(50%) were aged ranging 21-30 years old followed by 9(22.5%) were aged ranging 21 below, next 7(17.5%) were aged ranging to 31-40, then 3(7.5%) were aged ranging to 41-50 years old and lastly 1(2.5%) were age ranging to 51 above years old. According to Kacey Mya (2020), 21-30 years old are belonged to millennials where they are curious, open and more mobile than any other generation. They feel that life's short and want to see as much of the world as possible before their time is up. So, it should not be surprising that travel ranks much higher on their priority list than for other generations.

Sex. It was found out that 21(52.5%) were males while 19(47.5%) were females. According to Collin and Tisdell (2002), men travel more than women. Men

travel for business-related activities while women do travel mainly for visiting friends and relatives and prefer taking shorter-distance trips compared to men (Moriarty and Honnery, 2005). Cost, time and family commitments are among limitations for women to be active in travel activities (Scott, 2005; Alexandris and Carrol, 1997). As a result, men are more likely to participate in adventure activities while women have been seen participating more in shopping, dining and cultural activities than outdoor activities (Xie et al., 2008).

Civil Status. Data showed that 29(72.5%) of the respondents were single while 11(27.5%) were married. Lee and Bhargava (2004) found that married couples spend less time enjoying leisure than singles. This is due to the fact that married couples have social and family obligations that limit their time to undertake holiday vacation or participate in sports activities (Henderson, 1990; Downward and Rasciute, 2010). Singles prefer shorter but frequent trips (Biernat and Lubowiecki-Vikuk, 2012). Singles are assumed to have more free time to engage in various activities compared to those with a family, for example, more time playing musical instruments, singing, dancing, watching TV and traveling for social activities (Lee and Bhargava, 2004). The literature further highlights that Passias et al. (2017) found that never-married mothers have more time to spend on leisure than married mothers. In contrast, Vernon (2010) suggests that married women have more time to engage in leisure than single mothers.

Table 1
Profile of the Respondents
n= 40

		Tourism Destinations	
		f	%
Age	20 below	9	22.5
	21-30	20	50
	31-40	7	17.5
	41-50	3	7.5
	51 above	1	2.5
Sex	Male	21	52.5
	Female	19	47.5
Civil Status	Single	29	72.5
	Married	11	27.5

Table 2 displayed the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen in terms of reliability, assurance, tangibility, empathy and responsiveness.

Reliability. It was found out that "Provision of exact service got the highest weighted mean score of 3.43, followed by "Provision of service right" with 3.40 next was "Completion of promised tasks" with 3.38, then "Prompt service" with 3.33 and the lowest weighted score was "Careful service" with 3.33. Generally, it has an average weighted mean score of 3.38 implied as highly satisfied.

Assurance. Findings indicated that "Served by a well-trained, customer oriented personnel, "The level of service quality reinforces confidence in the service provided and "Staff communicated fluently and in understandable manner" were found out as the highest weighted mean score of 3.40 then "Staff communicated fluently and in an understandable manner" with 3.35 while "A detailed, experience and competent tour guidance was provided to facilitate my

visit in the tourism destination" was found out as the lowest weighted mean score of 3.30. In general, it has an average weighted mean score of 3.37 interpreted as highly satisfied.

Tangibility. Data revealed that "Staff are neat and professional" was the highest weighted mean score of 3.18, succeeding with "The accommodation and facilities were appealing and in good designs" and "The tourism destination is designed well and in high quality standards" both with 3.13, then "Providing modern equipment" with 2.98 while "The meals that were served are high quality" was revealed as the lowest weighted mean score of 2.80. Hence the overall weighted mean score was 3.04 which described as highly satisfied.

Empathy. Data implied that "Pleasant and friendly personnel provided services offered" got the highest weighted mean score of 3.48, followed by "Convenient operating hours" with 3.35, next "Having customer's best interest" with 3.35 then, "Having customer's best interest" with 3.33. On the other hand, "Personal safety is a major aspect in every service provided" got the lowest weighted mean score of 3.28. As a result, it has an average weighted mean score of 3.35 interpreted as highly satisfied.

Responsiveness. Result showed that "Willing to help" was the highest weighted mean score of 3.53, succeeding with "Staff being understandable with the customer's needs" with 3.48 then "Staff provided adequate and clear information about the service they deliver" with 3.45 while "Staff provided adequate and clear information about the services they deliver" and "Staff consistent courtesy" were both the lowest weighted mean score of 3.43. Generally, it has

obtained an average weighted mean score of 4 in which indicated as highly satisfied.

The implication of this findings agreed with Kobiruzzaman (2022) in terms with the five (5) dimensions of service quality, firstly, wherein reliability is very essential dimension of the SERVQUAL Method that confirms the capacity to provide services exactly, on time and consistency is a critical factor is a must for providing assistance or product to the customers on time with error-free conditions.

Secondly, for assurance, creating trust and credibility for the customers depends on the employee's technical knowledge, practical communication skills, courtesy, credibility, competency, and professionalism.

Thirdly, for tangibility, service provider still wants to make certain with their employee's appearance, uniforms, equipment, and work areas on-site look good. The organization must maintain a clean environment, and staff follows the appropriate dress code.

Fourthly, in empathy, focusing on the customers attentively in order to ensure caring and distinguishing service is an essential attitude in some countries in the world to serve every customer individually. It is also a great process to satisfy customers psychologically and increase confidence, trust, and loyalty.

Lastly, for responsiveness, the eagerness to assist customers with respect and provide quick service to the tourist for their satisfaction. In short it solves the customer problem as soon as possible by providing expected information or replacing product.

Table 2
Level of Tourists' Satisfaction on the Tourism Destinations in the Municipality of
Carmen
n= 40

	WMS	D.I	Rank
RELIABILITY			
1. Provision of exact service.	3.43	HS	
2. Completion of promised tasks.	3.38	HS	
3. Careful service.	3.33	HS	
4. Provision of service right.	3.40	HS	
5. Prompt service.	3.35	HS	
Average WMS	3.38	HS	2
ASSURANCE			
6. Served by a well-trained, customer oriented personnel.	3.40	HS	
7. The level of service quality reinforces confidence in the service provided.	3.40	HS	
8. A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination.	3.30	HS	
9. Staff communicated fluently and in an understandable manner.	3.35	HS	
10. Staff knowledgeable and skilled about the services provided.	3.40	HS	
Average WMS	3.37	HS	3
TANGIBILITY			
11. The meals that were served are high quality.	2.80	S	
12. The accommodation and facilities were appealing and in good designs.	3.13	S	
13. Staff are neat and professional.	3.18	S	
14. Providing modern equipment.	2.98	S	
15. The tourism destination is designed well and in high quality standards.	3.13	HS	
Average WMS	3.04	HS	5
EMPATHY			
16. Personal safety is a major aspect in every service provided.	3.28	HS	
17. Convenient operating hours.	3.35	HS	
18. Having customer's best interest.	3.33	HS	
19. Pleasant and friendly personnel provided services offered.	3.48	HS	
20. Staff gives individualized attention.	3.30	HS	
Average WMS	3.35	HS	4
RESPONSIVENESS			
21. Staff provided adequate and clear information about the service they deliver.	3.45	HS	
22. Staff showed sincere interest in problem solving.	3.43	HS	
23. Willing to help.	3.53	HS	
24. Staff's consistent courtesy.	3.43	HS	
25. Staff being understandable with the customer's needs.	3.48	HS	
Average WMS	4	HS	1
Grand Mean			

Indicators:
Scale:
4
3
2
1

Range:
3.26- 4.00
2.51- 3.25
1.76- 2.50
1.00- 1.75

Descriptive Interpretation:
Highly Satisfied
Satisfied
Less Satisfied
Not Satisfied

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with the summary of findings, the conclusions drawn and the recommendations based on the analysis of the data gathered. The outcomes of the study were the bases for the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen.

Summary of Findings

The study aimed to assess the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen. Specifically, the study sought to find out the profile of the respondents in terms of age, sex and civil status, and the level of tourists' satisfaction on the tourism destinations in the municipality of Carmen in terms of reliability, assurance, tangibility, empathy and responsiveness.

The majority of the respondents were 21-30 years old, most were males and singles.

Results of the following findings revealed that most of the service quality dimensions had a descriptive interpretation oh "Highly Satisfied". The result implies that the tourists visited the tourism destinations in Carmen were highly satisfied with the services provided by the staff as well as the management. On the other hand, it was found out responsiveness dimension got the highest average weighted mean which corresponded to "highly satisfied", so it revealed that the willingness to help and provide prompt service was vital to the tourist especially in

today's fast-paced world. Meanwhile, tangibility dimension was found out as the lowest average weighted mean score but still had a descriptive interpretation of "highly satisfied" which implied that tourists tend to expect clean and professional facilities, employees who look groomed and neat, and well-written and designed materials such as menus, websites and signs.

Conclusions

Based on the findings of the study, the researchers conclude that tourists still enjoyed their visit with the surveyed tourism destinations although there were some areas of that destinations that were underdeveloped and not yet fully improved. Still many of the tourists were highly satisfied with their experience in the aforementioned destinations.

Recommendations

1. The management and staff should focus on the areas where they got the lowest response from the tourist for them to improve their service, in order to achieve the satisfaction, the customer's need and deserve.
2. Tourism destination should provide more quality services and must establish constant research for new tools and learning management systems that will improve the quality of services offered. Hence, the management of the tourist destinations must encourage their employees to be well-groom and neat always.

3. The staff should have enough knowledge and speaking skills to be responsive to all questions raised by the tourist. In order to improve service quality, it is necessary to contact staff regularly and assess their service experiences.
4. The management should continue to upgrade the surrounding environment of the tourism destinations such as public amenities and facilities. In addition, initiatives should be taken to identify the social and financial aspects to better understand the reasons why many continue to return for subsequent visits to the tourism destinations.
5. Tourism destination should solicit feedbacks on its environment by placing a suggestion box on places that are visibly seen by the tourist like near the cashier areas for improvement.
6. Future researchers may utilize the recommendation for further assessment of preferences and the problem encountered by the tourist to widen the scope of replication.

Proposed Enhancement Scheme for the Implementation of Improving Tangibility Services in Tourism Destinations in the Municipality of Carmen

Rationale

One of the basic thrusts of tourism destination is to offer excellent services performed by their staff. Quality in tourism-related services, like services in general, is basically about balancing tourist satisfactions and expectations. Successful service providers are able to meet and, whenever possible, exceed tourists' expectation. If tourism destinations fail to meet the expectations of tourist, they become dissatisfied. To avoid dissatisfaction of tourist, most tourism destinations used SERVQUAL Model to identify their strength and weaknesses. SERVQUAL Model is a diagnostic tool appraising five dimensions: Reliability, Assurance, Tangibility, Empathy and Responsiveness. The purpose of this model is to serve as a diagnostic method for uncovering broad areas of weaknesses and strengths in the quality of service a tourism destination.

The findings of the study manifest that out of five dimensions of SERVQUAL MODEL, tangibility has the lowest average weighted mean in all the tourism destination. The needs of tourists should be properly addressed by the tourism destination and its staff. It is very important to provide utmost attention to the areas that has least appreciation by the tourists in order for them improve.

In this connection, the researches propose an action plan for improved services in tourism destination in the municipality of Carmen.

Objectives

After the implementation of the proposed action plan for improved services in tourism destination, the researchers aimed to achieve the following:

1. To improve their marketing strategy with the new trends using digital platforms.
2. To serve food deliciously attractive in the tourism destination.
3. To ensure cleanliness of the facilities and visually appealing.
4. To regularly check employee's personal hygiene and proper grooming.

Mechanics of Implementation

The result of the research being conducted shall be presented to the owners of tourism destination in the municipality of Carmen for further analysis and approval of the implementation. Comments and suggestions of those authorities will be incorporated for improvement.

Schedule of Implementation

The implementation of proposed action plan for improved services in tourism destination will be on April 2022 before the start of summer season.

Persons Involved

In order to realize the objectives of this action plan, it requires to involvements of the owners as well as the staffs of tourism destinations; Bud Agta, Chocolate Hills Complex, Ridge Camp and Taytay Plateau in the municipality of Carmen where tourism destinations are located.

Evaluation Measure

With the assistance of the owners of tourism destination in the municipality of Carmen, this proposed action plan will be implemented through the scheduled time framed. Follow up and monitoring of the proposed action plan may be conducted by the researchers and the evaluation maybe done.

Bohol Island State University
Bilar Campus
Zamora, Bilar, Bohol

**ENHANCEMENT SCHEME FOR THE IMPLEMENTATION OF IMPROVING TANGIBILITY SERVICES IN TOURISM DESTINATIONS IN THE MUNICIPALITY OF CARMEN
A.Y 2021-2022**

Area of Concern	Objectives	Content	Strategies	Persons Involved	Action to be Taken
To improve tangibility offered in tourism destinations in the municipality of Carmen.	<ul style="list-style-type: none"> -To improve their marketing strategy with the new trends using social media platforms. -To serve food deliciously attractive in the tourism destination. -To ensure cleanliness of the facilities and visually appealing. -To regularly check employee's personal hygiene and proper grooming. 	Improving tangibility services for tourists' satisfaction .	<ul style="list-style-type: none"> -Making a facebook page, tiktok and instagram account to promote more about the tourism destinations. -Look for new kind of cooking strategies to enhance food appetizingly. -Assigning staff for that specific area to ensure assurance of maintaining cleanliness. -Managers must strictly monitor their employee's personal hygiene and grooming. 	It involves the owners as well as the staffs of tourism destinations; Bud Agta, Chocolate Hills Complex, Ridge Camp and Taytay Plateau in the municipality of Carmen where tourism destinations are located.	It will generate more income to the tourism establishment. It will create more business opportunity to tourism establishments. It will attract more tourists to buy local foods. It will avoid complaints of tourists. Neat-appearing staff will captivate attention of the tourist.

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APPENDIX A

TRANSMITTAL 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 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 ALLIED AND SCIENCES (CTAS)

October 18, 2021

MARIETTA C. MACALOLOT, Ph. D.

Campus Director
 Bisu Bilar Campus
 Zamora, Bilar Bohol

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, "**LEVEL OF TOURISTS' SATISFACTION ON THE TOURISM DESTINATIONS IN THE MUNICIPALITY OF CARMEN**" 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,

ROMIELYN G. LABTAN
GIENETH G. QUIJANO
MARY ROSE O. TAPAO
JINA B. VALENTOS

Noted by:

JERVILIZA A. ITEM
 Thesis Adviser

Recommending Approval:
ARLEN B. GUDMALIN, Ph.D.
 Dean

Approved by:

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.

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.

Thesis Committee Member

October 12, 2021

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

LEVEL OF TOURISTS' SATISFACTION ON THE TOURISM DESTINATIONS IN THE MUNICIPALITY OF CARMEN.

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
1.	Jerviliza A. Item	Adviser	_____
2.	Kevin B. Gasatan	Statistician	_____
3.	Val Vincent M. Losaria	Internal Expert	_____
4.	Mearie Jean A. Faustino	Editor	_____



APPENDIX B

COVER LETTER OF THE QUESTIONNAIRE



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

Dear Respondents,

Greetings!

The undersigned students of Bohol Island State University (BISU) Bilar Campus with the course of Bachelor of Science in Hospitality Management is conducting an action research entitled "**Level of Tourists' Satisfaction on the Tourism Destinations in the Municipality of Carmen**".

Any information and idea that you will share through this questionnaire is a valuable input in achieving the objectives of this research. As your answers shall be handled with outmost confidentiality.

We sincerely request your cooperation by answering the questionnaires honestly.

Thank you very much.

Respectfully Yours,

Romielyn G. Labtan
Gieneth G. Quijano
Mary Rose O. Tapao
Jina B. Valentos

APPENDIX C
SURVEY QUESTIONNAIRE
"LEVEL OF TOURISTS' SATISFACTION ON THE TOURISM DESTINATIONS
IN THE MUNICIPALITY OF CARMEN"

I. Profiling of the Respondents

Name: (Optional) _____ Age: _____ Sex: _____
 Civil Status: _____

INSTRUCTIONS: Please go through the following questions and identify the appropriate respond for each items. Kindly check your best answer with the corresponding legend below.

There is no such thing as a correct answer therefore, feel free to respond honestly. Your response via this questionnaire will be used strictly for academic purposes only.

LEGEND:

- 1- Not Satisfied-** The tourism destination's services does not function totally and personnel do not respond.
- 2- Less Satisfied-** The tourism destination's services partially function and personnel are not responsive.
- 3- Satisfied-** The tourism destination's services function with moderate efficiency and performance of the personnel.
- 4- Highly Satisfied-** The tourism destination's services function effectively and personnel deliver good performance.

II. The Level of Tourists' Satisfaction on the Tourism Destinations in The Municipality of Carmen.

No.	STATEMENT	Level of Service			
		1- Not Satisfied	2- Less Satisfied	3- Satisfied	4- Highly Satisfied
RELIABILITY					
1	Provision of exact service.				
2	Completion of promised tasks.				
3	Careful service.				
4	Provision of service right.				
5	Prompt service.				

ASSURANCE					
6	Served by a well-trained, customer oriented personnel.				
7	The level of service quality reinforces confidence in the service provided.				
8	A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination.				
9	Staff communicated fluently and in an understandable manner.				
10	Staff knowledgeable and skilled about the services provided.				
TANGIBILITY					
11	The meals that were served are high quality.				
12	The accommodation and facilities were appealing and in good designs.				
13	Staff are neat and professional.				
14	Providing modern equipment.				
15	The tourism destination is designed well and in high quality standards.				
EMPATHY					
16	Personal safety is a major aspect in every service provided.				
17	Convenient operating hours.				
18	Having customer's best interest.				
19	Pleasant and friendly personnel provided services offered.				
20	Staff gives individualized attention.				
RESPONSIVENESS					
21	Staff provided adequate and clear information about the service they deliver.				
22	Staff showed sincere interest in problem solving.				
23	Willing to help.				
24	Staff's consistent courtesy.				
25	Staff being understandable with the customer's needs.				

APPENDIX D
RAW DATA

RESPONDENT NO.	AGE	SEX	CIVIL STATUS
1	2	2	1
2	2	2	1
3	2	2	2
4	2	1	1
5	2	1	1
6	2	2	1
7	2	2	2
8	4	1	1
9	2	2	1
10	2	2	1
11	5	1	2
12	4	2	2
13	1	1	1
14	1	1	1
15	1	1	1
16	2	2	2
17	2	2	1
18	2	2	1
19	2	2	1
20	2	2	2
21	2	2	1
22	3	1	2
23	2	2	2
24	1	2	1
25	2	1	1
26	1	2	1
27	1	2	1
28	3	1	2
29	2	1	2
30	4	1	2
31	2	2	1
32	2	2	1
33	2	1	1
34	2	1	1
35	2	1	1
36	1	1	1
37	1	1	1
38	1	2	1
39	2	2	1
40	2	2	1

Legend:**AGE**

1= 20 below

2= 21-30

3= 31-40

4= 41-50

5= 51 above

SEX

1= Male

2= Female

CIVIL STATUS

1= Single

2= Married

LEVEL OF TOURISTS' SATISFACTION ON THE TOURISM DESTINATIONS IN THE MUNICIPALITY OF CARMEN

	Tourism Destinations
RELIABILITY	WMS
1. Provision of exact service.	3.43
2. Completion of promised tasks.	3.38
3. Careful service.	3.33
4. Provision of service right.	3.40
5. Prompt service.	3.35
ASSURANCE	
6. Served by a well-trained, customer oriented personnel.	3.40
7. The level of service quality reinforces confidence in the service provided.	3.40
8. A detailed, experience and competent tour guidance was provided to facilitate my visit in the tourism destination.	3.30
9. Staff communicated fluently and in an understandable manner.	3.35
10. Staff knowledgeable and skilled about the services provided.	3.40
TANGIBILITY	
11. The meals that were served are high quality.	2.80
12. The accommodation and facilities were appealing and in good designs.	3.13
13. Staff are neat and professional.	3.18
14. Providing modern equipment.	2.98
15. The tourism destination is designed well and in high quality standards.	3.13
EMPATHY	
16. Personal safety is a major aspect in every service provided.	3.28
17. Convenient operating hours.	3.35
18. Having customer's best interest.	3.33
19. Pleasant and friendly personnel provided services offered.	3.48
20. Staff gives individualized attention.	3.30
RESPONSIVENESS	
21. Staff provided adequate and clear information about the service they deliver.	3.45
22. Staff showed sincere interest in problem solving.	3.43
23. Willing to help.	3.53
24. Staff's consistent courtesy.	3.43
25. Staff being understandable with the customer's needs.	3.48

APPENDIX E DOCUMENTARY PICTURES



CURRICULUM VITAE

PERSONAL BACKGROUND

Name : ROMIELYN G. LABTAN
Address : Tamboan, Carmen, Bohol
Birthdate : October 27, 1999
Civil Status : Single
Religion : Roman Catholic
Parents : Imelda Labtan
Roberto Labtan



EDUCATIONAL BACKGROUND

Elementary : Tamboan Elementary School
Tamboan, Carmen, Bohol
2006-2012

Secondary : Katipunan National High School
Katipunan, Carmen, Bohol
2012-2018

Collegiate : Bohol Island State University
Zamora, Bilar, Bohol
2018-2022

Course : Bachelor of Science in Hospitality Management

Achievement

- Cookery NCII Holder
- Housekeeping NCII Holder

CURRICULUM VITAE

PERSONAL BACKGROUND

Name : GIENETH G. QUIJANO
Address : Tamboan, Carmen, Bohol
Birthdate : July 8, 1996
Civil Status : Single
Religion : Roman Catholic
Parents : Virgilia Quijano
Alberto Quijano



EDUCATIONAL BACKGROUND

Elementary : Taloto Elementary School
Taloto District, Tagbilaran City
2003-2009

Secondary : Cogon High School Evening Class
Cogon District, Tagbilaran City
2009-2013

Collegiate : Bohol Island State University
Zamora, Bilar, Bohol
2018-2022

Course : Bachelor of Science in Hospitality Management

Achievement

- Cookery NCII Holder
- Housekeeping NCII Holder

CURRICULUM VITAE

PERSONAL BACKGROUND

Name : MARY ROSE O. TAPAO
Address : Campagao Bilar, Bohol
Birthdate : November 22, 1999
Civil Status : Single
Religion : Roman Catholic
Parents : Merlita T. Bantolinao
Raul M. Bantolinao



EDUCATIONAL BACKGROUND

Elementary : Campagao Elementary School
Campagao Bilar, Bohol
2006-2012

Secondary : Bilar National High School
Yanaya Bilar, Bohol
2012-2018

Collegiate : Bohol Island State University
Zamora, Bilar, Bohol
2018-2022

Course : Bachelor of Science in Hospitality Management

Achievement

- Cookery NCII Holder
- Housekeeping NCII Holder

CURRICULUM VITAE

PERSONAL BACKGROUND

Name : JINA B. VALENTOS
Address : Poblacion Sur Carmen, Bohol
Birthdate : August 14, 1999
Civil Status : Single
Religion : Roman Catholic
Parents : Nora Valentos
Nilo Valentos



EDUCATIONAL BACKGROUND

Elementary : Carmen East Central Elementary School
Poblacion Sur Carmen, Bohol
2006-2012

Secondary : Saint Anthony's Academy Carmen Inc.
Poblacion Norte Carmen, Bohol
2012-2018

Collegiate : Bohol Island State University
Zamora, Bilar, Bohol
2018-2022

Course : Bachelor of Science in Hospitality Management

Achievement

- Cookery NCII Holder
- Housekeeping NCII Holder