



**SATISFACTION OF TOURIST AND RESIDENT  
IN EMILIO AGUINALDO HIGHWAY**

An undergraduate Thesis Proposal Presented to the  
Faculty of the Tourism Management Department  
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## ABSTRACT

**Title:** “Satisfaction of Tourists and Residents in Emilio Aguinaldo Highway”

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**Purpose of the Study**

Cavite is known for its historical contribution and home of Filipino Heroes, the first Philippine President is also a Caviteño. Aside from that, it is also known because of the different variety of tourist’s destinations that it can offer.

Cavite has a fast rising economy because of the contribution of industrial and commercial industry and with its tourism industry. Because of that traffic congestion is one of the problems in the province. Local studies regarding Emilio Aguinaldo Highway which serves as the national road of the province and its major intersections are only few.

This study was undertaken to identify the satisfaction of tourists and residents in Emilio Aguinaldo Highway.



## Methodology

Quantitative research was utilized in this study which involves statistical data to explain level of satisfaction of the tourists and residents in Emilio Aguinaldo Highway. Descriptive research was also used to gathered accurate interpretational and concrete information since it deals with the satisfaction of respondents. The respondents in this study are residents of Bacoor, Imus, Dasmariñas, Silang and Tagaytay since Emilio Aguinaldo Highway passes through this town and cities. Tourists from selected tourist destination that have been chosen randomly are also respondents of this study.

Stratified random sampling technique was used in determining sample size and convenience sampling was utilized in gathering data to respondents.

A survey thru the form of questionnaire was used to gather information. Percentage, Weighted mean, Ranking, Chi-square, Likert scale and T-test was used to answer the objective of the study.

## Summary

A study conducted to identify the satisfaction of the tourist and residents in Emilio Aguinaldo Highway. Emilio Aguinaldo Highway is considered as the major thoroughfare of Cavite, It passes to five towns of the province such as Bacoor, Imus, Dasmariñas City, Silang and Tagaytay.



The study answered the following research questions:

1. What is the profile of the respondents in the following area?
  - a. Place of Origin
  - b. Mode of Transportation Used
  - c. Time of travel
  - d. Purpose of Travel
2. How do the respondents rate Emilio Aguinaldo Highway in the following areas:
  - a. Infrastructures
  - b. Vehicles
  - c. Traffic Management
3. Is there a significant relationship between the profile of tourists and residents in their rating on the Emilio Aguinaldo Highway?
4. Is there a significant difference between the profile of the tourists and residents to their rating on Emilio Aguinaldo?
5. Based on the findings, what transportation action plan can be proposed?

The results of the study regarding the satisfaction of tourists and residents in Emilio Aguinaldo Highway are generally positive. Both tourists and residents answered “satisfactory” for their evaluation on Emilio Aguinaldo Highway’s infrastructure. For the vehicles, residents and tourists agreed that vehicles components are acceptable or



“satisfactory” and tourist’s response on availability and accessibility is “very satisfactory”. Both tourist’s and resident’s agreed that traffic management in Emilio Aguinaldo is “satisfactory.

## **Conclusion**

Based on the findings, the following conclusions are drawn.

1. In the conducted survey, 56% are private vehicles used in mode of transportation while 44% are used public vehicles. It simply means that there are more people who preferred to use their own private vehicles in travelling.
2. For the purpose of travel, the biggest percentage is leisure which is 46%, students 30%, and 17% for business purpose and 7% other purposes. This obviously shows that the main reason of the travelers using the Emilio Aguinaldo highway is leisure. It basically shows that the most number of the travelers are tourists.
3. The least on the ratings with regards to transportation infrastructure that conducted survey to the tourist are waiting sheds 2.98, traffic island 2.74, and overpass 2.78 while in the conducted survey in the residents, the least 3 transportation infrastructure are waiting shed 2.64, road barrier 2.80, and traffic island 2.74. This clearly means that the tourists are not satisfied with the waiting sheds, traffic islands and overpass while the residents are satisfied with the



waiting sheds, road barrier and traffic islands. It somehow proved that the both respondents vary in their own satisfaction level.

4. The least on the ratings with regards to vehicles on the conducted survey to the tourists are comfortability 3.04, volume of vehicles 3.08, and motorist adherence to speed limit requirement 3.10. While in the conducted survey on the residents the least 3 regarding with the factors considered under vehicles are comfortability 2.74, loading capacity 2.74 and volume of vehicles 2.86. This basically shows that the tourists are satisfied with the comfortability, volume of vehicles and motorist adherence while the residents are satisfied with comfortability, loading capacity and volume of vehicles.
5. The least on the ratings with regards on traffic management on the survey conducted on the tourist are traffic enforcers 2.78, traffic light 3.06, warning signals 3.12 while on the survey conducted to the residents, the least on the ratings are traffic enforcers 2.60, warning signals 2.86 and guide signs 2.88. This mainly explains that the tourists are satisfied with the traffic enforcers, traffic light and warning signals while the residents are satisfied with the traffic enforcers, warning signals and guide signs.
6. The result of the study shows that the tourist's and resident's satisfaction in Emilio Aguinaldo is positive; it shows that the level of their satisfaction is



“satisfactory”. This suggests that both local residents and tourists have fair or equal level of satisfaction to the major thoroughfare of Cavite in terms of infrastructure, vehicle and traffic management.

7. In this study, the researcher recognize the level of satisfaction of the residents and the tourist in Emilio Aguinaldo highway and compare the result of the respondents; The researchers conducted a survey and as a result the residents and tourist are both agree that they are satisfied in this major thoroughfare.

## **Recommendation**

The following recommendation are formulated and offered base on the findings of the study.

1. The findings show suggested improvement for the transportation development in Emilio Aguinaldo highway. It is recommended that continuous development and rehabilitation is needed in transportation infrastructure and traffic management to provide good quality services to tourists and residents that used Emilio Aguinaldo Highway.
2. Considering the transportation infrastructure, although there are existing projects for the development of roads and other infrastructure there are still areas that are unconstructed with this essential infrastructure and this are waiting sheds, traffic island and overpass that provides hassle free travel and safety to the travelers.





3. With regards to the vehicles, the most concern of the residents and tourist are comfortability, volume of vehicle that the road can accommodate and the speed limit requirement. The researchers recommended that provincial government should implement strict policy regarding speed limit since Aguinaldo highway is just a four lane highway, to secure the safety of public and commuters. And for the road capacity, the researchers suggested that there should be a road widening project for road reconstruction for better quality of road that will provide traffic free and comfortability to the travelers although theirs are existing road widening projects in few areas like Dasmariñas, but some parts of Bacoor and Imus area has narrow road.
4. With the traffics management of Emilio Aguinaldo highway the highly concerns of the respondents are the traffic enforcers, traffic lights and warning signals. As a recommendation the provincial government should provide programs for the training and workshop for traffic enforcers in handling road problems. Installation of traffics light and warning signs although there are some areas that make used of traffics lights but there are still few those are not working. Warning signs are very essential for the safety and awareness of the public.
5. An action plan should be made that will address the areas where the respondents were least satisfied.





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