



De La Salle University - Dasmariñas

GEUST SATISFACTION OF PICNIC GROVE IN TAGAYTAY CITY: INPUT FOR PROPOSED ACTION PLAN

**A Thesis
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ABSTRACT

Title: “Guest Satisfaction at Tagaytay picnic grove: input for proposed action plan”

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Summary

This study aims to determine the problems encountered by the quests at Tagaytay picnic grove with the facilities such as the parking area, dining facilities, recreational facilities, and public washrooms.

Specifically, the proponents seek to answer the subsequent questions:

1. What is the profile variable for the respondents according to:
 - 1.1.Age
 - 1.2.Gender
 - 1.3.Employment status



2. What are the problems encountered by the tourists with the facilities provided at Picnic Grove in terms of the following?

2.1 Parking

2.2 Dining Facilities

2.3. Recreational facilities

2.4 Public Washrooms?

3. Is there a significant difference in the problem encountered by the respondents when grouped according to the demographic profile?

4. What action plan can be proposed to meet the guests' satisfaction?

This research entitled “Guest satisfaction of Picnic Grove in Tagaytay City: Input for proposed action Plan” made use of descriptive research method in order to test the hypothesis and answer the group’s statement of problems. The group had 100 guests of Tagaytay picnic grove as the respondents. The data will be gathered from randomly selected guests at the Tagaytay Picnic Grove

Findings

1. The statistical data treatment used was descriptive frequency and percentage. For the respondents’ age, 16-25 and 46 & up is the highest frequent age bracket of 29. 26-35 age bracket is the lowest frequency percentage of 18. Gender of the respondents which is the female has 55 frequency percentage and the male which



has 45 frequency percentages. Lastly the employment status employed has a frequency percentage of 52 and unemployed with 48 frequency percentage.

2. Weighted mean and ranking was used to interpret the data. Parking area has an overall weighted mean of 3.152. Parking space ranked as the first with the highest average mean of 3.44. Second to the ranking is the parking attendant with the weighted mean of 3.15. Security of parking area ranked third with the weighted mean of 3.11. The lowest is the Visible Signage with the weighted mean of 2.96.3.1. The Lowest is the visible signage with the weighted mean of 2.96.

Dining facilities results to a weighted mean of 3.284. Ambiance is the highest in the rank with a weighted mean of 3.72. Second to the ranking is the eating area with the weighted mean of 3.47. Sufficiency of Dining Outlet ranked third in the survey with the weighted mean of 3.21. Fourth is the Maintenance of Furniture & Fixtures with the weighted mean of 3.04. Lastly, the Sanitized utensils ranked as the fifth and have a weighted mean of 2.97.

Recreational facilities results to a weighted mean of 3.05. First in the rank is the zip line with a weighted mean of 3.72. Cable car is ranked second and has a weighted mean of 3.47. Last in the rank is the horseback riding. It has a weighted mean of 3.21.

Public washroom has an overall weighted mean of 2.472. Availability of trash cans ranked first with a weighted mean of 3.03. Supply of water ranked



second with a weighted mean of 2.81. Cleanliness of sink ranked third with a weighted mean of 2.58. Existence tissue paper ranked fourth with a weighted mean of 1.98. Scent of the whole washroom ranked as a fifth with a weighted mean of 1.96.

3. The researcher used T-test and ANOVA was used to analyse the survey. There is no significant difference when it comes to age and employment status. There is a significant difference in gender.

Conclusions

Based on the given findings, the following conclusions were drawn.

1. The profile variable of the respondents according to age is in the bracket of 16 to 25 and 46 and above. For the gender, female is outnumbered male. Lastly for the employment status, most respondents were employed.
2. The main problem encountered by the tourists in the facilities provided at the picnic grove in terms of parking area is the packing space. While on the Dining facilities is the ambiance of the place. For the Recreational Facilities is zip line. Lastly, Public Washrooms is the availability of tissue paper.
3. There is no significant difference when it comes to the age and employment status while gender has a significant different.
4. An action plan was proposed to meet the guest satisfaction at Tagaytay Picnic Grove.



Recommendation

Based from the findings that the researchers’ found at Tagaytay Picnic Grove, here is some recommendation that was formulated to help solve the problems encountered by the guests specifically with the facilities that affects their satisfaction.

1. The researchers would like to recommend the proposed action plan for the management of Picnic Grove which would improve the facilities and better satisfy the guests.
2. Since parking space is the main problem in the parking area the researcher would like to recommend that there should be an adequate parking space and adequate security to be provided in all entrances and exits of the picnic Grove’s premises
3. For the dining facilities, the dining area should be professionally designed to ensure efficiency of operation and shall be well-equipped, well-maintained and clean.
4. When it comes to their recreation facilities, the main problem that was encountered by the quests is the zip line. The management should provide plans when unexpected problems occurred like weather problems. The management should also focus with their surroundings. There shall be pleasant and healthful so guests wouldn’t be able to smell the horse manure. The area shall be maintained to high standards and will have regular maintenance performed daily.
5. There shall be a clean and adequate public toilet and bathroom for male and female, provided with sufficient hot and cold running, soap, hand towel and/or hand dryer. The management should also focus on having tissue paper on every public wash



rooms for this is the main problem that the guests encountered on their public washrooms based on the researches' study.

