



# De La Salle University – Dasmariñas

## ABSTRACT

Title: "The Guest Satisfaction on the tourism products in Corregidor Island, Cavite"

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### Purpose of the Study

The purpose of this study is to assess the guest satisfaction of tourism products of Corregidor Island in Cavite. This study aims to identify the demographic profiles of the tourists and how the tourists assess Corregidor in terms of their products; Day-Tour Destinations and/or Activities. This study also aims to know the significant relationships and differences between the profile of the respondents and their ratings in terms of the products mentioned. Based on the findings from the purposes mentioned above, this study aims to propose a product development plan for Corregidor Island, Cavite City.

### Methodology

The research method used according to statistical content is the qualitative research method. The research used according to the level of investigation and time element is the descriptive research method. The specific qualitative researches used are the grounded theory and phenomenology. The specific data collection used is the survey method. The participants of the study are the tourists who visited Corregidor Island at the time of the researchers' visit and those who have been in the island recently, not exceeding three (3) years ago. 30 foreign and 90 local tourists were randomly chosen. The sampling method used is the opportunity or convenience sampling in the selection of respondents. The statistical data treatments used for this study are the frequency distribution, percentage, weighted mean and Chi square.

### Conclusion

Based on the findings, the following conclusions are drawn.

1. The respondents are mostly aged 22-29 years old; female; high school level and has an income bracket of ₱50, 000 and above.



## De La Salle University – Dasmariñas

2. The destinations usually visited by the tourists in Corregidor Island are the Heritage Tourism while the least visited are the Coastal and Adventure Tourism activities because they are all included in the optional activities only.
3. The respondents' ratings in Corregidor Island are as follows: very satisfied and neutral ratings were given to 2 destinations per rate; 14 destinations are rated satisfied. While no tourist destination dissatisfied nor very dissatisfied the tourists.
4. The data gathered for the Coastal and Adventure Tourism is incomparable, therefore, it is not valid.

### Recommendations

Based on the conclusion and information that were gathered, the following recommendations are considered:

1. Since the majority of the tourists are aged between 22-29 years old, which are often in search of adventure, the researchers recommend a different itinerary with more adventure-related tourism activities in the island. This way, tourists can have more options rather than the usual day-tour and overnight packages currently available.
2. To give more focus on the different tourism products in the island aside from Heritage Tourism products, the researchers recommend to Corregidor Foundation Incorporated and Sun Cruises Incorporated to consider coastal and adventure tourism products and activities in their set itinerary packages. The tourists should be given ample time to avail them rather than just the basic heritage tourism products and activities.
3. Since no tourist destination was rated dissatisfied or very dissatisfied by the tourists, the researchers recommend improving the facilities which were rated neutral. These are specifically the north and south docks which are not presentable to the tourists. CFI and SCI should consider this because the docks are the welcome destinations to the tourists which may possibly give them their first impression about Corregidor Island.
4. The data gathered for the Coastal and Adventure Tourism is incomparable, therefore, it is not valid. However, based on the first 2 recommendations, the researchers hopes that the future researchers will be able to gather much information about it.
5. Based from the findings of the study, the proposed product development plan for Corregidor Island should be validated, adapted and implemented by the Corregidor Foundation Incorporated, to enhance the tourists' awareness about the products offered in Corregidor Island.