De La Salle University – Dasmariñas

**TOURIST SATISFACTION IN AMAZING SHOW
AT PASAY CITY, PHILIPPINES**

**A Thesis Presented to the Faculty of College of
Tourism and Hospitality Management
Tourism Management Department**

**In Partial Fulfilment of the Course Requirements for the Degree of
Bachelor of Science in Tourism Management for the Subject
TOUR411- Tourism Research, Methods & Techniques**

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ABSTRACT

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Purpose of the Study

The purpose of the study was to assess the level of tourist satisfaction through the key elements of events in the Amazing Show in Pasay City particularly its venue, performance of the entertainers, time allotted in the show, different segments in the show, lights and sounds and safety and security of the tourist.

Methodology

This study employed the descriptive method, used in gathering accurate interpretation and concrete information since it deals with satisfying the respondent. This study also used a quantitative research to gather information and data regarding the level of tourist satisfaction in the Amazing Show. The researchers used the survey method. They likewise used non-probability sampling; this method is more likely to be used in small-scale surveys where some elements of population have no chance of selection or where the probability of selection can't be accurately determined. The researchers used convenience and quota sampling technique in completion for the total number of 150 respondents. It is used by the researchers to assess the level of tourists' satisfaction in the Amazing Show by assessing through the six key elements of events.

Summary of Findings

This study aimed to assess the level of satisfaction of the tourist in the show. Specifically, the study answered the following questions:

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

a)   Age

The findings of the respondents in terms of their age showed that 24-29 and 36-41 years old both got the highest frequency of 33 or 22 percent of the respondents. Next one is 42-47 years old having a 19 percent of the total number of respondents and has a frequency of 29. The third one is 30-35 years old which got a frequency of 22 or 15 percent of the respondents. Fourth is 48-53 years old that got a frequency of 16 or 11 percent of the

respondent. Fifth, the age of 18-23 years old got a frequency of 14 or nine percent of the respondents. Sixth, the age of 54-59 years old got a frequency of 3 or two percent of the respondents. And the last, got the lowest frequency of zero percent which is 60 and above.

b)   Gender

The outcome of the respondents in terms of their gender showed that out of 150 respondents, 49 percent are females with a frequency of 77 and 51 percent are males with a frequency of 73.

c)   Nationality

In terms of nationality, 67 percent of them are Koreans which also got the highest number of tourists who come and watch the evening show with the frequency of 100, while the other tourists specifically: Japanese, Indians, Malaysian and other nationalities got 33 percent or a frequency of 50.

2.)   How do the respondents rate their level of satisfaction of the Amazing show on the following key elements:

a.   Venue

The respondents are satisfied of the capacity of the theater, comfortability of the seat, accessibility of the venue, ambiance of the theater and lastly the cleanliness of the venue with a mean satisfaction rating of 4.26, 4.03, 3.87, 3.83 and 3.81 respectively.

b. Performance of the Entertainers

The respondents are satisfied of the Interaction with the audience, overall impact of the show, performance synchronization, cultural aspect of the show and execution of numbers with the mean satisfaction rating of 4.21, 4.12, 4.07, 4.05 and 4.04 respectively.

c. Time allotted in the show

Duration of the show got a mean score of 4.25, promptness of the show (start time) got a mean score of 4.06 and for the day and time of the show got a mean score of 3.94.

d. Difference segment in the show

The mean satisfaction rating is 3.97 for the props and decorations which enlighten the stage, second rating is the theme used in each segment which got a mean score of 3.93 and the least is the cultural benefit for the tourist with a rating of 3.85.

e. Lights and Sounds

The respondents are satisfied with the variety of light used, music volume and clarity of music with mean satisfaction of 4.17, 4.15 and 4.11 respectively.

f. Safety and Security

The respondents are satisfied with the readiness of the staff in attending to guest needs, overall safety within the theatre, location of emergency exit, and number of security guards with a mean satisfaction rating of 3.79, 3.71, 3.70, and 3.56 respectively.

3.) Is there any significant relationship between the demographic profiles of the respondents and how they were satisfied in terms of the key elements of events in the Amazing Show?

There is no significant difference in the assessment of different age cluster on Venue, Performance of the Entertainers, Time allotted in the show, Lights and Sounds, and Safety and security since the f-values 1.15, 1.76, 3.49, 1.62, and 1.16 have p-values greater than 0.05. With regard to the different segment of the show, since the f-value 3.49 has a p-value less than 0.05 therefore there is a significance.

Furthermore, there is no significant difference in the assessment of the respondents in terms of gender on Venue, Performance of the entertainers, Time allotted in the show, Different segments of the show, Lights and Sounds, and Safety and security since the t-values 1.14, .78, 1.25, 0.04, .73, and .64 have p-values greater than 0.05, wherein they all gave the same assessment.

There is a significant difference in the assessment of the respondents' nationality on Different segment of the show, Lights and sounds, and Safety and security, since the t-values 5.83, 4.03 and 3.91 has p-values less than 0.05. Nonetheless, there is no significant difference on Venue, Performance of the entertainers, and Time allotted in the show, since the t-values 1.29, 2.26, and 3.35 has a p-value greater than 0.05.

4.) Based on the findings, what is the proposed Tourist Satisfaction program for Amazing show?

The researchers proposed a tourist satisfaction program that will provide ideas of the standards and ways to increase tourist satisfaction and patronage. It will also be a great advantage to maximize their potential in providing an improved quality of service and world class performance.

Conclusion

Based on the findings of the study, the researchers concluded that:

1. Majority of the tourist-respondents of the Amazing Show in Pasay city were 24-29 and 36-41 years old both got the highest and the very least of the respondents was the age of 18-23 years old. Most of the tourist respondents who have watched the Amazing show are males with a frequency of 77 or 51 percent while the female have a frequency of 73 or 49 percent. In terms of nationality of the tourists, majority of the tourist respondents were Koreans with a total average of 67 percent, they also comprise the largest number of tourists who come at watch the evening show in Amazing show, while the other tourists specifically: Japanese, Indians, Malaysian and other nationalities got 33 percent or a frequency of 50.

2. Most of the respondents were satisfied based on the overall ratings from the key elements that the amazing show renders. Venue got the overall mean of 4.04, Performance of the entertainers got the overall mean 4.10, Time allotted in the show got the overall mean 4.08, Different segments of the show got the overall mean 3.92, Lights and sounds got the overall mean 4.15, and Safety and security got the overall mean 3.69. All are satisfied based on the Likert scale.

3.   The relationships of the following are significant. Therefore, the hypothesis "There is no relationship between the demographic profile and the key elements of events in satisfying the tourists in the Amazing show" was rejected. Difference Segment of the Show and Age and Gender of the respondents; Performance of the Entertainers, Difference Segment of the Show, Lights and Sounds, Safety and Security and Nationality of the respondents. On the other hand, the relationship between Venue, Performance of the Entertainers, Time Allotted in the Show, Lights and Sounds, Safety and Security and Age of the respondents; Venue, Performance of the Entertainers, Time Allotted in the Show, Difference Segment of the Show, Lights and Sounds, Safety and Security and Gender of the respondents; Venue, Time Allotted in the Show and Nationality of the respondents have no significant relationship. Therefore, the hypothesis was accepted.

4.   The proposed tourist satisfaction was formulated to maintain high quality and world class performances.

Recommendation

Arising from the conclusions drawn from the findings, the following recommendations were formulated:

1.   The researchers would like to propose the creation of maintenance department that will take charge in observing the cleanliness of the venue.

2.   All performers should undergo sing and dance training workshop in cultural and traditional performance to help in the overall impact towards the show to render a better performance on stage.

3. The management must impose strict punctuality that they should start and end on time.

4. The researchers would like to recommend more aspects of cultural performance by having a variety of cultures in each segment and changing of routines, new layout and props. This will not only be entertaining but it will also be informative to the tourists.

5. When it comes to lights and sounds, it is recommended to upgrade the lights and sounds equipment used to give a better quality of show.

6. The researchers would like to suggest hiring more security guards to increase the level of safety and security within the vicinity.

7. To the future researchers, to make this study as their reference and the researchers would like to recommend expanding the study when it comes to tourist satisfaction.

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