



ABSTRACT

Title: “Proposed Tourist Satisfaction Program on the Principles of Sustainable Tourism for Mt. Palay Palay Mataas na Gulod National Park in Maragondon, Cavite”

Proponents:

Avegaille Saga

Elaine Omayá

Divya Khiatani

Research Adviser: Mr. Paul Anthony Notorio C., MBA-TM

Research Professor: Mr. Ernesto Mandigma, MBA, MPA, MAEd, ME, LET

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School: De La Salle University- Dasmariñas

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Purpose of the Study

The purpose of this study is to determine the tourist satisfaction of Mt. Palay Palay based on the principles of sustainable tourism development. The tourist satisfaction is required to identify the weakness that exists in the destination; from there, improvements



and developments will be conducted to fulfill the needs of the tourists. The development of the destination would be following the principles of sustainable tourism development thus sustaining the resources necessary for the need of future generation.

Methodology

The study used a quantitative type of research to determine the tourist satisfaction program on the principles of sustainable development in Mt, Palay Palay Mataas na Gulod National Park in Maragondon, Cavite. Descriptive method was used to provide data about the population and what is being studied. The methods answer to the questions who, when, what, where and how of a situation. It provides the frequency of the occurrence of something together with statically calculations such as determining the average number of occurrences (Key, 2013).The respondents of the survey are the tourists who visited and climbed Mt. Palay Palay. Survey method was used to gather the information needed in the study. This method provides the easiest way to collectthe view of the tourists regarding their satisfaction based on their experience in Mt. PalayPalay.

Summary of Findings

The study aimed to determine the tourist satisfaction in Mt. Palay Palay Mataas na Gulod National Park in Maragondon, Cavite. The results were used by the researchers to come up with a proposed tourist satisfaction program.

The study has been conducted to answer the subsequent questions:



1. What is the profile of the respondents according to:

1.1. Age

The profiles of the respondents show that the age group of 18-25years old has the greater percentage of participation in the study comprising 45 percent of the total score. Meanwhile, only three percent of the participants are 46-55, 56-65 years old comprising the least participation in the study.

1.2. Gender

The profiles of the respondents show that 66 percent of participants are male and 34 percent are female.

1.3. Nationality

It was observed that 100 percent of the visitors of Mt. Palay Palay are Filipinos.

1.4. Educational Attainment

Out of 100 respondents 45 percent are college graduates while 36 percent are Undergraduates. In additions eight percent have master's degree, six percent have vocational degrees and five percent are high school graduates. To illustrate, the results show that the majority of the respondents accomplished there are college graduates.

1.5. Frequency of Mountaineering Activity

In terms of mountaineering activity the frequency of the climbs in Mt. Palay Palay are distributed as 60 percent of respondents for once or twice a year, 30 percent of



respondents for once or twice a month, 6 percent for once or twice a week and 4 of more than twice a week.

The majority of the respondent climbed at least once or twice a year in Mt. Palay Palay.

2. How do the respondents rate their satisfaction on the principles of sustainable tourism development in Mt. Palay Palay in the following areas:

2.1. Biodiversity Conservation Principle

For Biodiversity Conservation Principle, the respondents rate their of the types of trees and marine animals found in Mt. Palay Palay. The highest rank are types of trees received the highest with a weighted mean of 4.1 while the marine animals received the lowest rank with a weighted mean of 3.18 which is dissatisfied. Based on the researchers' observation, marine animals are found in Mt. Palay Palay but are quite difficult to be spotted.

2.2. Equity Principle

The Equity Principle shows the satisfaction rate of the respondents Mt. Palay Palay. The highest ranking feature under equity is the right to choose desired activities with a mean of 3.92 while the feature that received the lowest rank tour guide fee with a weighted mean of 2.80. Most of the tourists would just opt to get lost within the mountain area on their own than get their own tour guide.



2.3. Economic Valuation Principle

For the Economic Valuation principle, the researchers' observed that the highest item under economic valuation was the environmental fee. The respondent's supported the principle since they know that it is for a good cause. The Economic Valuation Principle received a weighted mean of 3.50. In addition the respondent's rate of satisfaction for the transportation fee received a weighted mean of 3.43. Transportation can be expensive most especially if the client is living far from the destination.

2.4. Precautionary Principle

The last item, Precautionary principle, is about the conservation of Mt. Palay Palay Mataas na Gulod National Park. This principle pertains to the overall management of the destination. The respondents assessed it with a weighted mean of 3.98, the highest among all principles. According to the respondents, they feel like the place is being well conserved by the local community and the DENR through the funds they are receiving. In addition, the result of the respondents' satisfaction rating show that principle the lowest ranking score under precautionary was the waste disposal management of the destination with a mean score of 3.81.

3. Is there a significant difference on the respondents' satisfaction rating when they are grouped according to their profile?



3.1. For the age, since the values of Equity, Economic Valuation Principle and Precautionary Principle are greater than .05 the result is found to be not significant. Only the biodiversity principle is found significant. This result means that the older the respondents' the more that she/he becomes aware and satisfied of by the biodiversity in the destination.

3.2. For the gender, the results are all greater than .05, thus, the respondent's satisfaction rating on the Biodiversity, Equity, Economic Valuation Principle and Precautionary Principle has no significant difference.

3.3. For the Educational attainment, the results are greater than .05. The respondent's satisfaction ratings on the Equity, Economic Valuation Principle and Precautionary Principle are detached from their satisfaction level so there is no significant difference in terms of age. Based on the results of the respondents' satisfaction rating, biodiversity principle has a significant difference on the respondents' satisfaction rating when they are grouped. The respondents in this category are passionate about the biodiversity of the destination and are perceptive on what they are observing.

3.4. For frequency of mountaineering, the results are greater than .05 in the respondents' satisfaction rating on the Equity, Economic Valuation Principle and Precautionary Principle. The analysis shows that the result is not significant so there is no significant difference. Based on the results of the respondents' satisfaction rating,



biodiversity principle is significant. Respondents who hike more than twice a week are more sensitive when it comes to their level of satisfaction since they have a sharp eye in the various destinations they hike into. They are most likely to compare the different things they see and how they are satisfied with them.

4. Based on the findings, what tourist satisfaction program can be proposed for Mt. Palay Palay Mataas na Gulod National Park?

Based on the findings, the researchers proposed a tourist satisfaction program for Mt. Palay Palay Mataas na Gulod National Park in Maragondon Cavite.

Since the respondents are satisfied with the biodiversity of the destination, the researchers will concentrate on the three principles namely Equity principle, Economic Valuation principle and Precautionary principle to improve the level of satisfaction of the client of the park following specific guidelines and programs that may affect the tourist satisfaction in Mt. Palay Palay Mataas na Gulod National Park.

Conclusion

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

1. Majority of the respondents are composed of 16-25 years old and the very least of the respondents are 60 and above. Regarding to respondents gender they are composed of 66 males and 34 females Most of the respondents are college level and college graduate



and the very least are high school level. In terms of Nationality 100 respondents are Filipino. There are 60 respondent's that answered they climb mountains twice a year.

2. Most of the respondents were satisfied based on the results of overall ratings from their satisfaction regarding to the principles of tourism development in Mt.Palay Palay Mataas na Gulod National park. In Biodiversity the overall assessment of the respondents are Satisfied, Equity got the overall assessments Dissatisfied, Economic Valuation got the overall assessment is Dissatisfied, and Precautionary Principles got the overall assessment which is Satisfied. The interpretation for the principles of sustainable development is Equal to the satisfaction rating between satisfied and dissatisfied.

3. There is no significant difference when it comes to the tourist's gender in attaining the level of satisfaction in regard to the Biodiversity principle. There is also no significant difference when it comes to age, gender, educational attainment and frequency of mountaineering when it comes to Equity, Economic Valuation and Precautionary principles. There is a significant difference when it comes to age, educational attainment and frequency of mountaineering when it comes to Biodiversity therefore the hypothesis is rejected.

4. Based on the findings, the researchers proposed a tourist satisfaction program for Mt. Palay Palay Mataas na Gulod National Park in Maragondon Cavite. Since the respondents are satisfied in the biodiversity of the destination, the researchers will concentrate on the three principles namely Equity principle, Economic Valuation



principle and Precautionary principle to improve the level of satisfaction by following specific guidelines and programs that may affect the tourist satisfaction in Mt. Palay Palay Mataas na Gulod National Park.

Recommendation

Based on the findings and the final analysis of the study, the following are recommended for the future development of Mt. Palay Palay Mataas na Gulod National Park:

1. Tour guides should be trained and certified by the Mountain Guides Association of the Philippines (MGAPI) so that the tourists will have a sense of safety and security with the trained and licensed tour guides. Apart from this the tourists will gain training, experience and advice from the tour guide.
2. The local tour guides will now be trained and certified thus the tour guide fee is now justifiable. The tourist will then achieve their goals with a great margin of safety and gain experience because they are assured that the tour guide they hired is competent.
3. Since the destination is located far away from civilization, the researchers recommend buying the essential products like bottled water in bulk to cut cost.
4. The entrance fee is questioned by the tourist going in the destination. A signage should be added beside the welcome banner of Mt. Palay Palay which should emphasize that the entrance fee of 25 pesos is mandated by the Department of Environment and Natural Resources (DENR) for maintenance purposes and the other 25 peso fee is for the locals.



5. For the cost of transportation going to Mt. Palay Palay, the researchers recommend having a shuttle or jeepney from the town proper going to the destination.
6. It is indeed recommended to the future researchers to focus on other aspects such as Marketing and Socio-economic impact of Mt. Palay Palay Mataas na Gulod National Park to make the destination one of the banner ecotourism sites in the Philippines.
7. The implementation of the proposed tourist satisfaction program was highly recommended to the local community within Maragondon, as well as DENR, so that they may apply these methods to enhance the Tourist Satisfaction and have enough funds to protect and conserve the destination for future generations.