



## Satisfaction on Tourist Destinations in Davao del Sur

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**Abstract**

*Appreciation and understanding of where tourists originate, what motivates them to travel, what attributes of the tourism products highly satisfies them, what influences their loyalty and repeat visit are fundamental factors that determine the success of the tourism industry. This study was conducted to determine tourists' satisfaction in the tourism industry in Davao del Sur. A quantitative research technique was employed in the study. A total of three hundred forty-two respondents were asked to rate their evaluation of the sites. The survey was conducted to the tourists, who visited the tourist attractions from March to May, 2011. The respondents were widely grouped as the first-timers and returning tourists of Pasig Islet, Camp Sabros and Sibulan River. Data were collected by means of validated questionnaires. Findings of the study revealed majority are young adults, males, college graduates and first-time visitors. While the study found no gender-based and tourist-based differences in the level of tourist satisfaction, there were marked differences across different age groups and educational attainments.*

**Keywords:** eco-tourism, tourism, tourist satisfaction, tourism industry, travel experiences

**INTRODUCTION**

Tourism industry is a source of significant economic contribution to a country. Appraising the health of the tourism industry includes assessment on tourists' activities, attraction factors and their experiences as its tourist spot and the tourists are inseparable.

Tourist satisfaction, as defined by Thaothampitak and Weerakit (2010), are tourists after-the-act evaluation of the overall service experience. Or simply, satisfaction is what a tourist feels about a service after experiencing it. With tourism, businesses are established, more jobs are made available especially to the destination's residents and numerous developments in the infrastructures have surfaced. Hence, a highly satisfied tourist is an important dynamic persona in the industry.

do Valle et. al. (2006) stated that assessing satisfaction can help tourism service managers improve their services. The tourist's place of origin, motivation to travel, and product attributes are important factors that would determine repeat visit which would spell success of the tourism business.

Huh (2002) redounds that principles established by Kozak and Rimmington (1999) that tourist satisfaction is an important element in designing marketing campaigns as tourists themselves are the most important marketers of their experiences.

Tourism is gaining an increasing attention as growth driver. It has always been generating businesses both

for domestic and international tourism operators, travel agencies, hotels and restaurants sprawling around the tourism sites. In other countries, tourism takes a bigger share in generating income and employment of its population (Goeldner, 2006).

Echoing the previous views, the World Travel and Tourism Council as cited by Math (2010) reflected on the report of the World Travel and Tourism Council on the 9.2 percent share of the global travel industry in the gross domestic product. This is a significant growth indicator of an economy that has a strong tourist destination. Tourists are encouraged to travel due to numerous reasons. New Kerala (2008) counted eight reasons: pilgrimage, health, mass tourism, niche tourism (which induces tourist to the enchantment of the ancestry, music and dance, heritage and hobby), winter tourism, nature and environment (this includes enjoyment of the coastal, eco-tourism, as well as rural or agri-tourism), lifestyle, miscellaneous tourism (this refers to the dark, perpetual, pop-culture), and virtual tourism

**Tourism and Tourist spots in Davao del Sur, Philippines**

Davao del Sur, a province in the Philippines in the island of Mindanao, is a home to natural wonders and rarity

such: the Mt. Apo which is country's highest peak; the "waling-waling" being the most priced Philippine orchid; a variety of exotic fruits; and, the home of the most popular monkey-eating eagle, the "Philippine Eagle". In addition, white sand beaches and other manmade attractions with several hotels, inns and bars add up to the convenience and comfort of the visitors. Veloir (2012) forecasted that Davao province is the next tourism highlight in the south. An international eco-adventure known as the Mt. Apo Boulder challenge beefs the attractiveness its tourism spots. It is also home to many indigenous communities like the "Bagobo", "Mandaya", "Mansaka", "Ata", the "Kalagans", "Tagakaolo", and the "Manggauangans" (Department of Tourism, Philippines, 2009) who are still practicing their norms and customs. Their customs and culture further made the spots a natural haven to understand the culture of the indigenous people in their interaction with the environment.

Though laden with thousands of reasons to be a top tourist destination, it was found that a comparative regional report ranked Davao del Sur fifth out of the six provinces in tourism visits. Though a haven of natural and enviro-tourism sites, the volume of travelers has been observed in trickle, is this a case on non-satisfied tourist or a concern of poor advertising. Tourists won't go to places they do not know about.

The dearth of research conducted in the tourist satisfaction in Davao del Sur and the tourism issues raised have prompted the researchers to conduct survey on the satisfaction of tourists in the province. Further, the aim of this study is to determine the views of both first-time and returning tourists with regards to their satisfaction on the selected spots in Davao del Sur. It is argued that such research effort would help tourism planners to have a better understanding of the tourism industry specifically ecotourism and to formulate better strategy and planning.

The study was conducted at Pasig Islet located at Sta. Cruz Davao del Sur, a first class Municipality of the province; Camp Sabros at Kapatagan Digos City, a beautiful area atop a mountainous wilderness of lush greens, 3,980 feet above sea level; and Sibulan River which is also situated at Sta. Cruz and where its source comes from Mt. Apo. These three tourist spots in Davao del Sur are identified as one of the top natural attractions found in Region XI, Davao del Sur (Davao Regional Situationer, 2009).

Pasig Islet which is situated in Sta. Cruz, Davao del Sur is really a small island with a lot of marine features. It can be reached via car or bus. Going to the island is a 15 minute boat ride from the Barangay Bato port. Although identified and accredited by the Department of Tourism, the islet is not that established based on tourist visits and information given by the municipal government.

Sibulan River is for adventurous tourists who like to experience challenging river activity, the white water tubing. Sibulan, situated in Darong town, Sta. Cruz is an hour drive from Davao City. It is accessible by car, bus or jeepney. Going to the river tubing facility, visitors can

ride passenger motorcycle at the Ayala Crossing. Most of the people who go to Sibulan River are the mountain climbers. This natural attraction, though part of the Mt. Apo trail, has reached its maturity and slowly visits to this place has gradually declined. There are also no pertinent records or data with regard to tourist visits or even satisfaction survey which can help in assessing the potential of this attraction.

Camp Sabros is also for adventure type and nature-lover tourists. It is one of the reasons why Davao region has been tagged as the "Zip City" and where tourist influx increases in the region.

## METHOD

A quantitative research technique was employed in the study. A total of three hundred forty-two respondents were asked to rate their evaluation of the sites. The survey was conducted to the tourists, who visited the tourist attractions from March to May, 2011.

The respondents were widely grouped as the first-timers and returning tourists of Pasig Islet, Camp Sabros and Sibulan River.

## RESULTS

### Demographic profile

It was noted that in terms of age, majority are between 21 to 25 years old (27 percent), a minimal number of tourists ages 51 years (3 percent) was observed. There were also more males (52 percent) than females (48 percent). More than half of the tourists finished college (64 percent), while the others finished secondary education (36 percent) (Table 1).

Also most of the respondents are first-time visitors (72 percent) while the 28 percent were returning tourists.

### Satisfaction on Davao del Sur Tourists sites

Generally, tourists' satisfaction on the selected attractive spots in Davao del Sur, in terms of visual ambiance was rated high by the tourists. They found the tourist attractions to be highly conducive to relaxation (mean value of 4.30). The physical ambiance is an abode of serenity lost in the exquisiteness of the chirping of the birds and visages of butterflies and creeping animals. To the visitors, it was a most and highly satisfying because of a "panoramic view of the natural environment" experience (mean value = 4.14). This indicated that even though the attractions were situated outside the city, it is a good place for relaxation (Table 2).

More so, the tourists believed that the sites were strategically located for a favorable access without tolling them much energy and a distance (3.65 and 3.64) that surely breaks away from the noisy city life. While visitors

**Table 1.** Demographic Characteristics of the Respondents

Characteristics		Frequency	Percentage
<b>Age</b>	20 and below	82	23.97%
	21 to 25	91	26.60%
	26 to 30	81	23.68%
	31 to 35	36	10.53%
	36 to 40	14	4.09%
	41 to 45	10	2.92%
	46 to 50	16	4.68%
	51 and above	10	2.92%
	Missing	2	0.58%
	Total	342	100%
<b>Gender</b>	Female	163	48%
	Male	179	52%
	Total	342	100%
<b>Educational Attainment</b>	High School Graduate	122	36%
	College Graduate	220	64%
	Total	342	100%
<b>Type of Tourist</b>	First-Time	247	72%
	Returning	95	28%
	Total	342	100%

**Table 2:** Tourist Satisfaction on the Tourism Industry in Davao del Sur

Attributes	Items	Mean
<b>Visual Ambiance</b>	1. Conducive to relaxation.	4.30
	2. The comfortability of the place.	4.21
	3. Shows beautiful scenery.	4.18
	4. Tranquility of place.	4.26
	5. Uniqueness of natural scenery.	4.12
		4.21
<b>Physical Ambiance</b>	1. Breathtakingly inviting.	4.13
	2. Natural effect of landscaping features.	3.97
	3. Unified theme.	3.90
	4. Humid air for recreation.	4.05
	5. Panoramic view of natural environment.	4.14
		4.04
<b>Location-based Accessibility</b>	1. Time and distance of travel.	3.65
	2. Easy access going to the place.	3.64
	3. Availability of transit system.	3.51
	4. Availability and adequateness of transportation modes.	3.33
	5. Affordability of visiting to the place.	3.89
		3.60
<b>Person-based Accessibility</b>	1. Availability of tourist guidance/ reception centers.	3.70
	2. Identified entry and exit points.	3.66
	3. Advancement and maintenance of roads.	3.41

Table 2 Contd

4.	Easy access to retail establishments.	3.21
5.	Completeness of road signage.	3.36
		3.47
<b>Safety and Security “Precaution”</b>		
1.	A police station is conveniently located.	3.36
2.	Presence of security guards	3.34
3.	Quality infrastructure.	3.45
4.	Availability of rescue team.	3.42
5.	Visibility of first-aid facility.	3.23
		3.36
<b>Safety and Security “Health and Preparedness”</b>		
1.	Cleanliness and maintenance of public toilet facilities.	3.52
2.	Quality of the water and foodservices	3.44
3.	Visibility of emergency plan	3.27
4.	Safety exit points	3.50
5.	Availability of up-to-date safety travel tips	3.40
		3.43

approved some of the accessibility measures, there was a neutral preference for transportation modes (3.51 and 3.33), developed infrastructures (3.41), visibility of signage (3.36) as well as the accessibility of retail establishments (3.21).

In terms of the tourist attraction’s safety and security, generally, tourists’ evaluations were unbiased, rating most of the items “neither satisfied nor dissatisfied”. Tourists were more of doubtful whether there were police and security guards roaming around the vicinity in which influenced their satisfaction on the safety and security of the destination (3.36 and 3.34). Further, tourists would only feel more safety and secure if there is an easy access of immediate medical care (3.42 and 3.23) especially for outdoor natural environment. On the same hand, tourists were not fully aware of the precautionary measures and emergency plan to take when calamities or accidents possibly occur (3.27). This has by some means affected their satisfaction on the tourist attraction. It was also revealed that tourists will only perceive an attraction as safe and secured if there were initiatives coming from the tourism service providers on informing tourists on safety travel tips for them to have a rewarding and worthwhile travel (3.40). The visitors were also disinterested with the quality of water and food services (3.44).

#### Analysis of Tourist Satisfaction by Gender

Gender or sex did not lead to significant difference in the over-all satisfaction of tourists on the selected attractive spots (Table 3). Visual and physical ambiance indicators were rated high by both male and female tourists. Also,

there were no differences found in the level of tourist satisfaction in terms of accessibility and in the area of safety and security. It explains that the over-all satisfaction of domestic tourists on the tourism attractions in Davao del Sur will not be affected whether the tourists are male or female. Nonetheless, it should still be noted that specific promotional strategies should be developed by tourism marketers for individual gender types, not only with the identified tourist attraction attributes but other related important features of a tourist attraction.

#### Analysis of Tourist Satisfaction by Age

While this study found no gender-based differences in the level of tourist satisfaction, there were marked differences across different age groups. Table 4 shows the results of this test.

Scheffe’s equation was also used to determine which pair of the age groups had the significant differences. Results revealed that tourists aged between 20 and below and age categories of 21 to 25; 26 to 30 and; 31 to 35 reported significant differences in satisfaction. Tourists from the 20 years old and below were more satisfied with the natural ambiance of the attractions. This could be explained by the type of attractions. Although the said attractions were all conducive to relaxation, some of the landscaping features might not have met the needs of those tourists aged 21 years old and above particularly the 31 to 35 age group. Camp Sabros has indeed a breath-taking view of the mountains but with regards to the temperature especially in the afternoon till evening, the temperature rises which gives

**Table 3:** t-Test on Tourist Satisfaction by Gender

Attributes	Gender	N	Mean	t	Sig. (2-tailed)
<b>Visual Ambiance</b>	Male	179	4.24	1.01	0.31
	Female	163	4.16		
<b>Physical Ambiance</b>	Male	179	4.05	0.43	0.67
	Female	163	4.02		
<b>Location-Based Accessibility</b>	Male	179	3.63	0.89	0.37
	Female	163	3.56		
<b>Person-Based Affordability</b>	Male	179	3.48	0.25	0.80
	Female	163	3.46		
<b>Safety And Security "Precaution"</b>	Male	179	3.37	0.19	0.85
	Female	163	3.35		
<b>Safety And Security "Health And Preparedness"</b>	Male	179	3.48	1.10	0.27
	Female	163	3.36		

**Table 4:** ANOVA on Tourist Satisfaction by Age

Attributes	Age	N	Mean	F	Sig.	Sig. pair
<b>VISUAL AMBIANCE</b>	20 & below	82	4.64	7.97	0.00	21 to 25
	21 to 25	91	4.07			
	26 to 30	81	4.13			
	31 to 35	36	3.81			
	36 to 40	14	4.07			26 to 30
	41 to 45	10	4.12			
	46 to 50	16	4.29			20 & below & 31 to 35
	51 & above	10	3.98			
	Total	340	4.20			
	20 & below	82	4.39			
<b>PHYSICAL AMBIANCE</b>	21 to 25	91	3.92	4.52	0.00	21 to 25
	26 to 30	81	3.92			
	31 to 35	36	3.79			
	36 to 40	14	3.8			
	41 to 45	10	4.08			26 to 30
	46 to 50	16	4.19			
	51 & above	10	3.96			20 & below & 31 to 35
	Total	340	4.03			
	20 & below	82	3.52			
	21 to 25	91	3.51			
<b>LOCATION-BASED AFFORDABILITY</b>	26 to 30	81	3.66	1.84	0.08	21 to 25
	31 to 35	36	3.47			
	36 to 40	14	3.64			
	41 to 45	10	4.04			
	46 to 50	16	4			26 to 30
	51 & above	10	3.8			
	Total	340	3.60			20 & below & 31 to 35
	20 & below	82	3.45			
	21 to 25	91	3.42			
	26 to 30	81	3.55			
<b>PERSON-BASED ACCESSIBILITY</b>	31 to 35	36	3.07	2.95	0.01	31 to 35
	36 to 40	14	3.61			
	41 to 45	10	3.92			
	46 to 50	16	4.03			
	51 & above	10	3.28			46 to 50

Table 4 Contd

<b>SAFETY &amp; SECURITY</b>	<b>"Precaution"</b>	Total	340	3.47				
		20 & below	82	3.49				
		21 to 25	91	3.03				
		26 to 30	81	3.43				
		31 to 35	36	2.98				
		36 to 40	14	3.75				
		41 to 45	10	4.12				
		46 to 50	16	4.15				
		51 & above	10	3.04				
		Total	340	3.36	5.48	0.00	46 to 50	31 to 35
<b>SAFETY &amp; SECURITY</b>	<b>"Health and Preparedness"</b>	20 & below	82	3.74				
		21 to 25	91	3.00				
		26 to 30	81	3.45				
		31 to 35	36	3.12				
		36 to 40	14	3.94				
		41 to 45	10	4.16				
		46 to 50	16	3.89				
		51 & above	10	3.22				
		Total	340	3.42	6.59	0.00	20 & below	21 to 25

chill to some tourists. Pasig Islet, on the other hand can sometimes be scorching hot on summer days. Sibulan River has also a unified natural effect where one could be found surrounded by remarkable scenery except for the fact that the look of the rapids can somehow thrill one's adrenaline. The attractions also were more of outdoor-based.

It is also observed that age only appeared to have a significant difference in the tourists' satisfaction in terms of person-based accessibility. Moreover, results of Post ANOVA shows those tourists in the 31 to 35 age group had stronger accessibility-based satisfaction levels compared with those in the 46 to 50 age category. Older tourists were cognizant on other tourist facilities and services such as tourist guidance through complete signage and receptions that could provide them directions and navigate through tourist services such as accommodations, food and even retail establishments. These services were in some way have not satisfied the older group.

"Precaution" safety and security satisfaction showed significant difference when analyzed according to age. This is evident in age groups between 46 to 50 years old and 31 to 35 years old. With a lower mean value of 2.98, tourists whose age range from 46 to 50 were least satisfied with quality of infrastructure, availability of rescue team, visibility of first-aid facility, police and security guards. Tourists whose age 31 to 35 years old, belong to the Generation X (27 to 43), were remarkably more conscious on the safety and security of the attractions as compared to the tourists under 46 to 50 age group who then belong to the Baby Boomers (44 to 61) group.

Conversely, with attention to public toilet facilities,

water and food services, emergency plan, exit points and travel tips, the role of age in terms of differences in the satisfaction level is apparent between age groups 20 years old and below and 21 to 25 years old. It can also be seen here that the younger the tourists, the lesser their satisfaction level. Or to say it bluntly, the younger the age of tourists, the higher expectation level in terms of safety and security.

### Analysis of Tourists' Satisfaction by Educational Attainment

Furthermore, this study revealed that there are significant differences in the tourists' satisfaction of ambiance based on educational attainment (Table 5). Despite the fact that over-all ambiance of the attractions were all rated satisfactory by tourists of different educational qualifications, it can still be recognized that high school graduates are more than satisfied compared with the college graduates. This could imply that tourists who have college degrees have more experiences in traveling and have visited several attraction and that their expectations and satisfaction level are higher than those who have not traveled or visited attractions a lot. College and high school graduate tourists also showed equal level of satisfaction in terms of location-based accessibility. Person-based accessibility however was unsatisfying for college graduates than for the high school graduates.

Based on the findings, it can be noted that tourists who have college degrees found to be dissatisfied with person-based accessibility measures. From the indicators of person-based accessibility, these tourists

**Table 5:** ANOVA on Tourist Satisfaction by Educational Attainment

Attributes	Educational Attainment	N	Mean	t	Sig. (2-tailed)
<b>VISUAL AMBIANCE</b>	College Graduate	220	4.15		
	High School Graduate	122	4.30	-1.98	0.05
	College Graduate	220	3.96		
<b>PHYSICAL AMBIANCE</b>	High School Graduate	122	4.17	-2.46	0.01
	College Graduate	220	3.56		
<b>LOCATION-BASED AFFORDABILITY</b>	High School Graduate	122	3.68	-1.42	0.16
	College Graduate	220	3.40		
<b>PERSON-BASED ACCESSIBILITY</b>	High School Graduate	122	3.60	-2.15	0.03
	College Graduate	220	3.25		
<b>SAFETY AND SECURITY "Precaution"</b>	High School Graduate	122	3.56	-2.9	0.00
	College Graduate	220	3.32		
<b>SAFETY AND SECURITY "Health and Preparedness"</b>	High School Graduate	122	3.62	-2.70	0.01

**Table 6:** Tourist Satisfaction by Type of Tourist

Attributes	Tourist	N	Mean	t	Sig. (2-tailed)
<b>VISUAL AMBIANCE</b>	First-Time	247	4.19		
	Returning	95	4.24	-0.54	0.59
<b>PHYSICAL AMBIANCE</b>	First-Time	247	4.06		
	Returning	95	3.99	0.76	0.45
<b>LOCATION-BASED ACCESSIBILITY</b>	First-Time	247	3.63		
	Returning	95	3.54	0.99	0.33
<b>PERSON-BASED AFFORDABILITY</b>	First-Time	247	3.49		
	Returning	95	3.41	0.78	0.44
<b>SAFETY AND SECURITY "Precaution"</b>	First-Time	247	3.34		
	Returning	95	3.41	-0.64	0.52
<b>SAFETY AND SECURITY "Health and Preparedness"</b>	First-Time	247	3.39	-1.12	0.26

are not comfortable with the transportation networks in terms of its efficiency and affordability. College graduate tourists also feel that the attractions are highly accessible if there is complete signage along the way that would guide them to the attraction site.

Lastly, in terms of safety and security "precaution", high school graduate respondents were not as satisfied as the college graduate tourists. More so, college graduates tourists perceived health and preparedness

indicators unsatisfactory while high school graduate tourists rated the indicators satisfactory.

#### Analysis of Tourist Satisfaction by Type of Tourist

It is recognized in the study that type of tourist did not lead to significant difference in the over-all tourists' satisfaction on ambiance, accessibility and safety and

security indicators (Table 6).

### **Analysis of Tourists' Satisfaction by Tourist Attractions**

ANOVA was also used to determine significant differences of satisfaction levels across different tourist attractions in Davao del Sur (Table 7). The F-test results showed significant differences in the satisfaction of tourist attraction's ambiance. However, tourist attractions seemed to display no significant difference in terms of accessibility. Further, only the indicator "health and preparedness" of safety and security illustrated significant differences in satisfaction levels.

To determine which pair of the attractions had the significant differences, Scheffe's equation was utilized. Results showed that Camp Sabros seemed to have more appeal to tourists. This implies that tourists enjoy more scenic and breathtaking views with natural ambiance than those that can be experience in islands or rivers as in the case of Pasig islet and Sibulan River. However, this finding could be biased in some ways since the identified tourist spots have varied features and could be a limitation for this study. Thus, it is suggested to have further study on tourist satisfaction focusing on tourist attractions with same features.

Further, results of post ANOVA showed significant differences in the level of satisfaction between respondents from Camp Sabros and Pasig Islet in terms of safety and security "health and preparedness". Visitors from Camp Sabros surprisingly felt safer than the tourists in Pasig Islet.

### **DISCUSSION**

The analysis performed revealed a number of findings. First, the over-all level of tourists' satisfaction on the tourist attractions in Davao del Sur is high in terms of ambiance, accessibility and safety and security.

Relaxation and escape are push or pull factors (Crompton, 1979) which described the tourists to Jordan (Mohammad and Som, 2010); among tourists in Taiwan (Hsu et al., 2009) and of Barbados (Jonsson and Devonish, 2008). Rittichainuwat and Chakraborty (2012) mentioned that the top five most important safety measures as perceived by leisure and business tourists' are warning system, crisis management planning, presence of guards at tourist attractions and detectors.

Brandt-Gagnon (2001) and other co-coordinators of the Private Sector Working Group-Tourism in relation to the marketability of Cambodia as safe tourist destination, expressed that there is a need to develop and implement educational campaigns for hygiene and sanitation, initiate health inspection programs, provide up-to-date safety travel tips for tourists and maintaining the presence of police not only on street corners to monitor traffic but also should be visible and mobile to

discourage crimes.

Promoting safe and secure tourist destination and attractions is certainly part of the tourism industry players' efforts. The need for safe and secure destination is far more beyond crimes and terrorism. Hygiene and sanitation and quality of food, water services and roadways are also among the elements of safety and security concerns. In the light of the findings, it is also recognized that when the physical environment is safe, visitors will also feel safe. Further, granting a safe and secure destination to tourists from the start of visit up to the end of stay is vital to the global competitiveness of the destination (Kozak, 1999) and will surely have a good chance of surviving (Johnrose, 2011).

Results from this study also suggest that most visitors to eco-tourism sites will find their visit and stay highly enjoyable if certain facilities and services are provided on the basis of demographic differences. Gender had weaker difference in satisfaction level. It can be noted also that the level of satisfaction of female and male respondents is not significantly different. Both groups of respondents are satisfied with the ambiance of the attractions. The findings also illustrated that tourist satisfaction is significantly different across different levels of age, educational attainment and as well as the type of tourist attractions.

Findings on the differentiation of tourist satisfaction by age are congruent to the findings of Tiefenbacher, Day & Walton (2000) where younger tourists tend to visit destinations that offer more outdoor activities. In their study, tourists were classified based on the different destinations in Texas. Age was the only demographic variable that has been found significant in terms of the tourist classification. Though, tourist who were referred in their study as "younger" were on the average 35 years old against those on the average age of 47 years old who tend to visit destinations with more shopping opportunities. Affirming also the results, older tourists to China (Yan, Barkmann & Marggraf, 2007) and Barbados (Jonsson and Devonish, 2008) seemed to be indifferent with landscape and species natural attractions. Over-all satisfaction levels also vary in terms of age among tourists visiting Malaysia (Sharihvar, 2012)

As revealed also by the findings of the study of George (2003) and of Mopeli (2009), opinions of tourists on the safety and security of tourist destination greatly varied with variables such as age along with gender, country of origin, nationality and income.

These results can be useful to planners, tourism marketers of Davao del Sur's tourism industry in formulating strategies to maintain or enhance more their competitiveness. In other words, they should focus on improving the factors that contribute to the over-all satisfaction of tourists especially of different age brackets.

Findings also revealed that educational background is significant in the tourist satisfaction on safety and security. Tourists who are high school graduates felt safer and more secure than those who have college



**Table 7:** ANOVA Tourists' Satisfaction by Tourist Attractions

Attributes	Natural Attraction	N	Mean	F	Sig.	Sig. pair	
<b>VISUAL AMBIANCE</b>	Camp Sabros	95	4.65	31.46	0.00	Camp Sabros	Pasig Islet
	Pasig Islet	149	4.02				Sibulan River
	Sibulan River	98	4.05				
	Total	342	4.20				
	Camp Sabros	95	4.42				Pasig Islet
	Pasig Islet	149	3.85				
	Sibulan River	98	3.95				
<b>PHYSICAL AMBIANCE</b>	Total	342	4.04	20.58	0.00	Camp Sabros	Sibulan River
	Camp Sabros	95	3.49				
	Pasig Islet	149	3.59				
	Sibulan River	98	3.73				
	Total	342	3.60				
	Camp Sabros	95	3.43				
	Pasig Islet	149	3.50				
<b>LOCATION-BASED ACCESSIBILITY</b>	Sibulan River	98	3.47	2.60	0.08		
	Total	342	3.47				
	Camp Sabros	95	3.49				
	Pasig Islet	149	3.23				
	Sibulan River	98	3.42				
	Total	342	3.47				
	Camp Sabros	95	3.72				
<b>PERSON-BASED AFFORDABILITY</b>	Pasig Islet	149	3.20	0.19	0.83		
	Sibulan River	98	3.49				
	Total	342	3.43				
	Camp Sabros	95	3.36				
	Pasig Islet	149	3.20				
	Sibulan River	98	3.49				
	Total	342	3.43				
<b>SAFETY AND SECURITY</b>	Camp Sabros	95	3.72	2.30	0.10		
	Pasig Islet	149	3.20				
	Sibulan River	98	3.49				
	Total	342	3.43				
	Camp Sabros	95	3.72				
	Pasig Islet	149	3.20				
	Sibulan River	98	3.49				
<b>SAFETY AND SECURITY</b>	Total	342	3.43	8.56	0.00	Camp Sabros	Pasig Islet
	Camp Sabros	95	3.72				
	Pasig Islet	149	3.20				
	Sibulan River	98	3.49				
	Total	342	3.43				
	Camp Sabros	95	3.72				
	Pasig Islet	149	3.20				

degrees. This can also be established based on the interview with the tourists during the administration of the questionnaires. There were tourists, college graduates in particular who have mentioned that they could have been more satisfied if they see police outposts near the area or security guards roaming around the place. As observed, as the age bracket increases and as the level of educational attainment increases, the more people are conscious about their safety and security. Another point was raised with regards to the entry and exit points. Some tourists were not aware of the entry and exit points of the selected attractions as well as if there are available first-aid facilities, which mean that it could have also affected their satisfaction in

terms of the safety and security of the attractions. This information can be useful for tourism operators and planners in improving and creating key attributes for college and high school graduates. Also, tourism planners may develop special services and products that will make college graduate tourists more satisfied.

In general, this study then confirms that tourist satisfaction is significantly influenced by the tourist demographic background such as age (Kattiyapornpong & Miller, 2006; Morakot, 2002) and educational attainment (do Valle et. al, 2006; Sharivar, 2012). The findings of Huang (2012) also revealed different tourist satisfaction levels for various aspects of satisfaction which resulted from diverse

demographic variables.

However, do Valle et. al (2006) found out that age together with gender, marital status and occupation differences, are not significant among Portuguese tourists' satisfaction. Gender and type of tourist did not lead to significant difference in this study which contradicts findings of Huh (2002) who have observed significant relationship between overall tourists' satisfaction and gender as well as with Morakot (2002) who found different levels of satisfaction among first-time and returning tourists.

Subsequently, Morakot (2002) found no differences in over-all tourists' satisfaction in terms of gender, educational level or income categories. Ellis & Vogel song (2002) and Esu & Arrey (2009) on the other hand, also include in the list age and nationality.

As in the case of tourists' satisfaction analyzed according to the tourist spots visited, tourists from Camp Sabros appreciate more the ambiance than tourists from Pasig Islet and Sibulan River. Moreover, tourists from Camp Sabros are more satisfied with safety and security measures than those tourists from Pasig Islet.

## RECOMMENDATIONS

Results of this study provided several implications for tourism planners, operators and marketers. One, groups of respondents or tourists have varying satisfaction levels based on demographic variables age and educational background as such. With these owners or managers of the natural attractions may develop or provide variety of features to attract different tourist markets. For example, creating family and group vacation plans both for young and old, creating promotional packages for college level graduate tourists to maintain their interest in the tourist spot as well as developing attraction features that will induce attention and high satisfaction from high school graduate tourists.

The tourism planners of the region with the coordination of different agencies must conduct studies of the existing tourists and the market where they come from for them to know and understand what is currently attracting the existing tourists as well as potential tourists. Results of the study will have significant implications for competitiveness and the type of product development and marketing.

The tourist planners should provide adequate transportation modes that are available 24 hours a day to transport tourists to and from the destination or tourist spot. Along with this, there should also be provision of complete clear signage to facilitate proper directions especially for first-time tourists. Retail establishments should be developed nearby the tourist spots for tourists demanding other services or facilities during their stay.

The government and regional tourism industry should coordinate its efforts with the community in ensuring the safety and security of both the residents and visitors by proper dissemination of information on safety to tourists

and residents. For instance, educational campaigns on hygiene and sanitation, development of safety and security policies for tourism and improvement of infrastructures and dissemination of up-to-date safety travel tips and emergency plans. More so, it is also recommended that police should be visible and mobile to discourage criminal activities.

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