Nature-Based Tourists’ Experiences in Batangas Destinations

Marc Czeus A. Cariño, Lorraine Joy A. Aguado, Maria Ellaine C. Cabral, Jane Maica M. Casapao, Maria Carolina M. Manigbas and Billy T. Festijo

College of International Tourism and Hospitality Management
Lyceum of the Philippines University, Batangas City, Philippines

ABSTRACT

In this paper, an attempt has been made so as to assess the nature-based tourists’ experiences in Batangas destinations. The reference period of the study is five years and is completely based on secondary data which have been collected through various sources. In order to achieve the objectives of the study, the researchers have employed using descriptive method and structured questionnaire that was distributed among 235 tourists and travelers of selected nature-based destinations in Batangas. Majority of the respondents are females, 20 years old and below, single and one local residents. Results provided from the computation were used to assess the nature-based tourist attraction dimensions in terms of responsiveness, tangibles, price, communication, assurance, empathy and natural resources and determine the visitors’ loyalty intention and over-all satisfaction. In this study, it reveals that all dimensions of service qualities present have existing significant correlation in terms of loyalty intention and visitor satisfaction. An action plan is proposed based from the results of the study.

Keywords: Nature-based, Tourists’ Experiences, Batangas Destinations

INTRODUCTION

Nature-based tourism also known as 'the travel industry, depends on the perception of nature' and its effect ecologically, which contributes socially and economically to the community. At whatever point, nature is very much overseen, numerous zones of the economy succeed, for example, agribusiness welfares from great soil and water, important gets are compensated in fisheries, beach front urban communities are better verified from tempests.

Nature-based tourism can "enable nations to deal with their regular resources while urging more voyagers to help development and employments, frequently in minor provincial zones," When improvement of vital framework—just as water and land- - is appropriately overseen, nature-based the travel industry can profit the individuals who frequently gain the least from the travel industry. Anyway the travel industry and foundation improvement must be cautiously arranged and executed to ensure the estimation of regular resources. As such, the travel industry must be manageable to be appealing and productive in the long haul. (The World Bank, 2015)

Out of the 7,107 islands in the Philippines, Batangas is considered to be one of the popular tourist destinations that offer alluring, enchanting and scenic places to visit. It is also great for nature based tourism wherein activities such as stargazing, bird watching, scuba diving, camping and hiking can be found and done
in some of Batangas province. Some places that certainly endeavors nature based activities are; Nasugbu and Cuenca for hiking and stargazing, Talisay and Sto. Tomas for trekking and Mabini for camping. Batangas is rich in nature-based tourism, which attracts international visitors to the country making Batangas visitor’s economy among top travel motivations for tourists. We need to keep in mind that our footprints that we leave in every place that we visit, therefore we must protect and manage properly the natural attractions (Nature based tourism, n.d.)

This research benefits the service qualities of the nature-based destinations like responsiveness, tangibles, communication, price, assurance, empathy, natural resources, loyalty intention and the over-all satisfaction. However, number of the studies is yet limited and they are unable to show the ability of such methods in the context of nature-based tourism. This explained more of the positive and negative impacts brought about by of the actions of tourists who experience the nature-based tourism

This paper evaluates the nature-based tourism experiences of Batangas destinations by focusing on destination attributes of the area. This study will greatly impact on achieving optimal economic growth and development of the nature-based destinations in Batangas. The paper offers exposure, which are showing the destination attributes' characteristics, and those factors affecting tourist satisfaction or dissatisfaction.

OBJECTIVES OF THE STUDY

This study identified the factors that contributed to visitor satisfaction with nature-based tourism attractions. More specifically (1) assessed the nature-based tourist attractions dimensions in terms of responsiveness, tangibles, price, communication, assurance, empathy and natural resources; (2) determined the visitors’ loyalty intention and over-all satisfaction; (3) tested the significant relationship between nature-based tourist attractions dimensions, loyalty intention and over-all satisfaction and proposed action plan based on the results of the study.

METHODS

Research Design

The researchers used the descriptive method approach research to illustrate effectively the research questions and utilized several research tools for the collection of data in nature-based tourists’ experiences in Batangas destinations. This method is the best way in identifying nature-based tourists’ experiences in Batangas destinations as the chosen scope of research. This design designated characteristics of the nature-based destinations in Batangas province being studied. The question will answer “what” and how, when, and how the characteristics will occur or will focus on the determination of the effects present in their place. Descriptive design is a method where the researcher is able to come up with an output based on the present condition which is scientifically defined based on the gathered data. The data is an influential factor where the researchers’ perspective is enhanced on what is being proven by the facts that is commonly available (Nunkoo, 2018).

According to Rahi (2017), descriptive research includes detailed examination of the structure of something and can either be quantitative or qualitative, typically as a basis for discussion or interpretation of the present nature of occurrences. It involves collections of quantitative data that can be tabulated and displayed in numerical form. Descriptive method would be the most applicable on this study for the
researchers are focused on fundamental conditions based from the reaction and experience of the respondents and frequently covers the comparison or contrast of what is being studied.

Participants of the Study
The participants of the study were the tourists visited and explored the nature-based tourism in the province of Batangas. The researchers distributed questionnaires that were given to both local and foreign tourists in the different destinations to determine the tourist experiences in the nature-based tourist attractions in the Province of Batangas like Mt. Batulao, Mt. Talamitam and Fortune Island in Nasugbu, Ang Pulo in Talisay, Mt. Gulugod Baboy in Mabini and Mt. Maculot in Cuenca.

Table 1. Percentage Distribution of the Respondent’s Profile

<table>
<thead>
<tr>
<th>Profile Variables</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>85</td>
<td>36.20</td>
</tr>
<tr>
<td>Female</td>
<td>150</td>
<td>63.80</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51 years old &amp; above</td>
<td>7</td>
<td>3.00</td>
</tr>
<tr>
<td>41 – 50 years old</td>
<td>5</td>
<td>2.10</td>
</tr>
<tr>
<td>31 – 40 years old</td>
<td>22</td>
<td>9.40</td>
</tr>
<tr>
<td>21 – 30 years old</td>
<td>64</td>
<td>27.20</td>
</tr>
<tr>
<td>20 years old &amp; below</td>
<td>137</td>
<td>58.30</td>
</tr>
<tr>
<td><strong>Civil Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>204</td>
<td>86.80</td>
</tr>
<tr>
<td>Married</td>
<td>31</td>
<td>13.20</td>
</tr>
<tr>
<td><strong>Type of Tourists</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>230</td>
<td>97.90</td>
</tr>
<tr>
<td>Foreign</td>
<td>5</td>
<td>2.10</td>
</tr>
</tbody>
</table>

Instrument
The instrument of the study was an adapted questionnaire from the study of Naidoo, Munhurrun and Seegoolam (2011), which is designed to evaluate the experiences and satisfaction of the nature-based tourists who are visiting a particular place. The questionnaire was composed of two parts: The first part is the demographic profile of the respondents that includes their personal information such as their name, sex, age, civil status and the type of tourist they are and the second part which includes the assessment of their travel experiences towards the nature-based destinations in Batangas. The Likert’s 4-point scale used have the values of “Strongly Disagree”, “Disagree”, “Agree” and “Strongly Agree” in order to get the result of assessment.

Data Gathering Procedure
The researchers asked the approval of the College Dean for the study about the Nature-based tourist experiences in the province of Batangas. In order to obtain the necessary data, the researchers used a
questionnaire to be checked and validated by the adviser. The questionnaires were distributed to the visitors of the Nature-based Destinations. After administering and collecting the accomplished questionnaires, the responses were collected, scored, tabulated and treated using appropriate statistical tools. The collected data were kept with utmost confidentiality is used for academic purposes only.

**Data Analysis**

The data gathered were tallied, encoded and interpreted using descriptive statistics. These include frequency distribution, percentage and weighted mean. Weighted mean was used to answer the feedback of the tourists in visiting the Nature-based attractions in Batangas province. Pearson – Product Moment Correlation and Regression Analysis was used to test the relationship between NBTA dimensions, loyalty intentions and over-all satisfaction. In addition, all data were treated using a statistical software known as PASW version 18.

**Ethical Considerations**

To observe highly confidential nature of the survey, there are no particular names mentioned in the study. The identity of the respondent was not revealed and no personal opinion was given by the researchers; only information and results based on the data gathered.

In accordance with the Code of Ethics, the researchers ensured that all the data collected from the respondents will be free consent - fully volunteered from the respondents. Thus, the researchers also certified that there is a high reverence and value with the integrity of their respondents in the treatment order to receive an effective response from them. Hence, respecting the ideas and opinions of the respondents and recording their advice on the research topic can ensure a fruitful study.

**RESULTS AND DISCUSSION**

**Table 2. Assessment of Tourists’ Travel Experiences as to Responsiveness**

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Staff are always helpful and courteous</td>
<td>3.65</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
<tr>
<td>2. Staff are quick to react to customers’ requests</td>
<td>3.55</td>
<td>Strongly Agree</td>
<td>4.5</td>
</tr>
<tr>
<td>3. Staff are willing to take time with visitors</td>
<td>3.57</td>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>4. Staffs are well-informed to answer customers’ requests</td>
<td>3.55</td>
<td>Strongly Agree</td>
<td>4.5</td>
</tr>
<tr>
<td>5. Visitors are made to feel welcome</td>
<td>3.66</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>6. Visitors are free to explore, there is no restriction</td>
<td>3.47</td>
<td>Agree</td>
<td>7</td>
</tr>
<tr>
<td>7. Waiting time for service at the attraction is acceptable</td>
<td>3.52</td>
<td>Strongly Agree</td>
<td>6</td>
</tr>
<tr>
<td>8. The site is open at convenient hours</td>
<td>3.44</td>
<td>Agree</td>
<td>8</td>
</tr>
<tr>
<td><strong>Composite Mean</strong></td>
<td><strong>3.55</strong></td>
<td><strong>Strongly Agree</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

Table 2 presents the respondents’ travel experiences as to responsiveness. The composite mean of 3.55 indicates that they strongly agreed on the above indicators. Among the items cited, visitors are made to feel welcome got the highest weighted mean of 3.66 and rated strongly agree. It was followed by staff are
always helpful and courteous with a weighted mean of 3.65 and rated strongly agree. The results is followed by staffs are willing to take time with visitors with a weighted mean of 3.57 and rated strongly agree.

The tourism industry is one of the most important and progressive economic sector in the world. Every destination and tourism establishment aim to provide good service quality for tourists. Each staff possesses pleasing personality and likeable attitude that makes the respondents feel welcomed. In every destination and places, visitors are made to feel welcome by staffs and employees making sure that they attend with a best service. The respondents are pleased and given the attention they need within the tourism destination they engaged to. As the staffs provision of impeccable service to the tourists, they give out 5 stars of satisfaction for the destination. It shows that the comfort and satisfaction of tourists has and will always be the number priority of every tourism establishment.

According to Marinao (2017), the tourists’ satisfaction is a subjective opinion based on how they experienced and assessed the service that they had. The tourist satisfaction is basically the tourist expectation beforehand. It can be stated and expressed through cognitive state or affective state or both after experiencing the place. The perspective will be viewed as positive assessment listing all the benefits they gained or pack of judgements on how they obtained the service quality.

However, items such as waiting time for service at the attraction is acceptable (3.52), visitors are free to explore, there is no restriction (3.47) and site is open at convenient hours (3.44) obtained the lowest mean value and rated the least.

Tourists sometimes itch for new adventures and places to explore. There are some restrictions in some destinations and closes too early not allowing tourists to sightsee more. Different tourism destinations follow specific rules for the opening and closing of the places such as mountains and churches. Due to safety of people and security of the place, it is more important to set boundaries and restrictions to prevent problems for the future. However during the peak season, tourists’ sites and attractions extend their business hours due to high number of tourists visiting a place. On weekdays, they accommodate more tourists and adjust their opening and closing hours. In attractions such as Mt. Gulugod Babyo in Mabini and Mt. Maculot in Cuenca, the site is perfect for an overnight stay making tourists experience the vibes on top and watching the sunrise the next day.

As stated by LeJune (2017), tourism safety whether big or simple event, is something each destination should account for constantly of their public relations. Travel protection is a big variable in tourism and taking the proper management and public relations movement will give the belief of protection on your destination which is extremely essential and something to capitalize on. Some of the famous locations and places around the world have been experiencing risky conditions and situations.

The Table 3 below shows the respondents assessment on their travel experiences as to tangibles with a composite mean of 3.54 with a verbal interpretation of strongly agree. The item which states that the attraction environment is attractive has the highest mean of 3.65 and rated strongly agree. The results is followed by the attraction is clean with a weighted mean of 3.56 and rated strongly agree. The item is followed by the site is well-kept and restored with a weighted mean of 3.54 and strongly agree.

Whenever there is a tourist destination or attraction, it is always well maintained and properly taken care of for the pleasurable viewing and enjoyment of the tourists. The respondents agreed that the said destination they land their feet on were eye-catching and sanitary. Destination attractiveness is one factor
that can be considered for a tourist whether to visit a place or not. Tourists want something that are breath taking, eye catching and mesmerizing to their eyes that will catch their attention. In Nasugbu, the Fortune Island is one of the most enchanting island that can be comparable to Parthenon of Greece that gives a different kind of attractiveness along with peaceful and serene vibes and views that will make someone say that paradise do exist. When it comes to mountains in the province, Mt. Batulao offers 360 degree view of the province of Batangas along with the sight of the striking land formations, the vast grasslands and the crisp scent of the breeze on top of the summit awaits. (Alvarez, 2018)

Table 3. Assessment of Tourists’ Travel Experiences as to Tangibles

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The site is well-kept and restored</td>
<td>3.54</td>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>2. The attraction environment is attractive</td>
<td>3.65</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>3. Direction signs to show around the attraction are clear and helpful</td>
<td>3.51</td>
<td>Strongly Agree</td>
<td>4</td>
</tr>
<tr>
<td>4. Staff are presentable and easily identified</td>
<td>3.48</td>
<td>Agree</td>
<td>6</td>
</tr>
<tr>
<td>5. The physical facilities offered are well-maintained and in good condition</td>
<td>3.50</td>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>6. The attraction is clean</td>
<td>3.56</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
</tbody>
</table>

Composite Mean 3.54 Strongly Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

According to Reitsamer and Sperdin (2015), the use of forces of modernized tourism are multifaceted of their nature and locations need to provide a set of attractive products and services to be perceived as appealing through the tourists.

All the tourist locations encompass precise physical, natural, and cultural belongings which are specific, exquisite and not replaceable, those identical factors function the underlying basis for their beauty. Attractiveness of a destination refers to the evaluations of tourists to a vacation spot and its perceived capacity to fulfill their wishes.

On the other hand, direction signs to show around the attraction are clear and helpful (3.51) the item that the physical facilities offered are well-maintained and in good condition (3.50) and the least mean (3.48) is that the staffs are presentable and easily identified.

Most of the nature-based attraction in Batangas provides a meaningful experience to the tourists for instance, it offers facilities readily available for tourists. It provides a different enjoyment and leisure for tourists whenever facilities are well maintained. Some tourist destinations have staff available on site yet there are other places where staff are not present. Staffs have designated uniforms to be easily identified by tourists whenever they need help or instructions. They also serve as the personal walking map of the tourists whenever they are in a destination. The presence of the staffs makes it much easier for the tourists to be assisted and secured throughout their travel. It adds another point of satisfaction when the staffs are easily identified and presentable in a destination making the tourists’ experiences smooth flowing and much memorable.

According to Sharma (2014), a guide or staff may be a person who leads groups of vacationers around a city or place and takes them around to numerous tourists spots of significance and gives a piece of writing on the records and special options of the scenario. The tour lasts from as little or no as 10-15 minutes
to extended intervals of the numerous days. Huge significance is placed at the tour guide's facts of local memories, records and way of life as he's predicted to give out the correct information and data to tourists.

Table 4. Assessment of Tourists’ Travel Experiences as to Price

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The entry price is reasonable</td>
<td>3.41</td>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>2. Level of prices for services provided on the site is acceptable</td>
<td>3.43</td>
<td>Agree</td>
<td>3</td>
</tr>
<tr>
<td>3. There is no price discrimination at the site</td>
<td>3.44</td>
<td>Agree</td>
<td>1.5</td>
</tr>
<tr>
<td>4. The site offers value for money</td>
<td>3.44</td>
<td>Agree</td>
<td>1.5</td>
</tr>
<tr>
<td>Composite Mean</td>
<td>3.43</td>
<td>Agree</td>
<td></td>
</tr>
</tbody>
</table>

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 4 presents the respondents’ assessment on their travel experiences as to price. The composite mean of 3.43 indicates that they agreed on the above indicators. Among the items cited, site offers value for money and there is no price discrimination at the site got the highest weighted mean of 3.44 and rated agree. It was followed by level of prices for services provided on the site is acceptable with a weighted mean of 3.43 and also rated agree.

Most of the nature-based tourist sites have free entrance that makes the tourists much more excited to visit the place. While other tourist sites need to maintain the good condition of the area and offering facilities worth the penny to spend. In Mabini, Mt. Gulugod Baboy offers camping tents for rent with a very decent price. Some nature-based destination really offers great facilities that are worth their payment. In Nasugbu, since Fortune Island is 1 hour away boat ride from the port, it is quite pricey for the back and forth boat ride along with the entrance fee in the island, but it’s worth it. For some nature based attractions such as Manabu Peak in Sto. Tomas and Nalayag Rock Formation in Lobo, the registration fee ranges from 20 to 40 pesos and the tour guide costs up to 500 pesos per group. It is reasonable for the tourist to pay a fair price as long as it gives a full enjoyment and relaxation for his/her stay.

As stated by Goral (2017) destination competitiveness is the capability of a destination supplying items and services that display better performance than other destinations with its tourism experience. In different phases, tourism competitiveness is a potential to make views of destinations with the quality and appealing services for tourists endowing the price competitiveness of a place.

However, the entry price is reasonable (3.41) got the least mean. Prices in a tourist sites sometimes becomes a major issue for the tourist. People want something to experience and explore a place without paying out a huge or small amount of money.

The entrance for a nature-based tourist site has been an issue for every tourist at one point of their lives. People believe that natural attractions should be given the opportunity to be viewed and discovered freely. However, some nature-based tourist destination needs to maintain and sustain their place with the help of entrance fee or registration fee. The prices in nature-based tourist destinations are well presented there with a good purpose for the enhancement of the place for future use. A nature-based destination should always put out a reasonable price of entry fee where it will be worth every penny and coins.

According to Goats on the Road (2015), there should not be tourist pricing. Despite the fact that it’s just a few cents more, there’s just no need for it. Countries and their governments need to sense honored that
foreigners need to travel miles to see their beautiful attractions and stare upon their remarkable websites. The tourist attractions need to be recognized, not taken advantage of.

Table 5. Assessment of Tourists’ Travel Experiences as to Communication

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. There is availability of brochures in English and/or Tagalog of the attraction</td>
<td>3.25</td>
<td>Agree</td>
<td>5</td>
</tr>
<tr>
<td>2. The information offered is sufficiently detailed to enjoy the attraction</td>
<td>3.40</td>
<td>Agree</td>
<td>3</td>
</tr>
<tr>
<td>3. Information about forbidden and limited behaviors at the attraction are provided</td>
<td>3.41</td>
<td>Agree</td>
<td>2</td>
</tr>
<tr>
<td>4. Foreign language leaflets are helpful</td>
<td>3.31</td>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>5. There is a need to have guides in order to obtain relevant explanation</td>
<td>3.48</td>
<td>Agree</td>
<td>1</td>
</tr>
</tbody>
</table>

| Composite Mean | 3.37 | Agree |

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 5 presents the respondents’ assessment on their travel experiences as to communication. The composite mean of 3.37 indicates that they agreed on the above indicators. Among the items cited, there is a need to have guides in order to obtain relevant explanation got the highest weighted mean (3.48) and rated Agree. It was followed by information about forbidden and limited behaviors at the attraction are provided (3.41) and rated agree. The results is followed by the information offered is sufficient detailed to enjoy the attraction with a weighted mean of 3.40 and rated agree.

A guide plays a major role in the tourism industry since tourists need to have a clear picture of the attraction and its offerings, laws, rules and regulations and other expected behavioral patterns. Just like in Cuenca, Batangas the tourist interviewed said that it is important to have guides in order to obtain relevant explanation because they are the ones who are more knowledgeable about the place. Moreover, they have the ability to help travelers understand the culture of the region or a place and the way of life of its inhabitants and to transform the tourist visit into an unforgettable experience. It is also good to have guides who are originally born in the municipality of the attraction. They can provide information that can easily be understood by the tourists as this information are also based on their experiences since they are the locals in the destination they are marketing.

In the study of Kuo, Chang, Cheng and Lin (2016), guide interpretation has an influence on tourist satisfaction, and that tourist satisfaction in turn influences destination loyalty. Destination loyalty is also indirectly influenced by tour guide interpretation through tourist satisfaction. Key findings include correlations between tour guide interpretation and tourist satisfaction as well as tourist satisfaction and destination loyalty, which are stronger for tourists who perceive a high degree of playfulness and flow in their tourism experience.

However, items such as foreign language leaflets are helpful (3.31) and availability of brochures in English and/or Tagalog of the attraction (3.25) obtained the lowest mean value and rated the least.

In the tourism industry hard copy brochures and flyers are still important. A brochure serves as a perfect introduction to the tourist attraction and most of the time, when tourists are at a destination they still like something they can carry with them. Some tourist attractions have an available brochure for the tourists yet in other places like Mt. Gulugod Baboy in Mabini, Batangas, brochure and flyers are not present.
Therefore, among tourists who have never visited a given destination, a brochure can be very effective at positively influencing their level of interest.

According to Singh (2016), Printing in advertising is a form of communication that is meant to drive customers to purchase or consume the goods that are being sold just like in brochures; it sells mainly the tourist attraction. Moreover, it plays a very important role in business promotions because it creates awareness among the consumers about the products and the services available in the market, it develops the image of the product in the minds of the customer and lastly, it can help in increasing the sales of the company which directly leads to the business promotions.

Table 6. Assessment of Tourists’ Travel Experiences as to Assurance

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A feeling of safety and security at the attraction site</td>
<td>3.62</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
<tr>
<td>2. There are sufficient places to sit and relax</td>
<td>3.65</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>3. Attraction is easily accessible for everyone (roads, transport and signage)</td>
<td>3.49</td>
<td>Agree</td>
<td>3</td>
</tr>
<tr>
<td>4. There is enough parking available</td>
<td>3.29</td>
<td>Agree</td>
<td>4</td>
</tr>
</tbody>
</table>

Composite Mean: 3.51 Strongly Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 6 presents the Assessment of tourists’ travel experience as to Assurance. The overall composite mean of 3.51 indicates that they strongly agree on the above indicators. Among the items cited, there is sufficient places to sit and relax got the highest weighted mean of 3.65 and rated strongly agree. It was followed by, a feeling of safety and security at the attraction site with 3.62 weighted mean and rated strongly agree. They also agreed that attraction is easily accessible for everyone with 3.49 weighted mean score. This means that the respondents assessed that the tourist attractions able to provide sufficient place for the tourists to sit and relax and make sure that they feel comfortable during their visit at the attraction.

The overall satisfaction from visitors who have a certain level of attachment with the places they’ve visited could be referred to as relevant points in regenerating places. The comfort of experiencing the place either by vehicles or on foot need to be ensured by providing complete and up to date tourist facilities; integrating more softscape, trees and greenery along the visitor's movement and destinations. The accessibility along the pedestrian network will support more tourist-friendly environment that connects the visitors with other attractions in the city center (Ujang, Moulay & Zakaria 2018).

However, there is enough parking available (3.29) got the least mean. Parking spaces in a tourist attraction sometimes becomes a big issue for the tourists. Most of them are demanding when it comes to where to secure the safety of their vehicles.

This means that most of the nature-based tourist attractions do not have enough parking spaces for the tourists. There should be a place allotted for them during their holiday vacation because it is important for them to secure the safety of their own vehicle without worrying while they are enjoying their tour.

The common problem in most urban which especially occurs in popular and well-travelled places like shopping complexes, stadiums and other well-travelled areas or tourist attraction spots is finding a vacant parking space. Intelligent Parking Service is a part of Intelligent Transportation Systems (ITS). There is a dire need for a secure, efficient, intelligent, and reliable system which can be used for searching the
unoccupied parking facility, guidance towards the parking facility, negotiation of the parking fee, along with the proper management of the parking facility. (Kharde, Pal & Kawle 2016).

### Table 7. Assessment of Tourists’ Travel Experiences as to Empathy

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personal attention is provided to visitors when needed</td>
<td>3.59</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
<tr>
<td>2. The facilities and equipment offered are at convenient location</td>
<td>3.52</td>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>3. There is a good viewing and comfortable facilities available</td>
<td>3.68</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>4. The site considers needs for elderly and disable visitors</td>
<td>3.42</td>
<td>Agree</td>
<td>4</td>
</tr>
</tbody>
</table>

**Composite Mean**

| 3.55 | Strongly Agree |

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 7 presents the Assessment of tourists’ travel experience as to Empathy. The overall composite mean of 3.55 indicates that they strongly agreed on the above indicators. Among the items cited, there is a good viewing and comfortable facilities available got the highest weighted mean of 3.68 and rated strongly agree. It was followed by, personal attention is provided to the visitors when needed with 3.59 weighted mean and rated strongly agree. The results are followed by the facilities and equipment offered are at convenient location with a weighted mean of 3.52 and rated strongly agree.

The respondents assessed that the nature-based tourist attractions offer good viewing and comfortable facilities available that create a big impact on the destination because there’s a high chance that the tourists will revisit and look forward to a more satisfactory revisit to the destination. A tourist from Nasugbu, Batangas asked during a survey, was very satisfied with the facilities that the tourist attraction have and she was then surprised how relaxing it is. The services and facilities in a destination is a big factor which affect the success of a business because they are the tourists’ basis in evaluating the whole destination especially in the hospitality industry. Here in Batangas, there are destinations which offer products that truly affect the visitor’s satisfaction. It is important to have good facilities, services and ethical considerations in a site because these would lead to their decisions in visiting the place more often.

Creative tourists’ experience is a good predictor of their memories. Having comfortable facilities in the attraction gives a positive outlook for the tourist about their overall satisfaction in the tourist destination. (Ali, Ryu & Hussain 2016).

Prayag, Hosany, Muskat, and Del Chiappa (2017) also said that the overall image of the tourist attraction has a positive influence on tourist satisfaction and intention to recommend it to their friends and families and as well as to other people who haven’t visited the place.

However, the site considers needs for elderly and disable visitors (3.42) got the least mean with a verbal interpretation of Agree.

Tourism industry has been paying more attention on the needs and requests of tourists with disabilities, recognizing that those people have the same needs and desires for tourism as others. Some people with disabilities want to travel but are constrained because the facilities needed in able to enjoy the place in an easier way for the people with disabilities. Some of these are wheelchairs which can transfer them from place to place. This is a common tool for the PWDs in enable for them to appreciate the destination even if
they have disabilities. Another are the comfort rooms especially designed for them which have handles they can use for their comfort.

The lack of facilities provided especially for the disable people has hindered its future prospects to become globally popular. The national heritage should be viewed, explored and enjoyed by everybody without discriminating anyone even the persons with disability. Insufficient of provision for disable facilities in heritage act has caused barrier to the disable people to enjoy and visit the heritage sites. (Zahari, Harun, Ahmad, Zawawi, & Salim 2016)

Table 8. Assessment of Tourists’ Travel Experiences as to Natural Resources

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. There are rare fauna and flora at the attraction</td>
<td>3.45</td>
<td>Agree</td>
<td>5.5</td>
</tr>
<tr>
<td>2. The attraction is a tranquil rest area</td>
<td>3.54</td>
<td>Strongly Agree</td>
<td>4</td>
</tr>
<tr>
<td>3. The site is unique and authentic</td>
<td>3.56</td>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>4. It is a very knowledgeable site for visitors</td>
<td>3.60</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>5. The site is free from air and noise pollution</td>
<td>3.57</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
<tr>
<td>6. There are large variety of species</td>
<td>3.40</td>
<td>Agree</td>
<td>7</td>
</tr>
<tr>
<td>7. It is a wilderness and unspoiled area</td>
<td>3.45</td>
<td>Agree</td>
<td>5.5</td>
</tr>
</tbody>
</table>

| Composite Mean | 3.51 | Strongly Agree |

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 8 below presents the assessment of tourists’ travel experiences as to natural resources. The composite mean of 3.51 indicates that they strongly agree on the above indicators. Among the items cited, It is a very knowledgeable site for visitors got the highest weighted mean of 3.60 and rated strongly agree. It was followed by the site is free from air and noise pollution with a weighted mean of 3.57 and rated strongly agree. The results are followed by the site is unique and authentic with a weighted mean of 3.56 and rated strongly agree.

Activities can contribute to the tourists to become more knowledgeable about the site. Tourists prefer to go sight-seeing, scuba diving, camping and some of the tourists choose to hike. Through hiking, tourists become knowledgeable because they already experience how the trail can be accessible and by viewing the beauty of the nature from above, they can easily access what kind of situation the environment that they are exposed to.

According to Chubchuwong, Beise-Zee & Speece (2015) based on their study, the tourists’ pro-environment point of view can be improved through obtaining sentimental attachment towards the place and more involvement in the nature-based tourism activities. On the other hand, their response towards nature can be improve by proper provision of nature friendly tourism products, facilities and information.

However, indicators such as there are rare fauna and flora at the attraction (3.45), it is a wilderness and unspoiled area (3.45) and there are large variety of species (3.40) obtained the lowest weighted mean value and rated the least.

There were wide variety of flora and fauna that can be seen easily in every destination. The animals living in the environment form a good impact to impress the tourists. It is a factor that can lift up the tourist arrival of a destination.
As stated by Aslam and Ameta (2018), study found out that more tourists will be encouraged to visit a place with a peaceful environment. It was concluded that proper maintenance in managing resources and restricting the tourist number below its carrying capacity of a certain destination can contribute in protecting the species living in the environment.

Table 9. Summary Table on the Assessment of Tourists’ Travel Experiences

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness</td>
<td>3.55</td>
<td>Strongly Agree</td>
<td>1.5</td>
</tr>
<tr>
<td>Tangibles</td>
<td>3.54</td>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>Communication</td>
<td>3.43</td>
<td>Agree</td>
<td>6</td>
</tr>
<tr>
<td>Price</td>
<td>3.37</td>
<td>Agree</td>
<td>7</td>
</tr>
<tr>
<td>Assurance</td>
<td>3.51</td>
<td>Strongly Agree</td>
<td>4.5</td>
</tr>
<tr>
<td>Empathy</td>
<td>3.55</td>
<td>Strongly Agree</td>
<td>1.5</td>
</tr>
<tr>
<td>Natural Resources</td>
<td>3.51</td>
<td>Strongly Agree</td>
<td>4.5</td>
</tr>
</tbody>
</table>

**Composite Mean 3.49 Agree**

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 9 shows the summary table on the assessment of tourists’ travel experiences. It reveals that responsiveness, empathy and tangibles should be more considered among the other dimensions of service qualities. Based on the results of the survey, an understanding regarding the top-ranked service qualities is that the tourists admire the staffs the most when such qualities are present. The aforementioned dimensions of service qualities are rated as Strongly Agree with a weighted mean of 3.50 to 4.00.

With a weighted mean of 3.54, tangibles must be taken into consideration for tourist satisfaction. The tourists expect the environment to be attractive. In order to improve the ambiance of the attraction, the staffs should implement programs that can help provide cleanliness and orderliness of the destination.

Responsiveness is a major factor on the things that are needed in the nature-based destinations. The staffs should be welcoming and accommodating to the arriving tourists in the nature-based destination. Also, the former should be polite and helpful at all times. The tourists would admire such acts, as they love to be accommodated and feel respected during their travel experience like in Ang Pulo in Talisay. There are highly-equipped and prepared tour guides in assisting the tourists and travelers of the said nature-based attraction.

In this way, firms with unrivaled client introduction may accomplish prevalent execution since they have a more noteworthy comprehension of clients' communicated and inert needs and how to react to these necessities. (Ziggers & Henseler, 2016)

Most tourists nowadays are highly concerned for the physicality of the nature-based attraction. They aspire such to have a good viewing in order to capture the scenery for them to share it through social media like in Fortune Island in Nasugbu. With that being said, it can be considered as a way of promoting the destination with the minimal efforts of the staffs, and others might consider visiting the destination. Also, establishing rapport with the tourists would provide extra appreciation for the staffs and the destination as well.

Empathetic reactions can facilitate clients' indignation and disappointment by communicating that the association comprehends their dissatisfaction and outrage. Conversely, reactions without sympathy sound
conventional and programmed. Empathy can be accomplished by demonstrating that the association comprehends the feeling of whining clients. In like manner, the estimation of summarizing or rethinking a client’s grievance exhibits a grip of the clients’ circumstance. (Min & Magnini, 2015)

On the other hand, Table 2.8 also reveals the bottom-ranked service qualities which are assurance, natural resources, communication and price. It does not necessarily mean that such qualities be ignored, as they can still contribute to the tourists’ satisfaction. The aforementioned dimensions of service qualities are either rated as Agree or Strongly Agree.

Assurance and natural resources both attained a weighted mean of 3.51, yet they are among the least considerations of the tourists. Both dimensions of service qualities are rated as Strongly Agree. Based on our interpretation, it could be that such qualities are underwhelming with the presence of other qualities which are responsiveness & empathy by both attaining a weighted mean of 3.55 and tangibles by attaining a weighted mean of 3.54. Also, most tourists don’t need to be assisted at all times, for as long as there are sufficient security and places to feel safe and comfortable.

Moreover, communication is also among the bottom-ranked service qualities with a weighted mean of 3.43. As long as the tourists are well-informed about the attraction and its relevant information, they don’t feel the need to be guided at all during their travel experience. Also, with the information offered in detail, it could enhance the enjoyment of the tourists at the destination.

Price is at the least of the tourists’ concern on the nature-based attraction. Just like in Mt. Gulugod Baboy in Mabini and in Mt. Batulao in Nasugbu, there are no entrance fees but are required to pay a small amount for the environmental fee. The demands of the management of the destination on their products and services offered wouldn’t be a problem for the tourists. Also, if the service and hospitality of the staffs are well appreciated by the tourists, they would be even given extra money or tips for such.

Sensible price is utilized as a marker of the "adequate" dimension of penance a purchaser is set up to make to get the advantages of a travel industry experience. (Dwyer, Forsyth, & Rao, 2002)

Table 10 below shows how the assessment of the respondents’ loyalty intention to the attractions in Batangas Province. The composite mean of 3.65 indicates that they strongly agree on the above indicators. Among the items cited, I will recommend this attraction to friends and relatives got the highest weighted mean of 3.66 and rated strongly agree. It was followed by I will revisit this attraction again with a weighted mean of 3.63 and rated strongly agree.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I will recommend this attraction to friends and relatives</td>
<td>3.66</td>
<td>Strongly Agree</td>
<td>1</td>
</tr>
<tr>
<td>2. I will revisit this attraction again</td>
<td>3.63</td>
<td>Strongly Agree</td>
<td>2</td>
</tr>
<tr>
<td><strong>Composite Mean</strong></td>
<td><strong>3.65</strong></td>
<td><strong>Strongly Agree</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The loyal tourist gives other possible tourist and influence them to go in a certain attraction as strong foundation in marketing by suggesting and by telling their satisfaction on that attraction. A site must establish an excellent service to the tourists to be able to get many tourists. Generally, all the respondents are willing
to help to promote their own attraction that they have visited. Loyal tourists will give a positive feedback that’s because they already experience and feel the service of the attraction. Accommodating the tourists with a genuine care attached to each service means a lot to a tourist. It will give a good impression that will be a reason for an attraction to visit again.

Recommendations by a satisfied tourist who has already visited a destination give a positive influence for other to visit. It gives a good impression that will be a reason for an attraction to be visited again that’s because they have experienced and feel the service of the attraction. The destination had established an excellent service to the tourists to be able to accommodate more tourists. As stated by Lee & Jan (2015), they concluded that if a person joins actively in a nature-based activities, these leisure activities that they have experienced will have an impact to build up their concern, behavior, attitude towards the environment and become environmentally responsible tourists.

Table 11. Visitor Over-all Satisfaction

<table>
<thead>
<tr>
<th>Indicators</th>
<th>WM</th>
<th>VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with the services provided by the NBTA</td>
<td>3.65</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 11 presents the visitors’ over-all satisfaction. The weighted mean 3.65 shows that they strongly agree with item cited, I am satisfied with the services provided by the NBTA. Satisfying a visitor in one attraction means a lot to the province’s image. Providing high standards in handling every service or accommodation is a factor that will satisfy the over-all satisfaction of the visitor. The visitor’s preferences can affect for them to satisfy. The service can be unsatisfactory or substandard if service provider did not improve the skills that they have in handling visitors. Offering new activities and facilities with a different twist could gain more visitors. The person’s personality and preferences are some of the factors that can influence the activity that they want in a certain attraction.

According to Ozturk & Gogtas (2016), the satisfaction with the elements such as the transportation of the visitors, their safety and the price which greatly affect the over-all satisfaction of an attraction, while satisfaction with some kind of activities like sightseeing or on-shore activities are not that effective in this generation.

Table 12 below shows the relationship between the two topics which are the travel experiences and loyalty intentions of the tourists. It has the result of a moderate correlation and the resulted p-values were all less that 0.01 alpha level. This means that the destinations here in Batangas offer a good relationship with their tourists and the better the experiences, the more the respondents are loyal to visit the place. Tangibles got the highest r-value among all the variables which got a value of 0.609, p-value of 0 and an interpretation of highly significant.

Table 12. Relationship Between Assessment of Tourists’ Travel Experiences and Loyalty Intentions

<table>
<thead>
<tr>
<th></th>
<th>r-value</th>
<th>p-value</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness</td>
<td>.555**</td>
<td>0.000</td>
<td>Highly Significant</td>
</tr>
<tr>
<td>Tangibles</td>
<td>.609**</td>
<td>0.000</td>
<td>Highly Significant</td>
</tr>
</tbody>
</table>
This means that the respondents were satisfied with the facilities and services that the Batangas destinations offer. Aside from that, the tourists find the destination itself as a good attraction for them to relax and enjoy at the same time. This can possibly result to their satisfaction and can make them come back to the destinations here in Batangas.

According to Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu (2016), tangibles have a strategic role that affects the loyalty within the destination. The quality of tangibles acts as a factor that develops the branding of a particular company or destination. Upon assessing the experiences that the tourists have in a destination, they were able to decide if they will be revisiting the place or suggest it to other tourists. Tangible affects the travel experiences and affects the tourists to their future decisional behavior intentions as it also shapes the destination selection criteria of the tourists.

Another variable which also got an interpretation of highly significant, the r-value of 0.555 and p-value of 0 is the responsiveness of the staffs in the particular destinations.

This means that the tourists were amazed by the responsiveness in the destination they had visited as the staffs cater everything they need including responses to simple questions they ask in able for them to feel welcome and knowledgeable about the place. This is a good indicator that the destinations here in Batangas are significantly responsible of their guests and cater to all their needs.

The variable in the third rank is the natural resources which also got an interpretation of highly significant, r-value of 0.515 and 0 p-value. This means that the destinations here in Batangas are sustained and the flora and fauna are still visible in the eyes of the consumers. It is a good indicator that the natural attractions here in Batangas are still existing and have not completely vanished.

At the fourth spot is the variable communication. This also got an interpretation of highly significant, r-value of 0.512 and 0 p-value. This means that the communication in Batangas destinations are in a good condition. This also means that there is a positive effect of communication in the destinations and the people are able to express their concerns freely. It is a good example that shows how hospitable the Batanguenos are. Good communication is important to maintain in able for the tourists to feel welcome in the place.

According to Toelkes (2018), communication is considered as a systematic approach that is focused on marketing green hotels and the sustainability of an environment. In able to come up with the best results, communication is one of the most important thing that every business must have to develop a good relationship with the tourists and consumers. It may also result to a positive or negative consumer reactions that would surely affect the whole company.

Empathy was next to the ranking after the communication. This also got an interpretation of highly significant which means that the empathy in the destinations here in Batangas is given importance. This also got the r-value of 0.487 and p-value of 0. This means that people are satisfied with the services and facilities catered in a specific destination. They also feel welcome in the destinations as they are given the equal rights
and togetherness with the staffs as well as the place they are visiting which can also contribute to their overall experiences in the particular site.

According to Crossley (2017), empathy is a factor that contributes to the interrelated social of an individual which is a result that affects the ideological and psychological functions of an individual. Empathy is important as it shows the idea of being hospitable for the consumers of a particular product.

Second to the last is the assurance with the r-value of 0.484, 0 p-value and also got an interpretation of highly significant. This means that the Batangas destinations are safe, comfortable to stay and provides the common facilities that a tourist needs including the parking spaces and benches to sit. The sites are also accessible as it shows sign boards that made the trip going to a destination easier.

According to Cabral (2016), San Juan in Batangas is one the best places here in the Province as it caters the needs of the beach lovers because of its world-class white sand beaches. Aside from those natural attractions, San Juan is also a safe place because the leaders in the town are knowledgeable enough on the natural and human induced disasters such as flood, fire, typhoon, landslide, and earthquake.

The last in the ranking yet got the interpretation of highly significant is the price which got the r-value of 0.424 and also, the p-value of 0. This means that the destinations here in the province offers fair prices in every goods or services they are catering. Price is one of the indicators in the industry that affects the tourists’ experiences as it includes the means of money and value of the product that the tourists are consuming. Aside from that, most of the tourists nowadays don’t care about the money they are paying as long as they get the service they want.

According to Aceron, Del Mundo, Restar, and Villanueva (2018), millennial consumers preferred more of the luxury travel than the cheaper ones. As most of the respondents of this study are millennials, the price doesn’t greatly affect the tourists’ experiences and their loyalty to the Batangas destinations. However, to be able to see the fair pricing, the price must be immeasurable to the service or facility that the tourists are experiencing.

Responsiveness is highly significant in terms of visitor satisfaction. It means that the staff of the destination values their visitors like the travelers, tourists and other people visiting the destination. Also, responsiveness of the staffs of the destinations really puts an impact to the tourist experience.

Keeping your clients’ delight is the way to guaranteeing customer patronage. Neglecting to fulfill time constraints or disregarding client request can expand customer disappointment with the organization and guide/urge them to examine rivals' administration. At the point when client responsiveness is a need, you’ll see that chances to serve your customer's expansion, while issues and administration issues decline. (Orel & Kara, 2014).

| Table 13. Relationship Between Assessment of Tourists’ Travel Experiences and Visitor Satisfaction |
|----------------------------------|--------|--------|--------------------------|
| Responsiveness                   | .523** | 0.000  | Highly Significant        |
| Tangibles                        | .502** | 0.000  | Highly Significant        |
| Communication                    | .448** | 0.000  | Highly Significant        |
| Price                            | .412** | 0.000  | Highly Significant        |
| Assurance                        | .492** | 0.000  | Highly Significant        |

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Empathy .434** 0.000 Highly Significant
Natural Resources .468** 0.000 Highly Significant

Legend: Significant at p-value < 0.01

Tangibles are also one of the indicators that is highly significant. For better experience of the destination, tangibles give you assurance of having the proper facilities and equipment needed to boost the needs for the tourist experience. Izogo & Ogba (2015) argued that specialist organizations should advance a large portion of their endeavors on dealing with the outside appearances of their physical offices, hardware, work force, and correspondence materials. Tangibles are also an important factor for the satisfaction of customers. It would be convenient for them if they had every access to the physical resources that would be useful for their travel experience.

Price is exceedingly huge as far as guest fulfillment. Some of the tourists are price conscious so they value they want to see if the price is worth the experience. Price can really affect visitor satisfaction because price and money factors in improving the destination and the sustainability of the experience being offered.

According to Han and Hyun (2015), price is an undeniably indispensable theme in the friendliness/the travel industry. Prices for the products or services should be reasonable enough to justify the wants and needs of the travelers. Also, the management should not add extra charges to their products or services for the reason that customers should not be limited to the accessibility of some resources that could be convenient for them.

Communication is highly significant to the extent of visitor satisfaction. The destination is open to the public so that a lot of people with different cultures go to the destination for the experience of a lifetime. Foreign tourists and the likes visit destinations that they like in their preference. Providing necessary equipment such as brochures can enhance their experience at the destination because they understand the specific rules and regulations in the attraction. It is one thing that is recognized by means which both people and organization survive (Munson, nd). An effective interaction with customers will greatly affect their travel experience with information regarding the destination as a foundation of their services and also additional knowledge on foreign languages that can help improve customer satisfaction.

In terms of visitor satisfaction, assurance is also highly significant. The safety and security of the visitors, tourists and travellers are very important since they are the main concern of the management of the destination. Assurance is one of the factors that tourists are considering to have quality experience. This dimension is probably going to be especially significant for the administrations that the clients see as including high rising as well as about which they feel dubious about the capacity to assess. Trust and certainty might be encapsulated in the individual who interfaces the client to the organization, for instance, the promoting office. Along these lines, workers know about the significance to make trust and certainty from the clients to increase the upper hand and for clients' devotion.

With the right mixture of safety, security and accessibility, assurance will be achieved (Misrahi, 2015). If the customers feel safe, secured and has access to every products or services that will make them comfortable, they would be highly satisfied with the experience. Also, the staffs should assure the customers that they have the capabilities to address their concerns and needs for the satisfaction of their travel experience.
Empathy is highly significant in terms of visitor satisfaction. In some countries, it is essential to provide individual attention to show to the customer that the company does best to satisfy his needs. Empathy is an additional plus that the trust and confidence of the customers and at the same time increase the loyalty. Empathy can harness extra ethical relations between hosts and guests due to the fact of its ability to open new forms of inter-subjective understanding (Zamanillo & Cheer 2019). The staffs should be able to promote convenience to the destination for other tourists that are needing personal attention.

In natural resources, it is also highly significant in terms of visitor satisfaction. Tourists and travelers that seek environmental need, nature-based destinations are highly recommended. Their interaction with nature and the environment can affect their need for self-actualization. Some of the tourists and travelers do not enjoy the hustle and bustle of the city so they go to rural places like mountains to hike or trek and fulfill their interaction with nature.

Natural resources provide a significant benefit, stimulating sustainable development. Resource development can also make notable adverse environmental impacts such as climate change that need to be mitigated through strict environmental policies (Gunton, 2016). In order to maintain an environment-friendly destination, the staffs must implement environmental policies that can influence the tourists to care of the environment. With that being said, it will also help improve their satisfaction regarding the travel experiences.

<table>
<thead>
<tr>
<th>Table 14. Proposed Action Plan to Improve Nature-Based Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Results Area/ Objectives</strong></td>
</tr>
<tr>
<td>RESPONSIVENESS</td>
</tr>
<tr>
<td>To open the attraction at convenient hours</td>
</tr>
<tr>
<td>TANGIBLES</td>
</tr>
<tr>
<td>To require the staff to be presentable and easily identified</td>
</tr>
<tr>
<td>PRICE</td>
</tr>
<tr>
<td>To come up with a competitive price on the nature-based products and services</td>
</tr>
<tr>
<td>COMMUNICATION</td>
</tr>
<tr>
<td>To provide the availability of brochures in English and/or Tagalog of the attraction</td>
</tr>
<tr>
<td>ASSURANCE</td>
</tr>
<tr>
<td>To ensure that there is enough parking available</td>
</tr>
<tr>
<td>EMPATHY</td>
</tr>
</tbody>
</table>
To consider the needs for elderly and disable visitors

<table>
<thead>
<tr>
<th>NATURAL RESOURCES</th>
<th>Plan a program that will help the destination to showcase more variety of species that can attract tourists.</th>
<th>Influx of tourists and in demand visitations.</th>
</tr>
</thead>
</table>
To sustain large variety of species

CONCLUSIONS

Majority of the respondents are females, belong to the age group of 20 years old and above, single and are considered as locals. Most of the subjects were strongly agreed by the tourists except the price, communication and experiences travel experiences that differs and resulted to a not so high evaluation. The better the nature-based experiences, the better is the tourist satisfaction and loyalty intention. A plan of action was proposed to improve the nature-based tourists’ experience in Batangas destinations in terms of responsiveness, tangibles, price, communication, assurance, empathy and natural resources.

RECOMMENDATIONS

The organization of the place or attractions must continuously focus on the development of the tourist attraction and introduce innovations of the nature-based destinations in Batangas. Provide rules and regulations for the tourists and travelers to follow so that their actions can contribute to the sustainability of the destination for the future generation. The Department of Tourism, including its provincial offices, may conduct support activities to help tourism service providers understand and prepare implications. Proposed action plan may be implemented to enhance the tourists’ experiences in Batangas destinations. Further study is recommended for the continuous update on the information regarding the topic. They can improve their study by considering other dimensions of service qualities that will help improve customer satisfaction. More so, expand the targeted audience for the topic in order to provide more useful information regarding their study.

REFERENCES


Greentumble (2016), Environmental Impacts of Tourism, retrieved from greentumble.com


