

# Quality of Tourism Destinations in Sorsogon: Evidence from Local Tourists

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## ABSTRACT

This study explored the Quality of Tourism Destinations in Sorsogon coming from local tourists across three dimensions: Service Quality, Destination Features, and Quality of Experience. A quantitative approach was used and a descriptive research design to address both research objectives: Demographic Profile & Quality of Tourism Destinations. Inferential statistics (ANOVA) for objective 3, which is the Significant Difference of Demographic Profile across the Quality Dimensions. The study involved 385 local tourist respondents of Sorsogon City who completed an adapted survey through Google Forms. A 4-point Likert scale with the descriptors "Strongly Agree," "Agree," "Disagree," and "Strongly Disagree" was used to minimize bias. Findings of the study showed that the overall quality of Tourism Destinations in Sorsogon was described as "Agree," showing that various destinations are seen positively; however, several areas remain mediocre and require further improvement. In terms of the significant difference of the demographic profile across the quality dimensions, the study found that there were more non-significant differences compared to significant ones. These results are very significant to the researchers, residents of Sorsogon, local tourism authorities, and future researchers, as the strengths and weaknesses of Sorsogon's tourism destinations have already given. The findings showed that there is a need for enhancement when it comes to service delivery, punctuality, & accommodation & facilities for the tourists' satisfaction, to attract more tourists, and strengthen tourism-related livelihood opportunities within the province.

**Keywords:** *Destination Features, Quality of Experience, Quality of Tourism Destination, Service Quality.*

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## CHAPTER ONE INTRODUCTION

This includes the background of the study, legal base of the study, Philosophical Underpinnings, and SDGs, theoretical, conceptual framework, synopsis, gap bridged, scope and delimitation, objectives, and definition of terms.

Tourism has always been a relevant subject when it comes to the matter of economic prosperity, as it contributes to job creation, innovation, and investments.

### ➤ *Tourism Destination*

According to UN Tourism, it is a major driver of economic growth, cultural exchange, and even regional development. As tourism continues to grow, understanding the concept of a tourism destination becomes crucial. A tourism destination is broadly defined as a physical space where a visitor or tourists can spend at least one overnight stay (UNWTO). It is the cluster of products, services, activities and experiences. Destinations can vary widely in scale, from entire countries and regions to cities, towns, or even small resorts, and are characterized by their ability to attract and accommodate tourists, often making tourism a dominant economic activity in the area (Staiton, 2023). Given the significance of tourism destinations, the quality of these destinations becomes crucial. It plays an important role in attracting visitors and making sure of their satisfaction, which leads to revisits and positive feedback.

### ➤ *Tourism in Sorsogon*

As one of the progressive and developing tourist destinations, Sorsogon has gathered increasing attention as it offers a different range of tourism destinations—it has been recognized for its various tourism offerings such as ecotourism, heritage sites, and natural attractions. Presented and reported by the Philippine News Agency, tourist arrivals in Sorsogon Rises 138% in 2024, more than doubling compared to 2023. Bobby Gigantone, Sorsogon Tourism officer, said that arrivals went up by 137.91 percent, from 1.2 million tourists in 2023 to 2.86 million tourists in 2024. The 2.73 million were domestic tourists, and 135,712 were foreign tourists. Additionally, local tourism also generated 465,588 jobs, which gave direct and indirect employment opportunities across the province.

Given the fact that Sorsogon City has various tourism destinations, this study focused on the quality of its tourism destinations as perceived by local tourists compared to international tourists. Local tourists may have different priorities and levels of familiarity with regional and local destinations. Through gathering and analyzing local tourists' feedback, this study intended to provide insights for local government units, tourism stakeholders, planners, business and service providers, local tourists, and future researchers in knowing the quality of tourism destinations within Sorsogon. Ultimately, it sought to support and propose the development of responsive and sustainable tourism practices to enhance the quality of tourism destinations, which leads to tourists' satisfaction while preserving the province's natural and cultural heritage.

Moreover, the perception of quality is shaped not only by tangible destination features but also by the overall experience and service interactions perceived by tourists (Mukherjee et al., 2018). Knowing and deeply understanding the perception of local tourists will be a huge advantage for the improvement of tourism offerings, as it will provide valuable insights into different areas of tourism. As the local tourism and the percentage of local tourists continuously grow, it also comes with an important consideration and responsibility to assess if they meet the expectations and needs of the visitors. If they had provided a high-quality destination in all aspects.

### ➤ *Profile of Tourist*

This section includes age, gender, education, family size, monthly household income, and the number of times to travel on vacation. Their findings show that factors such as age, gender, and educational background have a substantial impact on travelers' inclinations to visit certain regions, as well as their overall happiness with the trip (Ma et al., 2018). These factors influence tourists' preferences and choices, as well as the decision-making process when picking urban locations (Almeida, 2020).

- Age - one of the significant factors that affects the preference of a tourist. Young Adults (18-34 years), making up 45% of the arrivals, are attracted to adventure, tourism, cultural experiences, and vibrant city life. Families and couples (35-54 years), representing approximately 40% of visitors, this demographic seeks family-friendly resorts, beach destinations, and cultural tours. Senior Travellers (55+ years) make up about 15% of the visitor demographic, preferring relaxed travel experiences, cultural tours, and wellness retreats.
- Gender - this factor, along with frequency of visits, affects the quality of tourism destinations and tourist satisfaction (Wang et al., 2017).
- Education - education is the process that allows people to acquire knowledge, information, skills, and values (Dohanrey, 2025). According to Castillo (2015), high school graduates are likely to appreciate the distinctiveness of the place more than higher educational attainment.
- Traveller Type - It impacts the personal travel experience through factors such as the availability of the budget, destination distance, and preferences. Type of transportation, and the purpose of their trip. Larger families require a larger budget for their

overall travel expenses, compared to smaller families. In the study of Kara and Mkwizu (2020), it was found that the local tourists have less than 3 children, but most of the respondents or participants were single and travelling for leisure.

- Monthly Household Income - Household income generally refers to the annual gross income of all household members combined. It can include earnings from all sources, such as wages, self-employment income, investment income, and benefits like Social Security (Scott, 2025). Knowing the monthly household income of the tourists is necessary as it determines what kind and standard of travel they can afford.
- Number of times to travel on vacation - The frequency of vacations affects a person's choices in travel by means of providing insights into their behavior and level of engagement. This information will help in segmenting respondents and understanding patterns of satisfaction and loyalty.

➤ *Quality of Tourism Destination*

The perception of quality is shaped not only by tangible destination features but also by the overall experience and service interactions perceived by tourists (Mukherjee et al., 2018). Knowing and deeply understanding the perception of local tourists will be a huge advantage for the improvement of tourism offerings, as it will provide valuable insights into different areas of tourism. As the local tourism and the percentage of local tourists continuously grow, it also comes with an important consideration and responsibility to assess if they meet the expectations and needs of the visitors. If they had provided a high-quality destination in all aspects. Moreover, Ryglová et al. (2017) revealed that 6 dimensions representing the rural destination quality, such as Information and communication, attraction and experience, services, image, transportation, and well-being, impact the visitor's overall satisfaction and loyalty to the destination.

This study assessed the quality of a tourism destination through the destination's quality of service, destination features, and destination experience.

- Service - One of the most important factors affecting tourists' or visitors' satisfaction and the general impression of an attraction. It refers to the degree to which the service meets or exceeds customer expectations, encompassing factors such as reliability, assurance, tangibility, empathy, and responsiveness (Parasuraman et al., 1988). To Sasangko et al. (2025), service quality factors such as responsiveness and communication significantly influence tourist satisfaction and loyalty
- Destination Feature; and- this factor contains eight destination image factors influencing the visit, namely infrastructure, variety seeking, accessibility, local food, atmosphere, environment, price value, and leisure and entertainment (Giao et al., 2020). Visual appeal, first impression, and aesthetic emotion deriving from environmental aesthetics and photographic aesthetics have a positive impact on destination choice ( Deng et al., 2021). Guerrero (2024) shows that the role of local culinary experience shapes the quality of tourism destinations.
- Experience - It refers to the evaluation of a tourist's satisfaction with various aspects of a travel destination. Incorporating and adding cultural events like festivals throughout the travel experience adds value because it allows tourists to interact with the local way of life, customs, and traditions (Althea, 2023).

➤ *Legal Base of the Study*

Stated in the Republic Act No. 9593 (The Tourism Act of 2009), the legal basis in the Philippines focuses on improving the different quality of tourism destinations, such as quality of service, destination features, and quality of experience. The Department of Tourism is ordered by this legal basis to ensure the promotion and regulation of the tourism sector globally. This law primarily focuses on developing and making tourism a priority, leading to job creation and enhancing the economy as a whole.

➤ *SDGs (Sustainable Development Goals)*

Economic Growth and Job Creation (SDG 8) and Cultural Preservation (SDG 11) allow us to understand the valuable meaning of both promoting productive employment and decent jobs, and at the same time, sustainable tourism. The careful development, cultural awareness, and help preserve local traditions. While natural and cultural heritage is an integral part of achieving both protecting and promoting broader sustainable tourism. In addition, the destinations are further developed by well-preserved heritage, which attracts more tourists and increases the local economy.

➤ *Philosophical Underpinnings*

The philosophical underpinnings in the Philippines that shape the quality of tourism when it comes to service, destination features, and experience are hospitality. They have a warm and welcoming way for guests to enhance the service quality of tourism and the experience of the guests in the destination, also resulting in the improvement of the destination's features.

➤ *Framework of the Study*

➤ *Theoretical Framework*

The theoretical Framework for the study “Quality of Tourism Destinations in Sorsogon: Evidence from Local Tourists” examines the SERQUAL and Quality of Destination Features and Experience.

The SERQUAL of Parasuraman et al. (1988) pointed out that there are five components that measure the service quality: assurance, tangibility, reliability, empathy, and responsiveness.

As for Quality of Destination features and Quality of Experience, Mukherjee et al. (2018) identify and develop a scale to measure the Quality of Destination Features and Quality of Experience. The Quality of Destination Features includes the value of money offered, food, transport, accommodation, and attributes. Moreover, Quality of Experience includes emotional responses, uniqueness, climate, and people.

This study's theoretical framework, presented in Figure 1, shows a structured representation of the components needed in assessing the quality of tourism destinations in terms of the service, destination features, and experience.

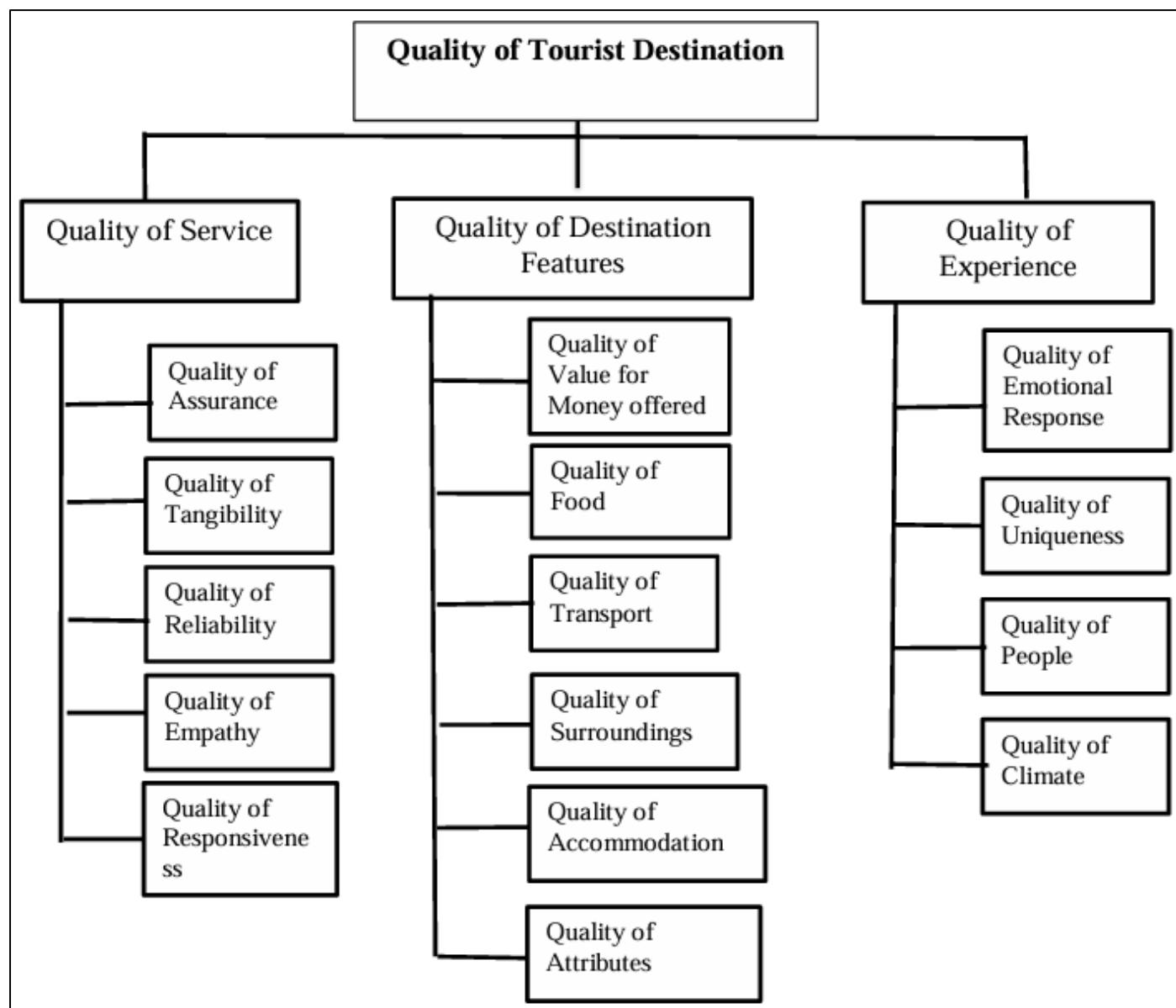


Fig 1 Theoretical Paradigm

#### ➤ *Conceptual Framework*

The conceptual Framework illustrates the expected relationship between variables. It maps out how to understand a research problem and guide the development of research to draw coherent conclusions (Swaeen & George, 2024). This study's conceptual framework, shown in Figure 2, presents a structured representation of the variables and their interrelationships that guide the research. It is organized into three primary components arranged vertically to illustrate the flow and connection of factors influencing the outcomes of the study. The first component focuses on the Demographic Profile, which includes age, gender, education, traveler type, monthly household income, and times of travel. These variables serve as foundational factors that may influence perceptions and behaviors related to tourism. The second component addresses the Quality of Tourism Destination, encompassing three critical dimensions: service quality, destination features, and tourist experience. This segment captures the attributes of the tourism

destination that directly affect visitor satisfaction and engagement. The final component is the Proposed Program or Intervention, which represents the strategies or innovations based on the analysis of demographic profiles and destination quality. This intervention aims to enhance tourism development and address identified gaps or opportunities.

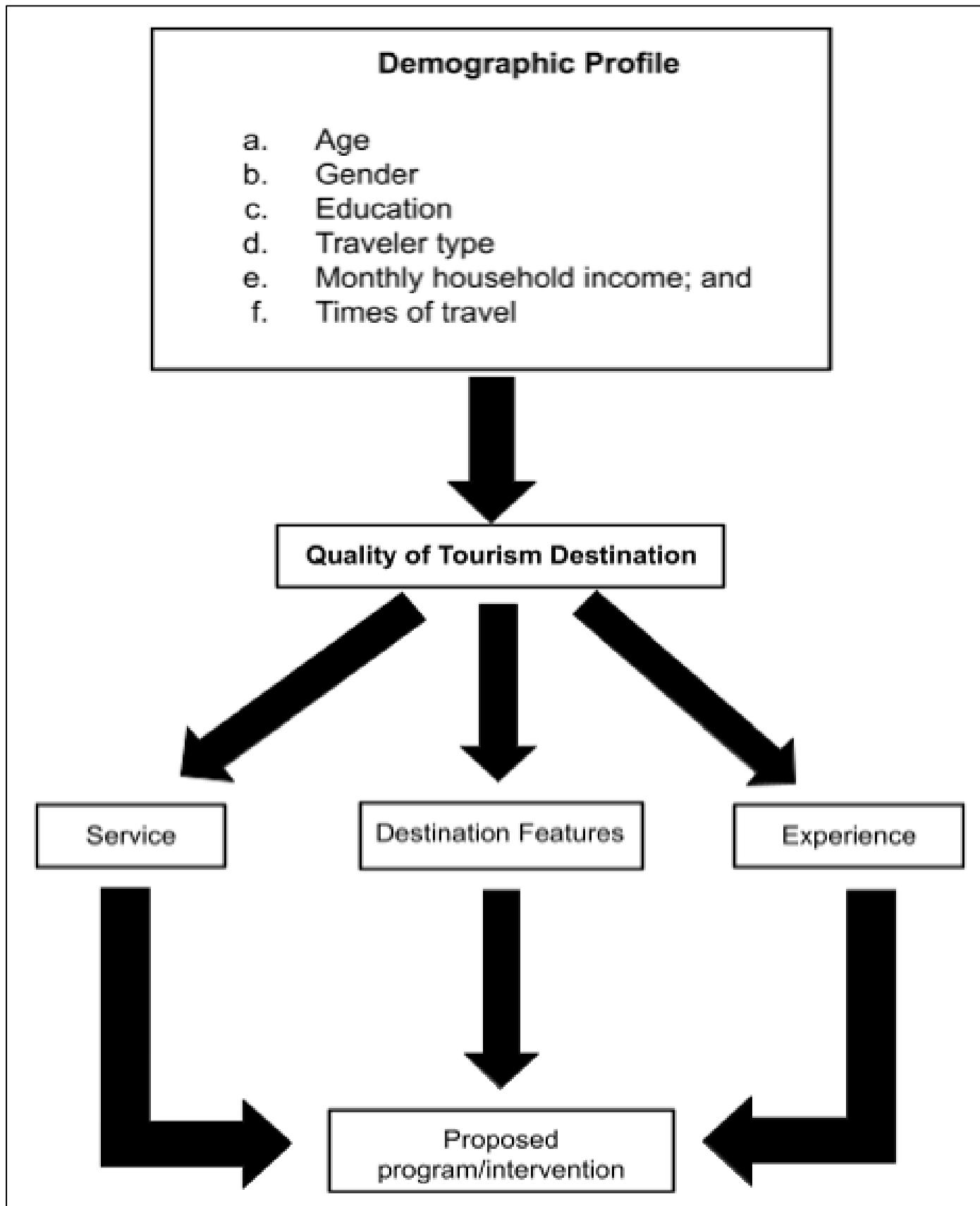


Fig 2 Conceptual Paradigm

➤ *The Present Study*

• *Synopsis*

Several studies stated that age, gender, income, and educational background have a substantial impact on the tourists' preference, engagement with, and inclination to visit the place. It shows that tourists are attracted by the uniqueness of the destination. Females appreciate the place and festival more than males; high school graduates also appreciate the distinctiveness of the place. Younger people often visit the place, and older people like to visit the town and appreciate heritage tourism. Among older tourists, they find factors that have a substantial impact on their satisfaction level, such as accessibility, safety & specialized experiences.

The tourist satisfaction with the quality of the destination has a stronger effect on tourists who visit the place for the first time. One study discovered that the built environment, amateur esthetic images, natural environment, and professional esthetic images can get higher visual appearance, better first impression, and higher processing fluency. Other studies discovered that cultural integration, customs and traditions, and community engagement, like friendliness and responsiveness, will improve the service quality of a certain tourism destination.

Some studies stated that the eight key dimension image factors, such as infrastructure, variety seeking, accessibility, local food, atmosphere, environment, price value, and leisure and entertainment, can enhance the customer service and domestic tourist revisit intent. The tourists are likely to have a positive impression of a spot if they think that the destination features and level of service are satisfactory, outstanding, and unique characteristics to attract both domestic and foreign tourists.

This study focused on the quality of tourism destinations in terms of service, destination features, and experience that are perceived by the local tourists or the residents of Sorsogon City. The study excluded the foreign tourists and other municipalities of Sorsogon.

➤ *Gap Bridged in the Study*

The related literature and studies gathered by the researchers are important in helping to understand the quality of the destination in Sorsogon based on the perception of the local tourists or the residents in Sorsogon City. The studies emphasize the socio-demographic profile of tourists, like age, gender, educational background, and income, that affects their travel to what is the destination quality when it comes to the service, features, and experience they had in the tourist destination. Some literature and studies discussed the factors that can enhance the destination's features and overall experience of the tourist.

While the study offers insightful and valuable information about the profile of tourists and the quality of destination on service, image, features, and experience, there are still gaps to be filled in. There is no further study about the three destination qualities, such as service, destination features, and experience, from the perception or point of view of the residents. And also, there is no record of a study conducted about the three destination qualities in Sorsogon based on the residents in Sorsogon City.

➤ *Scope and Delimitation*

The researchers investigated the quality of tourism destinations according to the local tourists or residents in Sorsogon City. The study examined the local tourists as respondents by their age, gender, education, traveler type, monthly household income, and number of times they travel on vacation. It also sought to know the quality of the tourism destination, specifically on service, destination features, and experience. The study also aimed to determine the significant difference in the demographic profile across the three quality dimensions. The data collection was carried out during the Academic Year 2024-2025.

The study only investigated the residents coming from Sorsogon City, excluding the residents of the remaining 13 municipalities. The researchers only focused on the residents of Sorsogon City who had already travelled around different tourist destinations within Sorsogon. These delimitations are implemented to make sure that the study stays realistic and focused while providing information about the quality of the tourism business.

➤ *Significance of the Study*

This is beneficial for local tourists to become more aware of the strengths and weaknesses of the tourism destinations in the area. It will guide them in making much better decisions when they are planning their trips, and it will encourage their local exploration. Also, this is beneficial for local governments' tourism planning and policy-making by being able to identify the areas that are needed for some improvement, such as the quality of service, the features of some destinations, or the visitors' experience. For local communities, an improved tourism service and features can lead to an increased number of tourist arrivals, provide more livelihood opportunities, strengthen the community's pride, and help to enhance the preservation of the local culture and heritage of the destination. In terms of local tourism businesses, they can use the insights to help them assess customer satisfaction, improve their service, and help them to develop new products or new experiences that will meet better expectations coming from the local tourists. Lastly, this research study will serve as a reference to some other future studies that are related to tourism development, on visitor satisfaction, or even in terms of destination quality, more especially within the context of other small cities or emerging tourist destinations like Sorsogon.

- H0: There is no significant difference across demographic profiles and quality
- H1: There is a significant difference across demographic profiles and quality

➤ *Objectives*

The research aimed to (1) determine the profile of the local tourists in terms of: a. age; b. gender; c. education; d. traveler type; e. monthly house income and; f. number of times to travel on vacation; (2) The quality of tourism destinations in Sorsogon along a. service b. destination feature; and; c. experience (3) significant difference of demographic profile across quality; (4) Proposal based on the findings of the study.

➤ *Definition of Terms*

- *Destination Feature*. A destination feature is a unique and distinctive characteristic of a particular location that sets it apart from other destinations. It could be a stunning natural landscape, a rich cultural heritage, or a vibrant local cuisine (Findlay, 2023). In this study, the destination features are the unique and distinctive characteristics of the tourism destinations in Sorsogon, measured in terms of the value of money offered, food, transport, accommodation, and attributes.
- *Local Tourist*. Any type of travel undertaken by citizens of a single country within their borders for leisure, business, religious, pilgrimage, or other personal reasons (Kizi, 2025). In this study, it pertains to an individual who has travelled within Sorsogon.
- *Tourism Destination*. A tourism destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight (UN Tourism, n.d.). In this study, it pertains to the destination within Sorsogon.
- *Quality of Tourism Destination*. Quality of a tourism destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements, and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure, and public amenities and services. It also involves aspects of ethics, transparency, and respect towards the human, natural, and cultural environment (UN Tourism, n.d.). This study pertains to the quality of tourism destinations in terms of service quality, destination features, and the experience of residents in Sorsogon City.
- *Quality of Service*. It refers to the degree to which the service meets or exceeds customer expectations, encompassing factors such as reliability, assurance, and responsiveness (Parasuraman et al., 1988). In this study, it refers to the perceived quality of tangibility, reliability, safety, responsiveness, and empathy.
- *Quality of Experience*. It refers to the evaluation of tourists' satisfaction with various aspects of a travel destination (StudySmarter, nd). In this study, it refers to the overall feelings toward everything that the destination can offer, which can be assessed through emotional responses, uniqueness, climate, and people.

## CHAPTER TWO METHODOLOGY

This includes the research design, source of data, research ethics, research instrument, data collection, and data analysis.

### ➤ *Research Design*

This study implied a Quantitative research approach. Quantitative is a process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations (Bhandari, 2023). This study used a descriptive research design, specifically a frequency distribution and percentage to address the objective 1 which was the demographic profile of the respondents, Mean for objective 2 in knowing the average and quality of tourism destinations along service, destination features and experience, and Inferential statistics(ANOVA)—levene's Test for homogeneity test of variances, Shapiro Wilk for Normality test, Kruskal Wallis, Welch Anova & Games Howell Post-hoc Test—for objective 3 in finding the significant difference across the three quality dimensions which were Service Quality, Destination Features Quality, and Experience Quality.

A descriptive research design was used in both objectives 1 & 2 as it involves observing behavior to describe attributes objectively and systematically (McCombes, 2023). This allowed the researchers to obtain a better knowledge of complicated occurrences without affecting the setting. While ANOVA for objective 3, as it provides a clear statistical analysis of data.

### ➤ *Source of Data*

Data was obtained from a total of 385 local tourists of Sorsogon City who visited or had a tour experience in different tourist destinations within Sorsogon. 385 respondents were selected using Cochran's Formula with a 95% confidence interval and 5% margin of error. Data needed include their age, gender, educational attainment, traveler type, monthly household income, and number of times they travel on vacation; this information was gathered through the questionnaires, which were adopted from the study of Mukherjee et al (2018) and Aunala et al. (2017). The researcher used purposive sampling because the researcher selected the participants who are residents of Sorsogon City and have experience in traveling around Sorsogon Province.

### ➤ *Research Ethics*

The researchers ensured that this study was conducted by strictly following the given criteria of research ethics. The participation in the study was voluntary; respondents were allowed to refuse and take back their responses. The respondents were informed regarding the confidentiality of the data gathered and that those were used for research purposes only. They were also asked to sign the consent form & was informed that there was no risk in participating in the study and that their names wouldn't appear in the study in accordance with the idea of anonymity, and only the researchers had access to the data provided in the survey. Although there was no direct benefit to the respondents yet, their participation had contributed to determining the quality of tourism destinations in Sorsogon, which was the primary aim of the study.

### ➤ *Research Instrument*

One of the tools for ensuring that the data gathered was suitable for answering the research questions is the instrument. The primary instrument for collecting data for the study was a survey Likert-scale questionnaire. The purpose of this instrument was to gather essential information from the respondents. The first section was the demographic profile of the tourist, such as age, gender, educational attainment, traveler's type, monthly income, and number of times to travel on vacation per year. Moreover, the checklist tool was used, as there are options provided. Additionally, the information regarding the quality of tourism destinations perceived by the local tourists, when it comes to the service, destination features, and experience on various tourism destinations were obtained through a 4-point Likert scale. The questionnaires were adopted from the study of Mukherjee et al (2018) and Aunala et al. (2017). Coming from the study was a developed, validated attribute of the quality of tourism destinations. A Likert scale was used as it is used as a psychometric tool in sociology and psychology (Taherdoost, 2019). The 4-point Likert Scale (strongly agree to strongly disagree, agree, and disagree) was intentionally used to measure the quality of destination, making sure that the results would not weaken the other categories in scale (Leung, 2011). In the study of Garland (1991) noted that omitting or removing the midpoint reduced the social desirability bias that allows the respondents or participants to please the interviewer, which results in uncertainty. This served to ensure accuracy and comparability in the data gathered and offered a structured approach to examine the subject matter.

### ➤ *Data Collection*

Data collection is the process of collecting and evaluating information or data from various sources to find answers to research problems, answer questions, evaluate outcomes, and forecast trends and probabilities (Jain, 2025). It's an essential and one of the crucial phases in all types of research. Before the data collection, the researchers had face validity with the professors of Tourism Management and research experts. The researchers submitted requirements, asking for permission to conduct the data collection outside the campus. After the letter had been notarized and passed to the adviser, the researchers distributed the questionnaires to the local tourists using the Google Form or an online platform. The data gathering started on October 28 until November 27, 2025. The researchers asked for the respondents' consent before participating in the study. Furthermore, the researchers explained the

instructions and content of the survey questionnaire for clarity and better understanding. The researchers ensured the confidentiality of the information and maintained honesty throughout the research process. These processes were intended to support the ethical values of accountability, equity, and respect at every phase of the research process. After the data was collected, the researchers analyzed and interpreted the data using the appropriate statistical procedure.

➤ *Data Analysis*

Descriptive statistics, such as Frequency distribution, percentage, and mean, were used to analyze and summarize the demographic profile of respondents and determine the perceived quality of tourism in destinations in Sorsogon, as they are used to summarize, organize and present characteristics of a collection of responses or observations from a sample size or entire population (Phrita Bhandari, 2020). To know the results of the findings, the researchers used Excel to compute the data under the demographic profile and the quality of service, destination feature, and experience, then analyzed it. In the demographic part, researchers used percentages, and in the quality part, researchers used the frequency distribution and mean. Its primary goal was to provide clear and concise information enabling researchers to gain insights and understand patterns, trends, and distribution within the data set. It typically includes measures such as central tendency, dispersion, and shape of the distribution. (Aditya Kumar, 2025). For the third objective, Inferential statistics (ANOVA) was used in analyzing the data—Levene's Test for homogeneity test of variances, Shapiro-Wilk for Normality test, Kruskal-Wallis, Welch Anova & Games-Howell Post-hoc Test—in finding the significant difference across the three quality dimensions, which were Service Quality, Destination Features Quality, and Experience Quality

## CHAPTER THREE

### RESULTS

This chapter presents the results, analysis, and interpretation of data gathered by the researchers from the local tourists, the residents of Sorsogon City, who served as respondents of this research through a survey questionnaire.

- *Determine the Profile of the Local Tourists in Terms of: a. Age; b. Gender; c. Education; d. Traveller Type; e. Monthly House Income and; f. Number of Times of Travel on Vacation.*
- Table 1 The Table Below Shows the Age of the Respondents who have Travelled in Sorsogon.

Table 1 Frequencies of Age

	Counts	% of Total	Cumulative %
18-30 years old	305	79.2%	79.2%
31-43 years old	58	15.1%	94.3%
44-56 years old	20	5.2%	99.5%
57 years old and above	2	0.5%	100.0%

The data indicate a predominantly young tourist population in Sorsogon. As shown in the corresponding table, respondents aged 18 to 30 years represent the largest segment, accounting for 79.2% (n=305) of the total sample. This is followed by the 31 to 43 age group at 15.1% (n=58). In contrast, middle-aged (44 to 56 years) and senior tourists (57 years and above) constitute a minimal portion of the respondents, totaling only 5.7%.

- Table 2 The table below shows the gender of the respondents who have travelled in Sorsogon.

Table 2 Frequencies of Gender

Gender	Counts	% of Total	Cumulative %
LGBTQIA+	58	15.1%	15.1%
Men	131	34.0%	49.1%
Prefer not say	19	4.9%	54.0%
Women	177	46.0%	100.0%

In terms of gender identity, the majority of the respondents are Women, comprising 46.0% (n=177) of the sample. Men account for 34.0% (n=131), while individuals identifying as LGBTQIA+ represent a significant 15.1% (n=58). A small minority (4.9%) preferred not to disclose their gender.

- Table 3 The table below shows the education of the respondents who have travelled in Sorsogon.

Table 3 Frequencies of Education

Education	Counts	% of Total	Cumulative %
Completed college	107	27.8%	27.8%
Did not complete college	28	7.3%	35.1%
Elementary Graduate	12	3.1%	38.2%
High School Graduate	24	6.2%	44.4%
Senior High School Graduate	73	19.0%	63.4%
Undergrad	141	36.6%	100.0%

The educational profile of the respondents indicates a highly literate and academically active group. The largest plurality consists of Undergraduate students at 36.6% (n=141), followed by College Graduates at 27.8% (n=107). Senior High School graduates also make up a notable 19.0% of the population. Collectively, over 80% of the local tourists have at least reached or completed tertiary-level education, which may influence their expectations regarding service quality and the depth of the destination experience.

- Table 4 The table below shows the type of traveler of the respondents who have travelled in Sorsogon.

Table 4 Frequencies of Traveler Type

Traveler Type	Counts	% of Total	Cumulative %
Couple	39	10.1%	10.1%
Solo	105	27.3%	37.4%

Family (4-6)	31	8.1%	45.5%
Family (above 7)	15	3.9%	49.4%
Couple + Group of Friends + Family (up to 3)	6	1.6%	50.9%
Group of Friends + Family (4-6)	5	1.3%	52.2%
Group of Friends	78	20.3%	72.5%
Solo + Group of Friends	8	2.1%	74.5%
Group of Friends + Family (above 7)	4	1.0%	75.6%
Solo + Group of Friends + Family (4-6)	3	0.8%	76.4%
Family (up to 3)	60	15.6%	91.9%
Solo + Group of Friends + Family (above 7)	7	1.8%	93.8%
Solo + Couple + Group of Friends	7	1.8%	95.6%
Solo + Family (4-6)	4	1.0%	96.6%
Solo + Couple + Group of Friends + Family (above 7)	3	0.8%	97.4%
Couple + Group of Friends + Family (4-6)	3	0.8%	98.2%
Couple + Group of Friends	4	1.0%	99.2%
Group of Friends + Family (up to 3)	3	0.8%	100.0%

Regarding the nature of travel groups, Solo travelers represent the most frequent type at 27.3% (n=105), followed closely by those travelling in a "Group of Friends" (20.3%, n=78). Small families of up to three members also constitute a major segment at 15.6% (n=60). The data also shows an overlapping or combination of traveler types accounting for a total of 14.8%.

- Table 5 The table below shows the monthly household income of the respondents who have travelled in Sorsogon.

Table 5 Frequencies of Household Monthly Income

Monthly Income	Counts	% of Total	Cumulative %
below ₱10,000	173	44.9%	44.9%
₱10,001 - ₱20,000	93	24.2%	69.1%
₱20,001 - ₱40,000	80	20.8%	89.9%
₱40,001 and above	39	10.1%	100.0%

The economic profile reveals that a significant portion of the tourists belongs to the lower-income brackets. Nearly half of the respondents (44.9%, n=173) report a monthly household income of below ₱10,000. Respondents earning between ₱10,001 and ₱20,000 represent 24.2%, while those in the middle-income bracket (₱20,001 to ₱40,000) comprise 20.8%. Only 10.1% of the respondents earn ₱40,001 or above.

- Table 6 The table below shows the number of times of travel on vacation of the respondents have travelled on vacation in Sorsogon.

Table 6 Frequencies of Travel Frequency

Travel Frequency	Counts	% of Total	Cumulative %
1-3 times	297	77.1%	77.1%
10 times or more	7	1.8%	79.0%
4-6 times	70	18.2%	97.1%
7-9 times	11	2.9%	100.0%

The frequency of travel among respondents is generally moderate. The vast majority (77.1%, n=297) travel for vacation 1 to 3 times per year. Those who travel more frequently, specifically 4 to 6 times annually, represent 18.2% of the sample. Rare travelers (7 to 9 times and 10 times and above) collectively make up less than 5% of the total.

- *The Quality of Tourism Destinations in Sorsogon Along (a.) Service (b.) Destination Feature; and (c). Experience*

Table 7 Quality of Service According to the Respondents.

QUALITY OF SERVICE	WEIGHTED MEAN	MEAN DESCRIPTION
ASSURANCE		
I was served by a well-trained, customer-oriented personnel member	3.28	AGREE
The level of service quality reinforces my confidence in the service provided	3.27	AGREE
Staff communicated with me fluently and in an	3.32	AGREE

understandable manner.		
<b>SUB TOTAL</b>	<b>3.29</b>	<b>AGREE</b>
<b>RESPONSIVENESS</b>		
Staff showed sincere interest in problem-solving.	3.24	AGREE
Staff provided adequate and clear information about the service they deliver	3.27	AGREE
Staff were able to fulfill my requests promptly	3.22	AGREE
Staff provided me with full information regarding the entertainment offered	3.2	AGREE
Staff showed sincere willingness and interest in helping and assisting me	3.29	AGREE
Staff provided me with advice on how to best utilize my free time	3.26	AGREE
<b>SUB TOTAL</b>	<b>3.25</b>	<b>AGREE</b>
<b>RELIABILITY</b>		
Services delivered were correct from the first time	3.1	AGREE
Services were delivered as promised to tourists	3.15	AGREE
Scheduled tours were met promptly	3.08	AGREE
<b>SUB TOTAL</b>	<b>3.11</b>	<b>AGREE</b>
<b>TANGIBLE FACILITIES</b>		
Modern and technologically relevant vehicles were available	3.31	AGREE
The infrastructure is designed well and meets high-quality standards	3.27	AGREE
The meals that were served are of high quality	3.24	AGREE
The accommodation and facilities were appealing and well-designed	3.32	AGREE
Physical appearance of the hotel I stayed in and tours escort were tidy and clean	3.36	AGREE
<b>SUB TOTAL</b>	<b>3.3</b>	<b>AGREE</b>
<b>EMPATHY</b>		
Pleasant and friendly personnel provided the services offered.	3.38	AGREE
My exceptions and special needs were met as expected	3.21	AGREE
Personal safety was considered a major aspect in every service we provided	3.39	AGREE
<b>SUB TOTAL</b>	<b>3.33</b>	<b>AGREE</b>
<b>AVERAGE MEAN OF QUALITY OF SERVICE</b>	<b>3.26</b>	<b>AGREE</b>

Legend: 3.50-4.00= Strongly Agree; 2.50-3.49= Agree; 1.50-2.49= Disagree; 1.00-1.49= Strongly Disagree (Valdez, 2019)

Table 7 shows the components of Quality of service, such as Assurance, which obtained a total weighted mean of 3.29; Responsiveness, with 3.25; Reliability, with 3.11; Tangible facilities, with 3.3; and Empathy, with 3.33. All of the components have a mean description of 'Agree'. The average mean of Quality of Service is 3.26, which corresponds to a mean description 'Agree'.

Table 8 Quality of Destination Features According to the Respondents.

QUALITY OF DESTINATION FEATURES	WEIGHTED MEAN	MEAN DESCRIPTION
<b>VALUE OF MONEY</b>		
<b>I prefer to select a destination where the hotels are cheap.</b>	2.74	AGREE
<b>I prefer to select a destination where food is cheap.</b>	3.10	AGREE
<b>I prefer to visit a place where the price is fair for goods and services.</b>	3.65	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.16</b>	<b>AGREE</b>
<b>FOOD</b>		
<b>I prefer a destination that has facilities to provide various kinds of cuisines.</b>	3.58	STRONGLY AGREE
<b>I prefer a destination where the quality of food in local restaurants is good.</b>	3.70	STRONGLY AGREE
<b>I prefer a destination where I like the ambiance of the eateries in that location.</b>	3.70	STRONGLY AGREE

<b>SUB TOTAL</b>	<b>3.66</b>	<b>STRONGLY AGREE</b>
<b>TRANSPORT</b>		
<b>A destination is very attractive to me if public transports are abundant.</b>	3.57	STRONGLY AGREE
<b>A destination is very attractive to me if public transports are cheap.</b>	3.31	AGREE
<b>A destination is very attractive to me if public transports are local, weather proof.</b>	3.57	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.48</b>	<b>AGREE</b>
<b>ACCOMMODATION</b>		
<b>I prefer destinations that have adequate hotel facilities.</b>	3.57	STRONGLY AGREE
<b>I prefer destinations that have good-quality hotels.</b>	3.66	STRONGLY AGREE
<b>The quality of facilities offered in the hotels facilitates their selection by me.</b>	3.57	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.6</b>	<b>STRONGLY AGREE</b>
<b>ATTRIBUTES</b>		
<b>I prefer a place with natural parks/forests.</b>	3.46	AGREE
<b>I prefer a place which has historical relevance.</b>	3.29	AGREE
<b>I prefer to travel to places that have sea beaches.</b>	3.58	STRONGLY AGREE
<b>I prefer to travel in places that have hills.</b>	3.36	AGREE
<b>I prefer to travel to places that have beautiful architecture.</b>	3.45	AGREE
<b>I prefer to travel to less crowded places.</b>	3.58	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.45</b>	<b>AGREE</b>
<b>AVERAGE MEAN OF QUALITY OF DESTINATION FEATURES</b>	<b>3.47</b>	<b>AGREE</b>

Table 8 shows the components under Quality of Destination Features, such as Value of Money, which obtained a total weighted mean of 3.16; Food, with 3.66; Transport, with 3.48; Accommodation, with 3.6; and Attributes, with 3.45. The components, Food and Accommodation, have a mean description of 'Strongly Agree', while Value of Money, Transport, and Attributes components have a mean description of 'Agree'. The average mean of Quality of Destination Features is 3.47, which corresponds to a mean description of 'Agree'.

Table 9 Quality of Experience According to the Respondents.

<b>QUALITY OF EXPERIENCE</b>	<b>WEIGHTED MEAN</b>	<b>MEAN DESCRIPTION</b>
<b>EMOTIONAL RESPONSE</b>		
<b>I look for excitement, such as adventure and trekking from a travel place.</b>	3.35	AGREE
<b>I look for happiness in a travel place.</b>	3.70	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.53</b>	<b>STRONGLY AGREE</b>
<b>UNIQUENESS</b>		
<b>My last travel destination was exactly what I was actually looking for.</b>	3.38	AGREE
<b>I chose a destination in last occasion with which my memories are associated</b>	3.41	AGREE
<b>I chose a destination in last occasion which was distinctly different from other preferred destinations.</b>	3.41	AGREE
<b>Last time you chose a destination that possesses many specialties.</b>	3.40	AGREE
<b>In last occasion, I chose a destination which refreshed my mind.</b>	3.55	STRONGLY AGREE
<b>In last occasion, I chose a destination which you wanted to visit for a long time.</b>	3.49	AGREE
<b>SUB TOTAL</b>	<b>3.44</b>	<b>AGREE</b>
<b>CLIMATE</b>		
<b>I want the travel destinations to be pollution-free.</b>	3.76	STRONGLY AGREE
<b>A destination is very attractive to me if the place is dust-free</b>	3.72	STRONGLY AGREE
<b>SUB TOTAL</b>	<b>3.74</b>	<b>STRONGLY AGREE</b>
<b>PEOPLE</b>		
<b>A destination is attractive to me if the residents are willing to aid the tourists.</b>	3.73	STRONGLY AGREE
<b>A destination is attractive to me if the residents are hospitable</b>	3.73	STRONGLY AGREE

<b>towards tourists.</b>		
<b>A destination is attractive to me if the residents are courteous.</b>	3.09	AGREE
<b>SUB TOTAL</b>	<b>3.52</b>	<b>STRONGLY AGREE</b>
<b>AVERAGE MEAN OF QUALITY OF EXPERIENCE</b>	<b>3.56</b>	<b>STRONGLY AGREE</b>

Table 9 shows the components under Quality of Experience, such as Emotional Response, which obtained a total weighted mean of 3.53; Uniqueness, with 3.44; Climate, with 3.74; and People, with 3.52. The component Uniqueness has a mean description of 'Agree,' and the rest of the components are 'Strongly Agree'. The average mean of Quality of Experience is 3.56, which corresponds to a mean description 'Strongly Agree'.

➤ *Significant Difference of Demographic Profile Across Quality*

Table 10 Demographic Profile and Quality of Service

Levene's Test				
<b>Quality of Service</b>	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>P</b>
Age	5.82	3	381	<.001
Gender	2.33	3	381	.074
Education	1.52	5	379	.181
Traveler Type	0.880	17	367	.598
Monthly Household Income	2.09	3	381	.102
Travel Frequency	0.523	3	381	.667

The result in the table showed levene's test testing the homogeneity of variance wherein the age (p <.001) was not met, gender (p .074) was equal variance, and the rest of the demographic profile which are education (p .181), traveler type (p .598), monthly household income (p .102) and travel frequency (p .139) have met the assumption of homogeneity of variance.

Shapiro-Wilk

<b>Quality of Service</b>	<b>W</b>	<b>P</b>
Age	0.979	<.001
Gender	0.980	<.001
Education	0.977	<.001
Traveler Type	0.982	<.001
Monthly Household Income	0.977	<.001
Travel Frequency	0.973	<.001

The results of shapiro-wilk showed that age (0.979,<.001); gender (0.980, <.001); education (0.977, <.001) showed the non-normal distribution; traveler type (0.982, <.001); monthly household income (0.977, <.001); and travel frequency (0.973, <.001) indicating a violation of normality

One-Way ANOVA (Welch's)

<b>Quality of Service</b>	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>P</b>
Age	3.67	3	5.30	.093
Gender	1.65	3	80.6	.185
Education	1.33	5	68.2	.264
Traveler Type	1.99	17	27.4	.052
Monthly Household Income	1.33	3	132	.268
Travel Frequency	0.673	3	19.2	.579

Kruskal Wallis

<b>Quality of Service</b>	<b>x2</b>	<b>df</b>	<b>P</b>	<b>Sig.</b>
Age	9.18	3	.027	Significant
Gender	16.0	3	.001	Not Significant
Education	6.51	5	.260	Not Significant
Traveler Type	28.5	17	.040	Significant
Monthly Household Income	5.52	3	.138	Not Significant
Travel Frequency	1.32	3	.724	Not Significant

Kruskal-Wallis was performed to determine the significant difference between demographic profiles across the quality of service. The results revealed that age and traveler type were significant differences in quality of service, and gender, education, monthly household income, and travel frequency were not significant differences.

Table 11 Demographic Profile and Quality of Destination Features

Levene's Test				
Quality of Destination Features	F	df1	df2	P
Age	2.13	3	381	.096
Gender	2.33	3	381	.074
Education	1.34	5	379	.247
Traveler Type	1.41	17	367	.128
Monthly Household Income	3.27	3	381	.021
Travel Frequency	1.84	3	381	.139

The result in the table showed levene's test testing the homogeneity of variance wherein the age (p .096) and, gender (p .074) were non-significant, education (p .247) was met the assumption of homogeneous of variance, traveler type (p .128) was remain equal, monthly household income (p .021) was violated and the travel frequency (p .139) variances were homogeneous.

Shapiro-Wilk

Quality of Destination Features	W	P
Age	0.956	<.001
Gender	0.956	<.001
Education	0.953	<.001
Traveler Type	0.955	<.001
Monthly Household Income	0.955	<.001
Travel Frequency	0.948	<.001

The results of shapiro-wilk showed that age (0.956,<.001) and travel frequency (0.948, <.001) significantly deviated from normality. Gender (0.956, <.001) indicated non-normality. And education (0.953, <.001), traveler type (0.955, <.001), and monthly household income (0.955, <.001) showed violation of normality.

One-Way ANOVA (Welch's)

Quality of Destination Features	F	df1	df2	P
Age	9.83	3	7.49	.006
Gender	1.65	3	80.6	.185
Education	1.02	5	68.0	.413
Traveler Type	1.21	17	27.2	.321
Monthly Household Income	2.89	3	139	.038
Travel Frequency	1.42	3	18.7	.268

Kruskal Wallis

Quality of Destination Features	x2	df	P	Sig.
Age	7.05	3	.070	Not Significant
Gender	3.52	3	.319	Significant
Education	5.50	5	.358	Not Significant
Traveler Type	18.7	17	.345	Not Significant
Monthly Household Income	6.97	3	.073	Significant
Travel Frequency	4.70	3	.195	Not Significant

Kruskal-Wallis was performed to determine the significant difference between demographic profiles across the quality of destination features. The results revealed that gender and monthly household income were significant differences in quality of destination features, and age, education, traveler type, and travel frequency were not significant differences.

Table 12 Demographic Profile and Quality of Experience

Levene's Test				
Quality of Experience	F	df1	df2	P
Age	2.94	3	381	.033
Gender	2.48	3	381	.061
Education	3.58	5	379	.004

Traveler Type	1.87	17	367	.050
Monthly Household Income	2.57	3	381	.054
Travel Frequency	2.63	3	381	.050

The result in the table showed levene's test testing the homogeneity of variance wherein the age (p .033) not equal and, gender (p .061) violation, education (p .004) and, traveler type (p .050) were violated the homogeneity of variance, monthly household income (p .054) narrowly meets the require from the homogeneity of variance and the travel frequency (p .050) threshold of significance.

Shapiro-Wilk		
Quality of Experience	W	P
Age	0.909	<.001
Gender	0.909	<.001
Education	0.924	<.001
Traveler Type	0.924	<.001
Monthly Household Income	0.919	<.001
Travel Frequency	0.916	<.001

The results of shapiro-wilk showed that age (0.909,<.001), gender (0.924, <.001), and education (0.924, <.001) violation of normality and violated the normality assumption. Meanwhile, monthly household income (0.916, <.001) and travel frequency (0.909, <.001) were non normal distribution. And traveler type (0.919, <.001) significantly deviated from normality.

One-Way ANOVA (Welch's)				
Quality of Experience	F	df1	df2	P
Age	0.947	3	6.40	.472
Gender	0.306	3	76.5	.821
Education	2.84	5	72.1	.021
Traveler Type	0.459	17	27.1	.951
Monthly Household Income	2.07	3	142	.107
Travel Frequency	2.93	3	18.9	.060

Kruskal Wallis				
Quality of Experience	x <sup>2</sup>	df	P	Sig.
Age	1.53	3	.675	Not Significant
Gender	0.0698	3	.995	Not Significant
Education	12.8	5	.026	Significant
Traveler Type	12.8	17	.751	Not Significant
Monthly Household Income	3.76	3	.289	Not Significant
Travel Frequency	4.36	3	.226	Not Significant

Kruskal-Wallis was performed to determine the significant difference between demographic profiles across the quality of experience. The results revealed that age and traveler type were significant differences in quality of destination features, and gender, education, traveler type, monthly household income and travel frequency were not significant differences.

Table 13 Post Hoc of Demographic Profile Across Quality Tourism Destination

Age and Quality of Service Dunn's Pairwise Comparisons				
		Z	p(unadj)	p(Bonferroni)
18-30 years old	31-43 years old	2.078	.038	.226
18-30 years old	44-56 years old	2.331	.020	.118
18-30 years old	57 years old and above	-0.442	.659	1.000
31-43 years old	44-56 years old	0.927	.354	1.000
31-43 years old	57 years old and above	-0.849	.396	1.000
44-56 years old	57 years old and above	-1.148	.251	1.000

To identify where these specific differences occurred, Pairwise Comparisons (Dunn's Test) were conducted. The analysis (refer to the Pairwise Comparisons table) indicated that the 18–30 years old group held significantly different perceptions of service quality compared to both the 31–43 years old group (p = .038) and the 44–56 years old group (p = .020). Interestingly, no significant

differences were found when comparing the youngest demographic to the oldest demographic (57 years old and above), nor were there significant differences between the various middle-aged and older cohorts.

Age and Quality of Destination Feature Dunn's Pairwise Comparisons		Z	p(unadj)	p(Bonferroni)
18-30 years old	31-43 years old	-2.096	.036	.216
18-30 years old	44-56 years old	1.149	.250	1.000
18-30 years old	57 years old and above	-0.933	.351	1.000
31-43 years old	44-56 years old	2.181	.029	.175
31-43 years old	57 years old and above	-0.503	.615	1.000
44-56 years old	57 years old and above	-1.251	.211	1.000

Despite the non-significant overall result, a secondary look at Dunn's Pairwise Comparisons provides additional context. The unadjusted p-values hinted at slight variations between the 18–30 years old and 31–43 years old groups ( $p = .036$ ), as well as between the 31–43 years old and 44–56 years old groups ( $p = .029$ ). However, when applying the conservative Bonferroni correction for multiple comparisons, these differences lose their statistical significance.

Age and Quality of Experience Dunn's Pairwise Comparisons		Z	p(unadj)	p(Bonferroni)
18-30 years old	31-43 years old	-1.114	.265	1.000
18-30 years old	44-56 years old	-0.243	.808	1.000
18-30 years old	57 years old and above	0.482	.630	1.000
31-43 years old	44-56 years old	0.399	.690	1.000
31-43 years old	57 years old and above	0.698	.485	1.000
44-56 years old	57 years old and above	0.537	.591	1.000

Further supporting this, the Dunn's Pairwise Comparisons showed no significant differences between any specific age pairings, with all Bonferroni-adjusted p-values equal to 1.000.

Gender and Quality of Service Dunn's Pairwise Comparisons		Z	p(unadj)	p(Bonferroni)
LGBTQIA+	Men	-0.476	.634	1.000
LGBTQIA+	Prefer not say	2.653	.008	.048
LGBTQIA+	Women	-1.547	.122	.731
Men	Prefer not say	3.163	.002	.009
Men	Women	-1.379	.168	1.000
Prefer not say	Women	-3.875	<.001	<.001

To pinpoint these differences, Dunn's Pairwise Comparisons were analyzed (refer to the corresponding table). The results showed that the "Prefer not to say" group held significantly different perceptions of service quality compared to all other groups: LGBTQIA+ ( $p=.048$ ), Men ( $p = .009$ ), and Women ( $p < .001$ ). No significant differences were found between Men, Women, and LGBTQIA+ respondents.

Gender and Quality of Destination Feature Dunn's Pairwise Comparisons		Z	p(unadj)	p(Bonferroni)
LGBTQIA+	Men	-0.0921	.927	1.000
LGBTQIA+	Prefer not say	-0.3918	.695	1.000
LGBTQIA+	Women	-1.3612	.173	1.000
Men	Prefer not say	-0.3626	.717	1.000
Men	Women	-1.6608	.097	.580
Prefer not say	Women	-0.4241	.671	1.000

The Bonferroni-adjusted p-values were all 1,000, confirming a lack of significant variance (refer to the Pairwise Comparison Table).

Gender and Quality of Experience

Dunn's Pairwise Comparisons				
		Z	p(unadj)	p(Bonferroni)
LGBTQIA+	Men	0.1551	.877	1.000
LGBTQIA+	Prefer not say	0.1042	.917	1.000
LGBTQIA+	Women	-0.0230	.982	1.000
Men	Prefer not say	0.0125	.990	1.000
Men	Women	-0.2424	.808	1.000
Prefer not say	Women	-0.1285	.898	1.000

Further supporting this, the Dunn's Pairwise Comparisons showed no significant differences between any specific gender pairings, with all Bonferroni-adjusted p-values equal to 1.000.

Education and Quality of Service

Dunn's Pairwise Comparisons				
		Z	p(unadj)	p(Bonferroni)
Completed college	Did not complete college	1.2560	.209	1.000
Completed college	Elementary Graduate	-0.4721	.637	1.000
Completed college	High School Graduate	1.3420	.180	1.000
Completed college	Senior High School Graduate	-0.9793	.327	1.000
Completed college	Undergrad	0.6339	.526	1.000
Did not complete college	Elementary Graduate	-1.1893	.234	1.000
Did not complete college	High School Graduate	0.1311	.896	1.000
Did not complete college	Senior High School Graduate	-1.8682	.062	.926
Did not complete college	Undergrad	-0.8959	.370	1.000
Elementary Graduate	High School Graduate	1.2638	.206	1.000
Elementary Graduate	Senior High School Graduate	-0.0159	.987	1.000
Elementary Graduate	Undergrad	0.7482	.454	1.000
High School Graduate	Senior High School Graduate	-1.9199	.055	.823
High School Graduate	Undergrad	-1.0046	.315	1.000
Senior High School Graduate	Undergrad	1.5946	.111	1.000

The Dunn's Pairwise Comparisons further confirmed this, with all Bonferroni-adjusted p-values equal to 1.000.

Education and Quality of Destination Features

Dunn's Pairwise Comparisons				
		Z	p(unadj)	p(Bonferroni)
Completed college	Did not complete college	1.7036	.088	1.000
Completed college	Elementary Graduate	0.3846	.701	1.000
Completed college	High School Graduate	1.8814	.060	.899
Completed college	Senior High School Graduate	0.8223	.411	1.000
Completed college	Undergrad	0.7319	.464	1.000
Did not complete college	Elementary Graduate	-0.7087	.479	1.000
Did not complete college	High School Graduate	0.2276	.820	1.000
Did not complete college	Senior High School Graduate	-1.0653	.287	1.000
Did not complete college	Undergrad	-1.2943	.196	1.000
Elementary Graduate	High School Graduate	0.8707	.384	1.000
Elementary Graduate	Senior High School Graduate	0.0248	.980	1.000
Elementary Graduate	Undergrad	-0.0773	.938	1.000
High School Graduate	Senior High School Graduate	-1.2754	.202	1.000
High School Graduate	Undergrad	-1.4994	.134	1.000
Senior High School Graduate	Undergrad	-0.2149	.830	1.000

The lack of significant variation in Dunn's Pairwise Comparisons suggests that the destination's attributes satisfy the expectations of tourists across all academic levels.

Education and Quality of Experience

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
Completed college	Did not complete college	1.2003	.230	1.000
Completed college	Elementary Graduate	0.0198	.984	1.000
Completed college	High School Graduate	2.7824	.005	.081
Completed college	Senior High School Graduate	2.5855	.010	.146
Completed college	Undergrad	0.8702	.384	1.000
Did not complete college	Elementary Graduate	-0.7210	.471	1.000
Did not complete college	High School Graduate	1.3431	.179	1.000
Did not complete college	Senior High School Graduate	0.6195	.536	1.000
Did not complete college	Undergrad	-0.6922	.489	1.000
Elementary Graduate	High School Graduate	1.7604	.078	1.000
Elementary Graduate	Senior High School Graduate	1.2407	.215	1.000
Elementary Graduate	Undergrad	0.3510	.726	1.000
High School Graduate	Senior High School Graduate	-1.0027	.316	1.000
High School Graduate	Undergrad	-2.3406	.019	.289
Senior High School Graduate	Undergrad	-1.9482	.051	.771

A review of Dunn's Pairwise Comparisons (unadjusted p-values) showed that the "Completed College" group differed significantly from the "High School Graduate" ( $p = .005$ ) and "Senior High School Graduate" ( $p = .010$ ) groups. Furthermore, a significant difference was noted between the "High School Graduate" and "Undergrad" groups ( $p = .019$ ). However, it should be noted that after applying the conservative Bonferroni correction for multiple comparisons, these differences no longer reached the .05 threshold of significance.

Traveler Type and Quality of Service

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
Couple	Solo	-0.0476	.962	1.000
Couple	F4-6	-0.9118	.362	1.000
Couple	F7above	-1.5310	.126	1.000
Couple	Couple+GoF+F3	-2.0563	.040	1.000
Couple	GoF+F4-6	-0.2826	.778	1.000
Couple	GoF	1.3262	.185	1.000
Couple	Solo+GoF	-0.9853	.324	1.000
Couple	GoF+F7above	2.0849	.037	1.000
Couple	Solo+GoF+F4-6	-1.1286	.259	1.000
Couple	F3	0.4106	.681	1.000
Couple	Solo+GoF+F7above	-0.1117	.911	1.000
Couple	Solo+Couple+GoF	-0.9535	.340	1.000
Couple	Solo+F4-6	0.6633	.507	1.000
Couple	Solo+Couple+GoF+F7above	-1.3012	.193	1.000
Couple	Couple+GoF+F4-6	0.7851	.432	1.000
Couple	Couple+GoF	-0.6899	.490	1.000
Couple	GoF+F3	1.0227	.306	1.000
Solo	F4-6	-1.0296	.303	1.000
Solo	F7above	-1.6528	.098	1.000
Solo	Couple+GoF+F3	-2.1270	.033	1.000
Solo	GoF+F4-6	-0.2737	.784	1.000
Solo	GoF	1.7997	.072	1.000
Solo	Solo+GoF	-1.0183	.309	1.000
Solo	GoF+F7above	2.1662	.030	1.000
Solo	Solo+GoF+F4-6	-1.1395	.254	1.000
Solo	F3	0.5770	.564	1.000
Solo	Solo+GoF+F7above	-0.0946	.925	1.000
Solo	Solo+Couple+GoF	-0.9798	.327	1.000
Solo	Solo+F4-6	0.7011	.483	1.000
Solo	Solo+Couple+GoF+F7above	-1.3162	.188	1.000
Solo	Couple+GoF+F4-6	0.8186	.413	1.000

Solo	Couple+GoF	-0.6934	.488	1.000
Solo	GoF+F3	1.0617	.288	1.000
F4-6	F7above	-0.7814	.435	1.000
F4-6	Couple+GoF+F3	-1.5299	.126	1.000
F4-6	GoF+F4-6	0.1767	.860	1.000
F4-6	GoF	2.2583	.024	1.000
F4-6	Solo+GoF	-0.4111	.681	1.000
F4-6	GoF+F7above	2.4733	.013	1.000
F4-6	Solo+GoF+F4-6	-0.7555	.450	1.000
F4-6	F3	1.3737	.170	1.000
F4-6	Solo+GoF+F7above	0.4147	.678	1.000
F4-6	Solo+Couple+GoF	-0.4111	.681	1.000
F4-6	Solo+F4-6	1.0684	.285	1.000
F4-6	Solo+Couple+GoF+F7above	-0.9265	.354	1.000
F4-6	Couple+GoF+F4-6	1.1408	.254	1.000
F4-6	Couple+GoF	-0.2688	.788	1.000
F4-6	GoF+F3	1.3763	.169	1.000
F7above	Couple+GoF+F3	-0.9038	.366	1.000
F7above	GoF+F4-6	0.6408	.522	1.000
F7above	GoF	2.5724	.010	1.000
F7above	Solo+GoF	0.1890	.850	1.000
F7above	GoF+F7above	2.7718	.006	.853
F7above	Solo+GoF+F4-6	-0.3337	.739	1.000
F7above	F3	1.9039	.057	1.000
F7above	Solo+GoF+F7above	0.9161	.360	1.000
F7above	Solo+Couple+GoF	0.1611	.872	1.000
F7above	Solo+F4-6	1.4454	.148	1.000
F7above	Solo+Couple+GoF+F7above	-0.4972	.619	1.000
F7above	Couple+GoF+F4-6	1.4792	.139	1.000
F7above	Couple+GoF	0.1830	.855	1.000
F7above	GoF+F3	1.7043	.088	1.000
Couple+GoF+F3	GoF+F4-6	1.2675	.205	1.000
Couple+GoF+F3	GoF	2.7424	.006	.933
Couple+GoF+F3	Solo+GoF	0.9616	.336	1.000
Couple+GoF+F3	GoF+F7above	3.0927	.002	.303
Couple+GoF+F3	Solo+GoF+F4-6	0.3190	.750	1.000
Couple+GoF+F3	F3	2.3032	.021	1.000
Couple+GoF+F3	Solo+GoF+F7above	1.5384	.124	1.000
Couple+GoF+F3	Solo+Couple+GoF	0.9173	.359	1.000
Couple+GoF+F3	Solo+F4-6	1.9364	.053	1.000
Couple+GoF+F3	Solo+Couple+GoF+F7above	0.1727	.863	1.000
Couple+GoF+F3	Couple+GoF+F4-6	1.9405	.052	1.000
Couple+GoF+F3	Couple+GoF	0.8359	.403	1.000
Couple+GoF+F3	GoF+F3	2.1418	.032	1.000
GoF+F4-6	GoF	0.8547	.393	1.000
GoF+F4-6	Solo+GoF	-0.4354	.663	1.000
GoF+F4-6	GoF+F7above	1.8318	.067	1.000
GoF+F4-6	Solo+GoF+F4-6	-0.7421	.458	1.000
GoF+F4-6	F3	0.4698	.639	1.000
GoF+F4-6	Solo+GoF+F7above	0.1509	.880	1.000
GoF+F4-6	Solo+Couple+GoF	-0.4392	.660	1.000
GoF+F4-6	Solo+F4-6	0.7192	.472	1.000
GoF+F4-6	Solo+Couple+GoF+F7above	-0.8837	.377	1.000
GoF+F4-6	Couple+GoF+F4-6	0.8279	.408	1.000
GoF+F4-6	Couple+GoF	-0.3398	.734	1.000
GoF+F4-6	GoF+F3	1.0229	.306	1.000
GoF	Solo+GoF	-1.7307	.084	1.000
GoF	GoF+F7above	1.6278	.104	1.000

GoF	Solo+GoF+F4-6	-1.5913	.112	1.000
GoF	F3	-1.0229	.306	1.000
GoF	Solo+GoF+F7above	-0.7754	.438	1.000
GoF	Solo+Couple+GoF	-1.6512	.099	1.000
GoF	Solo+F4-6	0.1719	.863	1.000
GoF	Solo+Couple+GoF+F7above	-1.7671	.077	1.000
GoF	Couple+GoF+F4-6	0.3574	.721	1.000
GoF	Couple+GoF	-1.2138	.225	1.000
GoF	GoF+F3	0.5994	.549	1.000
Solo+GoF	GoF+F7above	2.4120	.016	1.000
Solo+GoF	Solo+GoF+F4-6	-0.4339	.664	1.000
Solo+GoF	F3	1.2404	.215	1.000
Solo+GoF	Solo+GoF+F7above	0.6503	.515	1.000
Solo+GoF	Solo+Couple+GoF	-0.0174	.986	1.000
Solo+GoF	Solo+F4-6	1.1931	.233	1.000
Solo+GoF	Solo+Couple+GoF+F7above	-0.5867	.557	1.000
Solo+GoF	Couple+GoF+F4-6	1.2597	.208	1.000
Solo+GoF	Couple+GoF	0.0330	.974	1.000
Solo+GoF	GoF+F3	1.4700	.142	1.000
GoF+F7above	Solo+GoF+F4-6	-2.3185	.020	1.000
GoF+F7above	F3	-1.9562	.050	1.000
GoF+F7above	Solo+GoF+F7above	-1.8195	.069	1.000
GoF+F7above	Solo+Couple+GoF	-2.3709	.018	1.000
GoF+F7above	Solo+F4-6	-1.0555	.291	1.000
GoF+F7above	Solo+Couple+GoF+F7above	-2.4539	.014	1.000
GoF+F7above	Couple+GoF+F4-6	-0.8173	.414	1.000
GoF+F7above	Couple+GoF	-2.0602	.039	1.000
GoF+F7above	GoF+F3	-0.6309	.528	1.000
Solo+GoF+F4-6	F3	1.2857	.199	1.000
Solo+GoF+F4-6	Solo+GoF+F7above	0.9134	.361	1.000
Solo+GoF+F4-6	Solo+Couple+GoF	0.4127	.680	1.000
Solo+GoF+F4-6	Solo+F4-6	1.3413	.180	1.000
Solo+GoF+F4-6	Solo+Couple+GoF+F7above	-0.1267	.899	1.000
Solo+GoF+F4-6	Couple+GoF+F4-6	1.4042	.160	1.000
Solo+GoF+F4-6	Couple+GoF	0.4111	.681	1.000
Solo+GoF+F4-6	GoF+F3	1.5786	.114	1.000
F3	Solo+GoF+F7above	-0.3262	.744	1.000
F3	Solo+Couple+GoF	-1.1914	.233	1.000
F3	Solo+F4-6	0.5108	.609	1.000
F3	Solo+Couple+GoF+F7above	-1.4605	.144	1.000
F3	Couple+GoF+F4-6	0.6523	.514	1.000
F3	Couple+GoF	-0.8649	.387	1.000
F3	GoF+F3	0.8930	.372	1.000
Solo+GoF+F7above	Solo+Couple+GoF	-0.6465	.518	1.000
Solo+GoF+F7above	Solo+F4-6	0.6287	.530	1.000
Solo+GoF+F7above	Solo+Couple+GoF+F7above	-1.0633	.288	1.000
Solo+GoF+F7above	Couple+GoF+F4-6	0.7481	.454	1.000
Solo+GoF+F7above	Couple+GoF	-0.5047	.614	1.000
Solo+GoF+F7above	GoF+F3	0.9544	.340	1.000
Solo+Couple+GoF	Solo+F4-6	1.1801	.238	1.000
Solo+Couple+GoF	Solo+Couple+GoF+F7above	-0.5625	.574	1.000
Solo+Couple+GoF	Couple+GoF+F4-6	1.2489	.212	1.000
Solo+Couple+GoF	Couple+GoF	0.0466	.963	1.000
Solo+Couple+GoF	GoF+F3	1.4552	.146	1.000
Solo+F4-6	Solo+Couple+GoF+F7above	-1.4767	.140	1.000
Solo+F4-6	Couple+GoF+F4-6	0.1599	.873	1.000
Solo+F4-6	Couple+GoF	-1.0047	.315	1.000
Solo+F4-6	GoF+F3	0.3464	.729	1.000

Solo+Couple+GoF+F7above	Couple+GoF+F4-6	1.5309	.126	1.000
Solo+Couple+GoF+F7above	Couple+GoF	0.5465	.585	1.000
Solo+Couple+GoF+F7above	GoF+F3	1.7053	.088	1.000
Couple+GoF+F4-6	Couple+GoF	-1.0901	.276	1.000
Couple+GoF+F4-6	GoF+F3	0.1744	.862	1.000
Couple+GoF	GoF+F3	1.2765	.202	1.000

To identify which specific groups differed from one another, Dunn's Pairwise Comparisons were conducted. While several unadjusted p-values suggested potential differences (most notably between the "Couple" or "Solo" groups and the "GoF + F7above" group), the application of the Bonferroni correction resulted in all adjusted p-values being 1.000. This suggests that while an overall difference exists across the 18 categories, the statistical power is diluted when comparing specific pairs due to the high number of group combinations. Consequently, while traveller composition influences service perception, no single group's experience can be definitively isolated as being superior or inferior to another.

Traveler Type and Quality of Destination Feature

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
Couple	Solo	-0.1666	.868	1.000
Couple	F4-6	-0.1559	.876	1.000
Couple	F7above	-1.1344	.257	1.000
Couple	Couple+GoF+F3	0.5771	.564	1.000
Couple	GoF+F4-6	-0.5647	.572	1.000
Couple	GoF	-0.0600	.952	1.000
Couple	Solo+GoF	-1.2750	.202	1.000
Couple	GoF+F7above	1.8431	.065	1.000
Couple	Solo+GoF+F4-6	-1.1712	.242	1.000
Couple	F3	-1.5846	.113	1.000
Couple	Solo+GoF+F7above	0.5628	.574	1.000
Couple	Solo+Couple+GoF	-0.2447	.807	1.000
Couple	Solo+F4-6	-0.4843	.628	1.000
Couple	Solo+Couple+GoF+F7above	1.1179	.264	1.000
Couple	Couple+GoF+F4-6	-1.3012	.193	1.000
Couple	Couple+GoF	-0.2445	.807	1.000
Couple	GoF+F3	1.0003	.317	1.000
Solo	F4-6	-0.0307	.976	1.000
Solo	F7above	-1.1355	.256	1.000
Solo	Couple+GoF+F3	0.6773	.498	1.000
Solo	GoF+F4-6	-0.5177	.605	1.000
Solo	GoF	0.1303	.896	1.000
Solo	Solo+GoF	-1.2640	.206	1.000
Solo	GoF+F7above	1.9608	.050	1.000
Solo	Solo+GoF+F4-6	-1.1450	.252	1.000
Solo	F3	-1.8210	.069	1.000
Solo	Solo+GoF+F7above	0.6718	.502	1.000
Solo	Solo+Couple+GoF	-0.1773	.859	1.000
Solo	Solo+F4-6	-0.4378	.662	1.000
Solo	Solo+Couple+GoF+F7above	1.1972	.231	1.000
Solo	Couple+GoF+F4-6	-1.2781	.201	1.000
Solo	Couple+GoF	-0.1907	.849	1.000
Solo	GoF+F3	1.0769	.282	1.000
F4-6	F7above	-0.9766	.329	1.000
F4-6	Couple+GoF+F3	0.6515	.515	1.000
F4-6	GoF+F4-6	-0.4787	.632	1.000
F4-6	GoF	0.1213	.903	1.000
F4-6	Solo+GoF	-1.1533	.249	1.000
F4-6	GoF+F7above	1.8920	.058	1.000
F4-6	Solo+GoF+F4-6	-1.0985	.272	1.000
F4-6	F3	-1.3040	.192	1.000
F4-6	Solo+GoF+F7above	0.6417	.521	1.000

F4-6	Solo+Couple+GoF	-0.1504	.880	1.000
F4-6	Solo+F4-6	-0.4080	.683	1.000
F4-6	Solo+Couple+GoF+F7above	1.1697	.242	1.000
F4-6	Couple+GoF+F4-6	-1.2274	.220	1.000
F4-6	Couple+GoF	-0.1710	.864	1.000
F4-6	GoF+F3	1.0532	.292	1.000
F7above	Couple+GoF+F3	1.2374	.216	1.000
F7above	GoF+F4-6	0.1480	.882	1.000
F7above	GoF	1.1808	.238	1.000
F7above	Solo+GoF	-0.3430	.732	1.000
F7above	GoF+F7above	2.3321	.020	1.000
F7above	Solo+GoF+F4-6	-0.5645	.572	1.000
F7above	F3	0.0649	.948	1.000
F7above	Solo+GoF+F7above	1.2577	.209	1.000
F7above	Solo+Couple+GoF	0.5336	.594	1.000
F7above	Solo+F4-6	0.1606	.872	1.000
F7above	Solo+Couple+GoF+F7above	1.6039	.109	1.000
F7above	Couple+GoF+F4-6	-0.6877	.492	1.000
F7above	Couple+GoF	0.3843	.701	1.000
F7above	GoF+F3	1.4926	.136	1.000
Couple+GoF+F3	GoF+F4-6	-0.8609	.389	1.000
Couple+GoF+F3	GoF	-0.6251	.532	1.000
Couple+GoF+F3	Solo+GoF	-1.3849	.166	1.000
Couple+GoF+F3	GoF+F7above	1.1070	.268	1.000
Couple+GoF+F3	Solo+GoF+F4-6	-1.3503	.177	1.000
Couple+GoF+F3	F3	-1.3523	.176	1.000
Couple+GoF+F3	Solo+GoF+F7above	-0.0396	.968	1.000
Couple+GoF+F3	Solo+Couple+GoF	-0.6354	.525	1.000
Couple+GoF+F3	Solo+F4-6	-0.7860	.432	1.000
Couple+GoF+F3	Solo+Couple+GoF+F7above	0.5893	.556	1.000
Couple+GoF+F3	Couple+GoF+F4-6	-1.4605	.144	1.000
Couple+GoF+F3	Couple+GoF	-0.5910	.555	1.000
Couple+GoF+F3	GoF+F3	0.4897	.624	1.000
GoF+F4-6	GoF	0.5559	.578	1.000
GoF+F4-6	Solo+GoF	-0.3975	.691	1.000
GoF+F4-6	GoF+F7above	1.8423	.065	1.000
GoF+F4-6	Solo+GoF+F4-6	-0.5936	.553	1.000
GoF+F4-6	F3	-0.1240	.901	1.000
GoF+F4-6	Solo+GoF+F7above	0.8526	.394	1.000
GoF+F4-6	Solo+Couple+GoF	0.2865	.774	1.000
GoF+F4-6	Solo+F4-6	0.0208	.983	1.000
GoF+F4-6	Solo+Couple+GoF+F7above	1.2844	.199	1.000
GoF+F4-6	Couple+GoF+F4-6	-0.7003	.484	1.000
GoF+F4-6	Couple+GoF	0.2085	.835	1.000
GoF+F4-6	GoF+F3	1.1879	.235	1.000
GoF	Solo+GoF	-1.3013	.193	1.000
GoF	GoF+F7above	1.9105	.056	1.000
GoF	Solo+GoF+F4-6	-1.1727	.241	1.000
GoF	F3	-1.8296	.067	1.000
GoF	Solo+GoF+F7above	0.6153	.538	1.000
GoF	Solo+Couple+GoF	-0.2248	.822	1.000
GoF	Solo+F4-6	-0.4731	.636	1.000
GoF	Solo+Couple+GoF+F7above	1.1584	.247	1.000
GoF	Couple+GoF+F4-6	-1.3051	.192	1.000
GoF	Couple+GoF	-0.2275	.820	1.000
GoF	GoF+F3	1.0386	.299	1.000
Solo+GoF	GoF+F7above	2.3883	.017	1.000
Solo+GoF	Solo+GoF+F4-6	-0.3055	.760	1.000

Solo+GoF	F3	0.4488	.654	1.000
Solo+GoF	Solo+GoF+F7above	1.4025	.161	1.000
Solo+GoF	Solo+Couple+GoF	0.7621	.446	1.000
Solo+GoF	Solo+F4-6	0.3928	.694	1.000
Solo+GoF	Solo+Couple+GoF+F7above	1.7202	.085	1.000
Solo+GoF	Couple+GoF+F4-6	-0.4207	.674	1.000
Solo+GoF	Couple+GoF	0.5984	.550	1.000
Solo+GoF	GoF+F3	1.6162	.106	1.000
GoF+F7above	Solo+GoF+F4-6	-2.1857	.029	1.000
GoF+F7above	F3	-2.5050	.012	1.000
GoF+F7above	Solo+GoF+F7above	-1.1753	.240	1.000
GoF+F7above	Solo+Couple+GoF	-1.7041	.088	1.000
GoF+F7above	Solo+F4-6	-1.7281	.084	1.000
GoF+F7above	Solo+Couple+GoF+F7above	-0.3900	.697	1.000
GoF+F7above	Couple+GoF+F4-6	-2.2877	.022	1.000
GoF+F7above	Couple+GoF	-1.5500	.121	1.000
GoF+F7above	GoF+F3	-0.4823	.630	1.000
Solo+GoF+F4-6	F3	0.6352	.525	1.000
Solo+GoF+F4-6	Solo+GoF+F7above	1.3516	.176	1.000
Solo+GoF+F4-6	Solo+Couple+GoF	0.8713	.384	1.000
Solo+GoF+F4-6	Solo+F4-6	0.5858	.558	1.000
Solo+GoF+F4-6	Solo+Couple+GoF+F7above	1.6797	.093	1.000
Solo+GoF+F4-6	Couple+GoF+F4-6	-0.0955	.924	1.000
Solo+GoF+F4-6	Couple+GoF	0.7506	.453	1.000
Solo+GoF+F4-6	GoF+F3	1.5934	.111	1.000
F3	Solo+GoF+F7above	1.3945	.163	1.000
F3	Solo+Couple+GoF	0.5646	.572	1.000
F3	Solo+F4-6	0.1387	.890	1.000
F3	Solo+Couple+GoF+F7above	1.6830	.092	1.000
F3	Couple+GoF+F4-6	-0.7669	.443	1.000
F3	Couple+GoF	0.3826	.702	1.000
F3	GoF+F3	1.5639	.118	1.000
Solo+GoF+F7above	Solo+Couple+GoF	-0.6201	.535	1.000
Solo+GoF+F7above	Solo+F4-6	-0.7743	.439	1.000
Solo+GoF+F7above	Solo+Couple+GoF+F7above	0.6358	.525	1.000
Solo+GoF+F7above	Couple+GoF+F4-6	-1.4646	.143	1.000
Solo+GoF+F7above	Couple+GoF	-0.5734	.566	1.000
Solo+GoF+F7above	GoF+F3	0.5337	.594	1.000
Solo+Couple+GoF	Solo+F4-6	-0.2455	.806	1.000
Solo+Couple+GoF	Solo+Couple+GoF+F7above	1.1161	.264	1.000
Solo+Couple+GoF	Couple+GoF+F4-6	-0.9842	.325	1.000
Solo+Couple+GoF	Couple+GoF	-0.0446	.964	1.000
Solo+Couple+GoF	GoF+F3	1.0140	.311	1.000
Solo+F4-6	Solo+Couple+GoF+F7above	1.2099	.226	1.000
Solo+F4-6	Couple+GoF+F4-6	-0.6878	.492	1.000
Solo+F4-6	Couple+GoF	0.1781	.859	1.000
Solo+F4-6	GoF+F3	1.1176	.264	1.000
Solo+Couple+GoF+F7above	Couple+GoF+F4-6	-1.7751	.076	1.000
Solo+Couple+GoF+F7above	Couple+GoF	-1.0450	.296	1.000
Solo+Couple+GoF+F7above	GoF+F3	-0.0863	.931	1.000
Couple+GoF+F4-6	Couple+GoF	0.8527	.394	1.000
Couple+GoF+F4-6	GoF+F3	1.6889	.091	1.000
Couple+GoF	GoF+F3	0.9528	.341	1.000

Furthermore, all Pairwise Comparisons yielded Bonferroni-adjusted p-values of 1.000. These findings suggest that the tangible aspects of Sorsogon as a destination (such as its food, transportation, and natural attractions) are viewed consistently across all group types. Whether a tourist is traveling alone, as part of a couple, or with a large extended family, the physical destination appears to provide a uniform level of satisfaction.

Traveler Type and Quality of Experience

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
Couple	Solo	1.57230	.116	1.000
Couple	F4-6	1.05258	.293	1.000
Couple	F7above	-0.31870	.750	1.000
Couple	Couple+GoF+F3	1.16198	.245	1.000
Couple	GoF+F4-6	0.42496	.671	1.000
Couple	GoF	1.49656	.135	1.000
Couple	Solo+GoF	0.30496	.760	1.000
Couple	GoF+F7above	1.58513	.113	1.000
Couple	Solo+GoF+F4-6	-0.21026	.833	1.000
Couple	F3	2.16765	.030	1.000
Couple	Solo+GoF+F7above	1.15875	.247	1.000
Couple	Solo+Couple+GoF	-0.13539	.892	1.000
Couple	Solo+F4-6	1.39411	.163	1.000
Couple	Solo+Couple+GoF+F7above	1.40217	.161	1.000
Couple	Couple+GoF+F4-6	0.10822	.914	1.000
Couple	Couple+GoF	0.36388	.716	1.000
Couple	GoF+F3	1.22914	.219	1.000
Solo	F4-6	-0.20336	.839	1.000
Solo	F7above	-1.41896	.156	1.000
Solo	Couple+GoF+F3	0.51155	.609	1.000
Solo	GoF+F4-6	-0.20313	.839	1.000
Solo	GoF	-0.00898	.993	1.000
Solo	Solo+GoF	-0.48117	.630	1.000
Solo	GoF+F7above	1.05485	.291	1.000
Solo	Solo+GoF+F4-6	-0.71868	.472	1.000
Solo	F3	0.93316	.351	1.000
Solo	Solo+GoF+F7above	0.46319	.643	1.000
Solo	Solo+Couple+GoF	-0.89767	.369	1.000
Solo	Solo+F4-6	0.85798	.391	1.000
Solo	Solo+Couple+GoF+F7above	0.93121	.352	1.000
Solo	Couple+GoF+F4-6	-0.39281	.694	1.000
Solo	Couple+GoF	-0.20375	.839	1.000
Solo	GoF+F3	0.75416	.451	1.000
F4-6	F7above	-1.11312	.266	1.000
F4-6	Couple+GoF+F3	0.57463	.566	1.000
F4-6	GoF+F4-6	-0.10668	.915	1.000
F4-6	GoF	0.18946	.850	1.000
F4-6	Solo+GoF	-0.34021	.734	1.000
F4-6	GoF+F7above	1.08971	.276	1.000
F4-6	Solo+GoF+F4-6	-0.62723	.531	1.000
F4-6	F3	0.87068	.384	1.000
F4-6	Solo+GoF+F7above	0.53141	.595	1.000
F4-6	Solo+Couple+GoF	-0.73805	.460	1.000
F4-6	Solo+F4-6	0.90094	.368	1.000
F4-6	Solo+Couple+GoF+F7above	0.97054	.332	1.000
F4-6	Couple+GoF+F4-6	-0.31165	.755	1.000
F4-6	Couple+GoF	-0.11713	.907	1.000
F4-6	GoF+F3	0.79909	.424	1.000
F7above	Couple+GoF+F3	1.25535	.209	1.000
F7above	GoF+F4-6	0.57841	.563	1.000
F7above	GoF	1.38446	.166	1.000
F7above	Solo+GoF	0.49153	.623	1.000
F7above	GoF+F7above	1.65095	.099	1.000
F7above	Solo+GoF+F4-6	-0.04609	.963	1.000
F7above	F3	1.87992	.060	1.000

F7above	Solo+GoF+F7above	1.25067	.211	1.000
F7above	Solo+Couple+GoF	0.09012	.928	1.000
F7above	Solo+F4-6	1.47274	.141	1.000
F7above	Solo+Couple+GoF+F7above	1.48142	.138	1.000
F7above	Couple+GoF+F4-6	0.25561	.798	1.000
F7above	Couple+GoF	0.51156	.609	1.000
F7above	GoF+F3	1.31750	.188	1.000
Couple+GoF+F3	GoF+F4-6	-0.50816	.611	1.000
Couple+GoF+F3	GoF	-0.51000	.610	1.000
Couple+GoF+F3	Solo+GoF	-0.72437	.469	1.000
Couple+GoF+F3	GoF+F7above	0.49985	.617	1.000
Couple+GoF+F3	Solo+GoF+F4-6	-0.89879	.369	1.000
Couple+GoF+F3	F3	-0.14878	.882	1.000
Couple+GoF+F3	Solo+GoF+F7above	-0.06096	.951	1.000
Couple+GoF+F3	Solo+Couple+GoF	-1.01580	.310	1.000
Couple+GoF+F3	Solo+F4-6	0.34448	.730	1.000
Couple+GoF+F3	Solo+Couple+GoF+F7above	0.46745	.640	1.000
Couple+GoF+F3	Couple+GoF+F4-6	-0.62894	.529	1.000
Couple+GoF+F3	Couple+GoF	-0.49345	.622	1.000
Couple+GoF+F3	GoF+F3	0.32084	.748	1.000
GoF+F4-6	GoF	0.19864	.843	1.000
GoF+F4-6	Solo+GoF	-0.14647	.884	1.000
GoF+F4-6	GoF+F7above	0.93968	.347	1.000
GoF+F4-6	Solo+GoF+F4-6	-0.44891	.653	1.000
GoF+F4-6	F3	0.52419	.600	1.000
GoF+F4-6	Solo+GoF+F7above	0.46759	.640	1.000
GoF+F4-6	Solo+Couple+GoF	-0.43965	.660	1.000
GoF+F4-6	Solo+F4-6	0.79018	.429	1.000
GoF+F4-6	Solo+Couple+GoF+F7above	0.87395	.382	1.000
GoF+F4-6	Couple+GoF+F4-6	-0.18763	.851	1.000
GoF+F4-6	Couple+GoF	-0.01613	.987	1.000
GoF+F4-6	GoF+F3	0.73200	.464	1.000
GoF	Solo+GoF	-0.47176	.637	1.000
GoF	GoF+F7above	1.05083	.293	1.000
GoF	Solo+GoF+F4-6	-0.71297	.476	1.000
GoF	F3	0.88727	.375	1.000
GoF	Solo+GoF+F7above	0.46166	.644	1.000
GoF	Solo+Couple+GoF	-0.88472	.376	1.000
GoF	Solo+F4-6	0.85520	.392	1.000
GoF	Solo+Couple+GoF+F7above	0.92905	.353	1.000
GoF	Couple+GoF+F4-6	-0.38865	.698	1.000
GoF	Couple+GoF	-0.19985	.842	1.000
GoF	GoF+F3	0.75285	.452	1.000
Solo+GoF	GoF+F7above	1.16572	.244	1.000
Solo+GoF	Solo+GoF+F4-6	-0.36091	.718	1.000
Solo+GoF	F3	0.87011	.384	1.000
Solo+GoF	Solo+GoF+F7above	0.69035	.490	1.000
Solo+GoF	Solo+Couple+GoF	-0.33608	.737	1.000
Solo+GoF	Solo+F4-6	1.00195	.316	1.000
Solo+GoF	Solo+Couple+GoF+F7above	1.06608	.286	1.000
Solo+GoF	Couple+GoF+F4-6	-0.07906	.937	1.000
Solo+GoF	Couple+GoF	0.11869	.906	1.000
Solo+GoF	GoF+F3	0.91295	.361	1.000
GoF+F7above	Solo+GoF+F4-6	-1.25457	.210	1.000
GoF+F7above	F3	-0.74818	.454	1.000
GoF+F7above	Solo+GoF+F7above	-0.56888	.569	1.000
GoF+F7above	Solo+Couple+GoF	-1.41642	.157	1.000
GoF+F7above	Solo+F4-6	-0.14183	.887	1.000

GoF+F7above	Solo+Couple+GoF+F7above	0.01033	.992	1.000
GoF+F7above	Couple+GoF+F4-6	-1.00474	.315	1.000
GoF+F7above	Couple+GoF	-0.90676	.365	1.000
GoF+F7above	GoF+F3	-0.12541	.900	1.000
Solo+GoF+F4-6	F3	0.96658	.334	1.000
Solo+GoF+F4-6	Solo+GoF+F7above	0.87184	.383	1.000
Solo+GoF+F4-6	Solo+Couple+GoF	0.10202	.919	1.000
Solo+GoF+F4-6	Solo+F4-6	1.12326	.261	1.000
Solo+GoF+F4-6	Solo+Couple+GoF+F7above	1.18320	.237	1.000
Solo+GoF+F4-6	Couple+GoF+F4-6	0.23370	.815	1.000
Solo+GoF+F4-6	Couple+GoF	0.41507	.678	1.000
Solo+GoF+F4-6	GoF+F3	1.05623	.291	1.000
F3	Solo+GoF+F7above	0.07459	.941	1.000
F3	Solo+Couple+GoF	-1.25546	.209	1.000
F3	Solo+F4-6	0.55397	.580	1.000
F3	Solo+Couple+GoF+F7above	0.66640	.505	1.000
F3	Couple+GoF+F4-6	-0.64405	.520	1.000
F3	Couple+GoF	-0.49345	.622	1.000
F3	GoF+F3	0.49116	.623	1.000
Solo+GoF+F7above	Solo+Couple+GoF	-0.99383	.320	1.000
Solo+GoF+F7above	Solo+F4-6	0.40888	.683	1.000
Solo+GoF+F7above	Solo+Couple+GoF+F7above	0.52814	.597	1.000
Solo+GoF+F7above	Couple+GoF+F4-6	-0.59533	.552	1.000
Solo+GoF+F7above	Couple+GoF	-0.45408	.650	1.000
Solo+GoF+F7above	GoF+F3	0.37791	.705	1.000
Solo+Couple+GoF	Solo+F4-6	1.25642	.209	1.000
Solo+Couple+GoF	Solo+Couple+GoF+F7above	1.29796	.194	1.000
Solo+Couple+GoF	Couple+GoF+F4-6	0.17449	.861	1.000
Solo+Couple+GoF	Couple+GoF	0.39347	.694	1.000
Solo+Couple+GoF	GoF+F3	1.14773	.251	1.000
Solo+F4-6	Solo+Couple+GoF+F7above	0.14164	.887	1.000
Solo+F4-6	Couple+GoF+F4-6	-0.87343	.382	1.000
Solo+F4-6	Couple+GoF	-0.76493	.444	1.000
Solo+F4-6	GoF+F3	0.00590	.995	1.000
Solo+Couple+GoF+F7above	Couple+GoF+F4-6	-0.94951	.342	1.000
Solo+Couple+GoF+F7above	Couple+GoF	-0.84982	.395	1.000
Solo+Couple+GoF+F7above	GoF+F3	-0.12697	.899	1.000
Couple+GoF+F4-6	Couple+GoF	0.16524	.869	1.000
Couple+GoF+F4-6	GoF+F3	0.82254	.411	1.000
Couple+GoF	GoF+F3	0.71409	.475	1.000

Dunn's pairwise comparisons were reviewed to explore potential differences between specific group pairings. As indicated in the post-hoc analysis table, all pairwise comparisons returned Bonferroni-adjusted p-values of 1.000. These results demonstrate a total lack of significant variance between any two specific traveler types regarding their perceived quality of experience. In conclusion, the data suggest that the Traveler Type is not a determining factor in the quality of the experience reported by the respondents in this study.

#### Monthly Household Income and Quality of Service

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
below ₱10,000	₱10,001 - ₱20,000	-0.753	.452	1.000
below ₱10,000	₱20,001 - ₱40,000	-2.303	.021	.128
below ₱10,000	₱40,001 and above	-0.994	.320	1.000
₱10,001 - ₱20,000	₱20,001 - ₱40,000	-1.407	.159	.956
₱10,001 - ₱20,000	₱40,001 and above	-0.416	.677	1.000
₱20,001 - ₱40,000	₱40,001 and above	0.692	.489	1.000

Dunn's pairwise comparisons further validated this, as all Bonferroni-adjusted p-values remained at 1.000, indicating that service quality is perceived consistently across all economic tiers.

Monthly Household Income and Quality of Destination Feature

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
below ₦10,000	₦10,001 - ₦20,000	-0.754	.451	1.000
below ₦10,000	₦20,001 - ₦40,000	-2.404	.016	.097
below ₦10,000	₦40,001 and above	0.466	.641	1.000
₦10,001 - ₦20,000	₦20,001 - ₦40,000	-1.496	.135	.809
₦10,001 - ₦20,000	₦40,001 and above	0.941	.347	1.000
₦20,001 - ₦40,000	₦40,001 and above	2.087	.037	.221

Games-Howell Post-Hoc Test

		<b>below ₦10,000</b>	<b>₦10,001 - ₦20,000</b>	<b>₦20,001 - ₦40,000</b>	<b>₦40,001 and above</b>
below ₦10,000	Mean difference	—	-0.0325	-0.1201	0.0153
	p-value	—	.898	.036	.994
₦10,001 - ₦20,000	Mean difference	—	—	-0.0876	0.0478
	p-value	—	—	.290	.883
₦20,001 - ₦40,000	Mean difference	—	—	—	0.1354
	p-value	—	—	—	.152
₦40,001 and above	Mean difference	—	—	—	—
	p-value	—	—	—	—

To investigate the specific source of variance identified in the Welch's model, a Games-Howell post-hoc test was conducted. The results indicated a significant difference ( $p = .036$ ) specifically between travelers earning below ₦10,000 and those earning ₦20,001 to ₦40,000, with a mean difference of -0.1201.

Monthly Household Income and Quality of Experience

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
below ₦10,000	₦10,001 - ₦20,000	-0.538	.591	1.000
below ₦10,000	₦20,001 - ₦40,000	-1.610	.107	.644
below ₦10,000	₦40,001 and above	-1.418	.156	.938
₦10,001 - ₦20,000	₦20,001 - ₦40,000	-0.974	.330	1.000
₦10,001 - ₦20,000	₦40,001 and above	-0.955	.340	1.000
₦20,001 - ₦40,000	₦40,001 and above	-0.172	.864	1.000

Dunn's pairwise comparisons confirmed this lack of variance, with all adjusted p-values remaining non-significant. Based on these findings, monthly income does not appear to be a primary driver of the overall quality of experience for the travelers surveyed.

Traveler Frequency and Quality of Service

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
1-3 times	10 times or more	-0.0152	.988	1.000
1-3 times	4-6 times	0.0201	.984	1.000
1-3 times	7-9 times	-1.1444	.252	1.000
10 times or more	4-6 times	0.0214	.983	1.000
10 times or more	7-9 times	-0.7147	.475	1.000
4-6 times	7-9 times	-1.0916	.275	1.000

The Dunn's pairwise comparisons (as detailed in the accompanying tables) showed Bonferroni-adjusted p-values of 1.000 across all pairings, indicating a high level of consistency in service perception regardless of travel frequency.

Travel Frequency and Quality of Destination Feature

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
1-3 times	10 times or more	-0.1335	.894	1.000
1-3 times	4-6 times	-0.2386	.811	1.000
1-3 times	7-9 times	2.1210	.034	.204
10 times or more	4-6 times	0.0488	.961	1.000
10 times or more	7-9 times	1.4525	.146	.878
4-6 times	7-9 times	2.1057	.035	.211

While the unadjusted p-values in the Dunn's pairwise comparisons for the "1–3 times" vs. "7–9 times" ( $p = .034$ ) and "4–6 times" vs. "7–9 times" ( $p = .035$ ) groups appeared low, these values did not retain significance once the Bonferroni correction was applied ( $p = .204$  and  $p = .211$ , respectively). Therefore, the data suggest that travel frequency does not significantly alter the perceived quality of the destination.

Travel Frequency and Quality of Experience

Dunn's Pairwise Comparisons				
		<b>z</b>	<b>p(unadj)</b>	<b>p(Bonferroni)</b>
1-3 times	10 times or more	-0.205	.838	1.000
1-3 times	4-6 times	-1.922	.055	.327
1-3 times	7-9 times	0.645	.519	1.000
10 times or more	4-6 times	-0.447	.655	1.000
10 times or more	7-9 times	0.571	.568	1.000
4-6 times	7-9 times	1.398	.162	.973

The post-hoc Dunn's pairwise comparisons revealed no significant differences between any of the groups after Bonferroni adjustment. For instance, the comparison between the "1–3 times" and "4–6 times" groups yielded an adjusted p-value of .327. Collectively, these results indicate that a traveler's frequency of travel has no statistically significant effect on their overall quality of experience.

## CHAPTER FOUR DISCUSSION

### ➤ *The Profile of the Local Tourists in Terms of Age, Gender, Education, Traveler Type, Monthly Household Income, and Number of Times of Travel on Vacation.*

- *Table 1 Shows the Age Range of the Respondents.*

Data indicates that the age range of 18-30 years old has 305 respondents, accounting for 79.2%. These findings suggest that the province's current tourism offerings or marketing reach are highly effective in attracting the "Gen Z" and "Millennial" demographics. Similar to the findings stated in the study of Gumba and Balagtas (2022), the majority of the aged 15-30 years old visited the destination, supported by the study of Kara & Mkwizu (2020) that the 18-30 years old are motivated to visit a destination as well. It was also found that only 10% of the senior citizen participants are motivated to travel. It suggests that the tourism destination in Sorsogon offers attractions or activities for the age range of 18-30 years old, such as adventure activities.

- *Table 2 Shows the Gender of the Respondents.*

The distribution reflects a diverse visitor base, with women appearing to be the primary decision-makers or participants in local travel within the region. It means that women are more likely to travel than men and the rest of the category, such as LGBTQIA+, and prefer not to say. The results shown in Table 1.2 agree with the study of Meng and Uysal (2008), which stated that women put more importance on most destination attributes than men, appreciating the destination and other activities in the place. The implication for this result is that the government should prioritize creating an innovative destination that could be a relaxing and unwind place for women. To make the place safe and relaxing, the tourism authorities should create a policy for the safety and comfort of the tourists.

- *Table 3 Shows the Education of the Respondents.*

The results indicate that the highest number of respondents were coming from the undergrads, followed by the completed college, Senior High School graduates, those who did not complete college, High School graduates, and the least selected was the elementary graduate. It proves that the undergrad had more time to travel than the elementary graduate. According to Kim and Thapa (2018), the study found that the 2nd-year to 4th-year college students are most likely to travel. It suggests that the tourism destination should have more facilities when it comes to cultural and heritage sites to help to know about the places or some activities that the tourists will learn about it.

- *Table 4 Shows the Traveler Type of the Respondents.*

The results show that the solo traveler is the most popular among the traveler types, followed by family with 1-3 members, and couples. This indicates that the residents of Sorsogon are most likely to travel alone, with a family of 3 or a partner, rather than with a group of friends/roommates and a large number of family members. This means that the fewer children the tourists have with them during the vacation, the greater the number of times the tourists have to relax and organize the plan (Gumba & Balagtas, 2022). The study revealed that half of the respondents have 1-3 members when it comes to vacation.

Interestingly, the data show a wide variety of overlapping traveler types (e.g., individuals who travel both solo and with friends), suggesting a flexible and adventurous travel behavior among the local tourists visiting Sorsogon.

The result implies that the tour operator should have a flexible itinerary for solo tourists and for families. The authorities, like government officials or government tourism authorities, should have a destination where the child or family member is safe and also includes facilities for them.

- *Table 5 Presents the Monthly Household Income.*

The findings revealed that the majority of the respondents have an income of below 10,000 pesos, accounting for almost half of the total percentage (44.9%), while the income of 40,000 and above is selected by only by 10.1% of the respondents. It implies that the respondents have a very low income & that Sorsogon is perceived as an accessible and budget-friendly destination. The implication in this study tackles the pricing and the affordability of the tourist when it comes to service, among others.

- *Table 6 Shows the Number of Times of Travel on Vacation.*

It indicates that the 1-3 times category is the majority's choice, while the 10 times and above category is the least chosen. This suggests that for most respondents, visiting Sorsogon is part of a deliberate, perhaps seasonal, vacation schedule rather than a high-frequency habit. It is proven in the study of Lasarte (2020) that 77.27% of tourists visit the place most likely 2-3 times in a year. The implication of the result is making the tourism destination be more memorable and stress-free environment to be able the tourist be more easily satisfied and revisit the place.

➤ *Quality of Tourism Destination in Sorsogon: Service, Destination Features, and Experience*

• *Table 7 Shows the Quality of Service.*

The findings reveal that 'assurance' obtained a weighted mean of 3.29, having a mean description of 'Agree', indicating that respondents generally trust the staff's communication skills & capabilities. The statements "I was served by well-trained, customer-oriented personnel" (WM = 3.28) and "Staff communicated with me fluently and in an understandable manner" (WM = 3.32) indicate that personnel are perceived as knowledgeable and capable of instilling confidence. Moreover, Responsiveness has a mean of 3.25, resulting in a mean description of "Agree", indicating that staff are generally perceived as helpful. Respondents agreed that personnel show sincere interest in problem-solving (WM = 3.24) and willingness to assist (WM = 3.29). However, "Staff were able to fulfill my requests promptly" has a slightly lower rating (WM = 3.22), suggesting room for improvement in the time or response. Furthermore, Reliability obtained a mean of 3.11 ("Agree"), the lowest among all dimensions. Respondents believe services are generally correct from the first time (WM = 3.10) and services were delivered as promised to tourists (WM = 3.15). However, the statement "Scheduled tours were met promptly" received the lowest rating (WM = 3.08), indicating that there are inconsistencies with following the schedules. Moreover, Tangible facilities showed a strong rating with a mean of 3.30 ("Agree"), suggesting that physical aspects of the service environment meet customer expectations. High ratings for modern & technologically relevant vehicles were available (WM = 3.31), the meals that are served are of high-quality (WM = 3.24), the accommodation and facilities were appealing & in good design (WM = 3.32), and the physical appearance of the hotel were tidy and clean (WM = 3.36) indicate that respondents appreciate the material aspects of the service. In addition, Empathy achieved the highest mean at 3.33 ("Agree"), indicating that personnel are seen as friendly, attentive, & accommodating to every tourist. Respondents agreed that their expectations & special needs were met (WM = 3.21) and that personal safety was considered as a major aspect in every service provided (WM = 3.39). The average weighted mean of Quality of Service is 3.26, which corresponds to the mean description of "Agree". It indicates that the overall quality of service is perceived positively. These findings are supported by the study stating that accessibility of natural resources, friendliness of the local staff, organized excursion, and overall quality of service and facilities evaluate the satisfaction of tourists to deliver the meaningful experience (Lasarte, 2020). Also, the responsiveness and communication of the staff can influence tourists' satisfaction and loyalty and can enhance the overall service quality experience (Sasangko et al., 2025). The result implies that the hotels, resorts, and other tourism companies should train the staff or arrange a training ground for staff to gain proper knowledge about their work and to improve the service that needs to be provided to achieve the satisfaction of tourists with the service of a certain destination.

• *Table 8 Shows the Quality of Destination Features.*

The findings of the study reveal that the overall Quality of Destination Features obtained a mean description of "Agree", with an average weighted mean of 3.47. This suggests that tourists really consider destination features important when choosing a place to visit. Among the components, "Food" has the highest rating (WM = 3.66, Strongly Agree), indicating that different kinds of cuisines, the quality of Food, and the ambiance of local eateries influence the tourists' decision in choosing a destination. Next is "Accommodation" with a weighted mean of 3.60, also interpreted as Strongly Agree, proving that the place with adequate hotel facilities, good-quality hotels, and amenities that enhance their stay, and personally been chosen by them, has a great impact. Meanwhile, the components "Transport (WM = 3.48, Agree)" and "Attributes" (WM = 3.45, Agree) are also considered important. These results indicate that having an abundant public transportation, affordability, and environmental conditions remain relevant, along with attractions such as natural parks/forests, beaches, hills, and historical sites, places with architectural design, & less crowded areas. Lastly, "Value for Money" has the lowest average (WM = 3.16, Agree), showing that the pricing may influence the decision-making of tourists, but it seems that they are more concerned with the quality of experience compared to just simply finding the cheapest options. Data shows that factors such as food & accommodation are the priorities of the tourists. This indicates that travellers increasingly seek satisfaction in accommodation & memorable experiences through the taste of various cuisines. The "Strongly Agree" description of food components proves that food quality, diversity of cuisine, and ambiance show the major role of Food in shaping tourism satisfaction. The high weighted mean of accommodation resulting in a mean description of "Strongly Agree" reflects the importance of comfort, convenience, and service quality in determining whether a destination is perceived positively. The findings of the study also indicate that while attractive destinations matter, tourists become even more attracted to a destination if they offer an abundant transport system and if the public transport is local, weather-proof. These results align with previous research suggesting that food quality is a major reason for tourist satisfaction and can even serve as a primary attraction. In the study of Guerrero (2024), revealed that street food or the foods in that destination can enhance the experience in shaping the tourism destinations. And according to Guzel and Apaydin (2016), food tourism has become a crucial part of developing tourist destinations, and it becomes the primary motivation for tourists or reason for tourists to go to a certain destination. When it comes to food, the accommodation quality, location selection, and service level affect the tourist experience as well as transport, which are convenience, comfort, and safety (Jie & Talub, 2024). The visual aesthetic, such as the natural environment and built environment, can get a higher visual appeal, a better first impression that can lead to positive emotion of the tourists and can positively impact their revisit intention in that destination (Deng et al., 2021). The low rating for value for money shows that tourists give importance to the cost as it reflects the tourists' expectations, especially when it comes to the quality of service and facilities, meaning having a cheap fare alone is not guaranteed to attract visitors without having quality services. Toncar et al. (2010) found that the evaluation of service quality influences the price expectation. The result implies that the tourism government authorities should prioritize meaningful and high-quality experiences over cheap options.

• *Table 9 Shows the Quality of Experience.*

The findings of the study reveal that the overall Quality of Experience obtained an overall weighted mean of "3.56", interpreted as "Strongly Agree". This suggests that the destinations visited by the tourists can meet the expectations of tourists in terms of emotional response, uniqueness, climate, & people within the destinations. In terms of "Emotional Response"(WM = 3.53), interpreted as "Strongly Agree", emphasizes that travel experiences are strongly shaped by the emotions they have. Respondents seek excitement through adventure, and happiness, with the strongest agreement observed in the item stating that they look for happiness from a travel place (WM = 3.70). Highlighting that positive emotions serve as key motivators for destination choice and revisit intention (insert study). For "Uniqueness", having a mean of "3.44", interpreted as "Agree", indicates that although tourists value uniqueness, this component is slightly less important compared to emotional and environmental factors under the environment. Nonetheless, respondents still prefer destinations that match their expectations, refresh their minds, or differ from their usual travel choices. The highest rating within this category (WM = 3.55) reflects the desire for a destination that refreshes someone's mind. As stated in the study of Nugraha et al. 2021), good quality of tourism and memorable experience can mean that positive impressions and memories about tourist destinations are in direct contact with the tourist's emotional and psychological nature. On the other hand, Uniqueness compared to other components has obtained a lower meaning, which may suggest that while uniqueness is important, travellers prioritize emotional fulfillment and environmental quality more strongly. Furthermore, the "Climate" component obtained one of the highest means (WM = 3.74), interpreted as "Strongly Agree", showing that the environment being pollution-free & dust-free is very important in shaping visitors' experiences. It was supported by the study of Sansuni and Hikmah (2024) that the satisfaction of cleanliness and its states of managing the environmental cleanliness, such as waste management and cleanliness of the area, is important to reach tourist satisfaction. Moreover, when it comes to the "People" component, respondents also strongly agree (WM = 3.52) that resident behavior significantly affects destination attractiveness. The willingness to aid tourists and the hospitality of the residents receive high ratings (WM = 3.73 for both). This is supported by the study of Xiong et al. 2020 that the interaction of residents and tourists is more likely to result in a positive outcome, and it is crucial for tourism development. Likewise, the hospitality of local people can contribute to the memorable experience of the tourist. Local people show hospitality, which eventually makes the tourists feel comfortable and pleased while being around (Mansour & Ariffin, 2016). While courtesy just received a lower rating (WM = 3.09), it still falls under "Agree", showing that although it is seen as important, it may not be as needed as hospitality and the willingness to aid tourists. This suggests that social interactions and local warmth contribute to visitors' satisfaction and perceived destination quality.

The study's findings indicate that the components, such as emotional response, climate or environment's state, and hospitality of the residents, are the strongest components contributing to travellers' quality of experience. However, the lower mean on uniqueness suggests that travellers may prioritize comfort, emotional satisfaction, and environmental conditions over distinctiveness when choosing a destination. The experience of a tourist at the destination can last even after the tourist leaves the destination. It also stated in the study that satisfaction is associated with positive feelings and pleasant, surprising attraction (Nugraha et al., 2021).

The result implies that the government, together with the tourism officials and community, creates and innovates facilities or activities that captivate the tourists' satisfaction to make it more appealing and memorable to the tourists.

➤ *Significant Difference of Demographic Profile Across Quality*

• *Table 10 Significant Difference in the Demographic Profile Across Quality of Service.*

The findings in age and quality of service suggest that younger tourists (aged 18–30) evaluate service quality markers, such as assurance, responsiveness, and empathy, differently from their older counterparts. This discrepancy may be attributed to differing expectations or prior travel experiences unique to the younger generation. Consequently, these results provide a statistical basis for tailoring service-related interventions to better meet the specific needs of these distinct age demographics. In assessing the significant difference of gender across the quality of service, the results showed in the gender category that the "Prefer not to say" group held significantly different perceptions of service quality compared to all other groups. No significant differences were found between Men, Women, and LGBTQIA+ respondents. This suggests that while identified gender groups share a common perception of service quality, the demographic subset choosing not to disclose gender may have distinct service expectations or unique experiences that warrant further qualitative investigation. When it comes to education, the standard of service provided by tourism personnel in Sorsogon is perceived consistently, regardless of the respondent's educational background. The composition of the travel group does play a role in how service delivery is evaluated. This suggests that while an overall difference exists across the 18 categories, the statistical power is diluted when comparing specific pairs due to the high number of group combinations. Consequently, while traveller composition influences service perception, no single group's experience can be definitively isolated as being superior or inferior to another. In terms of the monthly household income of the respondents, it showed that there is no statistically significant difference in the perceived Quality of Service regardless of the respondent's monthly income. Furthermore, the travel frequency, both statistical measures confirm that there is no significant difference in the perceived quality of service based on how often an individual travels.

• *Table 11 Significant Difference of Demographic Profile Across Quality of Destination Features.*

While there are minor fluctuations in mean scores across age brackets, the statistical evidence suggests a consensus among local tourists regarding the quality of Sorsogon as a destination. Regardless of age, tourists appear to share a similar level of

satisfaction with the infrastructure, food, and natural attributes of the province. This uniform perception provides a stable foundation for provincial tourism branding, as marketing strategies do not necessarily need to be segmented by age to address perceived quality gaps. In terms of gender, these results imply that Sorsogon's destination features are perceived with a high level of consistency across the gender spectrum, suggesting that the physical and structural attributes of the province appeal broadly to all local tourists regardless of gender. In education, results indicate a general consensus among local tourists regarding the quality of Sorsogon's food, transport, and physical infrastructure. It suggests that the destination's attributes satisfy the expectations of tourists across all academic levels. These findings suggest that the tangible aspects of Sorsogon as a destination (such as its food, transportation, and natural attractions) are viewed consistently across all group types. Whether a tourist is traveling alone, as part of a couple, or with a large extended family, the physical destination appears to provide a uniform level of satisfaction. This suggests that when accounting for unequal variances, monthly income does have a significant impact on how destination quality is perceived. The monthly household income result suggests that middle-income earners may have different expectations or experiences regarding destination quality compared to those in the lowest income bracket. And the travel frequency does not significantly alter the perceived quality of the destination.

- *Table 12 Significant Difference of Demographic Profile Across Quality of Experience.*

The findings in age indicate that the "Sorsogon Experience," characterized by hospitality, excitement, and environmental quality, is felt uniformly across all generations. Unlike "Quality of Service," which showed significant variation in younger demographics, the emotional and unique aspects of the destination appear to have a universal appeal. For tourism planners, this suggests that the core experiential offerings of Sorsogon are successfully resonating with a wide age spectrum, from young adults to senior citizens. This creates a cohesive destination image that can be marketed as a multi-generational travel location. When it comes to gender, the result indicates that the psychological and experiential outcomes of visiting Sorsogon.

- *Table 13 Post-Hoc of Demographic Profile Across Quality Tourism Destinations.*

In terms of age and quality of service, the pairwise comparison revealed that the 18-30 years old group held significantly different perceptions of service quality compared to other age groups. And there is no significant difference between the youngest to oldest and between the middle-aged and the old group. As for age and destination features, it showed that it hinted at slight variation between 18-30 years old and 31-43 years old groups, as well as between the 31-43 years old and 44-56 years old groups, but it lost its significance when it was tested on Bonferroni. In terms of age and experience, the test of pairwise comparison showed that there is no significant difference between any specific age group. The gender and service showed that no significant differences were found between Men, Women, and LGBTQIA+ respondents and the 'Prefer not to say' group held significantly different perceptions of service quality compared to all other groups. The Dunn's Pairwise Comparison of gender and destination features and gender and experience showed no significant differences between any specific gender pairings. As well as in education and service, and education and destination features showed no significant difference. However, the education and experience showed that the "Completed College" group differed significantly from the "High School Graduate" and "Senior High School Graduate" groups. Also, there is a significant difference between the "High School Graduate" and "Undergrad" groups. When it comes to traveller type, the test of pairwise comparison in three categories, which are quality of service, destination features, and experience, showed a lack of significant variance between any two specific traveller types. The comparison of monthly household income and the two categories, which are quality of service and quality of experience, revealed no significant difference. But the test of Games-Howell post-hoc of monthly household income and quality of experience identified a significant difference between below ₱10,000 and ₱20,001 to ₱40,000. Furthermore, the test of post-hoc Dunn's pairwise comparisons in three categories of travel frequency showed no significant difference in Quality of Tourism Destination.

## CHAPTER FIVE CONCLUSION AND RECOMMENDATION

The majority of the respondents belong to the age range of 18-30 years old (79%), women (46%), undergrad (36%), solo (27%), have a monthly household income of below 10,000 pesos, and travel 1-3 times a year. Those are the demographic profiles of the majority of the tourists within Sorsogon Province. The study concludes that the Quality of Tourism Destinations in Sorsogon, perceived by the local tourists, along with quality of service, destination features, and quality of experience, is positive, having a mean description of "Agree", indicating that these qualities of destinations undoubtedly shape the tourists' satisfaction and decision-making when visiting a destination within the province of Sorsogon. Service quality was rated "Agree," with assurance, empathy, and tangible facilities as the strongest dimensions, though improvements are still needed in reliability. Moreover, Destination features were also rated positively, especially food and accommodation, which are both "Strongly Agree", while value for money received a lower rating. Meanwhile, Quality of Experience received the highest overall rating ("Strongly Agree"), having the components: emotional response, uniqueness, climate, & people. To sum it up, the findings show that tourists are highly influenced by emotional satisfaction, comfort, hospitality, and high-quality offerings. In terms of the significant difference of the demographic profile across the quality dimensions, the study found that there were significant differences with age, gender, and traveller type across the Quality of Service, monthly household income across the quality of Destination Features, and the Education across the quality of Experience. There was no significant difference in the frequency of travel per year across the three quality dimensions.

In the Quality of Service, the study recommends giving more time & effort to improve service reliability as it has the lowest rating, particularly by ensuring consistency in service delivery and ensuring that schedules are followed promptly. In terms of the quality of Destination features, local authorities and Tourism establishments within Sorsogon are advised to enhance value-for-money offerings by providing clearer pricing & upgraded amenities that justify costs and meet the expectations of tourists. For the Quality of Experience, since emotional satisfaction and unique experiences strongly influence revisit intentions, and Uniqueness has the lowest rating as well among the components, tourism stakeholders should continue to develop experience-based attractions that highlight Sorsogon's culture, climate, and hospitality. Furthermore, the local tourism offices may also offer continuous training programs focusing on empathy, local culinary or delicacy offerings, and environmental cleanliness to maintain the high ratings on the aforementioned qualities.

Furthermore, the results of the demographic profiling and the comparative analysis of tourism quality dimensions provide a data-driven foundation for developing targeted interventions. While the overall perception of Sorsogon as a destination remains positive across various groups, specific variances in service quality perceptions among younger tourists and distinct gender groups highlight areas for improvement. Hence, the prevalence of budget-conscious, highly educated young travellers suggests a need for diversified tourism products that balance affordability with intellectual and experiential depth. The following subsections detail the proposed strategies categorized by the primary quality dimensions investigated in this study:

### ➤ *Service Quality Enhancement Program*

The analysis revealed a statistically significant difference in how younger tourists (aged 18 to 30) perceive service quality compared to older cohorts, particularly regarding responsiveness and empathy. To address this, it is proposed that local tourism establishments implement a "Digital-First Service Training" for front-line personnel. This program should focus on modern communication standards and rapid responsiveness, which align with the expectations of the dominant "Gen Z" and "Millennial" demographics. Additionally, the unique perceptions found in the "Prefer not to say" gender category suggest a need for more inclusive and sensitive customer service protocols.

### ➤ *Destination Infrastructure and Branding Strategy*

Since the quality of the destination was perceived consistently across all age and gender groups, the proposed strategy focuses on maintaining and reinforcing these strong attributes while catering to the primary economic segment. Given that approximately 45% of visitors earn below ₱10,000 monthly, the province should promote "Value-Driven Tourism Circuits. These circuits would highlight affordable local cuisine and accessible natural attractions, ensuring Sorsogon remains a competitive choice for the budget-conscious local market without compromising the perceived quality of the physical infrastructure.

### ➤ *Experiential and Cultural Product Development*

While the "Sorsogon Experience" generally enjoys universal appeal, the data indicated subtle variations in experiential expectations among different educational groups. To leverage the high literacy and educational level of the visitor base (where over 80% have tertiary-level exposure), the development of "Interpretive and Educational Tourism Packages" is recommended. These packages could include guided eco-tours or heritage walks that provide deeper intellectual engagement and highlight the "uniqueness" of the province, satisfying the sophisticated criteria of the highly educated tourist segment.

### ➤ *Targeted Marketing for Diverse Traveller Types*

The study identified Solo travelers and Groups of Friends as the most frequent visitor types. Proposed interventions include the creation of "Solo-Friendly Tourism Certification" for accommodations and the promotion of "Social-Adventure Packages"

designed for peer groups. By officially recognizing establishments that cater specifically to the needs and safety of solo travellers or the social dynamics of friend groups, the province can further solidify its position as a preferred destination for these high-frequency segments.

Aside from all of the aforementioned recommendations, future researchers and scholars are encouraged to explore the qualities that have not been met or exceeded the expectations of tourists, focusing on a certain destination within Sorsogon.

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