

Tourism Promotion Programs in Lagayan. Abra: Basis for a Tourism Intervention Plan

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Abstract

Tourism is a major contributor to economic growth and community development; however, despite Lagayan, Abra's rich natural attractions, its tourism sector remains underdeveloped due to limited promotion, inadequate infrastructure, and insufficient tourism services. This study aims to assess the level of satisfaction among respondents on the attractions, services, and facilities in the tourist destination, and the tourism promotion programs in Lagayan, Abra, as to craft a tourism intervention plan. A descriptive research design was utilized, involving 250 respondents composed of 150 tourists, 70 residents, and 30 tourist guides. Data were collected from December 2025 to January 2026 using a survey questionnaire. The instrument was adapted from the works of Matt (2009), Bamboa (2013), Padua (2019), Orduna and Arcilla (2020), Cruz (2021), the UNWTO (2021), the Department of Tourism (2022), and the ASEAN Secretariat (2015), with necessary modifications to suit the study context. Reliability testing yielded a Cronbach's alpha coefficient of 0.84, indicating good internal consistency.

Findings reveal that most respondents are young, single, and low-income individuals, indicating a market largely composed of budget conscious and adventure-oriented tourists. Overall, respondents express a high level of satisfaction, particularly on accessibility, uniqueness, and visual appeals of attractions, while moderate satisfaction is observed in entertainment and facility-related aspects. The implementation of tourism promotion program is generally perceived as high, though certain areas such as digital promotion, transportation, and service facilities require improvement. Moreover, the LGU face moderate to high serious challenges, particularly in infrastructure, limited funding, and insufficient promotional strategies. Significant relationships are found between selected demographic variable and satisfaction levels, highlighting the influence of tourist profile on tourism experience. These findings suggest that while Lagayan demonstrates strong tourism potential, targeted improvements in infrastructure, service quality, and strategic promotion are essential to enhance tourist satisfaction and ensure sustainable tourism development.

Keywords: *tourism promotion, tourist satisfaction, sustainable tourism, Health and Communication Services*

I. Introduction

Background and Rationale

Tourism is recognized as one of the fastest-growing economic sectors globally, contributing significantly to economic growth, employment generation, cultural exchange, and environmental sustainability. According to the World Travel and Tourism Council (WTTC, 2023), tourism contributes 10.4% to the global Gross Domestic Product (GDP) and supports over 334 million jobs worldwide. Sustainable tourism promotion, infrastructure development, and quality services are considered essential in maintaining destination competitiveness and long-term growth (UNWTO, 2017). Tourism also supports poverty alleviation, community empowerment, and cultural preservation through community-based tourism and ecotourism initiatives (Scheyvens & Van Der Watt, 2021).

In the Philippines, tourism remains a major economic pillar supported by Republic Act No. 9593 or the Tourism Act of 2009 and the National Tourism Development Plan (2023–2028). However, despite the country's tourism potential, many rural municipalities continue to experience challenges related to infrastructure, accessibility, tourism promotion, digital marketing, workforce development, and sustainability (De la Cruz & Nuval, 2021).

Lagayan, Abra possesses abundant natural and cultural attractions such as Ar-arbis Falls, Barusibis Falls, Lusuac Spring, Simmembaan Cave, Mt. Pugao, and Gaco Park. Tourist arrivals in the municipality increased significantly from 11,775 in 2022 to 47,068 in 2025, indicating growing tourism demand. Despite this increase, tourism promotion programs remain fragmented and insufficiently developed, while problems concerning transportation, facilities, accessibility, safety, cleanliness, and visitor services continue to affect tourist satisfaction and sustainable tourism development. Hence, this study was conducted to assess tourism promotion programs in Lagayan, Abra and formulate a tourism intervention plan aligned with Sustainable Development Goal (SDG) 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities).

Related literature emphasizes tourism as a major contributor to economic growth, employment generation, and sustainable community development. Studies reveal that sustainable tourism and community-based tourism improve local livelihoods, preserve culture, and protect the environment (Alhowaish, 2016; Biswas et al., 2021). Research also highlights the importance of tourism promotion strategies focusing on sustainability, service quality, infrastructure, and digital marketing in enhancing tourist satisfaction and destination competitiveness (Kalairasan & Panchalan, 2024; Jafari, 2022).

Several studies indicate that demographic factors such as age, sex, civil status, educational attainment, employment status, and income influence tourism behavior, tourist satisfaction, and support for tourism development (Papastathopoulos et al., 2020; Sinclair-Maragh, 2017). Tourist satisfaction is affected by factors such as accommodation quality, transportation, cleanliness, security, infrastructure, staff performance, and accessibility (Guo & Su, 2017; Dubey, 2023).

The literature also identifies major tourism challenges worldwide, including poor infrastructure, weak tourism planning, inadequate workforce skills, environmental degradation, and limited digital promotion (UNWTO, 2019; Bott, 2023). In the Philippine setting, rural tourism destinations continue to face issues involving accessibility, policy implementation, sustainability, and limited community participation (Fernandez-Abila et al., 2024).



Although many studies discuss sustainable tourism and SDGs, limited research has focused on localized tourism strategies aligned with SDG 8 and SDG 11, particularly in smaller municipalities like Lagayan, Abra (Khizara et al., 2023). This study addresses this research gap by evaluating tourism promotion programs and proposing a context-specific tourism intervention plan for sustainable local tourism development.

Statement of the Problem

This study aimed to assess the level of satisfaction of respondents regarding tourism attractions, services, facilities, and tourism promotion programs in Lagayan, Abra as basis for a tourism intervention plan.

Specifically, it sought to determine:

1. What is the demographic profile of the respondents comprising tourist guides, residents, and tourists—in terms of:
 - a) age,
 - b) sex,
 - c) civil status,
 - d) highest educational attainment,
 - e) employment status, and
 - f) monthly income?
2. What is the level of satisfaction of the respondents on tourism-related factors in terms of:
 - a) attraction
 - a.1. entertainment, sports, and recreational activities,
 - b) services
 - b.1. staff
 - b.2. promotion
 - b.3. cleanliness
 - b.4. security
 - b.5. services and facilities
 - b.6. local transportation
 - b.7. health services
 - b.8. communication services
 - c) facilities
 - c.1. parking area
 - c.2. souvenir shops, and
 - c.3. banks/ATMs?
3. What is the degree of seriousness of the problems encountered by the LGU in the implementation of its tourism programs?
4. What is the extent of implementation of tourism promotion programs in terms of:
 - a) distribution channels,
 - b) tourism services,
 - c) modes of transportation, and
 - d) promotional activities?
5. Is there a significant relationship between the respondents' profile and their level of satisfaction with tourist attractions, services, and facilities?



6. What strategic program can be proposed to enhance the tourism promotion efforts of Lagayan, Abra?

Research Objectives

- To assess tourism attractions, services, facilities, and tourism promotion programs in Lagayan, Abra.
- To determine respondents' level of satisfaction with tourism-related factors.
- To identify problems encountered by the LGU in implementing tourism programs.
- To examine the extent of implementation of tourism promotion programs.
- To determine whether a significant relationship exists between respondents' demographic profile and their level of satisfaction.
- To design and develop a strategic tourism intervention plan to improve tourism promotion and sustainable tourism development in the municipality.

II. Materials and Methods

Research Design

This study employs a descriptive-correlational research design, which combines the features of both descriptive and correlational research methods. Descriptive-correlational research referred to a qualitative approach that systematically described a phenomenon as it existed while also examining relationships between variables without manipulating them (Creswell, J. W., 2014; Polit & Beck C. T., 2017). This design allowed the researcher to determine not only the current state of tourism satisfaction in Lagayan, Abra, but also how respondents' demographic profiles related to their perceptions and levels of satisfaction.

Descriptive research is used to accurately and systematically present an overview of the current tourism landscape. It focuses on answering questions such as what, where, when, and how, without manipulating variables or determining causal relationships (McCombes, 2023). In this study, the descriptive component collects quantifiable data on respondents' demographic profiles, levels of satisfaction with tourism attractions, services, and facilities, and their assessment of tourism promotion programs implemented by the Lagayan Municipal Tourism Office.

Correlational research, on the other hand, examines the degree to which two or more variables were related, allowing researchers to determine the strength and direction of associations without establishing causation (Fraenkel et al., 2019). The correlational component of this study explores the relationships between the respondents' demographic profiles-such as age, sex, educational attainment, employment status, and income-and their levels of satisfaction with tourism attractions, services, and facilities.

Population and Locale of the Study

The study was conducted in Lagayan, Abra, during the S.Y 2025-2026, specifically from December to January. Purposive sampling was used to select a total of two hundred fifty (250) respondents, consisting of 150 tourists, 70 residents, and 30 tourist guides. The tourists include only those who visited Lagayan during the months of December 2025 to January 2026. All



selected respondents were expected to have relevant experience or knowledge of the local tourism programs, allowing the study to gather comprehensive and context-specific data.

According to records from the Lagayan Municipal Tourism Office, there are nine (9) recognized tourist attractions in the municipality: Ar-arbis Falls, Barusibis Falls, Gaco Park, Kimmampana Cave, Lusuac Spring, Mt. Pugao, Mt. Torilek, Ponpon-Calambat Footbridge, and Simmembaan Cave. However, the researcher focused on only three (3) tourist attractions, these are Lusuac Spring, Ar-arbis Falls, and Barusibis Falls. These locations were selected based on their popularity, accessibility, and safety as the most visited and well-known sites in Lagayan, Abra.

Data Gathering Instrument

A survey questionnaire serves as the primary data gathering tool for the study. The questionnaire was divided into four parts, each serving a distinct purpose:

Part 1 covers the demographic and socio-economic information about the respondents, including their age, sex, civil status, highest educational attainment, employment status, and monthly income. The second part assesses the respondents' level of satisfaction with the tourism-related components of Lagayan, including attractions, services, and facilities. The indicators used in this section were adapted from Matt (2009), Bamboa (2013). Part 3 is used to determine the degree of seriousness of the problems encountered by the LGU in the implementation of its tourism programs. The indicators used in this section were adapted from Padua (2019), Orduna & Arcilla (2020), Cruz (2021), UNWTO (2021), and the Department of Tourism (DOT), Philippines (2022). The fourth part evaluated the implementation of the tourism promotion programs conducted by the local tourism office. It used indicators adapted from Matt (2009), Bamboa (2023), and the ASEAN Secretariat (2015) with slight modification to ensure relevance to the study area.

The reliability of the research instrument was tested using Cronbach's alpha.

The results showed that the questionnaire obtained an overall reliability coefficient of 0.84, indicating high internal consistency. Each section of the instrument also demonstrated acceptable reliability, confirming that the items were suitable for data collection.

Data Gathering Procedure

The researcher sought formal permission and approval from the Municipal Mayor to conduct the study. A letter of request was forwarded to the Provincial Tourism Office to ask permission to conduct questionnaire reliability testing in the Municipality of Bangued, Abra. And a letter of request was also forward to the Municipal Tourism Officer of Lagayan, Abra, to obtain authorization for data collection within the municipality of Lagayan.

After the necessary permission and approval is sought, the researcher personally distributed and collected the survey questionnaires. Once the completed questionnaires were retrieved, the data were coded before being tallied, organized, and presented using tables and graphical representations. To supplement the survey findings and provide deeper insights,

random interviews were also conducted. The results were then interpreted in relation to the research objectives to draw evidence-based conclusions.

Statistical Treatment of Data

To ensure comprehensive analysis and accurate interpretation of the data gathered, the following statistical tools were employed:

Frequency Counts and Percentages are used to summarize the demographic profile of the respondents. These included variables such as age, sex, civil status, educational attainment, employment status, and monthly income.

To evaluate the respondents' level of satisfaction with tourist attractions, services, facilities, and the tourism promotion program of Lagayan, Abra, the weighted mean was computed. This statistical tool was also used to assess the extent of implementation of tourism promotion program conducted by the local tourism office, as well as the degree of seriousness of the constraints encountered in their implementation.

The statistical scale below is used to assess respondents' satisfaction with tourist

<i>Numerical Value</i>	<i>Statistical Range</i>	<i>Descriptive Rating</i>	<i>Descriptive Equivalent</i>
5	4.21 – 5.00	Very Much Satisfied	Very High (VH)
4	3.41 – 4.20	Very Satisfied	High (H)
3	2.61 – 3.40	Moderately Satisfied	Moderate (M)
2	1.81 – 2.60	Slightly Satisfied	Low (L)
1	1.00 – 1.80	Not Satisfied at All	Very Low (VL)

attractions, services, facilities, and the tourism promotion program of Lagayan:

To assess the degree of seriousness of challenges encountered by the LGU in the

<i>Numerical Value</i>	<i>Statistical Range</i>	<i>Degree of Agreement</i>	<i>Descriptive Equivalent</i>
5	4.21 – 5.00	Strongly Agree	Very Highly Serious (VHS)
4	3.41 – 4.20	Agree	Highly Serious (HS)
3	2.61 – 3.40	Neutral	Moderately Serious (MS)
2	1.81 – 2.60	Disagree	Slightly Serious (SS)
1	1.00 – 1.80	Strongly Disagree	Not Serious (NS)

implementation of its tourism program, the scale below was used.

To assess the level of implementation of tourism promotion programs, the scale below was used.

<i>Numerical Value</i>	<i>Statistical Range</i>	<i>Degree of Agreement</i>	<i>Descriptive Equivalent</i>
5	4.21 – 5.00	Strongly Agree	Very Highly Implemented (VHI)
4	3.41 – 4.20	Agree	Highly Implemented (HI)
3	2.61 – 3.40	Neutral	Moderately Implemented (MI)
2	1.81 – 2.60	Disagree	Slightly Implemented (SI)
1	1.00 – 1.80	Strongly Disagree	Not Implemented (NI)

To explore the relationships between the respondents' demographic characteristics and their satisfaction levels with tourism-related elements in Lagayan, appropriate nonparametric statistical methods are utilized.

The chi-square is applied to determine associations involving nominal variables with the perception of the level of satisfaction of the respondents.

After employing these statistical tools and interpretation frameworks, the study generated data driven by insights that are both reliable and applicable for formulating a sustainable and inclusive tourism intervention plan of Lagayan, Abra.

III. Results and Discussions

This chapter presents, analyzes, and interprets the findings of the study on the tourism promotion programs in Lagayan, Abra. It systematically discusses the collected data in relation to the research objectives, providing a clear presentation of results through tables and corresponding explanations.

Problem 1: What is the demographic profile of the respondents' comprising tourist guides, residents, and tourists—in terms of:

- a) age,
- b) sex,
- c) civil status,
- d) educational attainment,
- e) employment status, and
- f) monthly income?

Table 1 presents the demographic profile of the respondents in terms of age, sex, civil status, educational attainment, employment status and monthly income.

Age. As shown in the table, majority of respondents belong to the 15-24 age group, with a frequency of 97 (38.80%). This indicates that most tourists visiting the tourist destinations are young adults, who are typically more active, adventurous, and inclined toward exploration and travel. According to UNWTO (2019), younger travelers are more likely to participate in tourism activities motivated by novelty, adventure, and social interaction.

Table 1*Demographic Profile of the Respondents*

Profile	Frequency (N=250)	Percentage (%)
a. Age		
15-24	97	38.80
25-34	79	31.60
35-44	32	12.80
45-54	26	10.40
55 and above	16	6.40
Total	250	100.00
b. Sex		
Male	144	57.60
Female	106	42.40
Total	250	100.00
c. Civil Status		
Single	155	62.00
Married	87	34.80
Widower/Widow	4	1.60
Separated	4	1.60
Total	250	100.00
d. Highest Educational Attainment		
Doctorate Degree	3	1.20
Master's Degree	15	6.00
College Graduate	70	28.00
High School Graduate	146	58.40
Elementary Graduate	15	6.00
No Formal Schooling	1	0.40
Total	250	100.00
e. Employment Status		
Employed	128	51.20
Unemployed	96	38.40
No employment status	26	10.40
Total	250	100.00
f. Monthly Income		
Below ₱10,000	117	46.80
₱10,000-₱19,999	25	10.00
₱20,000-₱29,999	18	7.20
Above ₱30,000	14	5.60
No category	76	30.40
Total	250	100.00



On the other hand, the least represented group is those aged 55 and above, with a frequency of 16 (6.40%), due to the physical limitations, health concerns, or lower travel motivation among older individuals, which can affect their participation in tourism activities.

Sex. In terms of sex, most respondents are male, accounting for 144 (57.60%), while females comprise 106 (42.40%). This indicates that male tourists are more dominantly represented among the visitors. This trend attributed to the nature of the destination's attractions, which are largely characterized by outdoor, adventure-based, and physically demanding activities, including trekking, river exploration, and nature-based excursions. Male travelers are often more inclined toward engaging in risk-taking and physically challenging experiences, which increases their participation in such destinations. According to Yang et al. (2019), male tourists are generally more willing to engage in risk-taking and outdoor adventure activities.

Furthermore, socio-cultural factors may explain the observed gender pattern in travel participation. Literature shows that women tend to experience greater perceived safety risks and mobility constraints, which influence their travel decisions and reduce independent travel opportunities (UNWTO, 2019). Concerns about personal security, comfort, and accessibility often lead female travelers to adopt more cautious travel behaviors compared to males. Literature shows that women tend to experience greater perceived safety risks and mobility constraints, which influence their travel decisions and reduce independent travel opportunities (Yang et al., 2018; Brown et al., 2020). In contrast, men are generally associated with greater mobility freedom and independence, shaped by socio-cultural norms that encourage risk-taking and autonomy in travel (Yang et al., 2018). These combined factors help explain the lower proportion of female respondents in tourism-related participation.

Civil Status. The table shows that most respondents are single, with 155 individuals (62.00%). This implies that single individuals have greater flexibility, fewer responsibilities, and more freedom to travel. According to Alegre et al. (2016) single individuals tend to have fewer social and financial constraints, making them more likely to participate in tourism. On the other hand, the least represented groups are widowed and separated individuals, each with only 4 respondents (1.60%), which is attributed to personal, emotional, or financial factors that limit their travel participation.

Highest Educational Attainment. In terms of educational attainment, the highest proportion of respondents are high school graduates, accounting for 146 (58.40%). This indicates that the tourist market is largely composed of young individuals or students who are either pursuing further education or are in the early stages of their careers. This segment of tourists is typically drawn to affordable, accessible, and experience-oriented destinations, suggesting that Lagayan's offerings—such as nature-based attractions and low-cost travel options—aligned well with their preferences. Additionally, individuals with basic education are generally better equipped to access and interpret travel information, follow tourism guidelines, and appreciate the cultural and environmental features of the destination, thereby fostering a more responsible and fulfilling travel experience. According to Hall and Page (2016), educational attainment plays a key role in shaping tourists' understanding of destinations and their engagement in responsible tourism practices. On the other hand, the lowest proportion consists of those with no formal schooling, with only 1 respondent (0.40%).

Employment Status. The data reveal that most respondents are employed, accounting for 128 (51.20%). This suggests that having a stable source of income provides individuals with the financial means and flexibility to participate in tourism activities and visit destinations. In

contrast, the smallest group consists of respondents with no employment, totaling 26 (10.40%), which indicates that limited financial resources or uncertain economic participation may restrict their ability to travel. According to the ILO and UNWTO (2019), employment status is a significant determinant of tourism participation, influencing both the frequency of travel and the types of tourism experiences individuals can engage in.

Monthly Income. The largest group of respondents falls under the “Below ₱10,000” category, with 117 individuals (46.80%). This indicates that most tourists come from low-income households, suggesting that the destination is perceived as affordable, accessible, and suitable for budget-conscious travelers. In contrast, the smallest group consists of those earning above ₱30,000, with only 14 respondents (5.60%), which reflect a preference among higher-income tourists for more developed or premium destinations. According to Scheyvens (2020), income is a key factor influencing travel behavior, as it affects tourists’ choice of destination, frequency of travel, and expenditure patterns.

Problem 2: What is the level of satisfaction of the respondents on tourism-related factors in terms of:

- a. attraction
 - a.1. entertainment, sports, and recreational activities,
- b. services
 - b.1. staff
 - b.2. promotion
 - b.3. cleanliness
 - b.4. security
 - b.5. services and facilities
 - b.6. local transportation
 - b.7. health services
 - b.8. communication services
- c. facilities
 - c.1 parking area
 - c.2. souvenir shops, and
 - c.3. banks/ATMs?

Table 2 presents satisfaction with the tourism-related factors in Lagayan, Abra as perceived by the tourists, residents and tourist guides in terms of attraction. The table shows that the respondents’ satisfaction is “high” in terms of attraction with a mean of 3.65.

The result indicates that respondents are highly satisfied with tourism attraction including the ambiance, accessibility, and its entertainment services. The findings show that the destinations’ strengths lie primarily in their natural, cultural, and experiential appeal. This can be attributed to the presence of well-presented natural resources, which enhance their attractiveness to tourists seeking leisure and eco-tourism experiences. Additionally, rich cultural heritage-evident in local traditions, festivals, and historical sites- offers unique and authentic encounters that distinguish the destination. Community participation further enhances the experiential dimensions by fostering meaningful interactions between tourists and residents.

Table 2
Satisfaction with the Tourism-related factors in terms of Attraction

Attraction	\bar{X}	DE
1. Tourist destination can be easily reached	4.44	VH
2. Activities in the tourist destination	4.41	VH
3. Uniqueness of the tourist attraction	4.43	VH
4. Visual appeal of the tourist attraction	4.34	VH
Submean	4.40	VH
Availability of entertainment		
1. Museum / Galleries	2.78	M
2. Shopping mall	2.72	M
3. Adventure Trips	3.26	M
4. Wellness and Spa	2.83	M
Submean	2.90	M
Area Mean	3.65	H

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
	4.20 – 5.00	Very High (VH)
	3.40 – 4.20	High (H)
	2.60 – 3.40	Moderate (M)
	1.80 – 2.60	Low (L)
		Very Low (VL)

These strengths are reinforced by effective promotional strategies, particularly through digital platforms and word-of-mouth, which increase visibility and engagement. Moreover, the growing demand for experiential tourism highlights the value of immersive and authentic activities, thereby strengthening the overall appeal of the destinations. However, despite these advantages, there remains an opportunity to further improve supplementary entertainment facilities to enhance the overall tourist experience.

In terms of attraction, the respondents are very highly satisfied with all indicators, as evidenced by the submean of 4.40. The very high level of satisfaction in terms of attraction indicates that visitors find the destination highly appealing, accessible, and enjoyable. Tourists are likely impressed by the ease of reaching the sites, the engaging activities available, the uniqueness of attractions, and the strong visual appeal of the environment. Well-maintained surroundings and effective local management also enhance the overall experience, making visits more memorable and rewarding. This means that the natural beauty and cultural authenticity of the tourist destinations further contributes to tourists' positive perceptions, resulting in very high satisfaction ratings.

The accessibility of tourist destination is the highest rated item with a mean of (4.44), indicating that this is very highly considered by customers in selecting tourist destination. This suggests that tourists perceive the area as convenient, reachable, and easily accessible through available transportation routes, which significantly enhances their overall travel experience. Recent studies affirm that accessibility plays a decisive role in shaping tourist satisfaction and destination competitiveness. For instance, research in Multidisciplinary Digital Publishing

Institute (MDPI) Sustainability found that transportation infrastructure and perceived ease of access significantly predict visitor satisfaction and positive destination image (Dumitraşcu et al., 2023). Similarly, improved infrastructure and ease of mobile travel reduce stress and enhance perceived value, which positively affects revisit intention and word-of-mouth promotion (Ban et al., 2023).

Although, visual appeal of the tourist attraction received a very high satisfaction rating of 4.34, it highlights the importance of scenic and aesthetic qualities in shaping visitor experiences. Tourists often value natural landscapes, well-maintained surroundings, and unique architectural or cultural features that create memorable and immersive experiences. Cleanliness, thoughtful landscaping, and photogenic spots also add visual appeal, making the destination more enjoyable and shareable. The high satisfaction depicts that the aesthetic qualities of tourist attraction remain a strong positive attribute, contributing to overall visitor satisfaction and the attractiveness of the destination. However, its relatively lower score compared to accessibility may suggest minor concerns regarding landscape enhancement, such as inadequate waste management, limited maintenance of natural surroundings, or insufficient environmental preservation efforts within the tourist destination. Contemporary tourism research emphasizes that visual appeal forms part of the cognitive and affective destination image, directly influencing tourist satisfaction and loyalty (Stylidis et al., 2020). While the attraction is a strong dimension, sustained environment management and beautification efforts can further strengthen competitiveness and long-term sustainability.

In terms of availability of entertainment, the results reveal a moderate level of satisfaction with a submean of 2.90. The moderate satisfaction with entertainment offerings suggests that these facilities are not as developed or diverse as the core attraction in the area. Currently, tourism facilities such as museums or galleries, shopping malls, organized adventure tour services, and wellness or spa establishments are not yet present in the municipality. This is attributed to the rural setting and limited economic capacity of the area, as Lagayan, is classified as a fifth-class municipality, indicating relatively low local revenue and limited commercial development. As a result, investment in diverse tourism facilities and services remains inadequate, which may account for the restricted range of tourism products available in the area. Additionally, maintaining such facilities requires resources and trained personnel, which may be scarce. These limitations highlight the need to enhance recreational and leisure options to provide a more complete and satisfying tourism experience. The highest-rated indicator, “Adventure Trips” with the mean of 3.26, reflects visitor’s interest in active and nature-based experiences to the areas’ natural landscapes. This means that their appeal lies in offering excitement, immersion, and memorable experiences, making them more valued than the limited commercial or positive entertainment options available. According to the World Tourism Organization (UNWTO, 2019), there is a growing global demand for adventure and experiential tourism, particularly in nature-based and rural destinations, where travelers seek active engagement with unique landscapes and authentic local experiences.

However, the indicator “shopping mall” obtained the lowest mean score of 2.72, which falls under the moderate interpretation, suggesting that such facilities are limited and not available in the area. This indicates that the destination has limited commercial or retail infrastructure, which constrains the range of entertainment and leisure options available to visitors. For example, commercial facilities are largely limited to basic establishments such as grocery stores, small local markets, and a dew shops, rather than larger-scale shopping centers,

mall, or specialized retail outlets. This constraint appears to be influenced by the municipality's rural setting, lower participation density, and limited investment in commercial development, which can limit the availability of diverse shopping or recreational experiences. Consequently, tourists tend to encounter fewer opportunities for retail or commercial leisure, which could be associated with the moderate satisfaction ratings for shopping and other commercial entertainment offerings. This means that enhancing commercial infrastructure could help complement the strong natural and cultural attractions, providing a more balanced and fulfilling tourism experience. The study of Suhartanto et al. (2018) highlights that entertainment amenities such as shopping, events, and recreational facilities significantly influence tourist spending, length of stay, and overall satisfaction. The moderate satisfaction in this area suggests limited diversification of tourism products beyond the main attractions. To improve competitiveness, destinations are encouraged to develop complementary entertainment options and support local enterprises, thereby enhancing visitor engagement and economic benefits (UNWTO, 2019).

Problem 3: What is the degree of seriousness of the problems encountered by the LGU in the implementation of its tourism programs?

Table 3 presents satisfaction with the tourism-related factors as perceived by the tourists, residents and tourist guides in terms of services.

Overall, the findings reveal that the destination excels in intangible service dimensions such as cleanliness, staff hospitality, and security, which are critical drivers of tourist satisfaction. However, improvements in infrastructure, accommodation facilities, and digital promotion are necessary to enhance overall competitiveness and achieve higher satisfaction levels.

The table shows that the respondents' satisfaction is "high" in terms of services with a mean of 4.11. This indicates that services provided by the tourism office and local staff, including guidance, assistance, and visitor support, generally meet visitor expectations. Effective service delivery is a critical component of tourism development, as it enhances visitors' comfort, safety, and overall travel experience.

Table 3

Satisfaction with the Tourism-related factors in terms of Services

Staff	\bar{X}	DE
1. The staff at this tourist destination are friendly towards the guests	4.59	VH
2. Local guide services	4.49	VH
3. Provide a welcoming friendly atmosphere to tourists	4.50	VH
Submean	4.52	/H
Promotion		
1. Availability of signage	4.37	VH
2. Availability of brochures/flyers	4.18	H
3. Availability of website	4.04	H
Submean	4.20	H
Cleanliness		
1. Cleanliness of the tourist destination	4.61	VH
2. Care about cleanliness and tidiness (garbage, toilets etc.)	4.59	VH
3. Cleanliness of accommodation	4.49	VH
Submean	4.56	VH

Security		
1. The place is Safe and Secured to visit	4.61	VH
2. Visible presence of police in tourist area	4.21	VH
3. Availability of tourist information center	4.39	VH
Submean	4.40	VH
Services and Facilities		
1. Availability of Food services	3.28	M
2. Restaurants	2.86	M
3. Cafeterias	2.94	M
4. Fast food	2.88	M
5. Hotels/Motels	2.66	M
6. Rent House	2.78	M
1. Transient House	2.80	M
Submean	2.89	M
Local transportation		
1. Jeep	4.52	/H
2. Rented Van	3.21	M
3. Tricycle	4.28	/M
4. Motorcycle	4.44	/M
Submean	4.11	H
Availability of Health Services	4.11	H
Availability of Communication Services	4.09	H
Area Mean	4.11	H

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
5.00	4.60 – 5.00	Very High (VH)
4.20	3.80 – 4.20	High (H)
3.40	3.00 – 3.40	Moderate (M)
2.60	2.20 – 2.60	Low (L)
1.80	1.40 – 1.80	Very Low (VL)

The high satisfaction rating suggests that despite the municipality's rural context and limited tourism infrastructure, the quality in interpersonal services and local hospitality significantly contributes to positive tourist perceptions of the destination.

This further implies that the destination can meet tourists' expectations across key service dimensions, thereby strengthening its competitiveness and attractiveness as a tourism destination. Previous studies have emphasized that tourist satisfaction plays a vital role in influencing revisit intention, destination loyalty, and positive word-of-mouth promotion, which are essential for sustainable tourism growth (Wu et al., 2020). Nevertheless, opportunities for improvement remain, particularly in expanding multilingual guiding services, enhancing the availability and accessibility of visitor information, and establishing structured feedback mechanisms. The implementation of these measures contributes to strengthening service quality and fosters a more inclusive and comprehensive tourism experience for diverse types of visitors.

Table 3 presents the respondents' level of satisfaction with tourism-related factors in terms of staff. Overall, the results show that the respondents' satisfaction with staff obtained a mean of 4.52, interpreted as "Very High". This means that the respondents are very highly satisfied with the interpersonal services provided by the tourism personnel in the destination. The high rating suggests that staff members demonstrate professionalism, hospitality, and responsive in assisting visitors, which contributes positively to the overall tourism experience.



Among the indicators, “staff friendliness toward guests” obtained the highest score of 4.59, interpreted as “Very High.” This implies that respondents greatly appreciate the friendliness, hospitality, and willingness of staff to assist and provide information about the destination. Such positive interpersonal interactions enhance tourists’ comfort and satisfaction during their visit. Meanwhile, the local guide services obtained the lowest mean score of 4.49, which is still interpreted as very high. While the rating remains highly positive, the slightly lower score may suggest opportunities for improvement in strengthening guiding services, such as providing more trained guides, improving interpretative skills, or expanding guiding services for visitors. Human interactions play a vital role in shaping memorable tourism experiences, and friendly service personnel significantly enhance emotional satisfaction and perceived value (Rhee et al., 2021). The consistently high rating in this dimension reflects a strong culture of hospitality in the destination, which can serve as a competitive advantage in tourism development. Moreover, providing hospitable and quality services is assumed to result in more satisfied tourists who are more likely to revisit the destination and promote it to other potential visitors through positive word-of-mouth communication (Cruz, 2018).

In terms of promotion, the respondents rated the destination high, with a submean of 4.20, indicating that the promotional efforts of the local government unit (LGU) and its intermediaries are perceived as effective in persuading tourists to visit the area. This denotes that the promotional strategies employed—such as destination advertising, social media engagement, and digital content dissemination—are contributing to increased awareness and interest in destination. Contemporary research supports this interpretation by demonstrating that effective destination advertising and digital marketing significantly influence tourists’ visit intentions by strengthening destination imagery and enhancing visibility among potential visitors (Aboalghanam et al., 2025; Cheung et al., 2020). Moreover, the integration of social media and technology into tourism promotion has been shown to positively affect tourists’ perceptions and behavioral intentions, reinforcing the importance of adopting modern, interactive marketing tools to attract diverse tourist segments (Xiang et al., 2015). These findings highlight that targeted and well-executed promotional strategies not only inform prospective tourists about the destination’s offering but also shape positive destination images, which can encourage visitation and support sustainable tourism growth.

The availability of signage (4.37) ranked highest, while availability of website (4.04) ranked lowest. Although traditional promotion tools such as signage appear effective, the relatively lower rating of digital presence suggests an opportunity for improvement. In the contemporary tourism landscape, digital marketing has become a primary driver of destination awareness and travel decision-making. Pahor Zvanut & Zabukovec Baruca, 2025, emphasize that social media platforms and online promotional strategies play a crucial role in shaping tourists’ perceptions, travel planning processes, and destination choices. When tourism products are effectively promoted through digital channels, they gain higher visibility, engagement, and likelihood of conversion into actual visits. Similarly, digital distribution platforms and online travel agencies (OTAs) significantly influence booking intentions, as tourists increasingly rely on online systems for information search, price comparison, travel planning, and reservation transactions (Xiang et al., 2015). This trend highlights the importance of strengthening digital distribution channels to improve destination visibility and accessibility in the tourism market.



Moreover, integrated marketing communication strategies have been found to enhance tourists' behavioral intentions. Zeng et al. (2019) explain that combining traditional promotional tools with digital marketing and strategic distribution channels increase tourist engagement and strengthens purchase decisions. Effective communication not only creates awareness but also shapes destination image and perceived value, which are strong predictors of tourist satisfaction and revisit intention (Sigala, 2018). These contemporary findings affirm that well-executed promotion and efficient distribution systems are essential in making tourism products attractive, accessible, and desirable to both actual and potential tourists.

Among the service dimensions, cleanliness obtained the highest sub-mean of 4.56, which is very high. This indicates that the respondents perceive the tourism environment as well-maintained, hygienic, and orderly. High cleanliness ratings reflect effective environmental management and sanitation practices strong environmental management and sanitation practices implemented by the local government and tourism stakeholders, including regular waste collection, proper disposal systems, and maintenance of public facilities and attractions.

The very high satisfaction with cleanliness is particularly significant in rural tourism destinations, where infrastructure and resources may be limited. It suggests that the municipality has successfully prioritized hygiene and environmental management as part of the visitor experience. Research highlights that clean and green and well-maintained destinations not only enhance tourists' comfort and perceived safety but also increase overall satisfaction and revisit intentions (Hanafiah et al., 2019; Han et al., 2020). Moreover, consistent sanitation practices contribute to positive word-of-mouth promotion and reinforce the destination's reputation as a safe and welcoming place to visit.

The highest-rated indicator under this dimension is the "cleanliness of tourist destination", with the mean of 4.61, described as very high, while the cleanliness of accommodation received the lowest, though still has a very high (4.49) rating. Cleanliness has become an even more critical determinant of tourist satisfaction in the post-pandemic era, as visitors increasingly associate hygiene with safety and trust (Zenker & Kock, 2020; Zheng et al., 2021). Practically, these findings underscore cleanliness as a potential competitive differentiator for the destination, with implications for marketing strategy development, resource allocation for sustained maintenance, and the cultivation of positive perceptions and comfort among tourists.

As shown in the table, the level of satisfaction of the respondents is very high with a mean of 4.40 in terms of security. This suggests that the LGU of Lagayan pays attention to the security and safety of the tourists, and the community as well. The perception that the place is safe and secured to visit gained an average mean of 4.61 which is very high, whereas the visible presence of police received the lowest score of 4.21, which is still within the very high category. Safety is a foundational element in destination choice and satisfaction, influencing travel decisions and length of stay (Lai et al., 2018). Furthermore, addressing basic security needs is essential to ensure that potential tourists feel safe and confident both before and during their visit. The combination of effective safety measures and strong perceptions of security in Lagayan reinforces tourist confidence and supports a high-quality, satisfying tourism experience (Cruz, 2018).

The most notable area for improvement is services and facilities, with the submean of 2.89 which indicates moderate satisfaction-the lowest among the tourism-related factors. This



indicates that, while other aspects such as staff, cleanliness, and security are perceived positively, the availability, quality, or adequacy of tourism services and facilities remains limited. Such findings carry important managerial and developmental implications, as they suggest that enhancing infrastructure such as accommodation and food establishments, visitor amenities like lifeguard, and tourism service is crucial for improving overall tourist satisfaction.

Although tourists expressed high satisfaction with intangible factors such as staff hospitality, cleanliness, and security the relatively low rating infrastructure-related components suggests structural limitations that may hinder overall destination competitiveness. Sanchez et al. (2020); Wang et al. (2022) consistently emphasize that while service interaction enhances emotional satisfaction, the availability and quality of facilities-such as accommodation, food establishments, and other visitor amenities-directly influence length of stay, expenditure levels, and revisit intention.

Furthermore, Sanchez et al. (2020) and Yan et al. (2022) emphasized that tourism infrastructure significantly influences visitor satisfaction and destination competitiveness. When infrastructure quality fails to meet tourist expectations, satisfaction levels decline, negatively affecting destination image, revisit intentions, and word-of-mouth promotion. This creates a potential risk for long-term destination image and sustainability. The finding implies the need for strategic investment in tourism infrastructure development. The findings suggest that the enhancement of accommodation facilities, expansion of food and beverage services, and improvement of visitor amenities are critical areas for strengthening the overall integration of tourism services in the destination. Improving these aspects could contribute to a more seamless and satisfying visitor experience, addressing the moderate satisfaction observed in the services and facilities dimension. Improvement in these tangible components will not only increase tourist satisfaction from moderate to high or very high levels but also improve economic returns, destination competitiveness, and alignment with sustainable tourism development goals.

The importance of food and beverage services is supported by Henderson (2009), who explains that food services have evolved from merely satisfying travelers' basic nutritional needs into an integral component of the tourism experience. Food and beverage offerings contribute significantly to destination attractiveness, visitor satisfaction, and cultural immersion. Likewise, Ellis et al. (2018) noted that gastronomy has become an important tourism resource that enhances destination identity and enriches the overall visitor experience.

In terms of local transportation, respondents received a high level of satisfaction, with a submean of 4.11. This indicates that the overall availability and functionality of transport options are sufficient to meet tourists' mobility needs, allowing visitors to move conveniently between destinations and attractions, such as using buses, jeepneys, tricycles, vans for hire, and private vehicles. The high rating likely reflects the accessibility, reliability, and affordability of local transport services, which contribute to a positive visitor experience and reduce travel-related stress.

As gleaned from the table, the highest rating was observed for jeep services, with a mean of 4.52, reflecting a very strong satisfaction among respondents. This suggests that jeep services are highly accessible, convenient, and reliable, serving as the primary mode of transport for tourists and locals alike. Their frequent availability, typically operating at intervals for every 30



minutes to one-hour, along affordable fares ranging from approximately ₱40 to ₱100 for short distances. The high rating also indicates that traditional transport modes play a crucial role in supporting tourism activities by allowing visitors to reach various attractions with minimal difficulty. Such reliable local transportation not only enhances overall tourist convenience but also reinforces the destination's accessibility, which is a key factor in travel planning and satisfaction (Tang et al., 2020).

The lowest-rated indicator is rented van, which received a mean of 3.21, indicating moderate satisfaction among respondents. This suggests that while basic transport needs are met through traditional modes such as jeep services, formal rental transport services may face limitations in terms of availability, cost, or convenience. The moderate rating could reflect issues such as limited number of vans for hire, inflexible scheduling, or lack of proper coordination for tourists who prefer more private or comfortable transport options. Addressing these gaps could enhance overall accessibility and mobility within the destination, providing visitors with more flexible and reliable transportation choices.

The respondents reported a high level of satisfaction with the services, with a submean of 4.11. It shows that the availability of reliable health services enhances tourists' sense of security, particularly in the post-pandemic tourism environment where health risk awareness remains heightened. Health services include municipal health center, local clinics, first aid stations, and access to trained medical personnel, which provide essential care for emergencies, routine health needs, and preventive services. The availability of these facilities ensures that the visitors feel supported in case of illness, or injury, contributing to overall confidence and satisfaction. Reliable health services are a critical component of a safe and welcoming tourism environment, reinforcing the municipality's ability to support both residents and visitor well-being. Research indicates that perceived health preparedness and accessible medical facilities significantly influence travel intention, destination trust, and overall satisfaction (Zenker & Kock, 2020; Zheng et al., 2021). This means that visitors feel assured that emergency or medical assistance is accessible if needed. This assurance reduces perceived travel risk, which is a major determinant of destination choice and repeat visitation. Consequently, maintaining and continuously upgrading health-related infrastructure can strengthen the destination's resilience and competitive positioning.

Similarly, the high-rating for-communication services reflects adequate connectivity and information accessibility, both of which are essential in contemporary tourism experiences. Travelers can easily make reservations or inquiries in Lagayan through various modes, including mobile phone calls, text messaging, social media platforms such as Facebook and Messenger, and official tourism office hotlines or email addresses. Today, modern travelers rely heavily on internet access and communication networks for navigation, online bookings, information search, social media sharing, and real-time travel adjustments. Studies show that digital communication and mobile internet access significantly enhance tourists perceived service quality, convenience, and overall satisfaction (Gretzel et al., 2015; Sigala, 2018). Strong digital infrastructure enables seamless access to travel information and interactive services, which contributes to more efficient trip planning and a more fulfilling experience.

Moreover, effective communication services support destination promotion because satisfied tourists are more likely to share positive experience online, amplifying electronic word-of-mouth and influencing potential visitors (Leung et al., 2018). In this way, high levels of connectivity not only improve the individual tourist's experience but also strengthen the destination's digital presence and attractiveness, reinforcing the role of communication infrastructure in contemporary competitiveness.

Table 4 presents satisfaction with the tourism-related factors as perceived by the tourists, residents and tourist guides in terms of facilities. The table shows that the respondents' satisfaction is "high" in terms of facilities with a mean of 3.76. Overall, the accessibility and reliability of these key facilities work together to enhance visitor comfort and convenience, which likely explains the high level of satisfaction perceived by the respondents. This finding supports the recent tourism studies, which emphasize that the quality of amenities and support services plays a significant role in shaping tourist experiences and satisfaction. For instance, research has shown that well-maintained facilities and accessible services contribute positively to visitor comfort and can increase both satisfaction and the likelihood of repeat visits (Nopriana et al., 2024; Adawiyah et al., 2025). Moreover, the integration of amenities and ancillary services within a destination has been found to significantly influence overall tourist satisfaction, highlighting the importance of providing reliable and user-friendly facilities to meet visitor needs (Jumiati et al., 2025).

Table 4

Satisfaction with the Tourism-related factors in terms of Facilities

Facilities	\bar{X}	DE
1. Parking area	4.42	VH
2. Souvenir Shops	4.11	H
3. Banks/ATMs	2.75	M
Area Mean	3.76	H

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
4.50 – 5.00	4.50 – 5.00	Very High (VH)
4.00 – 4.20	4.00 – 4.20	High (H)
3.00 – 3.40	3.00 – 3.40	Moderate (M)
2.00 – 2.60	2.00 – 2.60	Low (L)
1.00 – 1.80	1.00 – 1.80	Very Low (VL)

This indicates that visitors and local stakeholders generally find the available infrastructure convenient and supportive of their travel needs in the tourist destination. This positive rating may be largely attributed to the presence and usability of essential visitor amenities such as parking areas, souvenir shops, and access to banking or ATM services. However, it is important to note that the area currently lacks access to banking or ATM service, which may pose challenges for visitors in terms of financial transactions and accessibility to cash. Despite this limitation, the availability of other support amenities continues to contribute to a favorable and convenient visitor experience.



For instance, the availability of parking spaces is clearly reflected in the area's highest rating for this aspect, as tourists can visit attractions with ease, safety, and convenience. This suggests that parking facilities are well-provided, accessible, and effectively managed, particularly benefiting those traveling by private vehicles. As a result, congestion is minimized and overall accessibility is enhanced, contributing significantly to a more organized and fulfilling visitor experience. In addition, souvenir shops provide visitors with opportunities to purchase local products and keepsakes, enriching their travel experience while also supporting local livelihoods. Travelers can take home items such as Laga products, woven baskets, tote bags, T-shirts, refrigerator magnets, and native snacks like cornick (Gabriella products), sugarcane-based products (Basi, Suka, Muscovado, Balikutsa), Coffee ni Acosta, chicha pops, and assorted nuts. However, the availability of banks or ATM facilities which that tourists can conveniently access cash or financial services, which is particularly important in destinations where digital payment options is not available.

The parking area received the highest rating with a mean of 4.42 which is "Very High", indicating that visitors and stakeholders strongly value the accessibility and convenience, adequacy, and efficient management it provides. This high evaluation suggests that parking spaces are enough, strategically located, and well-maintained, enabling tourists, particularly those using private vehicles to access attractions safely and efficiently. As a result, organized parking reduces congestion, improve mobility, and enhances overall visitor comfort. This implies that ease of physical access plays a crucial role in shaping positive travel experiences, and the strong performance of parking facilities reflects local infrastructure planning and management that supports smooth tourist movement and encourages visitation.

However, banks/ATMs facility received the lowest rating with a mean of 2.75 with a descriptive equivalent of "moderate", indicating that visitors and stakeholders perceive limited access to financial services. This lower rating can be linked to the absence of ATMs and banking services within the municipality, as these facilities are typically located in Bangued and not found in Lagayan. The distance of financial establishments from key tourist sites, along with restricted banking hours, can pose inconvenience for tourists who rely on cash or require immediate access to funds. The lack of on-site financial facilities highlights a critical gap in support services that may also affect overall visitor satisfaction and underscores the need for improved accessibility to essential financial amenities. These limitations may affect spending behavior, reduce overall visitor convenience, and potentially discourage longer stays or higher expenditures in the destination. According to the United Nation World Tourism Organization (2025), accessible and well managed infrastructure-such as transport and parking facilities is a key factor in improving visitor satisfaction and strengthening destination competitiveness.

Problem 3: What is the degree of seriousness of the problems encountered by the LGU in the implementation of its tourism programs?

Table 5 presents the seriousness of the problems encountered by the LGU in the implementation of its tourism programs as perceived by the respondents. The table reveals that all identified problems are perceived as highly serious (HS), as reflected by the overall mean of 3.54, indicating that the Local Government Unit (LGU) encounters major challenges in implementing its tourism programs.

This high rating suggests that respondents perceive these challenges as major obstacles to effective tourism development. Key issues such as insufficient funding, lack of trained personnel, poor inter-agent coordination, and inadequate infrastructure collectively limit the LGU's capacity to plan, implement, and sustain tourism initiatives. The high seriousness of these problems underscores the need for strategic interventions, including improved resource allocation, capacity building, and enhanced collaboration with relevant agencies, to strengthen tourism program outcomes.

The highest-rated indicator is "Insufficient funding/budget allocation" with a mean score of 3.83 (HS). This suggests that financial constraints are the most pressing issue faced by the LGU which contributes to such limitations. Adequate funding is critical for the successful execution of tourism initiatives, including infrastructure development, marketing efforts, capacity-building programs, and sustainability projects. The prominence of this issue implies that limited financial resources significantly hinder the LGU's ability to fully implement and sustain tourism programs, thereby affecting overall tourism development and competitiveness.

Table 5

Seriousness of the Problems Encountered by the LGU in the implementation of its Tourism Programs

Problems	\bar{X}	DE
1. Insufficient funding/budget allocation	3.83	HS
2. Lack of trained or qualified tourism personnel	3.46	HS
3. Poor inter-agency coordination (e.g., with DOT, other LGUs)	3.45	HS
4. Inadequate infrastructure and facilities (roads, signage, amenities)	3.44	HS
5. Weak implementation of tourism policies and plans	3.48	HS
6. Limited community participation or support	3.46	HS
7. Weak marketing and promotional strategies	3.54	HS
8. Environmental and sustainability concerns not addressed	3.42	HS
9. Poor monitoring and evaluation systems	3.43	HS
10. Bureaucratic delays in approvals or fund releases	3.50	HS
11. Resistance to change or lack of political will	3.59	HS
12. External factors (e.g., disasters, pandemics, political instability)	3.54	HS
Area Mean	3.54	HS

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
5	4.21 – 5.00	Very Highly Serious (VHS)
4	3.41 – 4.20	Highly Serious (HS)
3	2.61 – 3.40	Moderately Serious (MS)
2	1.81 – 2.60	Slightly Serious (SS)
1	1.00 – 1.80	Not Serious (NS)



The study of Barros and Machado (2019) emphasizes that inadequate financial resources in local governments often limit the planning, promotion, and maintenance of tourism initiatives. Similarly, UNWTO (2021) indicates that sufficient budget allocation is crucial for infrastructure development, marketing campaigns, capacity-building programs, and sustainable tourism projects, all of which are necessary for competitive and resilient tourism destinations.

In Philippine local governance, local government units (LGUs) often face challenges in mobilizing sufficient funds for tourism development due to competing development priorities and limited locally generated revenues. Since a significant portion of LGU operating income comes from external sources such as the Internal Revenue Allotment (IRA), available resources for tourism programs may be constrained, particularly in municipalities with narrow revenue bases and multiple service obligations (Bureau of Local Government Finance [BLGF], 2021). This shortage restricts the LGU's ability to fully implement programs, maintain tourist facilities, and support promotional activities, ultimately impacting the overall growth, quality, and sustainability of local tourism. The high rating of this indicator reflects both the operational and strategic importance of financial resources in enabling effective tourism development at the municipal level.

On the other hand, the lowest-rated indicator is “Environmental and sustainability concerns not addressed” with a mean score of 3.42. Although it ranks lowest among the problems listed, it still falls within the “highly serious” category, signifying that environmental and sustainability issues remain a considerable concern for the effective implementation of tourism programs. This finding reflects the broader understanding in tourism research that environmental sustainability is essential for the long-term viability of tourism destinations. Sustainable tourism development emphasizes balancing economic growth with environmental protection, ensuring that natural resources are conserved and not degraded for future use (Niñerola et al., 2019; Santos et al., 2021).

Moreover, Literature shows that tourism activities can exert significant environmental impacts—such as pollution, resource depletion, habitat destruction, and ecosystem degradation—if environmental sustainability is neglected in planning and policy implementation (Shang et al., 2025; Akhtar et al., 2022). These negative effects, in turn, can undermine a destination's attractiveness and long-term competitiveness, affecting visitor satisfaction and community well-being. Hence, even if sustainability concerns may appear slightly less urgent relative to other immediate operational issues (e.g., funding or personnel), they are still critical to ensure that tourism development does not compromise environmental integrity and future economic benefits.

Problem 4: What is the extent of implementation of tourism promotion programs in terms of:

- a) distribution channels,**
- b) tourism services,**
- c) modes of transportation, and**
- d) promotional activities?**

Table 6 presents the implementation of tourism promotion programs in terms of distribution channels. The overall mean of 4.14 indicates that the LGU's promotional strategies are highly effective, reflecting consistent use of multiple channels to reach potential tourists.

The findings indicate that among the various distribution channels utilized by the Local Government Unit (LGU), Facebook marketing obtained the highest mean score (4.44) as very high, suggesting that it is the most extensively implemented and relied-upon platform for tourism promotion. This result is consistent with recent studies emphasizing the dominance of social media in destination marketing. For instance, Sotiriadis (2017) highlights that social media platforms significantly enhance destination visibility, engagement, and tourists' decision-making processes through user-generated and interactive content. Similarly, Gretzel (2018) notes that digital platforms such as Facebook are essential tools for tourism organizations due to their wide reach, real-time communication capabilities, and cost-efficiency.

Table 6

Implementation of Tourism Promotion Programs in terms of Distribution Channels

Distribution Channels	\bar{X}	DE
1. The tourism office uses brochures to promote tourism destinations in Lagayan.	4.26	VHI
2. Newspapers are utilized as a medium to advertise tourism in Lagayan.	4.04	HI
3. Television advertisements are part of Lagayan's tourism promotion efforts.	4.04	HI
4. Radio announcements are regularly used to promote local attractions.	3.96	HI
5. Posters are displayed in public places to advertise tourist spots.	4.22	VHI
6. Word-of-mouth promotion is encouraged through community-based initiatives.	4.34	VHI
7. Facebook is frequently used to market tourism-related activities.	4.44	VHI
8. Instagram is used to share photos and updates about tourist destination.	4.06	HI
9. Twitter is used for quick updates and engagement with potential tourists	3.92	HI
10. Tourism newsletters are regularly sent out to promote Lagayan's Attractions.	3.99	HI
11. The tourism office organizes or participates in special events to promote tourism.	4.18	HI
12. The tourism office organizes or participates in special events to promote tourism.	4.17	HI
13. Personal selling (direct outreach) is part of the promotional strategy.	4.20	HI
Area Mean	4.14	HI

Legend:

<i>Numerical Value</i>	<i>Statistical Range</i>	<i>Descriptive Equivalent</i>
5	4.21 – 5.00	Very Highly Implemented (VHI)
4	3.41 – 4.20	Highly Implemented (HI)
3	2.61 – 3.40	Moderately Implemented (MI)
2	1.81 – 2.60	Slightly Implemented (SI)
1	1.00 – 1.80	Not Implemented (NI)

In addition, the high rating of word-of-mouth promotion through community-based initiatives (4.34) interpreted as very high aligns with contemporary literature emphasizing the importance of electronic word-of-mouth (e-WOM) and community engagement in tourism. According to Sigala (2018) tourists increasingly rely on peer recommendations and shared experiences, which are perceived as more credible and authentic than traditional advertising. This suggests that the LGU's engagement with local communities and stakeholders strengthens destination image and fosters trust among potential visitors.

The continued relevance of brochures (4.26) and posters (4.22) described both as very high is supported by recent studies indicating that traditional marketing materials still complement digital strategies. Morrison (2019) explains that printed materials remain effective in providing detailed, accessible, and tangible information, particularly in on-site settings such as tourism offices and visitor centers. These tools reinforce branding and serve tourists who may prefer physical references during their travel experience.

On the other hand, the relatively lower ratings of Twitter (3.92) and radio announcements (3.96) both as highly implemented reflect evolving media consumption trends. Research by Kapoor et al., (2018) indicates that not all digital platforms yield the same level of engagement, as users tend to favor visually oriented and highly interactive platforms over text-heavy ones like Twitter. This may explain the platform's comparatively lower effectiveness in tourism promotion.

Similarly, the reduced emphasis on radio announcements aligns with the findings of Kotler et al. (2017), who argue that traditional media channels are gradually being overshadowed by digital and integrated marketing communications that allow for targeted, measurable, and interactive engagement. Radio, while still useful for local outreach, may have limited appeal among younger, tech-savvy audiences who rely more on online sources for travel information.

Furthermore, the consistent implementation of other channels such as newspapers, television, Instagram, newsletters, and personal selling supports the concept of integrated marketing communication (IMC). As emphasized by Morrison (2019), a multichannel promotional strategy enables tourism organizations to reach diverse market segments and ensures message consistency across platforms. This integrated approach enhances overall promotional effectiveness and strengthens the destination's competitive position.

Table 7 presents the implementation of tourism promotion programs in terms of tourism services with an area mean of 4.33, interpreted as Very highly implemented. This means that the tourism office consistently and effectively promotes a wide range of services that are essential for enhancing the overall tourism experience.

The highest-rated indicators-promotion and support of accommodation services (4.35) and transportation and vehicle rentals (4.35) both described as very highly implemented highlight the LGU's strong focus on core tourism services that are essential for a positive visitor experience. These services form the foundation of tourism, as reliable accommodation and accessible transportation directly affect tourists' ability to travel comfortably and make full use of other destination offerings. The high ratings indicate that the LGU strategically prioritizes these fundamental needs to ensure convenience, mobility, and overall satisfaction, recognizing that well-supported core services are critical for encouraging longer stays, repeat visits, and a strong overall destination image.

Table 7
Implementation of Tourism Promotion Programs in terms of Tourism Services

Tourism Services	\bar{X}	DE
1.The tourism office promotes and supports accommodation services for visitors.	4.35	VHI
2. Local food services are promoted as part of the tourism experience.	4.29	VHI
3. Travel guides services are provided or endorsed by tourism office.	4.30	VHI
4. Souvenir sales are supported to encourage local product promotion.	4.29	VHI
5. Health care services are accessible and promoted for tourist safety.	4.29	VHI
6.Transportation and vehicle rentals are available and supported for tourist use.	4.35	VHI
Area Mean	4.33	VHI

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
5	4.21 – 5.00	Very Highly Implemented (VHI)
4	3.41 – 4.20	Highly Implemented (HI)
3	2.61 – 3.40	Moderately Implemented (MI)
2	1.81 – 2.60	Slightly Implemented (SI)
1	1.00 – 1.80	Not Implemented (NI)

According to Hall (2015), accessibility and

accommodation are fundamental components of the tourism system, as they directly influence tourists' ability to travel comfortably and efficiently. Ensuring the availability of these services significantly enhances destination appeal and overall travel experience.

Other notable findings include the provision of travel guide services (4.30), which reflects the LGU's effort to facilitate organized and meaningful tourist experiences. Guided services are recognized as important in enriching interpretation, enhancing visitor engagement, and improving overall tourist satisfaction (Weaver, 2017; Rabić, 2021). Meanwhile, the high



ratings for local food services, souvenir sales, and health care services all with a mean rating of 4.29 as very highly implemented indicate that the LGU also supports cultural promotion, local enterprise development, and tourist safety. These elements are crucial in delivering holistic tourism experiences and in promoting sustainable local economic benefits (Goodwin, 2016).

On the other hand, the lowest rated indicators on local food services, souvenir sales, and health care services-while still classified as very highly implemented, indicate that these areas receive slightly less emphasis compared to core services such as accommodation and transportation. This suggests that, although the LGU recognizes their importance in enhancing the overall tourist experience, these supplementary services may not be as strategically prioritized or as extensively promoted. The focus remains on ensuring that fundamental needs like lodging and mobility are fully supported first, with secondary services playing a complementary role in enriching cultural experiences, visitor satisfaction, and safety. This finding is consistent with studies noting that while support services are important, primary services such as lodging and transport often receive greater priority in tourism planning and resource allocation (Morrison, 2019).

Overall, the results demonstrate that the LGU adopts a comprehensive and integrated approach to tourism service promotion, ensuring that both core and supplementary services are effectively implemented. This supports the concept that a well-coordinated service system contributes to improved tourist satisfaction, destination image, and long-term sustainability (Hall, 2015; Goodwin, 2016).

The findings imply that the LGU's strong emphasis on core tourism services provides a solid foundation for a functional and competitive tourism destination. However, to achieve a more balanced and sustainable tourism development, there is a need to further strengthen and promote supplementary services such as local food experiences, souvenir industries, and health care support. Enhancing these areas can lead to a more immersive cultural experience, increased support for local businesses, and improved tourist safety, ultimately contributing to higher visitor satisfaction, stronger destination branding, and long-term sustainability of the tourism sector.

Table 8 presents the implementation of tourism promotion programs in terms of mode of transportation. The results indicate an area mean of 4.10, which is interpreted as very highly implemented.

This very high implementation reflects the LGU's recognition of transportation as a critical component of the tourism experience, as it directly affects accessibility, convenience, and mobility for visitors. Ensuring reliable and diverse transportation options such as public vehicles, rentals, and organized transfers facilitates easier movement between attractions, supports longer stays, and enhances overall tourist satisfaction.

Table 8*Implementation of Tourism Promotion Programs in terms of Mode of Transportation*

Mode of Transportation	\bar{X}	DE
1. The tourism office promotes the use of private cars for reaching tourist destinations.	4.22	VHI
2. Bus transportation is available and promoted for tourist convenience.	3.63	HI
3. Tricycle transportation is support for local travel within tourist areas.	4.26	VHI
4. Jeepney transportation is used to access various tourist spots in Lagayan.	4.28	VHI
Area Mean	4.10	HI

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
5	4.21 – 5.00	Very Highly Implemented (VHI)
4	3.41 – 4.20	Highly Implemented (HI)
3	2.61 – 3.40	Moderately Implemented (MI)
2	1.81 – 2.60	Slightly Implemented (SI)
1	1.00 – 1.80	Not Implemented (NI)

This indicates that most respondents strongly agree that the tourism promotion programs related to transportation are consistently practiced and effectively supported by the local tourism office and the community.

Among the indicators, jeepney transportation destinations obtained the highest mean score of 4.28, which is interpreted as very highly implemented. This implies that jeepneys play a significant role in facilitating the movement of tourists to different attractions in the municipality. The high rating suggests that this mode of transportation is widely available, accessible, and actively utilized by both residents and visitors when traveling to tourism destinations in Lagayan.

The results implies that jeepney transportation contributes greatly to improving accessibility and mobility within tourism areas, which is an important factor in enhancing overall travel experience of tourists. Since many tourist sites in rural municipalities are in different barangays or remote areas, the presence of reliable public transportation such as jeepneys help ensure that visitors can reach these destinations conveniently and at an affordable cost. As a result, the effective use of journeys supports the local government's tourism promotion efforts by making tourist site more reachable and visitor friendly.

This finding is supported in tourism development which emphasize that transportation accessibility is a key component of successful tourism promotion and destination development. Research shows that accessible and affordable transportation enhances tourist mobility, overall satisfaction, and the likelihood or revisitation because it allows visitors to efficiently reach and explore attractions within destinations (Adey et al., 2017; Page & Connell, 2019). In the Philippines context, local and flexible transport modes such as jeepneys play a crucial role in linking communities and tourism sites, especially in rural areas where formal transportation

infrastructure may be limited (Delos Reyes & Tigno, 2018). The strong implementation of jeepney transportation in Lagayan reflects its importance in strengthening local tourism accessibility and supporting the movement of visitors across different tourist sites.

As gleaned from the indicator “Bus transportation is available and promoted for tourist convenience” obtained the lowest mean score of 3.63, which is interpreted as highly implemented. The relatively lower rating may imply that bus transportation is not the primary mode used in accessing the different tourist destinations, as it is mainly intended for long-distance travel, while local transportation modes such as jeepneys and tricycles are more commonly utilized within the area. This may be due to the geographical location of tourist destinations, which are often situated in barangay or remote areas where buses cannot easily reach. Buses typically operate along major roads and highways, which may limit their ability to directly access specific tourist spots within the municipality. As a result, tourists may rely more on smaller and more flexible local transportation options once they arrive in the area. Recent studies emphasize that in rural tourism destinations, transport accessibility and local mobility are critical for visitor satisfaction, with adaptable modes like jeepneys and tricycles being more effective than larger buses for navigating narrow roads and reaching remote sites (Hussain et al., 2023; Zolotarev et al., 2023). The lower rating reflects the supporting role of buses in bringing tourists to the municipality rather than transporting them within specific tourism areas, although they may be used for organized or special trips such as field trips, educational tours, and group travel.

Table 9 presents the level of implementation of tourism promotion in terms of promotional activities with an area mean of 4.26, interpreted as very highly implemented.

The indicator “Government tourism projects are actively implemented to promote tourism in Lagayan” received a mean score of 4.33, described as very highly implemented highlighting the LGU’s strong commitment to organized and strategic tourism initiatives.

Table 9

Implementation of Tourism Promotion Programs in terms of Promotional Activities

Promotional Activities	\bar{X}	DE
1. Government tourism projects are actively implemented to promote tourism in Lagayan.	4.33	VHI
2. The tourism office partners with private organizations for tourism promotion.	4.22	VHI
3. Destination marketing campaigns are developed to attract tourists to Lagayan.	4.24	VHI
Area Mean	4.26	VHI

Legend:

Numerical Value	Statistical Range	Descriptive Equivalent
5	4.21 – 5.00	Very Highly Implemented (VHI)
4	3.41 – 4.20	Highly Implemented (HI)
3	2.61 – 3.40	Moderately Implemented (MI)
2	1.81 – 2.60	Slightly Implemented (SI)
1	1.00 – 1.80	Not Implemented (NI)



This high rating reflects the prioritization of government-led projects, which serve as the foundation for coordinated tourism development by providing direction, mobilizing resources, and ensuring consistent promotion of the destination. These initiatives may include infrastructure improvements, community-based programs, organized events, and targeted marketing campaigns, all designed to enhance the visibility, accessibility, and overall appeal to visitors. The very high level of implementation indicates that the LGU actively takes a leadership role in tourism promotion, recognizing that structured government efforts are essential for creating a sustainable, well-supported, and visitor-friendly tourism environment (OECD, 2017).

The lowest-rated indicator is “The tourism office partners with private organizations for tourism promotion”, with a mean score of 4.22, which is still interpreted as very highly implemented. Despite its high rating, this indicator is lower compared to government-led projects (4.33) and destination marketing campaigns (4.24), suggesting that collaboration with private stakeholders, while recognized as important, is slightly less emphasized in the LGU’s tourism promotion strategy. Strengthening such partnerships is essential, as collaboration is a key driver of business success and aligns with Sustainable Development Goal 17 (Partnerships for the Goals), which emphasizes the importance of multi-sectoral cooperation in achieving sustainable development.

The relatively lower rating may indicate challenges in establishing formal partnerships, such as limited resources, coordination difficulties, or a preference for government-led initiatives that provide more direct control over planning and implementation. It may also reflect the fact that private sector involvement in rural destinations is often less extensive, requiring stronger incentives, structured frameworks, or targeted engagement strategies to enhance collaboration (Liu et al., 2020).

Research supports this observation, noting that while public-private partnerships (PPPs) can significantly enhance tourism promotion by leveraging additional resources, expertise, and networks, their successful implementation often depends on mutual trust, clear policies, and effective coordination mechanisms (Verduzco Villaseñor et al., 2023). The slightly lower rating highlights an area for potential improvement, where strengthening partnerships could further enhance the reach and effectiveness of promotional activities.

Problem 5. Is there significant relationship between the respondents’ profile and their level of satisfaction with tourist attractions, services, and facilities?

Table 10 presents the results of the chi-square test examining the relationship between respondents’ demographic profile and their level of satisfaction with tourist attractions, services, and facilities.

The findings shows that age, civil status, educational attainment, employment status, and monthly income have significant relationships with their level of satisfaction. Studies have shown that age is associated with preferences and expectations in tourism experiences, influencing satisfaction levels (Biswas et al., 2020). Similarly, civil status has been linked to tourism behavior and engagement, where individuals’ responsibilities and lifestyle conditions shape their perceptions of tourism services (Sinclair-Maragh, 2017). In addition, educational

attainment is associated with tourists' awareness, expectations, and evaluation of service quality, which in turn affects satisfaction (Bernini & Cracolici, 2015).

Employment status is also recognized as a factor connected to tourism participation and perception of services, as it reflects economic stability and access to travel opportunities (Akosa, 2025). Furthermore, monthly income is widely acknowledged as a key determinant in tourism, influencing spending capacity, expectations, and overall evaluation of tourism experiences (Struwig & Du Preez, 2024).

In contrast, sex shows no significant relationship with the level of satisfaction. Existing literature indicates that sex is not a significant factor associated with tourist satisfaction, as both male and female respondents generally provide similar evaluations of tourism experiences (UNWTO, 2021; Gador, 2019).

Table 10

Chi-square Results for Respondents' Profile and their Level of Satisfaction with Tourist Attractions, Services, and Facilities

Profile	df	X ²	p-value
Age			
15-24			
25-34			
35-44			
45-54			
55 and above	12	111.11*	0.00
Sex			
Male			
Females	3	1.78	0.62
Civil Status			
Married			
Separated			
Single			
Widow/Widower	9	26.44*	0.00
Educational Attainment			
Doctoral Degree			
Master's Degree			
College Graduate			
High School Graduate			
Elementary Graduate			
No Formal Schooling	15	95.49*	0.00
Employment Status			
Employed			
Unemployed	3	60.40*	0.00
Monthly Income			
Below P10,000			



P10,000-P19,999

P20,000-P29,999

P30,000 and above

9

22.22*

0.01

Significant at 0.05 level of significance

Problem 6. What strategic program can be proposed to enhance the tourism promotion efforts of Lagayan, Abra?

Tourism Intervention Plan

A Tourism Intervention Plan is a strategic guide that outlines targeted actions to improve and develop the destination's tourism sector. It focuses on addressing existing gaps, enhancing services and facilities, and promoting sustainable and inclusive growth. Through coordinated efforts among stakeholders, the plan aims to strengthen tourism performance while ensuring long-term economic and community benefits.

I. Rationale

Tourism plays a vital role in stimulating local economic growth, preserving cultural heritage, and improving community livelihoods. However, the findings of the study revealed several areas in Lagayan that require improvement, particularly in entertainment and leisure facilities, tourism infrastructure, accommodation services, retail options, transportation, and financial accessibility. While some indicators showed moderate to high satisfaction, gaps remain in service quality, facility availability, and digital promotion.

These limitations may hinder the municipality's potential to attract more tourists and provide a competitive and satisfying visitor experience. Thus, there is a need to implement a comprehensive tourism intervention plan that addresses these gaps through sustainable, community-based, and inclusive development strategies. The proposed programs aim to enhance tourism services, strengthen local capacity, promote cultural identity, and ensure long-term economic and environmental sustainability.

II. Goals

The tourism intervention plan aims to attain the following:

1. Enhance tourist satisfaction by improving facilities, services, and overall visitor experience.
2. Develop sustainable tourism infrastructure that supports economic growth and environmental protection.
3. Promote local culture and heritage through community-based tourism initiatives and cultural programs.
4. Strengthen local capacity and employment opportunities by empowering local entrepreneurs, workers, and tourism stakeholders.
5. Improve accessibility and convenience through better transportation, financial services, and digital system.
6. Increase tourist arrivals and revenue generation by strengthening tourism promotion and marketing strategies.

Ensure inclusive and participatory tourism development involving local government, private sector, and community members.

III. Implementation Plan

Areas	Objectives	Issues Identified	Proposed Enhancement/ Intervention	Responsible Person/ Agency	Implementation Period	Estimated Budget
Attraction						
Development of Entertainment and Leisure Facilities	To enhance tourist satisfaction by diversifying entertainment and leisure options through the development of cultural, recreational, and wellness facilities that cater to varied visitor preferences.	Moderate satisfaction in entertainment lack of museums, malls, wellness/spa, limited recreation	Establish mini-museums, cultural centers, eco-parks, wellness hubs; promote festivals	LGU Lagayan, Tourism Office, Cultural Affairs Office, Private Investors	Short to Medium Term (1-3 years)	₱5,000,000- ₱10,000,000
Environmental and Visual Enhancement Program	To improve the overall visual appeal and environmental sustainability of the destination by implementing effective waste management systems, beautification projects, and eco-friendly practices.	Visual appeal	Strengthening waste management, beautification, landscaping, eco-friendly practices	LGU, DENR, Community Organizations	Continuous / Long Term	₱500,000 ₱1,500,000 annually
Infrastructure						

<p>Tourism Infrastructure and Facilities Enhancement Program</p>	<p>To strengthen tourism support infrastructure by increasing the availability and quality of accommodation, dining, and essential utilities to meet growing tourist demands.</p>	<p>Limited accommodation and dining</p>	<p>Encourage investment in homestays, transient houses, local restaurants; provide incentives for Micro, Small, and Medium Enterprises (MSMEs); upgrade basic utilities</p>	<p>LGU, TESDA, DOT, Local Entrepreneurs</p>	<p>Medium to Long Term (2-5 years)</p>	<p>₱5,000,000 ₱15,000,000</p>
<p>Retail and Commercial Development Program</p>	<p>To stimulate local economic growth and improve tourist convenience by expanding retail establishments, souvenir centers, and community-based commercial hubs</p>	<p>Very low availability of shopping mall; limited retail options</p>	<p>Develop markets, souvenir hubs, community trade centers</p>	<p>LGU, Cooperatives, DTI</p>	<p>Medium Term (2-4 years)</p>	<p>₱2,000,000 – ₱10,000,000</p>
<p>Financial Accessibility Program</p>	<p>To improve financial convenience and accessibility for tourists by expanding banking services, installing ATMs, and promoting digital and cashless payment systems.</p>	<p>Lack of ATMs/banks</p>	<p>Install ATMs; promote cashless payments; partner with banks</p>	<p>LGU, Banks, FinTech Companies</p>	<p>Short Term (1-2 years)</p>	<p>₱300,000 ₱1,000,000</p>
<p>Services</p>						

Food and Beverage Services Development Program	To enhance the quality and diversity of food services by promoting local cuisine, developing food hubs, and providing skills training for food service providers.	Moderate ratings in food services	Culinary training; develop food hubs; promote local cuisine	LGU, TESDA, DOT	Short to Medium Term (1-3 years)	₱500,000 – ₱2,000,000
Transportation Services Improvement Program	To ensure safe, reliable, and efficient transportation services through the organization, regulation, and standardization of local transport systems.	Moderate satisfaction in transport	Organize cooperatives; standardize services; improve scheduling	LGU, Transport Groups	Short to Medium Term (1-2 years)	₱3,000,000 – ₱6,000,000
Tour Guide Capacity Enhancement Program	To improve the quality of guided tourism experiences by enhancing the skills, knowledge, and professionalism of local tour guides.	Slightly lower rating in guides	Training in storytelling, multilingual skills, customer service	LGU, DOT, TESDA	Short Term (6 months-1 year)	₱200,000 – ₱500,000
Digital Tourism Promotion Enhancement Program	To increase destination visibility and accessibility by developing digital platforms, strengthening online presence, and	Lower rating in website	Develop website; strengthen social media; integrate booking systems	LGU Tourism Office, IT Department	Short Term (6 months-1 year)	₱300,000 – ₱8,000,000

<p>Integrated Tourism Information and Feedback System Program</p>	<p>integrating booking and information systems. To enhance tourist satisfaction and service delivery by establishing accessible information systems and efficient feedback mechanisms for continuous improvement.</p>	<p>Need for improved information system</p>	<p>Establish info centers; QR-based feedback; improve materials</p>	<p>LGU Tourism Office, IT Sector</p>	<p>Short Term (1 year)</p>	<p>₱300,000 – ₱1,000,000</p>
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III. Implementation, Monitoring and Sustainability

The proposed tourism intervention plan will undergo thorough review and evaluation to ensure the quality and veracity of all suggested activities leading to the attainment of the objectives. Upon approval, its implementation will follow a multi-sectorial and phased approach involving the Local Government Unit of Lagayan as the lead agency, in coordination with partner institution such as the Department of Tourism (DOT), Technical Education and Skills Development Authority (TESDA), Department of Trade and Industry (DTI), and Department of Environment and Natural Resources (DENR). Private investors, local entrepreneurs, and community organizations will also be actively engaged to support the development of tourism facilities, services, and community-based initiatives. This implementation will be carried out in phases: short-term (6 months-1 year) for digital promotion, training, and initial planning; medium-term (1-3 years) for the development of key facilities and services; and long-term (2-5 years) for infrastructure expansion and sustained investments, all guided by specific action plans, budget allocations, and performance targets. The overall estimated budget for the implementation of the intervention plan ranges from ₱12,600,000 to ₱38,500,000, covering expenses for infrastructure development, capacity-building programs, digital systems, environmental initiatives, and support services, which may be sourced from the LGU's Annual Investment Plan (AIP), national government support, and public-private partnerships.

Monitoring and evaluation will be undertaken by the LGU Tourism Office through a designated team that will track progress using key performance indicators such as tourist arrivals, satisfaction levels, number of tourism enterprises, employment generation, and tourism revenue. Regular quarterly and annual assessments, along with feedback mechanisms such as QR-based surveys, will be utilized to ensure continuous improvement, transparency, and accountability among stakeholders.

To ensure long-term success, sustainability will be integrated across all programs by promoting economic opportunities through local entrepreneurship, protecting the environment through eco-friendly practices, preserving cultural heritage, encouraging community participation, and strengthening institutional support through policies, partnerships, and capacity-building initiatives. Through these efforts, the municipality of Lagayan can achieve a resilient, inclusive, and sustainable tourism industry that benefits both present and future generations.

IV. Conclusion

Summary of Findings

Based on the data gathered, the following findings were obtained.

1. **On the demographic profile.** The results reveal that most respondents are young adults aged 15–24 years (38.80%), while those aged 55 and above comprise the smallest proportion (6.40%). In terms of sex, males (57.60%) outnumber females (42.40%), indicating a higher level of male participation in tourism activities, particularly those involving outdoor and adventure-based experiences. Most respondents are single (62.00%), while in terms of educational attainment, the majority are high school graduates (58.40%), with only a minimal proportion having no formal schooling (0.40%). Furthermore, more than half of the respondents are employed (51.20%), whereas only

10.40% reported having no employment. Also, significant proportion of respondents earn below ₱10,000 (46.80%), while only a small percentage earn above ₱30,000 (5.60%).

2. **On the level of Satisfaction with the Tourism-related factors in terms of Attraction, Services and Facilities.** The respondents are highly satisfied with tourism attractions with an area mean of 3.65, interpreted as high, with core attraction indicators such as accessibility, activities, uniqueness, and visual appeal all receiving very high ratings a submean of 4.40. Among these, accessibility (4.44) emerged as the highest-rated factor, highlighting the importance of convenience and ease of travel in enhancing visitor satisfaction, while visual appeal (4.34), although still very high, received the lowest rating within the category, indicating minor areas for environmental improvement. In contrast, the availability of entertainment obtained only a moderate level of satisfaction (submean = 2.90), suggesting limited development of supplementary facilities such as museums, shopping malls, and wellness services. Among these, adventure trips (3.26) ranked highest, reflecting tourists' preference for nature-based and experiential activities, while shopping malls (2.72) received the lowest rating, indicating limited commercial infrastructure.

On services, the results indicate that respondents are highly satisfied with tourism services (area mean = 4.11), particularly in terms of staff, cleanliness, and security, which all received very high ratings. Staff performance (4.52) highlights strong hospitality and professionalism, while cleanliness (4.56) and security (4.40) reflect well-maintained and safe environments that enhance overall tourist experience. Similarly, promotion efforts were rated high (4.20), with signage performing best, although digital presence such as websites received relatively lower ratings. Local transportation, health, and communication services were also rated high, indicating that mobility, safety, and connectivity are generally reliable and satisfactory. However, services and facilities (2.89) received only a moderate rating, identifying them as the main area for improvement, particularly in terms of accommodation, food services, and other infrastructure.

In terms of facilities, the findings show that respondents are highly satisfied with tourism facilities with an area mean of 3.76, indicating that available infrastructure generally supports visitors' needs. Among the indicators, the parking area (4.42) received a very high rating, highlighting its accessibility, convenience, and effective management, which enhance tourist mobility and overall experience. Souvenir shops (4.11) were also rated high, while banks/ATMs (2.75) received only a moderate rating, indicating limited access to financial services.

3. **On the degree of seriousness of the problems encountered by the LGU in the implementation of its tourism programs.** The findings show that the problems encountered by the LGU in implementing tourism programs are perceived as highly serious with an area mean of 3.54, indicating significant challenges that hinder effective tourism development. Among these, insufficient funding/budget allocation (3.83) emerged as the most serious concern, highlighting the critical role of financial resources in supporting infrastructure, marketing, and capacity-building efforts. On the other hand, environmental and sustainability concerns (3.42) received the lowest rating, although still classified as highly serious.



4. **On the implementation of tourism promotion programs in terms distribution channels, tourism services, modes of transportation, and promotional activities.** On distribution channels, the findings indicate that the implementation of tourism promotion programs is highly effective with an area mean of 4.14. Among the channels, Facebook (4.44) ranked highest, showing that social media is the most widely utilized and effective tool for promotion. This is followed by word-of-mouth (4.34), highlighting the importance of community engagement and peer influence. Traditional materials such as brochures (4.26) and posters (4.22) also received very high ratings, indicating their continued relevance in supporting promotional efforts. Meanwhile, channels such as Twitter (3.92) and radio (3.96) received relatively low, though still high, ratings, suggesting less effectiveness compared to more interactive and visual platforms.

In terms of tourism services, the findings show that the implementation of tourism promotion programs in terms of tourism services is very highly implemented with an area mean of 4.33. Among the indicators, accommodation services (4.35) and transportation/vehicle rentals (4.35) received the highest ratings, highlighting the LGU's strong focus on core services that ensure convenience, mobility, and visitor satisfaction. Other services such as travel guides (4.30), local food, souvenir sales, and health care services (4.29) were also rated very highly, reflecting support for cultural promotion, local businesses, and tourist safety.

In terms of modes of transportation, the findings reveal that tourism promotion programs are very highly implemented with an area mean of 4.10. Among the indicators, jeepney transportation (4.28) received the highest rating, highlighting its importance as the most accessible and commonly used mode for reaching various tourist destinations. Tricycles (4.26) and private cars (4.22) were also rated very highly, however, bus transportation (3.63) received the lowest rating, though still highly implemented.

On promotional activities, the findings reveal that tourism promotion is very highly implemented, with an area mean of 4.26, indicating strong and effective execution of promotional strategies. All indicators received very high ratings, indicating strong overall performance with the highest-rated activity on active implementation of government tourism projects (4.33). Meanwhile, partnerships with private organizations received the lowest score (4.22), though still very high.

5. **On the significant relationship between the respondents' profile and their level of satisfaction with tourist attractions, services, and facilities.** The results of the chi-square test reveal that age, civil status, educational attainment, employment status, and monthly income have statistically significant relationships with respondents' level of satisfaction with tourist attractions, services, and facilities, while sex does not show a significant relationship with satisfaction.



Conclusions

Based on the findings, the following conclusions were derived.

Tourism in Lagayan is performing at a high to very high level, reflecting the Local Government Unit's (LGU) effective efforts in developing and promoting the destination. The tourist market is largely composed of young, single, and budget-conscious individuals, indicating that the destination remains accessible and appealing to a segment that values affordability, flexibility, and experience-based travel. Overall, respondents express high satisfaction with attractions, services, and facilities, with strengths observed in accessibility, uniqueness of attractions, available activities, staff performance, cleanliness, security, and transportation availability.

Despite these strengths, certain areas require improvement, particularly in entertainment options, accommodation and food services, and access to financial services such as banks and ATMs. The LGU also encounters challenges related to funding constraints, limited trained personnel, coordination concerns, and policy implementation, which affect the continuous enhancement of tourism programs. While tourism promotion efforts are very highly implemented through both digital and traditional platforms, collaboration with private organizations remains less emphasized compared to other initiatives.

The results further indicate that satisfaction is significantly associated with key demographic factors such as age, civil status, educational attainment, employment status, and monthly income, while sex shows no significant association. In response, the proposed tourism intervention plan focuses on strengthening coordination among stakeholders, improving infrastructure and services, and enhancing existing tourism assets.

Overall, Lagayan demonstrates a strong foundation for tourism development, supported by high satisfaction levels and effective program implementation. Strengthening infrastructure, expanding partnerships, and addressing resource-related concerns are essential to sustain and further advance tourism development in the municipality.

Recommendations

Based on the conclusions drawn, the following recommendations are proposed:

1. The LGU may consider designing market-segmented programs that cater to the dominant group of young, single, and budget-conscious tourists while also developing inclusive offering for other demographic segments to broaden market appeal.
2. Regarding tourist satisfaction in attractions, services, and facilities, it is recommended that the LGU sustain high-performing areas such as attractions, cleanliness, and security, while prioritizing improvements in entertainment options, accommodation, food services, and financial accessibility to enhance the overall tourist experience and encourage longer stays.
3. The LGU may explore addressing critical challenges by increasing budget allocation, strengthening policy implementation, improving inter-agency coordination, and investing



in training and capacity-building for tourism personnel to address the lack of skilled workers and to maintain high standards of service quality.

4. In terms of the extent of implementation, continuous monitoring and enhancement of existing tourism programs may be undertaken to ensure consistency and effectiveness, while addressing identified gaps to sustain high performance across all areas.
5. Considering the significant relationship between demographic factors and satisfaction, tourism planning may benefit from a more targeted and data-driven approach to ensure that programs and services align with the varying preferences and expectations of different tourist groups.
6. The LGU may further strengthen digital marketing strategies, expand its online presence, and enhance collaboration with private organizations to leverage additional resources, innovation and expertise, while ensuring that the intervention plan is fully implemented, regularly evaluated, and continuously refined to effectively address identified issues, improve service quality, and promote sustainable and inclusive tourism development in Lagayan.
7. The LGU may also ensure that the tourism intervention plan is properly disseminated in coordination with the Municipal Tourism Department of Lagayan, to promote awareness, strengthen stakeholder engagement, and facilitate effective implementation of the proposed programs.

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