



Status of Tourism Industry of Bongabon, Nueva Ecija, Philippines: Assessment of Tourists Satisfaction Experience Using 5a's of Tourism

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Abstract— This study describes the Satisfaction of Tourist on Bongabon, Nueva Ecija, Philippine using 5A's of Tourism. This study used a quantitative method, due to the need for computation, quantitative research was suited for this research since it involved percentages and frequencies to assess the study's variables. The study used Random Sampling technique for procedure. In this case, all the tourist from Bongabon has defined as the population. The researcher limits the large population by using random sampling.

As to its finding, to ensure the good satisfaction of respondents they are "very satisfied" about their experience as a tourist in Bongabon. Accommodation ranked number one among the 5A's of Tourism where in Accessibility ranked last. Based on the results, when it comes to accommodation, the accommodation is well cleaned and organize. When it comes to accessibility, the street sign or signboard to Bongabon tourist sites can be easily seen and followed. Furthermore, when it comes to activities, the majority of the respondent answers that the place has the relaxation opportunities. In addition, according to respondents, when it comes to amenities, the tourist spots offered sufficient parking provision. The majority of the respondents commented about how Bongabon, Nueva Ecija give them the comfort and satisfaction when they visit the tourist spots based on their experiences.

Overall, Bongabon has potential as a tourist destination, with its natural beauty, cultural festivals, and outdoor activities. However, the town may need to develop its accessibility to attract more visitors and promote sustainable tourism.

Keywords— Tourism, Tourists' Satisfaction, 5A's of Tourism

INTRODUCTION

According to Franklin and Crang (2001), tourism is a crucial Industry that contributes significantly to the economic growth of countries. The Philippines has seen a remarkable increase in tourism over the past few years, with more and more tourists visiting various destinations throughout the country. But because of the COVID-19 pandemic, Tourism has been stopped. As a result of COVID-19, all of the tourism attractions and other related amenities have been temporarily closed. Since science has developed vaccines, the tourism industry has opened again. More and more tourism sites have reopened and have been visited by excited tourists, from local to international.

The Philippines recorded a total of one million tourists in 2020, ranking 81st in the world in absolute terms. The fact that larger countries regularly perform better in a comparison of the absolute number of guests is obvious.



The Philippines ranks 181st in the world with 0.013 tourists per resident, which creates a far more comparable image when the tourist numbers are compared to the country's population. It held 11th place in Southeast Asia.

Nueva Ecija, a tourist destination, has adopted a novel branding strategy that has never been seen in the Philippines. Nueva Ecija will use the tagline "Nueva Ecija, Never Ending" to portray that the province has never-ending opportunities for tourism, never-ending destinations to offer tourists, and never-ending wonders to learn about and discover.

The Municipality of Bongabon is a second-class municipality in the province of Nueva Ecija, Philippines. It has a population of 66,839 people, consisting of 28 barangays, governed by Mayor Ricardo Padilla. The executive power of the municipality is diverse; hence, its actions can be easily felt by the people living there. The said municipality has created different opportunities in different sectors such as Education, Governance, Economy, Health, etc.

The 5 A's of tourism refer to a tool that is specifically used to evaluate a certain destination. They help people understand better how complex the tourism industry is and change their perspective on it. The tourism industry is more of an ecosystem than individual sites. Accommodation: besides the traditional hotel or inn, lodging options also include cabins on cruise ships, residential homes with approved bed and breakfast services, hostels, and others. Accessibility: a lack of proper accessibility is usually noted as one of the greatest challenges to the growth of tourism and investment in a location. No place can function without a means of transportation, such as an airline, bus service, railway line, or port. Activities that a destination has to offer: discover activities that are unknown and that will spur your creativity. Amenities aside, we recommend you travel with a tourist's perspective and savor every moment. Attractions are extraordinary given that it is a place where you can be amazed and stunned by what is typical of the residents.

The 5 A's of tourism were used to assess the satisfaction of the tourism industry in Bongabon, Nueva Ecija, Philippines. By doing this, the researchers will be able to come up with some of the experiences that were not good and some that were the worst that can be used to improve the tourism satisfaction of the locals. It is important to know and identify satisfaction so that the status of the tourism industry can be assessed. Satisfaction is the difference between a tourist's expectations and the actual perceived value.

At the end of this research, the researchers aim to an analysis to investigate the influence of 5a's on local tourist's satisfaction in Bongabon, Nueva Ecija. This study sought the answer for the following question:

1. How may the socio – demographic profile of the respondents be described in terms of Age, Sex, Marital Status, and Monthly Average Income?
2. How may the level satisfaction of the respondents be assessed using 5a's of Tourism in the terms of Accommodation, Attraction, Accessibility, Activities, and Amenities?
3. What tourism enhancement plan may be proposed to improve the tourism industry of Bongabon Nueva Ecija?



Bongabon Nueva Ecija as a Tourism Site

According to the Philippine Census (2020), Bongabon is a second-class municipality in the province of Nueva Ecija, Philippines. It is the largest producer of onions in the Philippines and Southeast Asia. Bongabon, Nueva Ecija, is known not only as the Philippines' onion capital, but also for its natural resources and breathtaking views, which have captured the hearts of many visitors. In Bongabon, there are numerous tourist attractions, activities, accommodations, and transportation options. Bongabon has many natural resources, including the Ilog Jordan (Olivete), Sierra Madre View Deck, Mount Dilalam, Donya Aurora Shrine, Silangan Falls, and Deesap Falls.

Tourists Satisfaction

According to Valle et al., (2006), as customer satisfaction is a term which relates to marketing, it is one of the principal measures for marketers as well as for the businessmen. There is no doubt that consumers expect to gain their satisfaction through consuming various goods and services. To maintain the consumer satisfaction any good or service must be different or unique from other products. If a particular product or service is divergent from other products or services which are in the same market, it can give satisfaction to the consumers and also maintain its market demand.

According to Bowie and Chang (2005), tourist satisfaction depends on the service quality of the destination. Therefore, in order to retain the competitiveness of destinations and to raise them, the tourism development authorities and tourism operators should take necessary steps to improve the satisfaction.

5A'S OF TOURISM

Accommodation

Gnanapala (2015) identified that the facilities in the accommodation like room services and maintenance, quality and standards of bathrooms, night life and entertainments, shopping facilities and recreation facilities positively influence the satisfaction level of travelers. Tourists are greatly satisfied when their accommodation is pretty and attractive, modern and fashionable, having a pleasant and friendly staff, having an eye-catching view etc.

Activities

According to Jeyamugan (2018), relaxing and restful, availability of leisure activities, beach would be uncrowded, comfort for sun bathing in the beach are some special activities in a destination. Nevertheless, examined that among the above factors only the relaxing and restful shows a positive relationship with the tourist satisfaction.

Accessibility

Jeyamugan (2018), identified some factors which affect for tourist satisfaction that directly connects to accessibility as road networks, rail networks, taxi services, ease of access, uncongested roads etc. There he has concluded that taxi services are less interactive with accessibility. Destinations should have accessibility. Because it is significant to attract tourists to the destination places. For that it needs some factors like good road network



to reach the destination, affordable traveling cost, adequate information and documents about the destination, able to reach the destination without traffic congestions etc.

Amenities

Jeyamugan, (2018) hygienic food preparation, cleanliness of destinations, safe drinking water, and availability of health services has a positive correlation with tourist satisfaction.

Attractions

Jeyamugan, (2018) identified some motives which enchant the tourists such as pleasant climate, heritage ambience, being harmonious with nature, historical sights, archeological sites and monuments, natural features, convenient location etc. Among them the pleasant climate, historical sights and convenient location have a better relationship with tourist satisfaction.

MATERIALS AND METHODS

Research Method

In order to evaluate the subject, the researchers adopted a descriptive evaluated research methodology. Due to the need for computation, quantitative research was suited for this research since it involved percentages and frequencies to assess the study's variables. A quantitative study uses mathematical, statistical, and computational methods tools for obtaining outcomes. In trying to quantify the results, it is definitive in its intent. By looking for projectable results for a wider population, you may identify the issue and understand how common it is.

The process of gathering and interpreting numerical data is known as quantitative research. It can be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings to larger populations. A descriptive research design is one that seeks data in order to methodically characterize a phenomenon, circumstance, or population. More particular, it assists in providing answers to the research problem's what, when, where, and how questions rather than its why. The descriptive approach of research allows for the investigation of the target variables using a wide range of research techniques. Although occasionally qualitative data is employed for descriptive purposes, it primarily uses quantitative data.

Research Locale

The research was conducted in Bongabon, Nueva Ecija, Philippines. The official name of Bongabon is the town of Bongabon. It is a 2nd class town in the Philippines. It covers 70,061.5 hectares (28,352.90 acres) and is the biggest onion farm in the Philippines and all of Southeast Asia. In Bongabon, each town has its own party. The town festival is called the Sibuyas Festival, and it is held every year from the first to the second week of April.

Respondents of the Study

The respondents of the study consist of at least one-time visit in Bongabon, Nueva Ecija, Philippines. The ages of the respondents were from 15 years old up to 70 years old. There was a total of 381 respondents. The researchers



gathered some personal information about tourist to collect the desired data. The respondents of this study came from the tourist of municipality of Bongabon that is found in Nueva Ecija Philippines.

Table 1. Distribution of the Respondents

Respondents	Population	Sample Population
Tourists of Bongabon	38,400	381

Sample and Sampling Procedure

The total sample size of the respondents was 381 from the total population of 38,400. This study uses the Raosoft application to determine the sample size with a 95% confidence level and a 5% margin of error.

This study used random sampling. Population is any groups of individuals which has at least one characteristic in general and that are the researcher interest with Best & Kahn, (2006).

Population is group of subjects that is determined by the researchers to be studied and drawn the conclusions. In this case, all the tourist from Bongabon are defined as the population. However, the population used is a kind of too large; the researcher limits the large population by using random sampling.

Research Instruments

The results of this study were obtained using a survey form and face-to-face interview. A database was used to collect and store the data, and statistical software was used to analyze the results. The most fundamental methodology and study in all quantitative outcome research. Survey questions are defined as objective questions used to gain detailed insights from respondents about a survey research topic.

The answers received for these quantitative survey questions are analyzed and a research report is generated on the basis of this quantitative data. These questions form the core of a survey and are used to gather numerical data to determine statistical results.

- Part I consists of check list questions. This part of the survey is a self-made questionnaire of the researchers.
- Part II consists of questions that assess the level of satisfaction of tourist using 5a's of Tourism such as accommodation, attraction, accessibility, activities, and amenities. Formulated on the modified 4-point Likert scale (4) Very satisfied; (3) Satisfied; (2) Not satisfied; (1) Not satisfied at all.
- Part III consists of an open-ended question about the problems in 5A's of tourism encountered by the respondents. The respondents were asked to state their honest opinions regarding the questions being asked.

Interviews with Bongabon, Nueva Ecija tourists were conducted to verify the validity and reliability of the research instrument and suggestion and adjustments were integrated into the final draft.



Data Gathering Procedure

After the approval of the research topic entitled "Status of Tourism Industry of Bongabon, Nueva Ecija, Philippines: Assessment of Tourists Satisfaction Experience Using 5a's of Tourism ", the researchers begin by collecting related data and information from the Internet. The questionnaire was guided by the related studies and underwent confirmation by competent individuals for validation of the suggested opinions. The researchers conduct a dry run to check the reliability and validity of the formulated questionnaire. The reliability coefficient of the instrument was tested and measured to check the internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rate the instrument. The reliability coefficient of the instrument was tested and measured with a score of .860 which means that the instrument has good internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rated the instrument with 4.52 as its weighted mean having a verbal interpretation of "very good". Before the distribution of the questionnaires, the researchers obtain approval from their subject teacher and adviser, since the survey questionnaires were sent online with some social media platforms like messenger, telegram, and email, and lastly the researchers are free to conduct a survey. After the dry run of the questionnaire, it will be tallied, and further revisions of the questionnaire will be done. After the distribution, the information that was gathered from the answered questionnaire was tallied for further interpretation.

Data Analysis Techniques

The data collected from the locale were encoded, tallied, and analyzed. Statistical tools such as Percentage, Frequency Distribution, and Weighted Mean using Collazi's 7 steps methods were used in analyzing the data gathered. The scale below was employed to interpret the results.

Table 2. Scales for Data Interpretation

Scale	Mean Range	Interpretation	Description
4	3.26-4.00	Very Satisfied	Highly Accepted
3	2.51-3.25	Satisfied	Accepted
2	1.76-2.50	Slightly Satisfied	Slightly Accepted
1	1.00-1.75	Not Satisfied	Not Accepted

Table 2 shows the scales that the researchers applied in the interpretation and description of data under Tourist satisfaction experience using 5a's of Tourism. The 4-point Likert scale is used by the researchers to identify the favorable. The aim of the study is to determine and analyze the respondent's viewpoint about the performance of the Tourism Industry on Bongabon, Nueva Ecija, Philippines.

RESULTS AND DISCUSSIONS

1. Profile of the Respondents

1.1 Profile of the respondents in terms of Age

Table 3 shows the profile of the respondents in terms of Age.

Table 3. Demographic Profile of the respondents in terms of Age

Age	Frequency (f)	Percentage (%)
Below 17 years old	42	11%
18 – 29 years old	165	43%
30 – 39 years old	114	30%
40 – 49 years old	30	8%
50 – 59 years old	29	7%
60 years old and above	1	1%
Total	381	100

Table 3 shows the percentage of the respondents in terms of age. Based on the result above, the majority of the respondents were in the age bracket of 18 to 29 years old consisting of 43% of the total sample size and 60 years old and above got the lowest frequency of 1 or 1%. This implies that most of the respondents are in the millennial stage, which is reflected in their satisfaction with the tourism industry. According to the respondents, they have different personal satisfactions with the leisure and activities on the sites.

According to PSA (2017), the median age of domestic travelers was 34 years old, with about 52 percent in the group of 15 to 34 years old in the Philippines. However, the adults or millennial who were visiting were satisfied.

1.2 Profile of the respondents in terms of Sex

Table 4 shows the profile of the respondents in terms of Sex.

Table 4. Demographic Profile of the respondents in terms of Sex

Sex	Frequency (f)	Percentage (%)
Female	199	52%
Male	182	48%
Total	381	100

Table 4 shows the respondent's profile in terms of sex. Based on the results above, most of the respondents were female with the frequency of 199 or 52 %. This shows that most of the females have enjoyed visiting the tourist sites in the Bongabon to spend time with their families. According to the respondents, they come to Bongabon, Nueva Ecija with their family members to have fun and enjoy the beauty of municipality.

Compared to men, women are more eager to visit sites. It is because females in the Philippines value those locations with special meaning. While men also appreciate it, some of them are not interested attractions because they believe that they are a dull place to visit. However, the outcome demonstrates that there is little distinction

between the two genders. Because men and women typically have similar interests according to Mindanao et al., (2020).

1.3 Profile of the respondents in terms of Marital Status

Table 5 shows the profile of the respondents in terms of marital status.

Table 5. Demographic Profile of the respondents in terms of marital status

Marital Status	Frequency (f)	Percentage (%)
Single	160	42%
Married	204	53%
Separated	10	3%
Widowed	4	1%
Divorced	3	1%
Total	381	100

Table 5 shows the marital status of the respondents. Based from the table above, most of the respondents are married got a highest response of 204 or 53% and Divorced got a lowest frequency of 1 or 1%. This implies that many of the respondents were married. This result shows how satisfying it is for their families to visit the Bongabon as tourism sites. According to the respondents, they wanted to visit Bongabon in pairs or groups. As added, the visit to the said municipality is intended for a group outing like family bond.

According to Huang and Tsai (2003), seventy-seven percent of the respondents were married. The majority of survey respondents (35.6%) went on vacation to relax. One-fifth of those surveyed said they go on vacation to socialize and meet new people. Spending time with their immediate family was the second most crucial factor. The least significant characteristics were telling their friends about their trip and exercising.

1.4 Profile of the respondents in terms of Monthly Average Income

Table 6 shows the profile of the respondents in terms of Monthly Average Income

Table 6. Demographic Profile of the respondents in terms of Monthly Average Income

Monthly Average Income	Frequency (f)	Percentage (%)
Below 5,000	79	21%
10,000 – 30,000	204	53%
30,000 – 50,000	76	20%
50,000 – 70,000	15	4%
70,000 – 100,000	7	2%
100,000 and above	0	0
Total	381	100

Table 6 shows the monthly average income of the respondents. This table shows the respondents had a rate of salary between 10,000 and 30,000 and got a highest response of 204 or 53% and the salary range to 100,000 and above got a lowest response. This result shows that the majority of the respondents are giving a high salary for spending vacation in Bongabon. According to respondents, it is hard to go to the said municipality without any money in their pockets.

2. Assessment of Tourist Satisfaction on Bongabon, Nueva Ecija using 5A's of tourism

2.1 Accommodation

Table 7. Assessment of Tourist Satisfaction on Bongabon, Nueva Ecija using 5A's of Tourism in terms of Accessibility

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. The accommodation is well cleaned and organize.	3.62	Very satisfied	1	Excellent
2. Supplies/ Household items and appliances are available.	3.43	Very satisfied	5	Excellent
3. The furniture is in good condition	3.44	Very satisfied	4	Excellent
4. Adequate capacity of the hotel units	3.46	Very satisfied	3	Excellent
5. Overall Condition of the Accommodation	3.54	Very satisfied	2	Excellent
Average Weighted Mean	3.50	Very satisfied		Excellent

According to the table above, respondents indicate the accommodation as one of the components of tourism destination that satisfied their travel. With a verbal interpretation of Very Satisfied, it received a weighted mean of 3.50 and was ranked as number one. The statement "Supplies/ Household items and appliances are available", got the lowest weighted mean of 3.43 and interpreted as Very Satisfied. This illustrates that accommodation serves as a cornerstone of the tourism industry, given its crucial and fundamental role in the provision of tourism services. In fact, accommodation facilities offer varying services depending on their specific target customer demographics. According to the respondents, during their travels, they require a location where they can rest and rejuvenate. Consequently, there are existing commercial lodging establishments. The range of accommodations available varies significantly in terms of their size, type, location, and the services they offer.

According to Hiransomboon (2012), the most common accommodation choice for travelers is still a budget-friendly guesthouse. The rental cost should not be as high as that of full-service hotels because guesthouses offer limited services. Guesthouses should therefore concentrate on the primary service rather than the ancillary one. Therefore, self-service can be used to lower operating expenses. Self-service is typically accepted by backpackers who prefer to decide on their own travel itinerary. Most backpackers stay for less than a week and spend the majority of their time exploring Bangkok, so they require accommodations close to popular tourist attractions.

However, some of them stay for a longer time and require a tranquil environment for relaxation. Accommodations for short-term and long-term stays should therefore be located differently in order to cater to their respective target markets.

2.2 Accessibility

Table 8. Assessment of Tourist Satisfaction on Bongabon, Nueva Ecija using 5A's of Tourism in terms of Accessibility

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. Street sign/Signboard to Bongabon tourism sites can be easily seen and followed.	3.57	Very satisfied	1	Excellent
2. Making a booking at this tourist destination was easy.	3.45	Very satisfied	2	Excellent
3. Road condition in Bongabon are good.	3.29	Satisfied	4	Very good
4. Telecommunication and Facilities near tourist destination.	3.22	Satisfied	5	Very good
5. I don't find any difficult in reaching this place.	3.31	Satisfied	3	Very good
Average Weighted Mean	3.37	Satisfied		Very good

The role of accessibility in tourist satisfaction is explained in the table above. Street sign/Signboard to Bongabon tourism sites can be easily seen and followed, got the first ranked with weighted mean of 3.57 and interpreted as "Satisfied". However, the "Telecommunication facilities near tourist destination." received the lowest weighted mean of 3.22 and interpreted as "Satisfied". According to the data, accessible tourism enables all people to participate in and enjoy tourism experiences. More people have access needs, whether or not related to a physical condition. For example, older and less mobile people have access needs, which can become a huge obstacle when traveling or touring. According to respondents, accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. This includes publicly and privately owned tourist locations, facilities and services.

According to Suryadana and Octavania (2015), greetings a tourist trip there are also factors that are no less important in influencing the satisfaction of tourists, namely accessibility factors that mean the ease available to reach tourist destinations. A destination can be reached if there is supporting access to get to destination. Good accessibility quality will make comfortable and arise a sense of satisfaction for the tourists. The better accessibility the higher the satisfaction of tourists.

2.3 Activities

Table 9. Assessment of tourist satisfaction on Bongabon, Nueva Ecija using 5A's of Tourism in terms of Activities.

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. The activities offer by the destination is satisfying	3.49	Very satisfied	2	Excellent
2. Properly sited activities areas in order to minimize site disturbance.	3.40	Very Satisfied	3	Excellent
3. The tourist spots is safe to do the activities	3.36	Satisfied	4	Very good
4. Ability to understand needs and provide information before and during activities.	3.34	Satisfied	5	Very good
5. Relaxation opportunities	3.48	Very satisfied	1	Excellent
Average Weighted Mean	3.41	Satisfied		Very Good

The function of activities to satisfy tourist of Bongabon, Nueva Ecija is explained above. "Relaxation opportunities" got the highest weighted mean of 3.49 and interpreted as "Very Satisfied". However, "The Ability to understand needs and provide information before and during activities" received lowest weighted mean of 3.34 and interpreted as "Satisfied". it indicates that, tourism activities encompass a broad range of pursuits that are available to visitors in a given tourism destination, as widely recognized. There exist several activities that draw the attention of tourists towards a specific location, such as Bongabon. According to respondents, the tourist destination provides a diverse range of activities for them. There are various options available for activities, including sightseeing, swimming, outbound activities, playing, and photography. According to Buhalis & Cooper (2022), public sector organizations manage the sustainability of regions and destinations and provide the infrastructure needed for tourism to thrive. The resources that tourists use to fulfill their wants and needs belong to the destinations and locals. An entire tourism ecosystem has developed to support tourism activity and the co-creation of value. This ecosystem consists of business owners and investors, staff members, intermediaries, and the public sector.

2.4 Amenities

Table 10. Assessment of tourist satisfaction on Bongabon, Nueva Ecija using 5A's of tourism in terms of Amenities

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. The tourist spots offered sufficient parking provision.	3.48	Very satisfied	1	Excellent
2. The tourist spots offered toiletries.	3.35	Very satisfied	4	Excellent



3. The tourist spots offered internet connection.	3.13	Satisfied	5	Needs improvement
4. The tourist spots provide rooms for the guest.	3.43	Very Satisfied	2	Very Good
5. Equipped with modern and comfortable furniture.	3.39	Satisfied	3	Very good
Average Weighted Mean	3.36	Satisfied		Very Good

Table 10 shows that the Assessment of tourist satisfaction on Bongabon, Nueva Ecija using 5A's of tourism in terms of Amenities. The statement, "The tourist spots offered sufficient parking provision." got a highest weighted mean of 3.48 with a verbal interpretation of very satisfied and "The tourist spots offered internet connection" received the lowest weighted mean of 3.13 and interpreted as "Satisfied". As per the data, amenities refer to the complimentary services and facilities offered to enhance the convenience and comfort of a tourist's stay. The majority of tourist sites offer amenities such as personal hygiene products, hair drying apparatus, shaving equipment, sewing materials, and other related items. These amenities have become customary among guests, and their absence may result in dissatisfaction or frustration. According to respondents, tourists require auxiliary amenities to cater to their travel requirements. The amenities provided for travel purposes typically comprise transportation equipment, lodging facilities, food and beverage services, and supplementary amenities that are customized to meet the requirements of travelers. Sunary (2013) posits that amenities refer to fundamental facilities, including highways, transportation, accommodation, and tourism information centers, that are designed to enhance the comfort of tourists during their visits. Sugiama (as cited in Sunaryo and Bambang, 2013) defines amenities as supplementary facilities utilized to fulfill the requirements of tourists during their engagement in tourist activities within a given destination. Cahyani and Aditya (2014) assert that amenities such as lodging, restaurants, and local transportation serve as crucial factors for tourists who are visiting a particular destination, along with other communication tools.

2.5 Attraction

Table 11. Assessment of Tourist Satisfaction on Bongabon, Nueva Ecija in terms of Attraction

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. The tourist spots do not have similarities to other province's tourist spot.	3.54	Very satisfied	3	Excellent
2. The tourist spots have been well-preserved for its years of existence.	3.55	Very satisfied	2	Very good
3. The inhabitants of the tourist spots preserve their tradition and customs.	3.50	Very satisfied	4	Excellent



4. The tourist spots were preserved with its nature beauty and not enhanced with modern day construction.	3.56	Very satisfied	1	Excellent
5. The tourist spots have available vehicles anytime of the day that are exclusive for tourist.	3.26	Very satisfied	5	Good
Average Weighted Mean	3.48	Very Satisfied		Very Good

Table 11 shows the assessment of Tourist Satisfaction on Bongabon, Nueva Ecija in terms of Attraction. “The tourist spots were preserved with its nature beauty and not enhanced with modern day construction.” got a highest weighted mean of 3.56 and interpreted as “Very satisfied”. However, “The tourist spots have available vehicles anytime of the day that are exclusive for tourist” received the lowest weighted mean of 3.26 and interpreted as “Satisfied”. It indicates that attraction is one of the main reasons why tourist visits Bongabon, since it has a beautiful scenery and breathtaking view from mountains. The anticipations of tourists when visiting a specific location are associated with various characteristics of the selected destination, including but not limited to culture, architecture, gastronomy, infrastructure, landscape, events, and shopping. According to respondents, attractions hold significant importance in the travel and tourism sector, as they serve as a major draw for visitors from various parts of the globe. The primary commodity of a destination is its tourist attractions. According to Karyono (1997) cited from the study of Surya & Ningsih (2001), posits that tourist attractions pertain to the observable and experiential aspects that are available to tourists in a given destination. Tourist attractions may manifest in various forms such as the aesthetic and distinctive qualities of natural surroundings, the cultural heritage of indigenous communities, and the presence of man-made landmarks. Suwena and Widyatmaja (2010) assert that tourist attractions play a pivotal role in attracting visitors to a tourist destination, as they represent valuable tourism resources.

3. Propose a Tourism Enhancement Plan

The researchers used the data gathered in formulating the Tourism Enhancement Plan for the respondents. Table 12 is the proposed tourism enhancement plan for the industry. It contains different columns. The 1st column is the “Marketing problems” which shows the result of the survey from the respondents; 2nd column refers to the solutions, strategic initiatives, and project that will answer the items on the 1st column, the items presented on this column were the results of the interview or the data gathered from the respondents; 3rd column contains objectives of the strategy or the project related to the problems that need to be addressed; 4th column displays the suggested marketing activities based from the 2nd column; 5th column refers to the budget needed for the implementation of the activity; column 6 displays the players, agencies involve in the strategy or the project who are the responsible persons in the implementation of the activities; 7th column refers to the time frame where the plan should be implemented which refers to the length of the project from the date of its implementation up to the date it will be completed; lastly, the 8th column refers to the signs or signals or measures on how the project was successfully implemented

Table 12. Proposed Enhancement Plan

5A's of Tourism	PROBLEMS IN 5A's OF TOURISM	SOLUTION/ INTERVENTION	OBJECTIVE OF THE SOLUTION/ INTERVENTION	SUGGESTED MARKETING ACTIVITY	BUDGETARY REQUIREMENTS	PERSONS IN CHARGE	TIME FRAME	SUCCESS INDICATOR
Accommodation	1. Providing adequate accommodation is crucial for any tourism destination. However, many destinations struggle to provide enough accommodation to meet the demand, especially during peak seasons. Additionally, maintaining the quality of accommodations can also be a challenge.	1. Developing and implementing regulations to ensure that Accommodations meet minimum quality standards. 2. Encouraging private investment in accommodations through incentives such as tax breaks or subsidies. 3. Promoting alternative accommodations, such as homestays or ecolodges, to alleviate the pressure on traditional hotels.	1. Expand the range and quality of accommodation options to meet different tourist needs and budgets. 2. Encourage the development of sustainable and eco-friendly accommodation options. 3. Improve the standards of existing accommodation to enhance the overall visitor experience.	1. This refers to the places where tourists can stay while visiting a destination. Accommodation options include hotels, resorts, motels, hostels, lodges, and vacation rentals.	100,000 Pesos	Tourism Sites Owner	2-3 Months	1. Monitor the occupancy rates of accommodation facilities collect feedback from guests on their experience and satisfaction with the accommodation options. 2. Evaluate the quality and standards of each accommodation option to ensure they meet industry standards.
Accessibility	1. Destination can be a significant challenge,	1. Improving transportation	1 Improve Transportation options and	1. This refers to how easy it is for tourists to travel	300,000 Pesos	Tourism Sites	2-3 Months	Collect data on the number of tourists using



	<p>especially in developing countries.</p> <p>2.Poor infrastructure and transportation systems can make it difficult for tourists to reach their desired destination. Additionally, natural disasters and security issues can also affect accessibility.</p>	<p>infrastructure and connectivity through investmeng in airports, roads, and public transportation systems.</p> <p>2.Encouraging private investment in transportation infrastructure through public private partnerships.</p>	<p>infrastructure to make destinations more accessible.</p> <p>2. Increase the number of direct flights to a destination to boost tourism.</p> <p>3. Make tourist attractions and facilities more accessible to people with disabilities.</p>	<p>to and within a destination.</p> <p>2. Accessibility factors include transportation infrastructure, ease of getting visas and permits, and the availability of public transportation</p>		<p>Owner/Bong abon LGU</p>		<p>different modes of transportation to access the destination.</p> <p>Monitor the condition and maintenance of transportation infrastructure.</p> <p>Evaluate the accessibility of tourist attractions and facilities to people with disabilities</p>
Activities	<p>1.Available in a destination can be a major draw for tourists.</p> <p>However, developing and maintaining activities can be a challenge, especially in areas with limited resources. Additionally, safety concerns and</p>	<p>1.Developin g partnerships with local businesses to promote the availability of activities and attractions.</p> <p>2.Ensuring that activities and attractions meet safety standards and are</p>	<p>1.Increase the range and quality of activities and experiences available to tourists.</p> <p>2. Promote cultural and heritage activities to showcase the</p>	<p>This refers to the various activities and experiences that tourists can engage in while visiting a destination.</p> <p>Activities include adventure sports, cultural experiences, wildlife viewing,</p>	1000,000 Pesos	Tourism Sites Owner	1-2 Months	<p>Collect data on the number of tourists participating in different activities and experiences Monitor the quality and safety of adventure and</p>

	regulations can limit the availability of certain activities.	regulated appropriately. 3.Offering training and support to local entrepreneurs to develop	local culture and history. 3.Develop adventure and outdoor activities to attract adventurous tourists and sustain their businesses.	and sightseeing tours.				outdoor activities Evaluate the cultural and heritage activities to ensure they showcase the local culture and history.
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Amenities	1.Providing adequate amenities be a challenge in areas limited resources. Additionally, maintaining quality safety amenities also be challenge.	1. Developing and implementing regulations to ensure that amenities meet minimum quality and safety standards. 2.Encouraging private investment in amenities through Incentives such as tax breaks or subsidies.	1.Provide basic amenities such as clean water, toilets, and waste disposal to ensure a comfortable and safe experience for tourists 2.Develop and promote sustainable tourism practices to protect natural resources and the environment	This refers to the services and facilities that tourists need while visiting a destination. Amenities include clean water and sanitation facilities, restaurants, shops, medical facilities, and public restrooms.	75,000 Pesos	Tourism Sites Owner	1-2 Months	1.Collect data on the availability and quality of basic amenities in tourist areas 2.Monitor the impact of tourism on the environment and natural resources
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		3.Promoting sustainable tourism practices that reduce the environmental impact of amenities.	3.Encourage the development of local businesses to provide amenities and services to tourists					3.Evaluate the sustainability practices of local businesses and the tourism industry
Attractions	<p>1.The availability and quality of attractions can significantly impact tourism.</p> <p>2. Developing and maintaining tourist attractions requires a significant investment of resources, which may be a challenge for some destinations. Additionally, natural disasters and other external factors can also affect the quality of attractions.</p>	<p>1.Encouraging private investment in attraction development through public private partnerships.</p> <p>2. Diversifying the range of attractions to appeal to different types of tourists and extend their length of stay.</p>	<p>Increase the number and quality of attractions to attract more tourists Preserve and protect existing attractions to ensure their sustainability Promote off-season attractions to encourage year-round tourism.</p>	<p>This refers to the natural, cultural, or man-made attractions that draw tourists to a destination. Examples include beaches, museums, theme parks, historical sites, and wildlife reserves.</p>	75,000	Tourism Sites Owner/Bong abon LGU	3-5 Months	<p>Collect data on the number of visitors to each attraction and their feedback</p> <p>Monitor the condition and maintenance of each attraction to ensure they are kept in good condition. Evaluate the marketing strategies for each attraction to see if they are attracting the desired target market</p>



Based on the findings of appeared to be necessary, the following can be concluded:

In terms of age majority of the respondents are aged 18-29 years old. The majority of the respondents in the study are female with the total of 133 population based on the taken survey. Regarding to the marital status, most of the respondents are married. Lastly, in terms of the monthly income most of the respondents in the study have 10,000-30,000 monthly income.

Based on the respondents when it comes to accommodation, the accommodation is well cleaned and organized. When it comes to accessibility, the street sign or signboard to Bongabon tourist sites can be easily seen and followed. Furthermore, when it comes to activities, the majority of the respondents answered that the place has the relaxation opportunities. In addition, according to respondents, when it comes to amenities, the tourist spots offer sufficient parking provision.

The majority of the respondents commented about how Bongabon, Nueva Ecija gives them the comfort and satisfaction when they visit the tourist spots based on their experiences.

With the above discussion, the following are the recommendations of the researchers:

Strengthening of the tourist by the continuous visiting of all 5a's of tourism in the Bongabon.

It is recommended to employ several practical interventions in addressing issues that the tourism sector has to deal with. It might aid them in determining their biggest obstacles and the potential remedies that could enhance their economic gains and aid in speeding and stabilizing expansion of the economy.

The 5As in Tourism composed of Attractions, Accommodation, Accessibility, Activities, and Amenities are essential components of a successful tourism industry. Here are some ways to strengthen tourism in Bongabon through these 5As: Attractions; Bongabon can strengthen tourism by promoting and developing its unique attractions. This can include natural attractions such as waterfalls, hot springs, and scenic viewpoints, as well as cultural attractions such as local festivals, historical sites, and traditional crafts. Developing new attractions and improving existing ones can help increase the number of visitors and encourage them to stay longer. Accommodation; improving and expanding the range of accommodations can help meet the needs and preferences of different types of tourists. This can include developing new resorts, guesthouses, and homestays, as well as improving the quality and range of services provided by existing accommodations. Providing comfortable and affordable accommodations that meet the needs of tourists can help improve their overall experience in Bongabon. Accessibility; improving transportation infrastructure, such as roads and public transportation, can make Bongabon more accessible to tourists. This can include improving the road network, providing more frequent and reliable public transportation, and developing new transportation options such as bike rentals. This can help increase the number of visitors and make it easier for them to explore the area. Activities; developing and promoting a wide range of activities can help attract tourists with different interests and preferences. This can include adventure sports, such as hiking, kayaking, and mountain biking, as well as cultural activities, such as traditional dance performances and local food



tours. Offering a variety of activities can help keep tourists engaged and encourage them to stay longer. Amenities; improving the range and quality of amenities such as restaurants, shops, and public facilities can help enhance the overall tourist experience in Bongabon. This can include developing new restaurants, markets, and shops that offer local products, as well as improving public facilities such as parks, rest areas, and public toilets. Providing clean, safe, and comfortable amenities can help create a positive impression of Bongabon and encourage tourists to return in the future.

Lastly, strengthening tourism in Bongabon requires a holistic approach that focuses on developing and improving the 5As in tourism. By promoting and developing unique attractions, improving accommodations, enhancing accessibility, providing a variety of activities, and improving amenities, Bongabon can create a memorable and positive experience for tourists and encourage them to visit and stay longer.

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