

Tourists' Motivation And Satisfaction: Inputs To Strategic Development Plan Of Tourism Destinations In Pototan-ILOILO

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How to cite this article: Honesty E. Aguirre, DM, Ruby P. Cervantes, DDM (2024) Tourists' Motivation And Satisfaction: Inputs To Strategic Development Plan Of Tourism Destinations In Pototan-ILOILO. *Library Progress International*, 44(3), 19636-19649.

ABSTRACT

A study on tourist motivation and satisfaction in Pototan found that young adults, singles, college-level, and college graduates are the most motivated demographic. Both males and females were motivated, with single respondents being particularly motivated. Educational attainment was high, with high school and college levels being the most motivated. The study identified five main motivational themes: relaxation, warmth, learning, family togetherness, and adventure. Four satisfaction themes emerged: food quality, recreational facilities, services, and safety. The Department of Tourism and tourist spot owners may develop unique offerings catering to all types and age groups, emphasising authentic, location-based services and experiences.

Keywords: Tourist's motivation and satisfaction, Strategic development plan, Tourism destinations, Inputs, Pototan-Iloilo

1. INTRODUCTION

West Visayas State University is collaborating with local government agencies, academic universities, and private sector groups to enhance the quality of life in Iloilo. They are implementing government programs and policies, focusing on poverty alleviation, sustainable job creation, and promoting social and cultural aspects. The university believes that the joy people experience in their living conditions is a crucial indicator of economic progress. The paper examines tourist motivation and satisfaction, highlighting key dimensions that can improve the tourism industry and local economy.

Motivation refers to the psychological/biological needs and wants that stimulate, direct, and integrate a person's behaviour and activity (Dann, 1981; Pearce, 1982; Uysal & Hagan, 1993).

Tourism destinations' positive service experiences and products can lead to repeat visits and positive word-of-mouth, with recommendations from previous visits being the most reliable source of information. Tourist satisfaction is crucial for successful destination marketing, as it influences the choice of destination, consumption of products and services, and the decision to return, as Kozak and Rimmington (2000) noted.

This study aims to understand tourist motivation and satisfaction levels in tourist destinations like Pototan-Iloilo and develop strategies to attract more visitors and improve travel experiences for the local population, based on findings from Taleghani et al. (2011). Hence, this study was conceived.

2. LITERATURE REVIEW

A tourist visits a place for pleasure and interest, especially during holidays. On the other hand, while using commercial services, tourism is spending time away from home for recreation, relaxation, and pleasure. Tourism originated in Western Europe in the 17th century and has roots in Classical antiquity. It is now an intensive, commercially organised, business-oriented activity with roots in the industrial and post-industrial West. (Britannica.com).

Tourists' positive attitudes towards a product or destination indicate their desire to purchase or visit it. Loyalty tests measure the strength of customer loyalty for a brand or commodity, describing unexplained variation that does not resolve behavioural approaches (Crompton et al., 1997).

Silberberg (1995) identified common tourist patterns by analysing demographic profiles such as age, gender, income, and education level. These are crucial in understanding tourists' motivation and satisfaction with a destination's cultural attributes.

2.1. Tourist Motivation

"A need or desire that stimulates behaviour and directs it towards a goal" is what Myers (2004) defines as motivation (p. 345). The motivation for travel refers to a collection of needs that predispose a person towards some tourist activity (Pizam et al., 1979). Psychology and sociology define motivation in terms of internal and exterior reasons or emotional and cognitive motives (Ajzen & Fishbein, 1977). (Gnoth, 1997). An internal purpose is connected to emotions, instincts, and urges. Knowledge and beliefs are mental representations that are part of an external motive.

Anthropologically, it drives tourists to escape daily routines and seek authentic experiences, while socio-psychologically, it categorises motivation into seeking and avoidance dimensions (Mac Cannell, 1977; Iso-Ahola, 1982).

Motivation in tourism involves people travelling due to internal psychological forces and external destination attributes. As per Dann (1977, 1981), this motivation can be divided into specific forces or variables that push and pull people to travel.

Motivation in tourism is influenced by various disciplines, such as the attractiveness of a destination, such as beaches, recreational facilities, cultural attractions, entertainment, natural scenery, shopping, and parks, which can stimulate and reinforce inherent push motivations in tourists, as studied by numerous researchers (Yoon et al., 2005; Mc Gehee et al., 1996; Iso-Ahola, 1982; Pyo, Mihalik & Uysal, 1989; Yuan & McDonald, 1990).

Expressive experiences inspire satisfaction, while instrumental performance is cognitively oriented. In a tourism system, combining instrumental and expressive attributes, including maintenance attributes, can lead to overall satisfaction. These attributes are particularly relevant in the context of demand (tourists) and supply (attractions) (Jurowski et al., 1996; Uysal & Noe, 2003).

Tourist motivation is the combination of needs and desires that influence travel tendencies. It is considered an indicator of tourist behaviour, and while customers may have limited motives, they are likely to change their motivation over time. Consumer behaviour literature emphasises the interrelated nature of needs and motivations (Pearce, 1993; Goodall, 1988; Witt & Wright, 1992).

Individuals may travel to satisfy their psychological (adventure and relaxation) and physiological (diet, climate, and health) requirements (Mayo & Jarvis, 1981). Regarding Maslow's hierarchy of needs, leisure travel is typically unrelated to fundamental physiological demands, although it might be motivated by the desire to make new friends and elevate oneself. A variety of researchers thus note that tourists' motivations are multiple (Crompton, 1979; Mayo & Jarvis, 1981), and people might have different reasons to take domestic or international vacations.

Travellers can select from various destinations, offering various goods and services to entice them (Crompton, 1992).

When purchasing goods or services, customers prioritise advantages, desirability, and quality over cost. They also prioritise comfort, desired places, protection, and stability when searching for vacations. These requirements are stimulated to support and value the purpose of activities, ensuring customers' needs are met with quality and convenience (Crompton et al., 1997). "Word-of-mouth" is a popular source of travel information, and a systematic investigation of causal linkages across constructs can help better understand the essence of actions and intentions (Yooshik Yoon et al., 2003).

Recent studies highlight the benefits of tourism as a healthy pursuit. Understanding tourists' needs and desires is crucial for their motivation and behaviour. Motivation influences decisions about destinations and activities, affecting satisfaction and subsequent purchases. Ecotourism sites with common motives may attract tourists, who are more likely to revisit and promote the destination through positive word-of-mouth (Chen et al., 2013; Kozak & Rimmington, 2000; Chen & Gursoy, 2001; Chen, 2003).

Destination choice is influenced by ecotourism activities, which impact consumer preferences and contribute to economic success through modern infrastructure and employment. Destination features include facilities, attractions, and experiences, but lacking activities can negatively affect motivation and satisfaction. Acknowledging tourist reasons is crucial for a satisfying experience (Darnell & Johnson, 2001; Morgan et al., 2003).

Optimising travel satisfaction is crucial for profitable tourism destination management. It involves assessing the destination's physical products and its psychological perception. Motivation is seen as an aspect of market segmentation in tourism. Studying variations in motives between sample groups representing different cultures is essential for managers to understand visitors' beliefs, desires, and behaviour (Crompton, 1979; Kim, 1999).

Motivation theories include instinct motivation theory, drive theory, and motivation theory of arousal. Instinct motivation theory suggests that impulses, inborn behavioural habits, and biological instincts guide actions. Drive theory suggests intrinsic biological drives fuel actions, while arousal theory suggests individuals are driven to maintain their optimum arousal level. Understanding motivating factors is crucial in marketing and industrial psychology, helping to overcome misconceptions and learn practical strategies (Nevid, 2013).

Inspiration can be extrinsic or intrinsic, with extrinsic motives coming from external sources like trophies or recognition and intrinsic motives from within, like personal pleasure.

2.2. Tourist Satisfaction

Kotler (2000) defined satisfaction as a person's pleasure or disappointment from comparing a product's performance to their expectations. Hansemark and Albinsson (2004) emphasised satisfaction as an overall customer attitude towards a service provider. Hoyer and MacInnis (2001) emphasised satisfaction as associated with acceptance, happiness, relief, excitement, and delight. Factors affecting customer satisfaction include friendly employees, billing accuracy, competitive pricing, service quality, good value, billing clarity, and quick service. Understanding satisfaction must be essential to evaluating the performance of destination products and services (Noe & Uysal, 1997; Schofield, 2000).

Tourist satisfaction is crucial for the tourism industry's competitiveness, as it influences destination choice and consumption of goods and services. The Thai government's 8th edition economic and social development plan decentralised power into local communities, encouraging local groups to focus on community revenue. The Ministry of Tourism of Thailand emphasises growing local tourism through various tourist attractions (Akama & Kieti, 2003; Kozak & Rimmington, 2000; Anonymous, 2008).

Customer satisfaction is crucial in competitive strategy, as the public is more likely to support quality institutions that meet consumer needs. Customer loyalty is also important as consumers today are more knowledgeable and discerning, closely tracking available options. The availability of knowledge from public and private sources drives these changes (Boscarin, 1992; Heistand, 1986).

Satisfaction with travel experiences influences destination loyalty, as tourists' intentions to revisit and recommendations to others reflect their loyalty to a destination (Oppermann, 2000).

Destinations should utilise local attractions and resources like sea, mountains, lakes, clean air, sunshine, desert, and food products to promote sustainable development and highlight their uniqueness in a competitive market (Leisure, Lifestyle and Tourism 2017).

Previous studies have shown a correlation between tourist motivation and satisfaction with tourist destinations. Ross and Iso-Ahola (1991) found a similar relationship, indicating overall satisfaction. Yoon and Uysal (2005) found that visitors are more likely to choose destinations satisfying their internal needs or drive variables and that motivation and happiness are structurally related.

Uysal and Williams (2004) developed a model examining tourist satisfaction with destination attributes and tourist type, revealing that travel motivation moderates the relationship between satisfaction and attribute factors.

Tourism studies reveal that motivation significantly impacts people's satisfaction with their destination. Expectations based on previous experiences are satisfaction-related and can be calculated using factors like importance, overall effect, fulfilment of expectation, and expected value. Satisfaction influences the frequency of use, and if not used as frequently as anticipated, the result may not be as satisfactory as predicted.

2.3. Economic Contribution of Tourism

Tourism is crucial to a region's sustainable growth by offering work opportunities, promoting environmental protection, and preserving a place's history. However, the global economic crisis has led to a significant decrease in international tourist arrivals, emphasising the need for sustainable tourism to maintain a region's socioeconomic profile.

2.4. Visiting Historic and Progressive Pototan

Pototan, a first-class municipality in Iloilo, Philippines, is a rice granary and a large town with fifty barangays. It covers 94 km and has 85% farmland. In December 1997, due to its famous Christmas Festival of Lights, it was declared the Christmas Capital of Western Visayas.

The first settlers in Pototan were the family of Datu Ramon, a grandson of DatuPuti from Dumangas. They settled in Barangay Naslo, known for its abundance of trees called "putat" and "Kaputatan." The area flourished due to local trade with China and Spanish colonisation. Today, it is a first-class municipality with an estimated population of 67,626 in 2007 (Iloilolove.com, 2018).

In 2019, the Iloilo Provincial Tourism Office reported an 11.59% increase in tourists, with 387,646 visitors, mainly due to the growth of resorts, from 219 in 2018 to 234 Pototan reached approximately 6,606 in 2015–2016 at the following tourist spots: Happy Farm (Brgy. Dapitan), Melrose Inland Resort (Brgy. Purog), the Mahanaim (Sitio Inadlayan, Brgy. Iwa Macatol), Villa Luz Private Resort (M. B. Peñaflorida St.), PMPC Wellness Complex (Brgy. Cau-ayan), and Mapols Farms, Bagacay (www.panaynews.net-delivered, 2019).

2. OBJECTIVES OF THE STUDY

This study explores tourists' motivation and satisfaction as inputs to the strategic development plan of tourism destinations in Pototan, Iloilo. Specifically, it intends to answer these questions.

1. What are the demographic characteristics (age, sex, marital status and educational attainment) of tourists who visited the six (6) tourism destinations in Pototan, Iloilo?
2. What is tourists' motivation level towards the six (6) tourist destinations in Pototan, Iloilo?
3. What is tourists' satisfaction level towards the six (6) tourist destinations in Pototan, Iloilo?
4. What motivations drive tourists to choose the six (6) tourist destinations in Pototan, Iloilo?
5. What satisfies tourists in choosing the tourism destinations in Pototan, Iloilo?

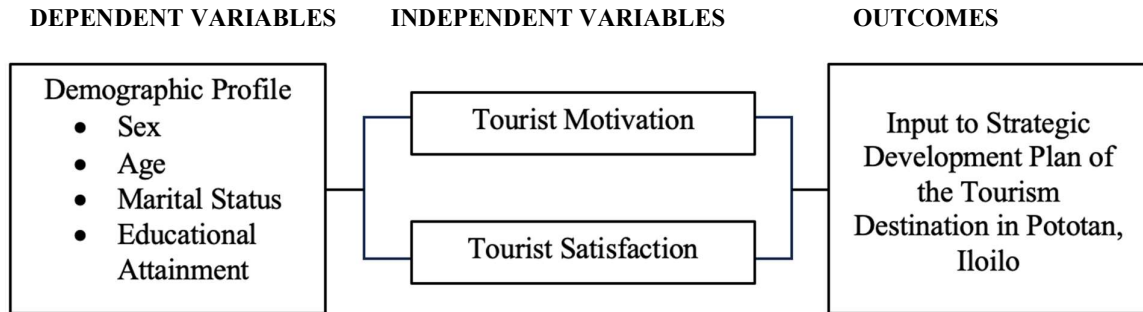


Figure 1. *The Level of Motivation and Satisfaction among Tourists in the Selected Tourism Destination in Pototan, Iloilo as Influenced by Certain Categories.*

The study's dependent variable is the respondent's demographic profile concerning sex, age, marital status, and educational attainment. However, the independent variable shows tourist motivation and satisfaction. Furthermore, the outcome is the determined input to strategise the municipality of Pototan's development plan for tourist destinations.

4. METHODOLOGY

4.1. Research Design

The researchers used a mixed-method research design, specifically an explanatory design described by Creswell (Fraenkel & Wallen, 2007). This design involves collecting and analysing quantitative data, followed by collecting and analysing qualitative data to give meaning to what is being studied (Powell & Renner, 2003). Combining both quantitative and qualitative data gives a more complete analysis.

4.2. Respondents and Sampling Plan

Using the research instruments, a survey was used to gather the desired information for numerical data from the tourists. Ten tourists were interviewed for qualitative data. The interview narratives were used as the core for data exploration and analysis.

The study's respondents were Sixty tourists who visited the tourist destinations in Pototan, Iloilo. The questionnaires were distributed equally to six tourism destinations, namely Melrose Inland Resort at Brgy. Purog; Happy Farm situated at Brgy. Dapitan; The Mahanaim found in Sitio Inadlayan, Brgy. Iwa Macatol; Villa Luz Private Resort located at M.B Peñaflorida St.; PMPC Wellness Complex at Brgy. Cau-ayan; and Mapols Farm located at Bagacay, Pototan, Iloilo.

Accidental sampling techniques were used to choose the respondents. This sampling involves respondents' non-random selection based on availability or convenient accessibility. The survey was conducted during the summer, from April 2019 until April 2020.

The tourist spot was purposely chosen based on location if considered part of Pototan, Iloilo. A purposive sample is a non-probability sample selected based on the population's characteristics and the study's objective. It is also known as judgmental, selective, or subjective sampling.

4.3. The Instrument

The researchers used a researcher-made instrument. The questionnaire consists of three sections. The first section contains demographic items such as age, gender, country of residence, and educational attainment. The second section explores tourists' motivation. The final section explores the tourists' motivation and satisfaction with the destination's attributes. A Five-Point Likert-type scale was used: Strongly Unmotivated (1), Unmotivated (2), Neither Motivated nor Unmotivated (3), Motivated (4), and Strongly Motivated (5). For Tourists' Satisfaction: strongly dissatisfied (1), Dissatisfied (2), Somewhat Satisfied nor Dissatisfied (3), Satisfied (4) Strongly Satisfied (5).

Scale	Interpretation for Motivation	Interpretation for Satisfaction
4.51– 5.00	Strongly Motivated	Strongly Satisfied
3.51– 4.50	Motivated	Satisfied
2.51– 3.50	Neither Moderated nor Motivated	Neither Satisfied nor Dissatisfied
1.51 – 2.50	Unmotivated	Dissatisfied
1.00– 1.50	Strongly Unmotivated	Strongly Dissatisfied

4.4 Data Gathering Procedure

Researchers distributed research questionnaires personally, analysed them using SPSS software, and used an interview guide to gather qualitative data. They personally approached participants to obtain consent and establish rapport, ensuring the data was complete and valid. The interview guide was used to gather further information and validate the survey results.

4.4. Data Analysis

Frequency, Percentage, Mean and Standard Deviation were used to describe quantitative data. Data analysis for qualitative questions is the process of making sense of the data. This analysis involved consolidating, reducing, and interpreting what the people had said and what the researchers had seen and read – it is the process of making meaning (Merriam, 1998).

From the raw data gathered by the researchers through the narratives in the interview, the following steps suggested by Creswell (2005) were considered in the analysis. Step (1) Organise and prepare the data for analysis. Step (2) Read all the data to understand the information and reflect on its meaning. Step (3) Begin detail analysis with a coding process. Step (4) Use the coding process to generate a description of the setting or people and categories of themes for analysis. Step (5) Advance how the description and themes were represented in the qualitative narrative. Step (6) A final step in data analysis involves making an interpretation or meaning of the data.

4.5. Ethical Considerations

The study adhered to ethical standards, with participants' well-being being prioritised. The researcher sought their consent for voluntary participation, maintained anonymity, and sent formal correspondence via email. The information provided was used only for the study's purpose. Six months after the final report, the researcher destroyed all hard copies and erased contents from a password-protected personal computer and backup drive Creswell (2005).

Ethical research fosters a respectful dialogue between researchers and participants, aiming to transform participants' experiences into transformative change. If research reinforces dominant positions, it raises questions about the researcher's integrity and motivations for conducting the study, as it may further marginalise and silence the least advantaged Cacciattolo, (2014).

5. RESULT AND DISCUSSION

5.1. Demographic Characteristics of the Subject

Table 1

Demographic Characteristics of Tourist who visited the Tourism Destinations in Pototan, Iloilo

Variable Entire Group	Frequency (F) 60	Percentage (%) 100
<i>Sex</i>		
Male	23	38.30
Female	37	61.70
<i>Age</i>		
25 years and below	34	56.70
26-40 years old	18	30.00
41 years old	8	13.30
<i>Marital Status</i>		
Single	51	85.00
Married	10	15.00
<i>Highest Level of Education</i>		
High School	1	1.70
College	27	45.00
Bachelor's Degree	26	43.30
Master's Degree	1	1.70
Doctorate Degree	5	8.30

Table 1 shows the demographic characteristics of the respondents. There were 38.3% male respondents and 61.7% female respondents. The dominant age group of the respondents was 25 years and below (56.7%), followed by 26 – 40 years old (30%) and 41 years and above (13.3%). The result revealed that most tourists interested in visiting the destination were young adults, 25 years and below.

The tourist destinations in Pototan, Iloilo, mainly attract single tourists as a significant market. The results showed that 85% of the tourists' respondents were single, and 15% were married. Regarding educational attainment, most respondents were college-level (45 %); 43.3% had a bachelor's degree, and 8.3% had a doctoral degree, while both high school and master's degrees had the same percentage of 1.7% and were considered minor groups.

The study was related to the study of Vuuren and Slabbert (2011) entitled Travel Motivations and Behavior of Tourists to a South African Resort. A descriptive analysis of the statistical data indicates that the gender percentage of the respondents visiting the resort appears almost equivalent, with 49% female and 51% male. Regarding age distribution, the resort attracts relatively middle-aged tourists, with 36% of the visitors between the ages of 41 and 50 and 33% between the ages of 31 and 40. The average age of tourists to the resort is 44. Tourists visiting this resort seem well-educated, with 38% passing metric and 36% educated with a degree or diploma.

Compared to 21% of visitors without children, 68% of married guests at the resort are parents. In this poll, 36% of participants said their kids are older than 16. 34% of visitors to this resort spend three to four weekends annually, while 25% spend five to six weekends there. Beyond weekend travel, the analysis of all trips revealed that 54% of respondents travel once annually, and 40% travel two to three times annually. 33% of respondents said they stayed at the resort for five to seven nights, while 26% said they remained for an average of eight to ten nights.

When on vacation, the responders stay an average of 11.52 nights.

Table 2

<i>Level of Motivation of Tourists towards the Tourism Destination in Pototan, Iloilo</i>				
Category	N	SD	M	Description
Group	60	0.35	4.45	Motivated
Sex				
Male	23	0.27	4.47	Motivated
Female	37	0.39	4.44	Motivated
Age				
25 years old and below	34	0.29	4.51	Strongly Motivated
26 – 40 years old	18	0.31	4.52	Strongly Motivated
41 years and above	8	0.42	4.07	Motivated
Marital Status				
Single	51	0.30	4.52	Strongly Motivated
Married	9	0.40	4.10	Motivated
Education Attainment				
High School	1		4.71	Strongly Motivated
College Level	27	0.28	4.52	Strongly Motivated
Bachelor's Degree	26	0.30	4.50	Motivated
Master's Degree	1		4.00	Motivated
Doctoral Degree	5	0.40	3.86	Motivated

The data in Table 2 revealed the motivation level based on the tourists' demographic characteristics. Regarding sex, male tourists had a mean rating of 4.47 and female tourists of 4.44; both were described as motivated by the tourist destinations in Pototan, Iloilo. Regarding age, tourists aged 25 years and below ($M=4.51$) and 26-40 years ($M=4.52$) were strongly motivated, while tourists aged 41 years old and above had a mean rating of 4.07 described as motivated.

For marital status, single respondents were strongly motivated, with a mean rating of 4.52, while married ones were motivated, with a mean rating of 4.10. Moreover, those in High school ($M=4.71$) and College level ($M=4.52$) were strongly motivated regarding educational attainment. However, those with a Bachelor's Degree with a mean rating of 4.50, master's degree holders with a mean rating of 4.0, and a Doctoral Degree ($M=3.86$) were motivated. The respondents' level of motivation as a whole is motivated, with a mean rating of 4.45.

The obtained standard deviations as a whole, based on the level of motivation, which ranged from .35, revealed a wide dispersion of the obtained mean, indicating the respondents' different perceptions of Pototan, Iloilo, as a tourism destination.

Table 3

<i>Level of Satisfaction of Tourists Towards the Tourism Destinations in Pototan, Iloilo</i>				
Category	N	SD	M	Description
Group	60	0.42	4.27	Satisfied
Sex				
Male	23	0.33	4.28	Satisfied
Female	37	0.47	4.25	Satisfied
Age				
25 years old and below	34	0.41	4.25	Satisfied
26 – 40 years old	18	0.51	4.32	Satisfied

41 years and above	8	0.18	4.20	Satisfied
Marital Status				
Single	51	0.45	4.28	Satisfied
Married	9	0.17	4.20	Satisfied
Education Attainment				
High School	1		3.75	Satisfied
College Level	27	0.41	4.24	Satisfied
Bachelor's Degree	26	0.38	4.38	Satisfied
Master's Degree	1		3.00	Neither Satisfied nor Dissatisfied
Doctoral Degree	5	0.15	4.21	Satisfied

As shown in Table 3, the results revealed that respondents as an entire group were satisfied with the tourist destination, with a mean rating of 4.27. When grouped by sex, male and female respondents were satisfied with the tourist destination, with mean ratings of 4.28 and 4.25, respectively. This finding implies that both male and female tourists enjoyed the Pototan, Iloilo tourist destination.

The study found that tourists aged 25 and below received a mean rating of 4.25. In contrast, those aged 26-40 received a mean rating of 4.32, and those aged 41 and above received a mean rating of 4.20, indicating satisfaction with the tourist spots in Pototan, Iloilo.

As to marital status, single tourists obtained a mean rating of 4.28, while married tourists obtained a mean rating of 4.20; both were satisfied. This result implies that tourists who are single and married have the same level of satisfaction with the tourist destinations in Pototan, Iloilo.

The study found that high school and college-level tourists were more satisfied with Pototan, Iloilo, as a tourist destination. Bachelor's degree holders were also more satisfied with the destination, while those with master's degrees were neither satisfied nor dissatisfied. The results indicate that tourists generally enjoyed their experience in Pototan, Iloilo. The satisfaction level ranged from 0.42 to 0.42, indicating that respondents had the same level of perception about the destination.

5.2. Qualitative Data Analysis

Open and axial coding was used to generate themes from the raw data drawn by the researchers from the interviews with ten tourists in the six (6) tourist destinations in Pototan. Themes were categorised as reflecting the common ideas expressed by the respondents.

These themes describe the motivation to choose the six tourist destinations in Pototan. Likewise, themes were generated to satisfy tourists who chose the six tourist destinations in Pototan.

The study identified five main motivation themes: a relaxing place, warmth and hospitality of people, learning, strengthening family togetherness, and having an adventure. Respondents found these themes significant in their perception of their chosen place, highlighting the importance of experiencing new experiences and fostering a sense of belonging.

Relaxing place. Relaxation is related to the refreshment of body and mind, health purposes, and pleasure. A relaxing natural setting improves mood and outlook in life. It lets sensations like the lapping of water and the warmth of the sun, along with the sound of waves, recharge the batteries of the body and mind. As revealed by some of the respondents:

A relaxing place at a particular location can provide various experiences of relaxation and tranquillity. Some find it relieves anxiety and depression, while others appreciate the peaceful nature and relaxed atmosphere. The farm's serene surroundings, trees, and green nature

contribute to the calmness, while the fresh, clear swimming pool further enhances the experience.

-Bea, Maria, Noeme, Luke, Eve, Claire, Candy, Joe, and Tess.

Warmth and hospitality of the people. Being hospitable is a distinct trait of the Filipinos. When someone makes you feel comfortable and at home, providing a warm, friendly environment is being hospitable. Anything hospitable is welcoming and open. The following quotes from the respondents illustrate how friendly the people of Pototan:

Pototan is a popular tourist destination for Eve, Flor, Luke, Claire, Bea, and Candy due to its friendly atmosphere, welcoming people, and welcoming staff. The area is home to many families, making visitors feel at home. The resort offers a peaceful retreat with kind and accommodating personnel.

Learning. Travelling offers a unique and educational experience, allowing visitors to experience different lifestyles, customs, cultures, and people. Immersing oneself in a different world provides a deep understanding of new skills and insights, making it a valuable learning experience. As actual experiences are long-lasting, they provide deep satisfaction with the new skills and knowledge gained:

Mario, Tess, Noeme, Bea, Joe, and Candy's research shows that family trips and exploring new locations like Pototan can help people decompress, learn new things, and discover more about individuals and locations. These trips allow them to experience local culture, landscapes, and new methods while improving their understanding of their surroundings and life on the farm.

Strengthening family togetherness. The shared experience of travel brings people together. A family getaway can strengthen essential bonds. Travel is an opportunity to connect and build happier relationships. It is a unique way to deepen friendships as well. Some of the respondents claimed:

Eve, Bea, Luke, Candy, Flor, and Tess enjoyed a budget-friendly swimming spot with their family. They found it ideal for swimming and celebrating family affairs, while Luke found it peaceful and enjoyable. Candy recommended it for recreation and leisure, while Flor found it an excellent place for family relaxation. Tess and Eve found the atmosphere at home, and feeling at home made their family happy and content.

Having an adventure. Adventure is engaging and engaging, doing something different and exciting and gaining remarkable experiences in the place. Going somewhere unusual and unique is a challenge. Adventure magnifies and widens our minds and makes us learn new and unique things previously unknown. As revealed by some of the respondents:

Joe, Claire, Flor, Bea, Luke, and Noeme express their interests in exploring unique places, stepping out of their comfort zones, making friends with strangers, and venturing into nature. They believe that these experiences provide new experiences, make them feel better, and that every place they visit is an adventure as they challenge themselves to learn new things.

Satisfaction is the fulfilment of one's expectations or pleasure derived from his/her experience. The pleasure one feels when he/she does something or gets something he/she wants or wants to do. In all tourist destinations, the satisfaction of customers is the top priority that would create loyal and turning customers.

In this study, four themes emerge regarding satisfaction in choosing a tourist destination in Pototan:

"The quality of food; the availability of recreational facilities and activities; the quality of service to the customers; and the safe and clean place."

The quality of food. Food quality is the quality characteristics of food that is acceptable to consumers. Besides the ingredient quality, sanitation requirements are also essential. It is essential to ensure that the food processing environment is as clean as possible to produce the safest food for the consumer. As claimed by the respondents:

Bea and Flor praise the local, delicious food, while Claire, Luke, and Candy appreciate the presentation. Joe and Tess praise the organic food near the place. Noeme appreciates the affordable yet nutritious food.

Availability of recreational facilities and activities. Recreational activities are essential for helping manage stress. It provides a chance to nurture oneself and provides a sense of balance and self-esteem, which can directly reduce anxiety and depression. Recreational activities help balance work pressures and physical and mental well-being. As some respondents revealed:

The recreational facilities are affordable and convenient for all ages. They feature well-organised and user-friendly facilities like swimming pools, boating, and a sip line. The recreational activities are attractive, and the accommodation is made of local materials, making it a customer-friendly and enjoyable experience.

-Luke, Candy, Mario, Bea, Tess, Claire, Eve, and Flor

Quality of Service. Quality of service is a guarantee of a certain level of performance. It is the customer's comparison of service expectations relating to a business's performance, specifically the personnel. As claimed by the respondents:

The restaurant staff is praised for their friendly, generous, and accommodating nature towards various customers, including Claire, Bea, Joe, Mario, Eve, Candy, and Tess, and for their courteous, helpful, and approachable nature, which some praise.

Safe and Clean place. A clean environment is crucial for customer satisfaction, especially in restaurants and resorts. It should be pollution-free, ensuring clean air, water, and energy. A healthy and safe environment requires regular cleaning, including sweeps, mopping, and litter clearing, to maintain tidiness and ensure a healthy atmosphere, as revealed by respondents:

The location is well-organised, with a flowing pool and sunflower plantation, which is excellent for meditation. Safety signage is present to warn customers. CCTV cameras are in place for customer safety. The unique scenery is artistic and creative, with picture-perfect scenes. Proper waste disposal is a crucial aspect observed.

-Noeme, Luke, Mario, Bea, Claire, Candy, Eve and Flor.

6. CONCLUSION

The study found that sex, age, marital status, and educational attainment significantly influence tourists' motivation and satisfaction towards tourist destinations in Pototan, Iloilo. Most tourists are young adults, single, and in high school or college. These tourists are motivated by their personal preferences and affordability. The tourist destinations offer attractive natural resources, cultural attractions, historical monuments, and colourful events, significantly impacting their desire to travel. Tourists are motivated to return to these destinations due to their relaxation, warmth, hospitality, learning, and strengthening of family togetherness. The six tourist destinations in Pototan exceeded their expectations, making them a popular choice for relaxation and adventure. Overall, the study highlights the importance of considering factors such as sex, age, marital status, and educational attainment when planning and implementing tourism strategies.

7. RECOMMENDATION

The Department of Tourism in Pototan, Iloilo, should focus on creating diverse tourism offerings, offering unique

activities, and understanding tourists' interests. Collaborating with tourist spot owners to provide quality goods and services, focusing on authentic experiences derived from local traditions and natural assets, is crucial. Updated strategies should be developed to maintain tourists' loyalty, build a strong reputation, and organise the destination with a welcoming spirit. Stakeholders and owners should provide comfortable accommodations, good food, safety, cleanliness, and a lively atmosphere to create a memorable tourist experience.

8. ACKNOWLEDGEMENT

The researchers would like to express their deepest gratitude to the following individuals and administration and establishments for their invaluable contributions to the successful completion of this study:

- This research was possible thanks to the WVSU administration's generous financial support.
- Heartfelt appreciation goes to the management of Melrose Inland Resort, Happy Farm, The Mahanaim Inland Resort, Villa Luz Private Resort, PMPC Wellness Complex, and Mapols Farm for graciously allowing us to conduct our study within their premises.
- A special acknowledgement is extended to Dr Lucia P. Libutaque for her expertise and invaluable assistance in the statistical treatment of our data.
- We also extend our sincere gratitude to the Research Innovation and Extension Office of WVSU-PC, headed by Dr. Raquel P. Padrajas, for their vital role in assisting us throughout this study.
- We are eternally grateful to our families for their unwavering support and understanding and to the Almighty God for His guidance and blessings.

This study would not have been possible without the collective efforts of all those mentioned, and we are truly thankful for their contributions.

**The authors declared no conflict of interest in publishing this article.*

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