

Abstract

Bernas, John Lloyd B., Camaing, May Arjelyn R., Margarata, Shammah S., Rodollo, Eshell A., Salvador, Jasmin C., 2013. "Criteria in Selecting a destination for a summer escapade in Camarines Sur". Undergraduate Thesis. Mariners Polytechnic Colleges, Panganiban Drive, Naga City.

Keyword: Tourism Industry

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This study sought answers to the following questions: 1) what are the criteria of the travelers in selecting a summer destination along a) Attractions, b) Accommodations, c) Accessibility, d) Activities. E) Amenities, F) Other factors to be consider. 2) What are the different factors that will support in the choice of travelers for a summer escapade? 3) What are the positive benefits acquired by the destination through travelers criteria?

The researcher had limited the number of respondents. They were 30 respondents and five travel agencies. It utilized descriptive method to arrive at valid interpretation. It was used in gathering the primarily data which was the information achieved from the questionnaire used. This method was employed to the researchers in determining the criteria in choosing a destination for a summer escapade.

From this study the following major findings were: 1a) along attractions the respondents believed that natural attractions have a highest average of what the tourist wanted to visit than built environment. 1b) along accommodations respondents agreed that they were more likely interested in a high class accommodation like 4 star hotel. 1c) along accessibility all tourists wanted to visit a destination that were accessible by land, water or air with comfort while on travel. 1d) along activities travelers have different perspective, which depends on the demographic and psychographic profile of the travelers. 1e) along amenities tourist seek a destination that can offer them the basic facilities provided by the tourist destination, such as communications, entertainment and ancillary services on the site. 1f) other factors to consider, safe and secured tourists destination where highly preferred by the travelers. Culture and religion, tourist wanted to diverse with different culture, environment and finances were also settled.

Enhancement in all entities to assist the tourists singled out the best destination for their exciting activity, more so to the Department of Tourism, local Government units, and Travel agencies to auxiliary steered the travelers. An emergent of strategies to easily beacon the tourists in all their needs.

The conscientiousness of the state and the tourist destination to progressively develop the destination, and fulfilled the travelers' perspective. Generating innovative course of action to draw people and produced income to the locals of the destination, for, the demand of tourism was on the rise.

The major conclusions were: Typically, Tourist tend to visit natural or built beauty, however accommodations must always be accessible to the attractions. There were travelers who were more vigorous in activities while some of them would just want to enjoy the scenery. Amenities were sometimes the principal attraction like entertainment, while safety and security as primary concern of the tourists. Advancement in the Government sector were in-charged for tourism, and to the private businesses who also cater tourism to helped the tourists picked out the best place for their excursion. Satisfying tourists' expectations and generating social and economic developments were indispensable in every tourist's destination.

The major recommendations were: Maintaining, and preserving the beauty of destination, while a commendable tourist access must be maintained. Furthermore, new activities must be offered, whereas communications and entertainment were ought to be enhanced for the potential value of the destination, additionally, constantly ensuring the safety and security of the destination. The local Government units and the department of the Tourism should build an innovative method on how they will uphold and developed the tourist destination in the province. Finally, the state shall ascertain responsible tourism, among local community and the tourists as possible.