

We Cannot Give, What We Don't Have: Tourist's Satisfaction and Behavioral Intentions in Agri-Tourism Farm Site in Pantabangan, Nueva Ecija, Philippines

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ABSTRACT

The tourism and hospitality industry plays a crucial role in attracting tourists to destinations and bolstering the country's economy. This study evaluated the tourist satisfaction at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The assessment draws on the framework presented in Cariño et al.'s (2019) study, "Nature-Based Tourists' Experience in Batangas Destinations," focusing on responsiveness, tangibles, pricing, communication, assurance, empathy, and natural resources. Furthermore, the dimensions for assessing tourists' behavioral intentions are adapted from Borbon et al.'s (2022) research, "Tourist Behavioral Intention in Visiting Tourist Attractions in Batangas Province," which include willingness to pay more, revisit intention, intention to recommend, and loyalty. The research illuminates the connection between tourist satisfaction and behavioral intentions related to willingness to pay more, revisit intention, intention to recommend, and loyalty, contributing valuable insights to the Agri-tourism sector's development in Nueva Ecija. The researchers employed Likert-scale questionnaires and conducted statistical analysis including frequency and percentage, weighted mean, t-tests, and Pearson-R correlation. The study adopted a quantitative descriptive research design. The findings of the study are crucial for shaping the framework of tourists' behavioral intentions. The results indicate that tourists' satisfaction with Lake Farm Dela Marre in terms of responsiveness, tangibles, price, communication, assurance, empathy, and natural resources was consistently rated as "Strongly Agree," with a qualitative description of being highly satisfied. The study found no significant differences in satisfaction based on socio-demographic profiles such as sex and type of tourist. Similarly, there was no significant relationship between the number of visits and satisfaction across these dimensions at Lake Farm Dela Marre. Furthermore, the study concluded that there was no significant relationship between tourists' behavioral intentions and their satisfaction at Lake Farm Dela Marre, leading to the acceptance of the null hypothesis. The study also provided an action plan aimed at enhancing tourists' satisfaction for the management of Lake Farm Dela Marre in Nueva Ecija.

Keywords: Nature-based Tourism, Ecotourism, Tourist's Satisfaction, Behavioral Intention, Agri-Tourism Farm Sites

INTRODUCTION

Tourism stands as one of the largest and rapidly expanding sectors globally. It accounted for 10% of total global employment (WTTC, 2020) and exhibited a 3.5% growth in gross domestic product in 2019 compared to other industries (Statista, 2023). Nueva Ecija, situated in North and Central Luzon, is emerging as a tourism destination known as the "Rice Granary of the Philippines" and the "Dairy Capital of Luzon." Renowned for its natural beauty, it caters to outdoor enthusiasts and adventure seekers alike. The province offers a diverse array of tourism amenities including dining venues, festivals, recreational facilities, outdoor activities, tourist sites, mountains, rivers, farm tourism, historical churches, shrines, and cultural rituals. According to the Region 3 Tourism Statistics for 2021 from the Department of Tourism, visitor numbers in Nueva Ecija rose from 68,387 in 2020 to 98,003 in 2021. Infrastructure improvements such as the construction of bypasses, detour roads, and convergence programs, as well as ongoing maintenance of national roads, contribute to

enhancing the province's transportation system (Central Luzon Regional Creation Report, 2020). Nueva Ecija aims to establish itself as a premier and environmentally sustainable tourism destination in the Philippines, focusing on eco-adventure, cultural heritage, and agricultural experiences. Recently developed and launched by the Provincial Tourism Office of the Provincial Government of Nueva Ecija, the Nueva Ecija Tourism Application (NETA) features modern and captivating branding centered around the slogan "Nueva Ecija, Never Ending".

Lake Farm Dela Marre Agri-Tourism Park is situated at KM5, Brgy. Villarica, Pantabangan, Nueva Ecija, offering a picturesque setting overlooking Pantabangan Lake and the surrounding mountain ranges. This agricultural tourism park features various outdoor spaces ideal for relaxation, including flower terraces, a one-lap infinity pool, and a café serving Filipino cuisine and refreshing beverages. Visitors can also partake in farm life experiences, overnight stays, and engage in light activities such as glamping, ATV rides, picnicking, swimming, and camping, perfect for enjoying with family and friends. Lake Farm Dela Marre is renowned as one of Pantabangan, Nueva Ecija's most tranquil, stunning, and captivating tourist destinations. The park provides numerous spots designed for Instagram-worthy photo opportunities, ensuring an enjoyable experience for tourists. Pantabangan, located in the province of Nueva Ecija in Central Luzon, serves as the region's Agri-Industrial Hub. While agriculture remains the primary industry, Pantabangan boasts several undiscovered attractions awaiting exploration by curious tourists.

According to Vigilia (2020), tourist attractions in Nueva Ecija are highly attractive due to their unique qualities, historical significance, and natural beauty. Wahid et al. (2017) found that the physical quality, including facilities, equipment, and staff appearance, did not meet tourists' expectations. This could negatively affect tourists' perception of the homestay program and their likelihood to revisit in the future. Customers also noted that the tangibility and reliability of service significantly impacted their satisfaction, underscoring the importance of these factors in enhancing customer experience. Furthermore, studies by Yator (2012) and Alsaqre (2011) indicated that tangibility can influence customer perceptions and loyalty. However, there remains a dearth of research specifically examining the correlation between tourists' satisfaction and behavioral intentions. Exploring this correlation is essential for gaining deeper insights into the main variables of this study.

This study draws upon various theories and concepts. The independent variable, tourists' satisfaction, is influenced by dimensions outlined in Cariño et al.'s (2019) study titled "Nature-Based Tourists' Experience in Batangas Destinations." These dimensions encompass responsiveness, tangibles, pricing, communication, assurance, empathy, and natural resources. Additionally, the dimensions used to assess tourists' behavioral intentions are adapted from Borbon et al.'s (2022) research titled "Tourist Behavioral Intention in Visiting Tourist Attractions in Batangas Province." These dimensions include willingness to pay more, revisit intention, intention to recommend, and loyalty.

This study evaluated tourists' satisfaction when visiting Lake Farm Dela Marre Agri-Tourism Park in Pantabangan, Nueva Ecija. Specifically, it aims to enhance the satisfaction of agri-tourism farms in Nueva Ecija. The research seeks to explore the relationship between tourists' satisfaction and their behavioral intentions, including willingness to pay more, revisit intention, intention to recommend, and loyalty. The findings of this study are crucial for developing a framework for understanding tourists' behavioral intentions. They will provide valuable insights for the tourism office, enabling them to better plan and enhance activities at Lake Farm Dela Marre and other tourist attractions in Pantabangan, Nueva Ecija. Moreover, this research will significantly benefit Nueva Ecija's agritourism farms by improving visitor satisfaction. Furthermore, by gauging and ultimately enhancing visitor satisfaction levels, this study will also benefit tourists themselves. It has the potential to stimulate economic opportunities in Pantabangan, Nueva Ecija, potentially leading to the establishment of businesses catering to tourists' needs, such as accommodations, shops, and restaurants. Finally, this study will serve as a foundational reference for future researchers by providing essential baseline data for their studies in this field.

Tourist's Satisfaction

According to previous study, better tourists' experiences directly affect the satisfaction. The tourists'

satisfaction of Agri-tourism can be described in term of responsiveness, tangibles, communication, price, assurance, empathy, and natural resources (Cariño et. al., 2019).

1. **Responsiveness:** Ensuring responsiveness is paramount for locations near nature. When visitors arrive at natural attractions, it is essential that they are warmly received and well accommodated by staff (Ziggers & Henseler, 2016). According to Marinao (2017), visitor satisfaction hinges on their personal judgments based on perceived service quality. Anticipation before visiting plays a pivotal role in shaping their emotional and cognitive responses afterward. Positive reviews often highlight the benefits received, while critical feedback may focus on areas where service fell short. Additionally, Le June (2017) emphasizes the importance of prioritizing tourist safety as part of public relations efforts for every event, regardless of its scale. Safety is a critical concern in tourism, and effective management and public relations strategies can reassure visitors about their well-being, enhancing overall satisfaction. It is crucial for destinations to capitalize on this aspect as part of their appeal, particularly in light of safety concerns faced by prominent landmarks and regions worldwide.
2. **Tangibles:** A well-appointed reception area or competent staff can significantly influence customers' perceptions of tangible service attributes. Tangible aspects refer to the physical quality of facilities, equipment, and the appearance of personnel. These observable elements of service quality demand meticulous attention as they impact customer loyalty and have the potential to boost company revenues (Sharifah Norhuda Syed Wahid, 2017). Reitsamer and Sperdin (2015) emphasize that contemporary tourism motivations are multifaceted, requiring destinations to offer a diverse array of attractive products and services to appeal favorably to visitors. According to Sharma (2014), tour guides play a crucial role in escorting visitors around cities or sites, showcasing notable attractions, and providing informative commentary on local facts and unique aspects. Tours can range from brief 10-minute introductions to extensive excursions lasting several days, with tourists highly valuing guides' knowledge of local history, customs, and lifestyles for accurate information. Izogo & Ogba (2015) argue that organizations should prioritize enhancing the physical appearance of their offices, equipment, staff, and communication materials to enhance consumer satisfaction. Intangible aspects play a significant role in customer happiness, as having access to appropriate resources can greatly enhance their vacation experience.
3. **Communication:** A tourist product encompasses any item that fulfills the needs or desires of clients, whether tangible products, services, experiences, events, people, locations, assets, businesses, organizations, information, or ideas. The accessibility of tourism brochures has proven to enhance the satisfaction of international visitors. It is vital for service providers in Pahang, such as hotels, travel agencies, ticketing companies, and tourist information centers, to carefully select and train front-line staff to improve hospitality and service quality for visitors (Mohd, 2013). According to Kuo, Chang, Cheng, and Lin (2016), the interpretation provided by guides significantly influences visitor satisfaction, thereby impacting destination loyalty. Visitors who experience high levels of enjoyment and engagement during their trips tend to report stronger relationships between guide interpretation, satisfaction, and loyalty to the destination. Advertising through printed materials, like brochures, serves as a form of communication aimed at persuading consumers to choose or consume the products or destinations being promoted. This form of promotion is crucial for raising awareness among consumers about available goods and services, shaping their perceptions, and ultimately driving sales and business growth.
4. **Price:** Price competition index computes the real prices of products and services over specific time periods to gauge competitive positioning among alternative destinations based on the cost of typical tourist consumption patterns. This methodology contributes to the analytical framework for assessing the relative competitiveness levels of regional tourist destinations in terms of the affordability of tourist goods (Goral, 2017). According to Goral (2017), destination competitiveness refers to a location's ability to offer goods and services that outperform other destinations in enhancing the overall tourist experience. Enhancing tourism competitiveness involves presenting high-quality and appealing offerings that improve a destination's price competitiveness across all stages of the tourism

experience. In contrast, according to Goats on the Road (2015), overpricing in tourism is discouraged. Even marginal increases in prices can deter visitors, which underscores the importance of countries and governments taking pride in their landmarks and attractions rather than exploiting them. Han and Hyun (2015) emphasize that fair pricing of goods and services is crucial in the hospitality and travel sector to meet customer needs and expectations. It is recommended that management refrain from imposing additional fees on goods or services to ensure unrestricted access for customers to essential amenities.

5. **Assurance:** Tourists' overall satisfaction with their destination marks a significant milestone in its rejuvenation. Enhancing visitor experience through improved softscape, including trees and vegetation along travel routes and at destinations, coupled with modern amenities, ensures comfort whether exploring by car or on foot. According to Ujang, Moulay, and Zakaria (2018), enhancing pedestrian networks promotes a more tourist-friendly environment by seamlessly connecting tourists to various attractions within city centers. Finding adequate parking, especially in bustling areas like shopping districts and tourist spots, remains a challenge. Intelligent Transportation Systems (ITS), such as Intelligent Parking Services, are crucial for managing parking facilities efficiently. These systems facilitate parking administration, guidance, payment processing, and locating available parking spots, ensuring a safe and reliable experience for visitors (Kharde, Pal, and Kawle, 2016). Moreover, ensuring safety, security, and accessibility is essential to instill confidence among visitors (Misrahi, 2015). Meeting these needs helps customers feel comfortable and reassured during their travel experiences. It is also crucial for staff to be capable of addressing visitors' needs promptly and effectively to ensure their journey is enjoyable and trouble-free.
6. **Empathy:** Empathy plays a critical role in fostering effective communication between employees and customers, often leading to altruistic behavior and prosocial conduct (Aksoy, 2013). Defined as "the ability to understand and share the feelings, thoughts, and experiences of another person," empathy encompasses both cognitive and emotional dimensions. Cognitively, empathy involves the customer service representative's ability to grasp the client's perspective, understanding their thoughts and intentions. Emotionally, it involves engaging in actions that benefit customers, such as interpersonal care and emotional support (Aksoy, 2013). For imaginative travelers, the presence of enjoyable amenities at tourist attractions significantly enhances their overall satisfaction with the destination (Ali, Ryu, & Hussain, 2016). According to Prayag et al. (2017), the overall reputation of a tourist attraction influences visitors' satisfaction and their likelihood of recommending it to others. However, the lack of facilities tailored for disabled individuals has hindered these sites from achieving global recognition. Ensuring accessibility for all, including people with disabilities, is crucial for enabling everyone to explore and appreciate national heritage sites without discrimination (Zahari et al., 2016). Furthermore, empathy can facilitate more ethical interactions between hosts and guests by fostering deeper mutual understanding and respect (Zamanillo & Cheer, 2019).
7. **Natural Resources:** Chubchuwong et al. (2015) suggest that fostering a sentimental attachment to a destination and increasing participation in nature-based tourism activities can enhance visitors' pro-environmental perspectives. Conversely, providing nature-friendly tourist products, services, and information effectively can also positively influence their environmental attitudes. Aslam and Ameta (2018) found that tranquil environments attract more visitors and highlighted the importance of resource conservation and managing visitor numbers to preserve environmental quality. Sustainable development benefits significantly from the responsible use of natural resources, although unchecked resource exploitation can lead to adverse environmental impacts like climate change, necessitating robust environmental regulations (Gunton, 2016).

Tourist's Behavioral Intentions

The behavioral intentions of Agri-tourism can be described in terms of willingness to pay more, intention to recommend, revisit intention, and loyalty (Borbon et. al., 2022).

1. **Willingness to Pay More:** Nelson et al. (2021) indicates that over 50% of tourists are willing to pay varying amounts (ranging from \$0.75 USD to \$7.50 USD). Hotels with green accreditation were observed to have a mean willingness to pay of approximately 22,285 IDR, equivalent to about \$1.55 USD and 1.34 EUR. To optimize revenue while maintaining high visitor acceptance, a suggested approach involves implementing an opt-out and selected pricing level choice architecture. Visitor acceptance rates are influenced by demographics, lodging preferences, and their understanding of environmental issues. Further research is recommended to explore pricing strategies and identify specific sustainability-related initiatives that travelers prioritize supporting. Understanding tourists' perceptions and knowledge of current environmental challenges is essential for comprehending their willingness or reluctance to pay. Aligning decision architectures with these insights could effectively increase contributions toward sustainability initiatives that resonate with consumer values. Our study findings underscore the effectiveness of applying price premiums to certified tourism products, such as accommodations, to ensure funding mechanisms that hold businesses accountable to sustainability standards. Overall, the tourism industry must identify funding sources that support sustainability efforts driven by consumer demand, offering market choices that balance quality, cost, and visitor preferences while maintaining consumer freedom of choice.
2. **Revisit Intention:** Muhammad Shakil Ahmad (2020) conducted a study exploring tourist behavior in Guilin, China, a renowned ecotourism destination. The research delved into tourists' intentions to revisit by employing a comprehensive goal-directed behavior model that incorporates factors such as place attachment and destination image. Several significant factors influencing tourist behavior were identified through the study. The findings highlight that tourists' desire to return is positively influenced by their attitudes, positive anticipated emotions, and perceived behavioral control. Desire emerges as a crucial predictor of behavioral intentions, mediating the relationships between attitude, positive anticipated emotions, perceived behavioral control, and intentions to revisit significantly. The perception of Guilin as an ecotourism destination serves as a significant precursor to attitudes, perceived behavioral control, and subjective norms.
3. **Intention to Recommend:** The study conducted by Girish Prayag et al. (2016) aims to experimentally evaluate a model linking tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. The research utilized data gathered from domestic travelers visiting Sardinia, Italy. The findings suggest that tourists' emotional experiences play a role as precursors to their perceptions of the overall image and satisfaction with the destination. Furthermore, the overall image positively influences visitor satisfaction and their intention to recommend the destination. By integrating emotional benefits into models of tourist behavior, the study enriches existing theoretical frameworks. The research holds significant practical implications for tourism marketers.
4. **Loyalty:** Joko Setyo Widodo (2021) explores the dynamic nature of consumer behavior in the current era of disruption. To understand this phenomenon, further analysis and research into contemporary consumer behavior are essential. Researchers focus on variables such as customer loyalty, repeat purchases, and purchase intentions when examining consumer behavior. The study utilized a descriptive qualitative research method, gathering data from sources like Google Scholar and Mendeley. The findings highlight the interconnectedness between customer loyalty, repeat purchases, and purchase intentions in shaping consumer behavior.

METHODS

Quantitative descriptive correlational research was employed in this study to explore the relationship between tourists' satisfaction (independent variable) and their behavioral intentions (dependent variable). The research was conducted in Pantabangan, Nueva Ecija, focusing specifically on Lake Farm Dela Marre. Questionnaires were distributed to tourists visiting Lake Farm Dela Marre to gather their perspectives on satisfaction and behavioral intentions. The study targeted tourists aged 18 and above who had visited the farm at least once. Satisfaction levels were assessed alongside behavioral intentions, and correlations were drawn based on the

responses received. Convenience sampling was utilized to select respondents among tourists visiting Lake Farm Dela Marre, leveraging secondary data provided by the destination's management. The researchers calculated the sample size using the RaoSoft Calculator, based on average daily tourist numbers at the farm.

The researchers employed a survey questionnaire as their data collection instrument. Prior to its use, the research instrument underwent validation by an expert panel comprising individuals from both industry and academia. Following this validation, the questionnaire underwent initial trials with responses from tourists not included in the actual data gathering phase. After the initial data collection, the researchers planned to conduct a reliability test, overseen by a university statistician. The internal reliability of the questionnaire was assessed using Cronbach's Alpha coefficient. The results indicated a Cronbach's alpha of 0.858 for tourists' satisfaction, suggesting strong internal consistency among the items.

To collect the necessary data for their study, the researchers formally requested permission from the management of Lake Farm Dela Marre in Pantabangan, Nueva Ecija. They employed a questionnaire as their primary method of data collection, accompanied by consent forms from participants for face-to-face interviews. Prior to distributing the questionnaire, the researchers sought approval from their research advisor and panelists. They ensured that respondents met the study's criteria before proceeding with the survey. During the data collection process, the researchers provided guidance to respondents on how to complete the survey questionnaire and clarified any instructions as needed. Participants included tourists who had visited and engaged in various activities at Lake Farm Dela Marre in 2023 and were aged 18 years and older. Following completion of the questionnaire, the researchers collected, checked, analyzed, and interpreted the data. To interpret the survey results, the researchers utilized statistical tools such as rankings, frequency and percentage distributions, weighted mean, T-test, and Pearson R Correlation.

RESULTS AND DISCUSSION

This chapter presents the results, analysis, and interpretation of the data gathered from the answers to the survey questionnaires distributed in Lake Farm Dela Marre, Pantabangan, Nueva Ecija.

Demographic Profile of Respondents

Table 1: Frequency and Percentage Distribution of the Socio Demographic Profile

Profile Variables	Frequency	Percentage
Sex		
Male	86.00	57.30%
Female	64	42.70%
Type of Tourist		
Inside of Nueva Ecija (Local)	88	58.70%
Outside of Nueva Ecija (Domestic)	62	41.30%
Number of Visits		
1-2 times	47	22%
3-4 times	159	74%
5 times and above	10	4.63%

Table 1 presents the frequency and percentage distribution of the socio-demographic profile of respondents at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. Regarding gender, male respondents had the highest

frequency, with 86 out of 150 (57.3 percent), while female respondents had a frequency of 64 out of 150 (42.7 percent). This indicates that the majority of visitors to Lake Farm Dela Marre were male. Males are often attracted to challenging adventures, which might explain why they are more likely to visit Lake Farm Dela Marre despite its remote location and difficult access roads. This finding aligns with the study by Ramos et al. (2023), which noted that men tend to prefer hard adventure activities, whereas women are more inclined towards soft adventure activities. Additionally, Nguyen et al. (2021) found that male tourists, both domestic and international, are more likely to visit nature-based attractions, driven by the desire to enjoy natural scenery.

Regarding the type of tourist visiting Lake Farm Dela Marre in Pantabangan, Nueva Ecija, the data shows that local tourists have the highest frequency, with 88 out of 150 (58.7 percent), while domestic tourists account for 62 out of 150 (41.3 percent). This indicates that the majority of visitors to Lake Farm Dela Marre are locals. The accessibility and convenience of the location within Nueva Ecija contribute to its frequent visitation by local tourists. Biswas et al. (2020) noted that accessibility is a significant factor influencing tourist satisfaction and destination choice, which can explain why most visitors to nature-based attractions are locals. Additionally, Litman (2016) emphasized that the affordability of transport is an important factor for domestic tourists when choosing nature-based attractions, highlighting the impact of transport costs and accessibility on tourist behavior and destination choice.

Regarding the number of visits to Lake Farm Dela Marre in Pantabangan, Nueva Ecija, the data indicates that tourists who visited 1-2 times have the highest frequency, with 115 out of 150 (76.7 percent). Those who visited 3-4 times have a frequency of 29 out of 150 (19.3 percent), while tourists who visited 5 or more times have the lowest frequency at 6 out of 150 (4 percent). Distance plays a significant role in influencing tourists' decisions to visit a site. Factors such as higher travel costs and longer travel times can deter tourists from frequent visits. Travelers may choose to visit Lake Farm Dela Marre only once or twice due to its remote location and high travel costs. Xue et al. (2020) found that the farther a destination is from a visitor, the less likely they are to revisit. Additionally, Litman (2016) highlighted that the affordability of transportation is a crucial consideration for tourists when selecting natural sites, emphasizing the impact of transportation expenses and distance on traveler behavior and destination choice.

Assessment of the Tourists Satisfaction in Lake Farm Dela Marre

This section presents the results of the tourists’ satisfaction in Lake Farm Dela Marre, Pantabangan, Nueva Ecija in terms of responsiveness, tangibles, price, communication, assurance, empathy, and natural resources.

Table 2: Tourists’ Satisfaction in Terms of Responsiveness

Indicators	WM	VI	QD	Rank
The staff of Lake Farm Dela Marre are courteous during my visit.	3.71	SA	HS	1
The staff of Lake Farm Dela Marre are quick to respond to customer’s request when asked.	3.48	SA	HS	5
The staff of Lake Farm Dela Marre are willing to listen and to address the concerns of tourists.	4	SA	HS	3
The staff of Lake Farm Dela Marre provides warm greetings to their tourists.	4	SA	HS	4
The staff of Lake Farm Dela Marre are ready to answer tourists’ questions and concerns because of their knowledge of the attractions and service provided.	4	SA	HS	2
The tourists of Lake Farm Dela Marre are accommodated immediately by the staff.	3	SA	HS	6
Total Weighted Mean	4	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 2 presents the tourists' satisfaction regarding responsiveness at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study found that tourists were highly satisfied with a weighted average mean of 3.55 in terms of responsiveness. This indicates that visitors were very pleased with the assistance provided by the staff. Sujatha et al. (2019) noted that responsiveness is a key factor in shaping the destination's image, as tourists feel supported in managing any issues they encounter. Such actions are appreciated by visitors, who value being treated with respect and feeling welcomed. Similarly, Nguyen et al. (2022) found that promptly accommodating tourists significantly enhances their satisfaction and leaves a lasting impression. This suggests that the staff or management at the destination highly value their customers' time and aim to build enduring relationships.

Table 3: Tourists' Satisfaction in Terms of Tangibles

Indicators	WM	VI	QD	Rank
Lake Farm Dela Marre is well managed.	3.56	SA	HS	4
The environment in Lake Farm Dela Marre provides attractive nature-based ambiance.	3.77	SA	HS	1
There is a clear and helpful directional signage around Lake Farm Dela Marre.	4	SA	HS	4
Lake Farm Dela Marre is uncrowded and pristine.	3	SA	HS	5
The staff of Lake Farm Dela Marre are presentable and can be easily identified because of their grooming and distinct uniform.	4	SA	HS	3
Lake Farm Dela Marre is hygienic and clean.	4	SA	HS	2
Total Weighted Mean	4	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 3 presents tourists' satisfaction with the tangible aspects of Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study revealed a high level of satisfaction with a weighted average mean of 3.59. Maintaining the natural beauty of the destination can attract more visitors, as travelers value cleanliness and aesthetically pleasing environments. According to Wahid (2017), the tangible dimension encompasses the physical quality of facilities, equipment, and natural features, which significantly influence customer perceptions of service quality. Nikoleta et al. (2022) emphasized the importance of controlling overcrowding to enhance tourist satisfaction, while Aileen et al. (2021) highlighted the need to preserve unspoiled environments for authentic visitor experiences and long-term attractiveness.

Table 4: Tourists' Satisfaction in Terms of Price

Indicators	WM	VI	QD	Rank
The entrance fee in Lake Farm Dela Marre is affordable.	3.97	SA	HS	1
Lake Farm Dela Marre offers value for money as it meets the expectation of the tourists.	3.41	SA	HS	2
The pricing of food in Lake Farm Dela Marre is worth it.	3	A	S	5
The pricing of rooms in Lake Farm Dela Marre is affordable.	3	A	S	4
The pricing for activities and other services is affordable.	3	SA	HS	3
Total Weighted Mean	3.34	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 4 displays the tourists' satisfaction with the pricing at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study found a high level of satisfaction, with a weighted average mean of 3.54. Visitors to Lake Farm Dela Marre expressed high satisfaction with the pricing, considering it beneficial for their travel experience. Rahmawati et al. (2021) emphasized that affordability is a significant factor in tourists' travel decisions.

Zhang et al. (2023) also highlighted that product and service affordability affects tourist satisfaction, noting that overpricing and lack of value can lead tourists to seek alternatives at other destinations.

Table 5: Tourists' Satisfaction in Terms of Communication

Indicators	WM	VI	QD	Rank
There are available promotional materials such as Facebook page, brochures, flyers, posters, etc., in Lake Farm Dela Marre for the guidance of the tourists.	3.68	SA	HS	1
The information about the services is detailed and available.	3.50	SA	HS	2

The information about restrictions and house rules in Lake Farm Dela Marre is provided through signages.	3	SA	HS	4
Lake Farm Dela Marre provides tour guides or personnel to discuss the house rules and safety reminders.	3	SA	HS	5
The staff of Lake Farm Dela Marre can communicate well with tourists and provide the information needed by the tourists.	3	SA	HS	3
Total Weighted Mean	3.48	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 5 presents the tourists' satisfaction with communication at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study revealed a high satisfaction level with a weighted average mean of 3.48. Effective communication is essential for tour guiding as it ensures guests have a positive experience. Fayed et al. (2021) found that brochures, posters, and signages enhance visitors' experiences by providing accurate information about the destination. Additionally, Blasco et al. (2022) noted that effective communication from destination staff improves destination imagery. Communication is crucial in shaping tourist perceptions, contributing to a more satisfying travel experience. Dedeoglu et al. (2023) found that tour guides' communication skills significantly impact tourists' satisfaction, with the quality of information provided playing a moderating role in the relationship between guides' communication skills and tourists' satisfaction.

Table 6: Tourist’s Satisfaction in Terms of Assurance

Indicators	WM	VI	QD	Rank
The tourists feel safe and secure every time they visit Lake Farm Dela Marre.	3.73	SA	HS	1
The police station is located near Lake Farm Dela Marre in case of security threats.	3.42	SA	HS	5
There is enough parking space available in Lake Farm Dela Marre.	4	SA	HS	3
The hospital is located near Lake Farm Dela Marre in case of emergency and accidents.	3	A	S	6
The staff of Lake Farm Dela Marre has a first aid kit available for tourists in case of emergency.	3	SA	HS	4
There are provided security guards and CCTVs in Lake Farm Dela Marre.	3.64	SA	HS	2
Total Weighted Mean	3	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 6 shows the tourists' satisfaction in Lake Farm Dela Marre, Pantabangan, Nueva Ecija in the concept of assurance. The study revealed that the satisfaction of tourists in Lake Farm Dela Marre, Pantabangan, Nueva Ecija were highly satisfied with the weighted average mean of 3.49 percent in terms of assurance. It depicts that the tourists feel safe when visiting the tourist site. It means Lake Farm Dela Marre meets the safety requirements. According to the study of Ali (2018), the security system of the destination moderates the relationship between expenditure and satisfaction, meaning that tourists who feel more secure are more likely to spend more time and be more satisfied with their visit.

Table 7: Tourist’s Satisfaction in Terms of Empathy

Indicators	WM	VI	QD	Rank
Lake Farm Dela Marre pays attention to the tourists' needs and challenges.	3.90	SA	HS	1
Lake Farm Dela Marre considers the needs of elderly and disabled visitors.	3.49	SA	HS	2
Lake Farm Dela Marre considers feedback from their products and services.	3	A	S	5
Tourism facilities, equipment, and amenities are available at a convenient location in Lake Farm Dela Marre.	3	A	S	4
Good and comfortable facilities are available in Lake Farm Dela Marre.	3	SA	HS	3
Total Weighted Mean	3.33	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 7 presents the tourists' satisfaction with empathy at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study showed a high satisfaction level with a weighted average mean of 3.33, indicating that the farm provides significant attention to tourists, leading to an enjoyable stay. Visitors receive an authentic, high-quality experience that they will remember for a long time. Khaonoul (2018) emphasized the importance of providing accessible facilities for disabled and elderly tourists to enhance their satisfaction. Similarly, Somnuxpong et al. (2020) found that disabled and elderly tourists prefer destinations with comfortable and accessible facilities, as it allows them to fully participate in and enjoy tourism experiences. Jonker (2023) highlighted that feedback is a powerful tool for understanding tourists' perceptions and that using feedback forms can significantly improve the destination by enhancing the customer experience.

Table 8: Tourist’s Satisfaction in Terms of Natural Resources

Indicators	WM	VI	QD	Rank
Lake Farm Dela Marre is a tranquil (calm) rest area for the tourists who need a short escape from their daily routine.	3.80	SA	HS	1
Lake Farm Dela Marre exhibits the beauty of nature to be enjoyed by the tourists during their visit.	3.74	SA	HS	2
Lake Farm Dela Marre is a good venue to gain new experiences, learn more things, and enjoy other activities such as ATV, glamping, and swimming.	4	SA	HS	3
Lake Farm Dela Marre is free from air and noise pollution.	4	SA	HS	4
Tourists of Lake Farm Dela Marre are free to explore the whole site and attraction without any restrictions.	3	SA	HS	5
Total Weighted Mean	3.65	SA	HS	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Satisfied (HS),

2.50-3.24 = Satisfied(S), 1.75-2.49= Not Satisfied (NS),

1.00-1.74= Not at All Satisfied (NAS)

Table 8 displays the tourists' satisfaction with the natural resources at Lake Farm Dela Marre in Pantabangan, Nueva Ecija. The study indicated a high level of satisfaction with a weighted average mean of 3.65, highlighting that the nature-based beauty of the farm makes it an appealing place for relaxation and new experiences. Tourists find peace and enjoyment in visiting nature-based attractions. Prodan et al. (2021) noted that tourists' satisfaction at nature-based destinations is shaped by their experiences with the natural environment and landscape. Additionally, Iqbal et al. (2023) found that allowing tourists to freely explore the destination significantly enhances their overall experience.

Behavioral Intention of Tourists in Lake Farm Dela Marre

This section presents the results of the behavioral intention in Lake Farm Dela Marre, Pantabangan, Nueva Ecija in terms of willingness to pay more, intention to recommend, revisit intention and loyalty.

Table 9: Tourist’s Behavioral Intention (Willingness To Pay More)

Indicators	WM	VI	QD	Rank
It is acceptable to pay more to visit Lake Farm Dela Marre.	3.52	SA	HI	1
In Lake Farm Dela Marre, I am willing to spend extra on my stay.	3.37	SA	HI	3
I am not bothered to spend more each time I visit Lake Farm Dela Marre.	3	SA	HI	2
Total Weighted Mean	3	SA	HI	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 9 illustrates the behavioral intention of tourists at Lake Farm Dela Marre in Pantabangan, Nueva Ecija, specifically their willingness to pay more. The study revealed a composite mean of 3.43, which translates to "strongly agree" and indicates a high intention to pay more. This suggests that tourists are willing to spend more due to their satisfaction with the quality of Lake Farm Dela Marre's products and services. According to Abdou et al. (2022), tourist satisfaction positively and nonlinearly impacts their willingness to pay more. Tourists tend to pay extra because the destination offers high-quality services, and cumulative satisfaction has a more significant influence on willingness to pay than transaction-specific satisfaction. Different types of tourists have varying budgets, leading to diverse spending patterns. While some tourists can afford luxury accommodations and expensive activities, others opt for budget-friendly options based on their financial capabilities. Stefko et al. (2022) found that tourists' spending patterns and expenditure amounts are influenced by psychological factors, with most travelers basing their decisions primarily on the cost of their stay at a particular destination.

Table 10: Tourist’s Behavioral Intention (Intention to Recommend)

Indicators	WM	VI	QD	Rank
I will encourage my friends and relatives to visit Lake Farm Dela Marre.	3.65	SA	HI	1
I would say positive things about this restaurant to others.	3.54	SA	HI	2
I would recommend Lake Farm Dela Marre to my friends and others.	4	SA	HI	3
Total Weighted Mean	4	SA	HI	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 10 illustrates the behavioral intention of tourists at Lake Farm Dela Marre in Pantabangan, Nueva Ecija, specifically their intention to recommend. The study revealed a composite mean of 3.56, which translates to "strongly agree" and indicates a high intention to recommend. It shows that due to the incomparable experience of the tourists in Lake Farm Dela Marre, tourists are intended to recommend Lake Farm Dela

Marre to other people. According to the study of Sharma et. al., (2020) and Pessoa et al., (2022), quality of a destination’s attractions significantly impacts the satisfaction of the tourists leading to the likelihood of recommending the place to others.

Table 11: Tourist’s Behavioral Intention (Revisit Intention)

Indicators	WM	VI	QD	Rank
I would like to come back to Lake Farm Dela Marre in the future.	3.72	SA	HI	1
I will make an effort to visit Lake Farm Dela Marre.	3.52	SA	HI	2
I would like to come more often to Lake Farm Dela Marre.	3	SA	HI	3
Total Weighted Mean	4	SA	HI	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 11 illustrates the behavioral intention of tourists at Lake Farm Dela Marre in Pantabangan, Nueva Ecija, specifically their revisit intention. The study revealed a composite mean of 3.57, which translates to "strongly agree" and indicates a high intention to revisit. This indicates that Lake Farm Dela Marre leaves a positive impression on its tourists by delivering excellent service to visitors. Travelers' inclination to revisit a destination is significantly influenced by their memorable experiences, which foster deep emotional connections and a sense of nostalgia. According to Dang et al. (2020), tourists are more inclined to return to a destination where they have experienced high-quality service. Similarly, as noted by Boro (2023), satisfied visitors tend to revisit a place to relive the positive experiences they previously enjoyed. Distance, as highlighted in the study by Xue et al. (2020), plays a crucial role in shaping tourists' destination choices, with the frequency of visits decreasing as the distance to a site increases.

Table 12: Tourist’s Behavioral Intention (Loyalty)

Indicators	WM	VI	QD	Rank
I intend to continue choosing Lake Farm Dela Marre.	3.45	SA	HI	1
I consider Lake Farm Dela Marre to be my first choice.	3.36	SA	HI	2
I consider myself loyal to Lake Farm Dela Marre.	3	SA	HI	3
Total Weighted Mean	3	SA	HI	

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 12 illustrates the behavioral intention of tourists at Lake Farm Dela Marre in Pantabangan, Nueva Ecija, specifically their loyalty. The study revealed a composite mean of 3.36, which translates to "strongly agree" and indicates a high intention to be loyal. Overall, tourists expressed satisfaction with the products and services provided by Lake Farm Dela Marre. Furthermore, the visible excellence in service from the staff contributes to tourists' loyalty and their continued preference for Lake Farm Dela Marre over other destinations. According to Suhartanto et al. (2020), factors such as experience quality, perceived value, tourist satisfaction, and tourist motivation play pivotal roles in shaping tourist loyalty towards attractions.

Significant difference between demographic profile of tourists (Sex and Type of Tourist) and their satisfaction in Lake Farm Dela Marre

Table 13: Significant Differences Between the Socio-Demographic Profile (Sex) and their Satisfaction

Variables	T Stat	T-Critical	VI	Decision
Responsiveness	0.04	1.662	Not Significant	Accept Null Hypothesis
Tangibles	2.10	1.659	Significant	Reject Null Hypothesis
Price	2	1.659	Significant	Reject Null Hypothesis
Communication	1	1.66	Not Significant	Accept Null Hypothesis
Assurance	0	1.66	Not Significant	Accept Null Hypothesis
Empathy	0.088	1.659	Not Significant	Accept Null Hypothesis
Natural Resources	3	1.66	Significant	Reject Null Hypothesis

Legend:

T-stat > T - Critical=Significant/Reject Null Hypothesis

T-stat< T – Critical=Not Significant/Accept Null Hypothesis

Table 13 illustrates the comparison between the demographic profile of tourists (Sex) and their satisfaction with Lake Farm Dela Marre. For the variables "Responsiveness, Communication, Assurance, and Empathy," there were no significant differences observed based on tourists' sex and their satisfaction at Lake Farm Dela Marre. Responsiveness resulted in (T-stat: 0.038; T-critical 1.662), indicating a non-significant difference, leading to the decision to "Accept the null hypothesis." Communication resulted in (T-stat: 0.973; T-critical 1.660), similarly showing a non-significant difference, leading to the decision to "Accept the null hypothesis." Assurance resulted in (T-stat: 0.064; T-critical 1.660), also non-significant, leading to the decision to "Accept the null hypothesis." Empathy resulted in (T-stat: 0.088; T-critical 1.659), again non-significant, leading to the decision to "Accept the null hypothesis". In contrast, for the variables "Tangibles, Price, and Natural

resources," significant differences were observed between tourists' demographic profile (sex) and their satisfaction with Lake Farm Dela Marre. Tangibles resulted in (T-stat: 2.095; T-critical 1.659), indicating a significant difference, leading to the decision to "Reject the null hypothesis." Price resulted in (T-stat: 2.095; T-critical 1.659), also showing a significant difference, leading to the decision to "Reject the null hypothesis." Natural resources resulted in (T-stat: 3.192; T-critical 1.660), again showing a significant difference, leading to the decision to "Reject the null hypothesis".

Based on the findings, both male and female tourists at Lake Farm Dela Marre report similar levels of satisfaction in terms of responsiveness, communication, assurance, and empathy. This suggests that Lake Farm Dela Marre consistently delivers a uniform standard of service across these aspects to both male and female visitors. However, the results indicate significant differences in satisfaction levels based on sex when it comes to tangibles, price, and natural resources. This suggests that male and female visitors may have distinct preferences or expectations regarding these aspects of their experience at Lake Farm Dela Marre.

According to Kumar's study (2019), which found no significant difference in satisfaction between males and females, gender can influence individuals' perceptions of value when evaluating travel destinations. Similarly, this current study shows no significant differences in satisfaction between males and females. Another study by Maria Johann and Sanjoy Ghose (2019) exploring gender differences in tourism marketing and product perceptions also found no significant disparities in perceived levels of tourism product attributes between men and women.

Table 14: Significant Differences Between the Socio-Demographic Profile (Type Of Tourist) and their Satisfaction

Variables	T Stat	T-Critical	VI	Decision
Responsiveness	-0.10	1.659	Not Significant	Accept Null Hypothesis
Tangibles	0.70	1.66	Not Significant	Accept Null Hypothesis
Price	1	1.66	Not Significant	Accept Null Hypothesis
Communication	-2	1.659	Significant	Reject Null Hypothesis
Assurance	-1	1.659	Not Significant	Accept Null Hypothesis
Empathy	0.248	1.659	Not Significant	Accept Null Hypothesis
Natural Resources	0	1.659	Not Significant	Accept Null Hypothesis

Legend:

T-stat > T - Critical=Significant/Reject Null Hypothesis

T-stat < T – Critical=Not Significant/Accept Null Hypothesis

Table 14 presents the difference between tourist demographic profile (Type of tourist) and their satisfaction in Lake Farm Dela Marre. It shows that there was a no significant difference between the type of tourist of the respondents and their satisfaction in Lake Farm Dela Marre in terms of Responsiveness resulted (T-Stat: -0.096; T-critical 1.659) which the verbal interpretation “Not significant” and led to a decision “Accept null hypothesis”; Tangibles (T-Stat: 0.700; T-critical 1.660) which results into verbal interpretation “ Not

significant” and led to a decision “Accept null hypothesis”; Price (T-Stat: 0.634; T-critical: 1.660) which resulted in verbal interpretation “Not significant” and led to a decision “Accept null hypothesis”. Communication (T-Stat: -2.165; T-critical 1.659356034) which resulted in interpretation “Significant” and led to a decision “Reject null hypothesis”. Assurance (T-Stat: -1.213; T-critical 1.659) which resulted in interpretation “ Not significant” and led to a decision “Accept null hypothesis”. Empathy (T-Stat: -0.248; T-critical 1.659) which resulted in interpretation “ Not significant” and led to a decision “Accept null hypothesis”. Natural Resources (T-Stat: -0.160; T-critical 1.659) which resulted in interpretation “ Not Significant” and led to a decision “Accept Null Hypothesis”.

The findings indicate that there is no significant difference in satisfaction among different types of tourists at Lake Farm Dela Marre across variables such as Responsiveness, Tangibles, Price, Assurance, Empathy, and Natural Resources. However, there is a significant difference in satisfaction related to communication. According to Dela Cruz et al. (2019), their study similarly found no significant differences in tourist satisfaction based on type across Responsiveness, Tangibles, Price, Communication, Assurance, Empathy, and Natural Resources. This suggests that the type of tourist does not impact overall satisfaction levels across these aspects.

Significant relationship between tourists’ profile on their satisfaction in Lake Farm Dela Marre

Table 15: Significant Relationship Between the Socio-Demographic Profile (Number Of Visit) and their Satisfaction

Variables	P-Value	Verbal Interpretation	Decision
Responsiveness	0.94	Not Significant	Accept Null Hypothesis
Tangibles	0.84	Not Significant	Accept Null Hypothesis
Price	1	Not Significant	Accept Null Hypothesis
Communication	1	Not Significant	Accept Null Hypothesis
Assurance	0	Not Significant	Accept Null Hypothesis
Empathy	0.983	Not Significant	Accept Null Hypothesis
Natural Resources	0	Not Significant	Accept Null Hypothesis

Legend: P- value < 0.05 = Significant/ Reject Null Hypothesis

P- value > 0.05 = Not Significant/ Accept Null Hypothesis

The table 15 presents the relationship between the tourist’ demographic profile (number of visits) and their level of satisfaction with Lake Farm Dela Marre. All of the variables responsiveness, tangibles, price, communication, assurance, empathy, and natural resources shows that there was no significant relationship in the terms of tourist’ number of visits and their level of satisfaction in Lake Fram Dela Marre. Responsiveness resulted in (P-value: 0.939) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Tangibles resulted in (P-value: 0.842) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Price resulted in (P-value: 0.844) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Communication resulted in (P-value: 0.702) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Assurance resulted in (P-value: 0.336) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Empathy resulted in (P-value: 0.983) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Natural resources resulted in (P-value: 0.482) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”.

As a result, the study finds that there is no significant correlation between the demographic profile of respondents (number of visits) and their level of satisfaction with Lake Farm Dela Marre. The research concludes that the frequency of visits to Lake Farm Dela Marre did not influence the satisfaction factors nor the intention to revisit ecotourism areas. The statistical analysis indicated that the correlation between these variables was not significant, leading to the decision to "accept the null hypothesis". Constantin et al. (2022) similarly found no relationship between satisfaction factors, visitor profiles, satisfaction levels, and intentions to revisit in their study.

Significant Relationship between the Tourists’ Satisfaction and Behavioral Intentions

Table 16: Significant Relationship Between the Socio-Demographic Profile (Number Of Visit) and their Satisfaction

Variables	P-Value	Verbal Interpretation	Decision
Responsiveness	0.02	Not Significant	Accept Null Hypothesis
Tangibles	0.00	Not Significant	Accept Null Hypothesis
Price	0	Not Significant	Accept Null Hypothesis
Communication	0	Not Significant	Accept Null Hypothesis
Assurance	0	Not Significant	Accept Null Hypothesis
Empathy	0.00001	Not Significant	Accept Null Hypothesis
Natural Resources	0	Not Significant	Accept Null Hypothesis

Legend: P- value < 0.05 = Significant/ Reject Null Hypothesis

P- value > 0.05 = Not Significant/ Accept Null Hypothesis

Table 16 shows the relationship between tourists' behavioral intention and their satisfaction in Lake Farm Dela Marre, Pantabangan, Nueva Ecija. All of the variables responsiveness, tangibles, price, communication, assurance, empathy, and natural resources shows that there was no significant relationship in the behavioral intention of the tourists in Lake Farm Dela Marre, Pantabangan, Nueva Ecija. Responsiveness resulted in (P-value: 0.021587) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Tangibles resulted in (P-value: 0.00001) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Price resulted in (P-value: 0.00001) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Communication resulted in (P-value: 0.00001) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Assurance resulted in (P-value: 0.336129) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Empathy resulted in (P-value 0.00001) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Natural resources resulted in (P-value 0.000091) which the verbal interpretation is not significant which led to a decision “accept null hypothesis”. Therefore, the researchers accept the null hypothesis. The result concluded that there was no significant relationship between the tourists’ behavioral intention and tourists' satisfaction in Lake Farm Dela Marre, Pantabangan, Nueva Ecija.

Contrary to Olivar et al. (2023), this study indicates that tourist satisfaction directly influences their behavioral intentions. There is a moderate positive relationship between satisfaction and behavioral intention, suggesting that a positive tourism experience leads to higher satisfaction and contentment among tourists. This correlation emphasizes the importance of both cognitive and affective elements in enhancing overall satisfaction with the resort's products and services.

Table 17: Proposed Action Plan to Improve Tourist’s Satisfaction

Key Result Areas (KRA)	Strategies/Programs/Implementation	Desired Outcome
Responsiveness	<ul style="list-style-type: none"> - Provide staff training from management or a DOT-accredited provider. - Establish an online knowledge base. - Implement an automated messaging system. 	Lake Farm Dela Marre staff promptly respond to customer requests, enhancing visitor satisfaction and service quality.
Tangibles	<ul style="list-style-type: none"> - Preserve the natural beauty of Lake Farm Dela Marre. - Control visitor numbers by setting maximum limits. 	Maintain the serene and pristine environment through effective management practices and environmental stewardship.
Price	<ul style="list-style-type: none"> - Enhance products and services to meet tourists' expectations. - Continuously improve the attraction while preserving its appeal. 	Customers perceive the pricing as offering excellent value for their money.
Communication	<ul style="list-style-type: none"> - Assign tour guides or personnel to explain house rules and safety guidelines. - Provide capacity building for employees. 	Effectively inform visitors about house rules and safety guidelines through assigned tour guides or personnel.
Assurance	<ul style="list-style-type: none"> - Maintain regular communication with nearby hospitals. 	Provide swift response to emergencies or accidents due to proximity to medical facilities.
Empathy	<ul style="list-style-type: none"> - Distribute feedback forms regarding services provided. 	Integrate feedback from tourists to continually enhance products and services.
Natural Resources	<ul style="list-style-type: none"> - Offer a comprehensive tour package for full site exploration. 	Grant tourists unrestricted access to explore all areas and attractions within the site.

CONCLUSION

Based on the findings of the study, the majority of visitors to Lake Farm Dela Marre are male and locals, with men favoring hard adventure activities and women preferring soft adventures, while distance and travel costs limit visits for many. Visitors are highly satisfied with staff responsiveness, tangibles, price, communication, assurance, empathy, and the natural environment, leading tourists to be willing to pay more and recommend the site due to their satisfaction with products and services. While male and female tourists have similar experiences in service aspects, they differ in satisfaction levels regarding tangibles, price, and natural resources. There is no significant difference between the type of tourist and their satisfaction with Lake Farm Dela Marre, nor a significant correlation between the number of visits and satisfaction, and no significant relationship between tourists’ behavioral intention and satisfaction.

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