



Assessment through 5A's of Tourism in Cuyapo, Nueva Ecija: A Basis for Tourism Development Plan

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Abstract— This study uses a quantitative research method, data will be collected via survey questionnaire to gain insights into current tourist satisfaction levels. Surveys will provide quantitative data on the level of satisfaction of tourists in Cuyapo, Nueva Ecija. To analyze, the researchers used the percentage, frequency, and mean to determine the Assessment through 5A's of Tourism in Cuyapo, Nueva Ecija: A Basis for Tourism Development Plan, to analyze the survey answers. In this instance, the population is interpreted as all the tourists from Cuyapo, Nueva Ecija. The researcher uses a simple random sampling method that limits the huge population for the process. Regarding its findings in Cuyapo, Nueva Ecija, in terms of attractions, activities, amenities, accessibilities, and accommodation, to ensure the good satisfaction of respondents, they are "very satisfied" about their experience as a tourist in Cuyapo, Nueva Ecija. Amenities ranked number one among the 5A's of tourism wherein Activity were the lowest in ranking. Based on the findings, when it comes to the attractions, it is well-maintained, clean, and appealing. While when it comes to amenities, the availability of Wi-Fi and other technological amenities met their needs. In addition, when it comes to accommodation, most of the respondents answered that the accommodation met their expectations in terms of cleanliness and comfort and the staff in the accommodation were friendly and helpful. While in activities, most of the respondents answered that the range of activities available met their interests and expectations, the quality of the activities was high and provided a good experience with the activities that were offered. Furthermore, when it comes to accessibility, most of the respondents answered that the directions and signage to and within the destination were clear, helpful and transportation options available made it easy to get to and around the destination. In general, Cuyapo has something as a tourist attraction, with its quiet boasts of hills and mountains that offer stunning views for locals and tourists. Nevertheless, the tourist destination might need to enhance its facilities to attract more tourists while promoting environmentally friendly tourism.



Keywords – Tourism Satisfaction, Accessibility, Attraction, Amenities, Accommodation, Activity

I. INTRODUCTION

Tourist satisfaction is a main issue in the context of tourism. According to Oxford dictionaries definition, satisfaction is defined as "fulfilling one's wishes, expectations, or needs, with tourism satisfaction being influenced by service quality, product features, and price. Tourist satisfaction is a key measure, as expectations create a frame of reference and are used as a comparative judgment during a visit."

In reality, guaranteeing visitor happiness is not only an objective but also a basic requirement in the tourism industry. Tourism isn't merely a leisure activity; it's an economic powerhouse, fueling growth, creating jobs, and fostering cultural exchange. According to Yehia (2019), tourism is an important source of success of many economies around the world; as it has the power to boost the revenue of the economy, create thousands of jobs, community development, and cultural exchange.

Furthermore, CAEDC (2023) stated that attracting tourists from over the world gives a lot of advantages: when people visit a community, they bring opportunities to both workers, business, and its owners. Indeed, it is certain that tourism opens positive progress and improvements to the community.

As the economy evolves, local tourism's potential to strengthen communities and promote regional prosperity grow along with the economy as well. With the involvement of local community in tourism development, it will not only result in sustainable tourism, but as well as in economic, environmental, and cultural benefits (Dolma Eco-Tourism 2018). Therefore, tourism development will serve as a process of creating strategies and plans that will help to promote tourism in a particular destination (IGI Global).

In Nueva Ecija, Cuyapo possesses a rich tapestry of natural beauty, historical significance, and cultural heritage. Officially the Municipality of Cuyapo is a 1st class municipality in the province of Nueva Ecija, Philippines. According to the 2020 census, it has a population of 68,066 people (Wikipedia). Numerous tourist attractions have opened and are running in the Municipality of Cuyapo in Nueva Ecija, which influences tourism in the area. It has a tourist destination that help the city attract visitors to go to a place that is worth going to; to experience its unique cultural sights, natural wonders, and recreational facilities. Yet, attempts to improve tourism might not reach their full potential if the present situation is not well understood.

The degree of fulfillment and contentment that travelers feel both during and after their travels is referred to as tourism satisfaction. It is a purely subjective metric that is impacted by a number of variables, such as the standard of amenities, activities, infrastructure, and overall travel experience.

Through looking at the five A's of tourism—attractions, accessibility, accommodations, activities, and amenities—this study aims to examine Cuyapo's tourism industry. By examining these fundamental aspects, this study aim to provide an understanding the tourism satisfaction experience in Cuyapo, identify opportunities, and align development efforts with Sustainable Development Goal 9 which focuses on building resilient infrastructure, promoting inclusive industrialization, and fostering innovation that can enhance the long-term success

of Cuyapo's tourism sector for development for its sustainable growth and prosperity.

Statement of the Problem

The researchers aim to investigate the influence of 5a's on local tourist satisfaction in Cuyapo Nueva Ecija. This study sought the answer to the following questions:

1. How may the demographic profile be described in terms of:
 - 1.1. Age
 - 1.2. Sex
 - 1.3. Civil Status
 - 1.4. Monthly Income
2. How may the level of satisfaction of the respondents be assessed using 5a's of Tourism in the terms of:
 - 2.1 Attraction
 - 2.2 Accommodation
 - 2.3 Amenities
 - 2.4 Activities
 - 2.5 Accessibility
3. What tourism development plan may be proposed to improve the tourism industry of Cuyapo Nueva Ecija?

Conceptual Framework

The conceptual framework describes how the relevant objectives of the research technique fit together to provide logical findings and demonstrates how the study's variables should connect to one another.

Figure 1 presents the research paradigm of this study. It consists of an input, process, and output. Input consists of how may the demographic profile be described in terms of age, sex, civil status, and monthly income followed on how may the level of satisfaction affect the attraction, accommodation, amenities, activities and accessibility and lastly what are the tourism development plan may be proposed to improve the tourism industry of Cuyapo, Nueva Ecija. Process consists of the tools and methodologies that the researchers will apply to their study, which are interview and questionnaires that will be given to the tourist of Cuyapo, Nueva Ecija. The output consists of a tourism development plan.

1.2 Profile of the respondents in terms of Sex

Table 4. The table presents the distribution of respondents according to Sex

Sex	Frequency (f)	Percentage (%)
Female	56	62.22%
Male	34	37.78%
Total:	90	100%

Table 4 presents the frequency and percentage distribution of respondents by sex in Cuyapo, Nueva Ecija. Based on the result, among the 90 respondents surveyed, 56 were female, accounting for 62.22% of the total respondents. Meanwhile, 34 respondents identified as male, making up 37.78% of the total. This indicates that the majority of women have delighted in spending time with their families in the Cuyapo tourist destinations. The responders state that they arrive at, Nueva Ecija to appreciate the municipality's natural beauty and have a good time with their family.

Women in the Philippines tend to show greater enthusiasm for visiting sites compared to men. This is attributed to women attaching significance to these locations. While men may not be as keen on these attractions, believing them to be uninteresting, the research by Mindanao et al. (2020) suggests that there's minimal difference in interests between genders.

1.3 Profile of the respondents in terms of Civil Status

Table 5. The table presents the distribution of respondents according to Civil Status

Civil Status	Frequency (f)	Percentage (%)
Single	40	44.44%
Married	46	51.11%
Widowed	1	1.11%
Separated	3	3.33%
Total:	90	100%

Table 3 illustrates the diverse civil status distribution among respondents from Cuyapo, Nueva Ecija. According to the result, out of the total 90 respondents surveyed, 38 individuals (42.22%) were classified as single, while 43 respondents (47.78%) reported being married. Additionally, there were 3 widowed respondents, accounting for 3.33% of the total, and 6 respondents (6.67%) reported being separated.

This outcome demonstrates how fulfilling it is for their family to travel to the the tourism sites in Cuyapo. The respondents stated that they preferred to travel to Cuyapo in groups or in pairs. In addition, the visit to the mentioned municipality is meant to be a family-bonding group activity.

1.4 Profile of the respondents in terms of Monthly Income

Table 6. The table presents the distribution of respondents according to Monthly Income

Monthly Income	Frequency (f)	Percentage (%)
Below 15,000	25	27.78%
15,000 – 25,000	36	40%
25,000 – 30,000	18	20%
Above 30,000	11	12.22%
Total:	90	100%

Table 4 show the monthly income distribution among tourists in Cuyapo, Nueva Ecija. Based on the result, of the total 90 respondents surveyed, 25 tourists (27.78%) reported a monthly income below 15,000 pesos, while 36 tourists (40%) fell within the income bracket of 15,000 to 25,000 pesos. Additionally, 18 tourists (20%) indicated a monthly income ranging from 25,000 to 30,000 pesos, with the remaining 11 tourists (12.22%) reporting an income exceeding 30,000 pesos. This outcome demonstrates that most respondents get paid well for their vacation time spent in Cuyapo, Nueva Ecija. Respondents claim that visiting the aforementioned municipality without any funds within their pocket.

2. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using the 5 A's of tourism

2.1 Activities

Table 7. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using 5A's of tourism in terms of Activities

Statements	Weighted Mean	Verbal Interpretation	Rank Description
1. Satisfaction level of the activities offered to tourists at Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.03	Satisfied	2

2. Satisfied with the organization and management of tourist activities at Armando’s Garden Resort and Villas.	2.93	Satisfied	4
3. The activities at Armando's Garden Resort and Villas, Cuyapo, are entertaining and well-planned.	3.10	Satisfied	1
4. Satisfied with the variety of activities (e.g., tours, sports, entertainment).	3.01	Satisfied	3
5. The tourist spot is safe to do the activities.	2.93	Satisfied	4
Average Weighted Mean	3.00	Satisfied	

According to the result, the statement that got the highest weighted mean of

$\bar{x} = 3.10$ are entertaining and well- planned. This indicates that the management's effort in planning these activities has successfully accommodated visitors' interests and concerns, enhancing their overall satisfaction and enjoyment of the experience.

At the same time, two statement have received the least weighted mean of

$\bar{x} = 2.93$, indicating that the tourists noted that the activities were safe to do and they were satisfied with the organizations and management of activities. This suggest

that, despite the fact that the activities were pleasurable in and of themselves, there were some perceived about the safety of the tourists when they are doing the activity. For instance, providing a playground or other activity more safety for the children could enhance the overall experience for families.

According to Buhalis, Wu, &Zhang (2018), when a place's safety meets or beyond expectations, visitors are more inclined to come back, recommend it to others, and tell prospective travelers about their positive experience.

2.2 Accommodation

Table 8. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using 5A's of tourism in terms of Accommodation

Statements	Weighted Mean	Verbal Interpretation	Rank Description
1. Satisfied with the quality and comfort of accommodation options in Cuyapo, Nueva Ecija.	3.33	Very Satisfied	1
2. Satisfied with the availability and affordability of accommodation at Armando's Garden Resort and Villas, Nueva Ecija.	3.19	Satisfied	2
3. Pleased with the local’s hospitality and attitude towards visitors.	3.1	Satisfied	5
4. Cleanliness of the rooms.	3.17	Satisfied	3
5. The check in process was timely and efficient.	3.11	Satisfied	4
Average Weighted Mean	3.18	Satisfied	

According to the result, the highest weighted mean of $\bar{x} = 3.33$ stated that the tourist found that the accommodation options were satisfactory in terms of quality and comfort options in Cuyapo, Nueva Ecija. This implies that the tourists met their expectations in terms of quality and comfort. This suggests that the accommodations provided amenities and services that were adequate for the tourist's needs and preferences. They likely found the rooms to be clean, well-maintained, and equipped with necessary facilities.

Despite the lowest weighted mean of $\bar{x} = 3.1$, it was noted that tourists were still pleased with the locals' hospitality and attitude towards visitors, finding them

satisfactory. This indicates that while this certain aspects may have scored lower in the evaluation, the warmth and friendliness of the locals positively influenced the tourists' overall experience. It suggests that the hospitality and welcoming nature of the community played a significant role in mitigating any potential shortcomings in other areas, contributing to the tourists' overall satisfaction with their visit.

According to the study of Chawla and Sengupta (2017), attending the guests for specific needs and problems, some additional facilities like offering a room service in a pleasant manner add to the satisfaction of the customer. The study's findings suggest that hotels can

improve customer satisfaction and loyalty by focusing on both basic services and facilities and premium services. Basic services, such as cleanliness, comfort, safety, and affordability are essential for a positive customer experience, while premium services can differentiate the

hotel from competitors and create a memorable experience for the customer. Overall, the study found that tourists' satisfaction is primarily driven by the availability of high-quality facilities and reasonably priced services.

2.3 Attractions

Table 9. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using 5A's of tourism in terms of Attractions

Statements	Weighted Mean	Verbal Interpretation	Rank Description
1. Satisfied with the variety and quality of tourist attraction at Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.22	Satisfied	3
2. Satisfied with the cleanliness of tourist attraction in Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.26	Very Satisfied	2
3. The tourist spot preserved its natural beauty.	3.22	Satisfied	4
4. The tourist destination has a unique image.	3.01	Satisfied	5
5. The tourist spot respect the natural environment.	3.27	Very Satisfied	4
Average Weighted Mean	3.20	Satisfied	

Accordance with the result, the highest weighted mean of $\bar{x} = 3.27$ stated that the tourist spot respect the natural environment. This high level of satisfaction indicates that tourists appreciate and value efforts made by the management to preserve and protect the natural surroundings. It reflects positively on the destination's sustainability practices and can contribute to its attractiveness to eco-conscious travelers who prioritize environmentally responsible tourism experiences.

On the contrary, the lowest rank description got the lowest weighted mean of

$\bar{x} = 3.01$ stated that despite it being the lowest, the tourists still found that they were still satisfied with the tourists destinations unique image. This indicates that while the destination may have some shortcomings or areas for improvement, such as infrastructure or facilities, its distinctiveness and appeal were still appreciated by visitors.

The unique characteristics, cultural heritage, or natural beauty of the destination likely contributed to its attractiveness despite any drawbacks. This suggests that the destination's identity and charm played a significant role in maintaining tourists' satisfaction levels, even if it didn't score as highly in certain aspects compared to other statements.

The study from Stefánica and Butnaru (2015) stated that the environment and tourism interact, with the natural, cultural, historical, and social climate potential driving visitors' travel, and maintaining a clean and natural environment is crucial. Furthermore, the process of image exploration involves identifying visually distinctive features and describing the unique elements present within that uniqueness (Habibullah & Ekomadyo 2021).

2.4 Accessibility

Table 10. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using 5A's of tourism in terms of Accessibility

Statements	Weighted Mean	Verbal Interpretation	Rank Description
1. Satisfied with the availability of parking facility for tourist at Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.07	Satisfied	2
2. Satisfied with the road condition of Cuyapo, Nueva Ecija.	2.97	Satisfied	5
3. Easy to get information about getting to and go around Cuyapo, Nueva Ecija.	3.08	Satisfied	1
4. Satisfied with the signage and directions.	2.98	Satisfied	4
5. Any difficulties in finding the place.	2.99	Satisfied	3
Average Weighted Mean	3.02	Satisfied	

In accordance with the result, the highest statement got the weighted mean of

$\bar{x} = 3.08$ stated that the tourists found that going to the destinations in Cuyapo, Nueva Ecija were easy and satisfactory. This implies that tourists found it easy to obtain information about the various destinations they wanted to visit. The availability of clear and accessible information likely facilitated their travel planning and navigation within the area. This suggests that there were effective communication channels, signage, maps, or local resources that helped tourists make informed decisions and navigate the destinations smoothly.

On the other hand, the lowest weighted mean $\bar{x} = 2.97$ stated that tourists were still satisfied with the road condition of Cuyapo, Nueva Ecija. This implies that even though the road's condition might not have been ideal or up

to standards, it still met travelers' standards. It suggests that the roads were probably usable and navigable, even they might have had some flaws like rough surfaces, road imperfections, or no signage. Despite these shortcomings, travelers considered the roads in Cuyapo, Nueva Ecija, were in good enough shape to get them where they needed to go. This suggests that the condition of the roads did not strongly affect the tourists' entire travel experience, which added to their contentment.

Kusumawardhani & Bogor's (2022) study used a quantitative approach to collect data, with 100 visitors to the Gunung Pancar Nature Tourism Park serving as respondents. The authors used the opportunity to conduct a study about tourist satisfaction with accessibility. The findings demonstrate that since accessibility has been demonstrated, it may be used to evaluate visitor pleasure.

2.5 Amenities

Table 11. Assessment of tourism satisfaction in Cuyapo, Nueva Ecija using 5A's of tourism in terms of Amenities

Statements	Weighted Mean	Verbal Interpretation	Rank Description
1. Satisfied with the availability and quality of amenities (e.g restroom, parking, information center) for tourist at Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.14	Satisfied	3
2. The tourist spot offered an internet connection.	3.15	Satisfied	2
3. The tourist spot offered sufficient parking provision.	3.05	Satisfied	5
4. Satisfied with the accessibility and convenience of amenities for tourist at Armando's Garden Resort and Villas, Cuyapo, Nueva Ecija.	3.10	Satisfied	4
5. The tourist spot offered toiletries.	3.22	Satisfied	1
Average Weighted Mean	3.22	Satisfied	

Based on the result, the highest statement got the weighted mean of $\bar{x} = 3.22$ which suggested that tourists found the tourist spot satisfactory because it offered enough toiletries. This indicates that the availability of toiletries, such as soap, shampoo, towels, and other essentials, contributed positively to the tourists' experience. Having access to these amenities likely enhanced their comfort and convenience during their visit. It implies that the tourist spot paid attention to the needs of visitors and provided essential facilities to ensure a pleasant stay.

However, the lowest rank got the weighted mean of $\bar{x} = 3.05$ stated the tourist spot offered sufficient parking provision, suggesting that while there may have been some room for improvement, tourists still found adequate parking facilities available at the tourist spot. The provision of sufficient parking likely contributed to the convenience

and ease of access for visitors arriving by car, ensuring they had a place to park without significant difficulty. Although it may not have been exceptional, the availability of parking was evidently satisfactory to the tourists, contributing positively to their overall experience at the tourist spot.

According to the study of Minh, Rahman, and Thi (2023), travelers should describe their expectations in context because this is essential to knowing what they anticipate from a location. This study sheds light on the behaviors of tourists, particularly on their expectations, experiences, and level of satisfaction. Thus, this information can be utilized by stakeholders in tourist management and help to create marketing strategies and initiatives that work.

3. Proposal for a Tourism Development Plan

Table. 12. Tourism Development Plan

5 A'S OF TOURISM	PROBLEMS IN 5 A'S OF TOURISM	POSSIBLE SOLUTION	OBJECTIVES/PURPOSE	TIME FRAME	ESTIMATED COST (in Peso)	CONCERNED UNIT	TARGET OUTPUT
Activities	Quality Assurance	Ensure that all activities are well-planned, safe, and conducted by knowledgeable guides or instructors to guarantee a positive experience.	1. Ultimately, the goal is to create memorable experiences for tourists while supporting the local economy and community development. 2. Aim to attract more visitors, encourage longer stays, and generate positive word-of-mouth recommendations.	Within 1-2 months	200,000	Local government, tourism office, and enforcement agencies	Generating additional income for the community through tourism activities, such as guided tours, homestays, or the sale of local crafts and products.
Accommodation	1. Quality Standards 2. Personalized Welcome	1. Regular inspections and maintenance checks should be conducted to address any issues promptly. 2. Train staff to provide a warm and personalized welcome to guests upon arrival, addressing them by name and offering assistance	To meet and exceed guest expectations, leading to higher levels of customer satisfaction, loyalty, and ultimately, business success in the tourism industry.	Within 1-2 months	300,000–400,000 (Requires policy, monitoring, and staffing)	Management team	Accommodation facilities can develop guest satisfaction, operational efficiency, and financial performance, ultimately positioning themselves as preferred destinations for travelers and gaining a competitive edge in the hospitality industry.
Attraction	Collaboration	Partnering with local businesses, communities, and authorities to create unique experiences and promote lesser-known attractions.	Aim to meet the diverse interests and preferences of travelers, ultimately increasing visitor satisfaction, length of stay, and likelihood of return visits.	Within a year	(Varies depending on specific projects)	Tourism management and Government tourism board	Increased visitor numbers, longer average stays, positive feedback, and reviews, and repeat visits.

Accessi- bility	Community Engagement	Involve local communities and businesses in the planning and management of parking facilities and signage to ensure that solutions are tailored to the needs and preferences of both tourists and residents.	By providing clear signage, ample parking facilities, and easy-to-follow directions, destinations can create a more enjoyable and stress-free experience for tourists.	Within 1-3 months	500,000 (Vary depending on factors such as the size of the community)	Local authorities, Tourism management, and Construction professionals	1. Improved economic outcomes, such as increased tourism revenue and local business activity. 2. Sustainable and inclusive tourism practices that benefit the community in the long term.
Amenities	Infrastructure	1. Invest in the construction and maintenance of high-quality amenities such as restrooms, picnic areas, seating areas, and playgrounds to cater to the needs of visitors. 2. As well as access to amenities such as water, first aid, and Wi-Fi.	To create a tourism environment that meets the needs and expectations of visitors while also benefiting the destination's economy, society, and environment in the long term.	Within 6 months	300,00 – 600,000	Government tourism board, Destination marketing organization	Contribute to a positive visitor experience, economic prosperity, and the long-term sustainability of the tourism destination.

The researchers used the data gathered in formulating the Tourism Development Plan from 90 respondents. The researchers used the data gathered in formulating the Tourism Development Plan for the respondents. Table 12 is the proposed tourism development plan to raise the level of tourist satisfaction utilizing the 5A's of tourism, based on the findings of the evaluation of the satisfaction experienced by tourists in Cuyapo, Nueva Ecija.

It contains different columns. The 1st column addressing the concern for quality assurance of satisfaction with the level of activities offered to tourists, well-planned and entertaining that shows the result of the

survey from the respondents; 2nd column addressing the quality standards and personalizing welcome to tourists with the quality and comfort of accommodation offered and check in process; 3rd column contains the collaboration with local communities to satisfied the tourist with the variety and quality of tourist attraction offered; 4th column addressing community engagement with signage and directions, and availability of parking facility for tourist; lastly, the 5th column refers to infrastructure development in amenities offering with internet connection that will answer the items on the column 2nd, addressing facilities to become more efficient.

III. CONCLUSION

1. The researchers employed surveys to gather quantitative data from tourists in Cuyapo, focusing on the "5 A's of Tourism" framework: attractions, activities, amenities, accessibility, and accommodation. To analyze the collected data, the researchers utilized statistical measures such as weighted mean. The population under study was defined as all tourists visiting Cuyapo, with a simple random sampling method employed to select survey participants.
2. Findings from the study indicate that tourists generally express high levels of satisfaction with their experiences in Cuyapo, Nueva Ecija. Amenities were ranked the highest among the 5 A's, suggesting that tourists found the local attractions were satisfied with the quality of amenities, internet connection, ample parking, accessibility, and toiletries provided.
3. Activities, however, were ranked the lowest, indicating potential areas for improvement such as the organization and management of these activities, and the safety of the tourist spot. The attractions were diverse, well-built, clean, and knowledgeable, providing a memorable and enjoyable experience for visitors of all ages.
4. The accommodation were deemed satisfactory in terms of quality, comfort, availability, affordability, local hospitality, room cleanliness, and efficient check-in process. In terms of accessibility, respondents reported clear directions and signage, along with convenient transportation options, making it easy to navigate around the destination.
5. Despite these positive findings, the study suggests that there is room for improvement in Cuyapo's tourism facilities to attract more tourists. Therefore, the research consists of helpful knowledge concerning the state of tourism in Cuyapo, Nueva Ecija, Philippines, as well as suggestions for future improvements that can bring in more potential visitors.

IV. RECOMMENDATION

Based on the conclusion of the study, the following recommendations are offered:

1. Tourists should not only focus on their satisfaction but also prioritize caring for the natural environment by practicing sustainable travel behaviors and supporting conservation efforts. This dual approach ensures a positive impact on the destination's ecosystems and

fosters responsible tourism practices for future generations to enjoy.

2. Based on the study's insights, business owners in the tourism sector should prioritize optimizing their offerings to align with tourist preferences. This includes maintaining high standards of accommodation quality, affordability, and hospitality. Owners can also consider incorporating eco-friendly practices to appeal to environmentally conscious tourists and differentiate their businesses in the market.
3. Workers should be equipped with training programs that focus on enhancing their skills in providing exceptional accommodation services and cultivating a welcoming and friendly atmosphere for tourists. By emphasizing the significance of customer satisfaction, cultural sensitivity, and effective communication. Workers can create memorable experiences for visitors, leading to increased patronage, positive reviews, and ultimately, a thriving tourism industry in Cuyapo, Nueva Ecija.
4. To further contribute to community development, it is essential to focus on sustainable tourism practices that benefit residents. This could involve investing in infrastructure development, promoting cultural exchanges, and supporting local businesses that align with the community's values. Engaging residents in tourism initiatives can foster a sense of ownership and pride in their town.
5. The Department of Tourism should set standards, enforce regulations, and driving promotional activities. In order to enhance the tourism experience in the region, showcasing its cultural heritage and natural beauty to visitors. This strategic role contributes to the economic development and preservation of Cuyapo's identity as a top tourist destination.
6. To ensure a sustainable tourism environment for future generations, it is crucial to encourage youth involvement in tourism initiatives and education programs can help instill a sense of responsibility towards maintaining the town's unique identity and resources.
7. The study lays the groundwork for future research by highlighting the importance of understanding tourist satisfaction and the 5A's in tourism development. Future researchers can delve deeper into specific aspects such as the impact of cultural events, community engagement strategies, and sustainable tourism practices to further enrich the knowledge base in the field.

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