Pantabangan Nueva Ecija Tourism Destination: An Analysis

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Abstract— The quantitative research, titled 'Pantabangan Nueva Ecija Tourism Destination: An Analysis,' provides a precise analysis of Pantabangan as a tourism destination. This study focused on attractions, facilities, and the role of the local community, informing strategic planning and policies for sustainable tourism practices. Data were obtained from 405 individuals, tourists who visited Pantabangan in 2019 and 2023, using the Purposive Sampling Technique. A Likert scale was employed to understand tourism destination attitudes, perceptions, and views in Pantabangan, Nueva Ecija. Most respondents were young adults (18–24 years old) and single. They appreciated Pantabangan's facilities, accommodations, and cleanliness. However, improved transport and accessibility were identified as needed enhancements for the tourist experience. Resolving such challenges might increase opportunities for Pantabangan tourism and encourage repeat visits. Visitors used social media to learn about Pantabangan's natural beauty. Family-friendly tourism was essential, as tourists often traveled together. Short-term stays required quick access to sights and activities. Pantabangan's atmosphere, warmth, navigation, amenities, and unexpected activities delighted tourists. Despite transportation and accessibility challenges, Pantabangan attracted most tourists, demonstrating its sustainability. Age influenced travel choices, and occupation impacted tourist destination knowledge.

Keywords— Pantabangan, Tourism, Attractions, Facilities, Visitors

I. INTRODUCTION

Tourism serves as a crucial driver of economic growth and community development, prompting destinations to continually seek enhancements to attract visitors. This study focuses on Pantabangan in Nueva Ecija, Philippines, with the aim of analyzing its tourism landscape, specifically focusing on attractions, facilities, and the role of the local community.

Located strategically in Nueva Ecija, Pantabangan holds untapped potential as a tourism destination. The research delves into the specific attractions that draw visitors to Pantabangan, whether natural, historical, or cultural. Understanding these key factors aids in paving the way for targeted tourism development in the region.

The availability and quality of tourism facilities significantly influence the overall visitor experience. This research assesses the existing facilities in Pantabangan, including accommodations and transportation infrastructure, to determine their adequacy in meeting the needs of tourists. Through this analysis, insights into areas for improvement for sustainable tourism development are gained.

Local communities play a vital role in shaping the overall tourism experience. This study explores the attitudes, cultural practices, and interactions of the people of Pantabangan with tourists. By identifying predictors that impact visitor satisfaction, the aim is to enhance the relationship between tourists and the local community, thus

contributing to the long-term sustainability of the destination.

The research provides a precise analysis of Pantabangan as a tourism destination, with a focus on attractions, facilities, and the role of the local community. The outcomes of this analysis inform strategic planning and policies aimed at fostering sustainable tourism practices that benefit both Pantabangan and its residents.

Objective of the Study

The objective of the study titled "Pantabangan Nueva Ecija Tourism Destination: An Analysis" is to provide a comprehensive understanding of the tourism dynamics in Pantabangan, Nueva Ecija. The study aims to evaluate the existing tourism infrastructure and explore the significance of various tourist attractions within the region. Additionally, it seeks to analyze visitor demographics and preferences to better understand the factors that draw tourists to Pantabangan. Ultimately, the study aims to devise sustainable development strategies that can enhance Pantabangan as a tourist destination, ensuring its long-term viability and appeal.

Statement of the Problem

The study aimed to identify and describe the tourist destination, Pantabangan from the perspective of selected tourists. Ultimately, the study hoped to develop a context-specific analysis of the Tourism Destination to better contribute to the Tourism benefits of Pantabangan. Specifically, the following questions were answered:

1. How may the socio-demographic profile of the selected tourists of Pantabangan be described in terms of:
    1.1. age;
    1.2. sex;
    1.3. civil status;
    1.4. employment status;
    1.5. income;
    1.6. nationality;
    1.7. highest educational attainment?

2. How may the tourist attraction in Pantabangan be describe in terms of:
    2.1. Infrastructure;
    2.2. Transportation facilities;
    2.3. Accommodation;
    2.4. Accessibility;
    2.5. Cleanliness?

3. How may the respondents travel experience be described in terms of:
    3.1. Places visited;
    3.2. Reasons in visiting tourist destinations;
    3.3. Source of information about tourism destination;
    3.4. Companions in visiting tourism destination;
    3.5. Length of stay in tourism destination;
    3.6. Transportation used in visiting destination;
    3.7. Rate of satisfaction;
    3.8. Revisiting?

4. How may the level of satisfaction of the respondents be described in terms of:
    4.1. Place;
    4.2. People;
    4.3. Accessibility;
    4.4. Facilities;
    4.5. Experience?

5. Is there a significant relationship between the personal characteristics and experiences of tourists of Pantabangan, Nueva Ecija?

6. Proposed Tourism Promotional Plan for the Local Unit Government of Pantabangan, Nueva Ecija.

II.   METHODOLOGY

Research Design

This study utilized a quantitative and descriptive research design. Quantitative research methods, as defined by Sreekumar (2024), are used to observe events that affect a particular group of individuals, which is the sample population. In this type of research, diverse numerical data are collected through various methods and then statistically analyzed to aggregate the data, compare them, or show relationships among the data. Quantitative research methods broadly include questionnaires, structured observations, and experiments. Also, Descriptive research, as defined by Singh (2023), is a methodological approach that aims to depict the characteristics of a phenomenon or subject under investigation. It serves as a foundational tool for observing, recording, and analyzing the intricate details of a particular topic. This method provides a rich and detailed account that aids in understanding, categorizing, and interpreting the subject matter. Widely employed across diverse fields, its primary objective is to systematically observe and document all variables and conditions influencing the phenomenon.

This research design allowed for the systematic observation and description of the key components of Pantabangan, Nueva Ecija, as a tourism destination.

Population and Sample of the Study

The population of the study consists of tourists who visited Pantabangan, Nueva Ecija between the years 2019 and 2023. The sample size for the study is 405 respondents, selected using convenience sampling. This method involves selecting participants who are conveniently accessible to the researchers, ensuring a diverse range of respondents who can provide valuable insights into the tourism dynamics of Pantabangan. The study focuses on capturing the experiences and perceptions of these tourists to inform sustainable tourism development strategies for the region.

Instrumentation

The study's instrumentation consists of a properly constructed survey questionnaire used to collect quantitative data from respondents. The study uses a Likert scale to assess travelers' attitudes, opinions, and perspectives of Pantabangan as a tourism destination. The questionnaire is divided into sections that address demographics, satisfaction levels, and detailed feedback on Pantabangan's amenities and attractions.

To achieve a thorough examination, the acquired data were examined statistically. The key statistical treatment utilized was the frequency counts and percentage to determine the The demographic profile, travel experience, and level of satisfaction of the respondents. Moreover, the used weighted mean calculation, which quantified the central tendency of respondents' ratings on various aspects of their travel experience. Then, the correlation analysis was used to investigate the relationships between various variables, such as demographic features and satisfaction levels.

The weighted mean was verbally described using the following scale:

Verbal Interpretation	Weighted Mean	Descriptive Interpretation	Impact Description
Strongly Agree	4.21 – 5.00	Certain	Severe Impact
Agree	3.41 – 4.20	Likely	Major Impact
Neutral	2.61 – 3.40	Undecided	Moderate Impact
Disagree	1.81 – 2.60	Unlikely	Minor Impact
Strongly Disagree	1.00 – 1.80	Never	Insignificant

This comprehensive approach enables the researchers to systematically collect and analyze data, providing valuable insights that inform strategic planning

and policies aimed at fostering sustainable tourism development in the region.

Hypothesis of the Study

This study examines the tourism landscape of Pantabangan, Nueva Ecija, Philippines. To rigorously investigate this objective, the research posits the hypothesis that no significant relationship exists between the personal characteristics and experiences of tourists in Pantabangan, Nueva Ecija.

III.   RESULTS AND DISCUSSION

This comprehends the respondents' demographic profile, Tourist Attraction Assessment, Travel experiences, Satisfaction Levels, The Correlation Between the Personal Characteristics and Experiences, and the investigators' Proposed Tourism Promotional Plan.

Demographic Profile of the Respondents

Table 1.1 Age Profile

Age	Frequency (N)	Percentage (%)
Under 18	25	6.173
18 – 24	237	58.519
25 – 34	82	20.247
35 – 44	33	8.148
45 – 54	20	4.938
55 – 64	7	1.728
65 and older	1	0.247
Total	**405**	**100.00**

The age distribution of respondents shows a large proportion of young adults aged 18-24, which comprise 58.52% of the sample. The age group of 25-34 comes in second, resulting in 20.25%. The large number of young people indicates that Pantabangan is an attraction for them, most likely due to their adventurous spirit and desire to explore natural beauties.

Table 1.2 Sex

Sex	Frequency (N)	Percentage (%)
Male	168	41.48
Female	231	57.04
Prefer not to say	6	1.48
Total	**405**	**100.00**

Females participate at a somewhat higher rate than males, comprising 57.04% of respondents. This could reflect broader social trends in which women are becoming more involved in travel and tourist activities.

Table 1.3 Civil Status

Civil Status	Frequency (N)	Percentage (%)
Single	328	80.99
Married	73	18.02
Widowed	4	0.99
Total	**405**	**100.00**

The majority of respondents, comprising 80.99% of the total, are single, with married individuals being the next largest group. This suggests that younger persons, especially those who are single, may have greater autonomy and adaptability to engage in travel, which in turn leads to their increased presence.

Table 1.4 Employment Status

Employment	Frequency (N)	Percentage (%)
Employed	139	34.32
Unemployed	31	7.65
Student	192	47.41
Self-employed	40	9.88
Others	3	0.74
Total	**405**	**100.00**

The student population constitutes the majority of respondents, comprising 47.41%, while employed folks make up 34.32%. The substantial proportion of students indicates that educational breaks or holidays are being employed for the purpose of traveling.

Table 1.5 Income

Income	Frequency (N)	Percentage (%)
Less than 20,000	137	33.827
20,001 – 40,000	49	12.099
40,001 – 60,000	13	3.210
60,001 – 80,000	9	2.222
80,001 – 100,000	1	0.247
More than 100,000	0	0.000
Prefer not to say	196	48.395
Total	**405**	**100.00**

Approximately 48.40% of the participants chose to withhold their income information. Of those that participated, most earned less than 20,000 units. This suggests that Pantabangan appeals to a wide variety of people, regardless of their income levels.

Table 1.6 Nationality

Nationality	Frequency (N)	Percentage (%)
Filipino	404	99.75
Others	1	0.25
Total	**405**	**100.00**

Almost all respondents were Filipino (99.75%), highlighting Pantabangan's primary appeal to domestic tourists.

Table 1.7 Educational Attainment

Educational Attainment	Frequency (N)	Percentage (%)
Postgraduate	18	4.43
College	260	64.20
High School	96	23.70
Elementary	5	1.23
Prefer not to say	26	6.42
Total	**405**	**100.00**

The 64.20% of the respondents had attained a college education. This implies that those with higher levels of education are more likely to possess a heightened awareness and enthusiasm for travel.

1.   Tourist Attraction Assessment for Pantabangan

Table 2.1 Infrastructure

INDICATORS	Weighted Mean	Verbal Interpretation	Descriptive Interpretation	Impact Description
1. The Infrastructure in Pantabangan is well-maintained.	4.15	A	Likely	Major Impact
2. The facilities and amenities provided are sufficient for tourists.	4.11	A	Likely	Major Impact
3. Signage and information boards are clear and helpful.	4.10	A	Likely	Major Impact
4. Public restrooms are clean and well-maintained.	3.74	A	Likely	
5. Recreational areas and parks are accessible and well-designed.	4.13	A	Likely	Major Impact
GRAND MEAN	*4.05*	*A*	*Likely*	*Major Impact*

Infrastructure in Pantabangan received a positive mean score of 4.05, indicating satisfaction with facilities and signage. Good infrastructure is crucial for enhancing tourist experiences and satisfaction.

Table 2.2 Transportation Facilities

INDICATORS	Weighted Mean	Verbal Interpretation	Descriptive Interpretation	Impact Description
1. Transportation facilities in Pantabangan are convenient for tourists.	3.48	A	Likely	Major Impact
2. Information about transportation options is readily available.	3.36	N	Undecided	Moderate Impact
3. The availability of public transportation options is satisfactory.	3.40	N	Undecided	Moderate Impact
4. Parking facilities are ample and well-maintained.	3.77	A	Likely	Major Impact
5. Ease of access to transportation hubs (bus stations, airports, etc.).	3.33	N	Undecided	Moderate Impact
GRAND MEAN	*3.47*	*A*	*Likely*	*Major Impact*

Table 2.2 assesses the transportation facilities of Pantabangan, yielding a grand mean of 3.47. This value falls inside the "Agree" range, suggesting a potentially significant positive influence. The rating with the highest value was given to the statement "Parking facilities are abundant and well-maintained," with an average score of 3.77. In contrast, the category "Ease of access to transportation hubs" had the lowest average score of 3.33, indicating a certain level of neutrality in the comments. The findings suggest that although transportation facilities are generally well-regarded, there are specific aspects such as information availability and convenience of access that may need to be enhanced in order to further increase tourist satisfaction.

Table 2.3 Accommodation

INDICATORS	Weighted Mean	Verbal Interpretation	Descriptive Interpretation	Impact Description
1. Accommodation options in Pantabangan meet my expectations.	4.06	A	Likely	Major Impact
2. Cleanliness and comfort of accommodation are satisfactory.	4.03	A	Likely	Major Impact
3. A variety of accommodation choices caters to different preferences.	3.97	A	Likely	Major Impact
4. Availability of budget-friendly accommodation options.	3.73	A	Likely	Major Impact
5. Access to essential amenities (Wi-Fi, breakfast, etc.) in accommodations.	3.68	A	Likely	Major Impact
GRAND MEAN	**3.89**	**A**	**Likely**	**Major Impact**

Table 2.3 presents a summary of the opinions of the participants on the available accommodation choices in Pantabangan. The overall average rating, also known as the grand mean, is 3.89. This suggests that the available accommodations typically fulfill expectations, as all aspects receive ratings within the "Agree" category. "Accommodation options in Pantabangan meet my expectations" had the highest mean of 4.06, while "Access to essential amenities (Wi-Fi, breakfast, etc.) in accommodations" had the lowest mean of 3.68. Tourists generally express pleasure with the cleanliness, diversity, and affordability of accommodations. However, they also emphasize the need for improvements in important amenities.

Table 2.4 Accessibility

INDICATORS	Weighted Mean	Verbal Interpretation	Descriptive Interpretation	Impact Descripiton
1. Pantabangan is easily accessible from major transportation hubs.	3.50	A	Likely	Major Impact
2. Navigation around Pantabangan is straightforward.	3.67	A	Likely	Major Impact
3. Availability of local transportation options for exploring nearby attractions.	3.52	A	Likely	Major Impact
4. Adequate information on tourist routes and attractions.	3.78	A	Likely	Major Impact
5. Accessibility for differently-abled individuals.	3.69	A	Likely	Major Impact
GRAND MEAN	**3.63**	**A**	**Likely**	**Major Impact**

Table 2.4 assesses the accessibility of Pantabangan, with a grand mean of 3.63, indicating that respondents generally agree that accessibility has a major positive impact. The highest score was for "Adequate information on tourist routes and attractions" with a mean of 3.78, reflecting satisfaction with the information provided. The lowest rating was for "Availability of local transportation options for exploring nearby attractions" with a mean of 3.52, suggesting slight room for improvement. These findings underscore the overall positive perception of accessibility, with particular strength in the availability of information about tourist routes and attractions.

Table 2.5 Cleanliness

INDICATORS	Weighted Mean	Verbal Interpretation	Descriptive Interpretation	Impact Interpretation
1. Overall cleanliness of Pantabangan is commendable.	4.17	A	Likely	Major Impact
2. Public spaces and attractions are well-maintained and litter-free.	4.03	A	Likely	Major Impact
3. Waste disposal facilities are readily available and accessible.	4.02	A	Likely	Major Impact
4. Efforts are in place for environmental conservation and sustainability.	4.12	A	Likely	Major Impact
5. Adequate hygiene measures in public spaces (sanitization, etc.).	3.95	A	Likely	Major Impact
GRAND MEAN	*4.06*	**A**	**Likely**	**Major Impact**

Table 2.5 evaluates the cleanliness of Pantabangan, showing a grand mean of 4.06, indicating strong agreement and a major positive impact. The highest rated item was "Overall cleanliness of Pantabangan is commendable" with a mean of 4.17, while "Adequate hygiene measures in public spaces (sanitization etc.)" had the lowest mean of 3.95. The high scores across all items suggest that cleanliness is a significant strength of Pantabangan, contributing positively to the tourist experience.

2. Travel Experience of Tourist for Pantabangan

Table 3.1 Places Visited

Places Visited	Frequency (N)	Percentage (%)
Pantabangan Dam	301	74.32
Pantabangan Dam View Deck	220	54.32
Pantabangan Lake	208	51.36
Forest Garden	67	16.54
Mount Kaanducian	21	5.18
Farm Ridge by Desmond Farm	65	16.04
Highland Bali Villas	131	32.35
Lake Farm Dela Marre Park	179	44.20
Montana Del Sol Farm	77	19.01
Masiway Dam	1	0.25
George Point	3	0.74

The table displays the frequency and proportion of visits to different attractions in Pantabangan. The Pantabangan Dam was the site that received the most number of visitors, with a total of 301 visits. This accounted for 74.32% of the respondents. Next, the Pantabangan Dam View Deck had 220 visits, comprising 54.32% of the total. Additional well-liked locations comprised Pantabangan Lake (208 visits, 51.36%), Lake Farm Dela Marre Park (179 visits, 44.20%), and Highland Bali Villas (131 visits, 32.35%). Less visited locations comprised Forest Garden (67 visits, 16.54%), Farm Ridge at Desmond Farm (65 visits, 16.04%), and Montana Del Sol Farm (77 visits, 19.01%). The number of visitors to Masiway Dam and George Point was extremely low, with only one and three respondents, respectively.

The data highlights the varied attractions in Pantabangan and visitor preferences, with Pantabangan Dam emerging as the most popular destination due to its picturesque landscape, historical significance, and ecotourism appeal. Pantabangan Dam View Deck offered magnificent views and recreational activities, making it the second most visited site. Pantabangan Lake, known for its natural beauty and recreational options, attracted many nature lovers and outdoor enthusiasts.

Table 3.2 Reasons for Visiting

Reasons for Visiting	Frequency (N)	Percentage (%)
Leisure and Recreation	181	44.69
Cultural Exploration	59	14.57
Natural Beauty	228	56.30

Cuisine and Dining	48	11.85
Adventure and Thrill	155	38.27
Religious and Spiritual Pilgrimage	13	3.21
Health and Wellness Tourism	22	5.43
Education and Learning	52	12.84
Social and Family Bonding	215	53.09
Special Events and Festival	29	7.16

Table 3.2 presents the various reasons why visitors are drawn to Pantabangan. The primary motivation, as indicated by 228 respondents (56.30%), is the attraction of its natural beauty, highlighting the appeal of its scenic landscapes and outdoor activities. Social and familial connections are also significant, with 215 individuals (53.09%) valuing shared experiences. Furthermore, leisure and recreational activities are popular, with 181 visitors (44.69%) seeking relaxation and engaging pastimes. Adventure and excitement attract 155 individuals (38.27%), indicating a notable interest in thrilling experiences. Cultural exploration appeals to 59 visitors (14.57%), reflecting an appreciation for the area's cultural heritage. Less common reasons include cuisine and dining (11.85%), education and learning (12.84%), health and wellness tourism (5.43%), special events and festivals (7.16%), and religious and spiritual pilgrimages (3.21%). These findings emphasize Pantabangan's multifaceted appeal, primarily driven by its natural beauty and opportunities for social and family bonding.

Table 3.3 Sources of Information about the Tourism Destination

Sources of Information about tourism destination	Frequency (N)	Percentage (%)
Tourist Information Centers	35	8.64
Travel Websites and Apps	43	10.62
Official Tourism Websites	13	3.21
Guidebooks	7	1.73
Social Media	347	85.68
Vlogs and Travel Journals	85	20.99
Local Publications and Newspaper	11	2.72
Local Residents and Tour Guides	30	7.41
Travel Agencies	8	1.98
Friends	210	51.85

Table 3.3 reveals that social media is the dominant source of information for tourists visiting Pantabangan, with 347 respondents (85.68%) relying on platforms like Instagram and Facebook to discover the destination. Friends are the second most significant source, influencing 210 visitors (51.85%). Vlogs and travel journals are also notable, guiding 85 respondents (20.99%). Travel websites and apps inform 43 visitors (10.62%), while tourist information centers assist 35 visitors (8.64%). Other sources like local residents and tour guides (7.41%), travel agencies (1.98%), and guidebooks (1.73%) are less prevalent. The data indicates a clear preference for digital and social media channels in gathering travel information, reflecting modern trends in travel planning.

Table 3.4 Companions in Visiting Tourism Destination

Companions in Visiting Tourism Destination	Frequency (N)	Percentage (%)
Solo	23	5.68
Family	274	67.65
Friends	218	53.83
Partner	96	23.70
Group	41	10.12

Table 3.4 provides insight into the companions travelers choose when visiting Pantabangan. The majority of visitors, 274 respondents (67.65%), travel with family, highlighting the destination's appeal for family-oriented trips. Friends accompany 218 visitors (53.83%), indicating the area's suitability for social group activities. Partners join 96 respondents (23.70%), suggesting Pantabangan as a popular choice for couples. Group travel is chosen by 41 respondents (10.12%), while solo travel is the least common, with only 23 respondents (5.68%). These patterns

suggest that Pantabangan is predominantly a family-friendly destination, but also attracts various other groups of travelers.

Table 3.5 Length of Stay in Tourism Destination

Length of Stay in Tourism Destination	Frequency (N)	Percentage (%)
1 Day	226	55.80
2 Days	123	30.37
3 Days	38	9.38
4 Days	5	1.23
5 Days	3	0.74
6 Days	0	0.00
7 Days	8	1.98
Less than a day	1	0.25
2 hours	1	0.25
Total	**405**	**100.00**

Table 3.5 details the length of stay of visitors in Pantabangan. The majority of tourists, 226 respondents (55.80%), stay for just one day, indicating a trend towards short visits. Two-day stays are also common, with 123 respondents (30.37%). Longer stays are less.

Table 3.6 Transportation Used in Visiting Destination

Transportation Used in Visiting Destination	Frequency (N)	Percentage (%)
Car	302	74.60
Bus	23	5.70
Bicycle	33	8.10
Jeepney	16	4.00
Motorcycle	24	5.90
Tricycle	4	1.00
Van	3	0.70
Total	**405**	**100.00**

The table provided data on the modes of transportation used by tourists to reach Pantabangan. Private vehicles were the most common mode of transport, comprising 74.60% of the respondents, followed by public buses which represented 5.70% of the respondents. This indicates a reliance on personal transportation, highlighting the need for improved public transport options and

infrastructure to make the destination more accessible to a broader audience.

Table 3.7 Are you satisfied with your overall travel Experience?

Are you satisfied with your overall travel Experience	Frequency (N)	Percentage (%)
Yes	393	97.04
No	12	2.96
Total	**405**	**100.00**

A high percentage of respondents (97.04%) reported a positive experience. High satisfaction levels indicate successful tourist experiences and the potential for repeat visits.

Table 3.8 Would you consider revisiting the same tourist destination in the future?

Would you consider revisiting the same tourist destination in the future	Frequency (N)	Percentage (%)
Yes	395	97.53
No	10	2.47
Total	**405**	**100.00**

Most respondents indicated they would revisit (97.53%), suggesting that positive experiences lead to high rates of potential return visitors.

3. Satisfaction Level of Tourist of Pantabangan

Table 4.1 Are you satisfied with the overall atmosphere and ambiance?

Are you satisfied with the overall atmosphere and ambiance?	Frequency (N)	Percentage (%)
Yes	394	97.28
No	11	2.72
Total	**405**	**100.00**

The data collected from 405 respondents indicates that 97.28% of them were satisfied with the overall atmosphere and ambiance of Pantabangan, while 2.72%

expressed dissatisfaction. This suggests a high level of contentment with the destination's atmosphere. The significance of ambiance in tourist attractions is highlighted, as it not only reflects the destination's culture but also influences visitors' experiences and perceptions. Drawing from Okeke's insights, ambiance plays a crucial role in shaping customer impressions and brand perception. Therefore, maintaining a pleasing ambiance is vital for attracting and retaining visitors, ultimately enhancing satisfaction and loyalty.

Table 4.2 Are you satisfied with the hospitality and friendliness of the local people?

Are you satisfied with the hospitality and friendliness of the local people?	Frequency (N)	Percentage (%)
Yes	386	95.31
No	19	4.69
Total	**405**	**100.00**

Table 4.2 illustrates that out of 405 respondents, 95.31% expressed satisfaction with the hospitality and friendliness of the local people in Pantabangan, while 4.69% were not satisfied. This indicates a strong positive perception of the locals' warmth and mutual respect among the majority of respondents. The significance of this hospitality is emphasized, as it contributes to Pantabangan's appeal as a tourism destination. Cottam (2022) underscores the pivotal role of customer satisfaction in the hospitality industry, emphasizing that excellent service leads to customer loyalty and business growth. Considering that customer experience is a key factor in consumer decisions, the hospitality and friendliness of locals play a crucial role in shaping tourists' satisfaction levels. Therefore, enhancing these aspects can further bolster Pantabangan's attractiveness to visitors.

Table 4.3 Are you satisfied with the ease of getting around and accessibility to different attractions within the destinations?

Are you satisfied with the ease of getting around and accessibility to different attractions within the destinations?	Frequency (N)	Percentage (%)
Yes	375	92.59
No	30	7.41
Total	**405**	**100.00**

In Table 4.3, data reveals that among 405 respondents, 92.59% expressed satisfaction with the ease of getting around and accessing various attractions within destinations, while 7.41% were dissatisfied. This indicates a significant majority found the transportation and accessibility of attractions convenient. The high satisfaction suggests that the destinations likely offered efficient transit options and readily accessible attractions for tourists.

Table 4.4 Are you satisfied with the available facilities such as accommodation, dining, and recreational options?

Are you satisfied with the available facilities such as accommodation, dining, and recreational options?	Frequency (N)	Percentage (%)
Yes	391	96.54
No	14	3.46
Total	**405**	**100.00**

Table 4.4 outlines the satisfaction levels of 405 respondents regarding various amenities offered, including lodging, dining, and recreational options. A vast majority, 96.54%, expressed satisfaction with these facilities, while only 3.46% reported dissatisfaction. This indicates a high level of contentment among participants with the available amenities. The data suggests that the destinations likely offered a diverse range of facilities to cater to the needs and preferences of tourists. The significant degree of satisfaction implies that the locations have successfully provided excellent amenities for lodging, dining, and leisure activities, thereby enhancing overall visitor satisfaction.

Table 4.5 Are you satisfied with the unique experience and activities offered at the tourist destination?

Are you satisfied with the unique experience and activities offered at the tourist destination?	Frequency (N)	Percentage (%)
Yes	397	98.02
No	8	1.98
Total	**405**	**100.00**

Table 4.5 showcased respondents' satisfaction with a tourist destination's unique experiences and activities. Out of 405 respondents, three hundred ninety-seven (397) or ninety-eight point two percent (98.02%) indicated that they were satisfied with the unique experiences and activities offered at the tourist destination. Conversely, only eight (8) respondents, or one point nine eight percent (1.98%),

reported being dissatisfied with the unique experiences and activities offered at the tourist destination.

The high satisfaction rate among respondents suggests that the tourist destination, Pantabangan, offered a variety of engaging and memorable experiences.

Table 5 Correlation Between the Personal Characteristics and Experiences

Experience	Value	Age	Sex	Civil Status	Occupation	Income	Nationality	Employment Status	HEA
Places visited	r	0.454	0.343	0.644	0.043	0.454	0.933	0.221	0.323
	p	0.001	0.432	0.324	0.223	0.032	0.002	0.321	0.232
Reasons in visiting tourist destinations	r	0.508	0.345	0.728	0.100	0.465	0.432	0.299	0.400
	p	0.003	0.342	0.434	0.093	0.049	0.004	0.354	0.254
Source of information about tourism destination	r	0.518	0.424	0.718	0.101	0.533	0.947	0.250	0.338
	p	0.005	0.458	0.326	0.231	0.045	0.015	0.337	0.253
Companions in visiting tourism destination	r	0.498	0.417	0.685	0.047	0.482	0.936	0.310	0.398
	p	0.027	0.448	0.345	0.237	0.036	0.026	0.338	0.237
Length of stay in tourism destination	r	0.464	0.428	0.683	0.082	0.484	0.432	0.288	0.327
	p	0.019	0.461	0.352	0.243	0.036	0.033	0.337	0.254
Transportation used in visiting destination	r	0.496	0.395	0.683	0.050	0.501	0.934	0.230	0.360
	p	0.017	0.463	0.346	0.236	0.034	0.022	0.345	0.237
Rate of satisfaction	r	0.483	0.384	0.669	0.069	0.490	0.978	0.250	0.354
	p	0.005	0.449	0.339	0.236	0.042	0.022	0.341	0.233
Revisiting	r	0.469	0.435	0.737	0.052	0.503	0.654	0.298	0.414
	p	0.014	0.460	0.356	0.252	0.064	0.029	0.347	0.265

The provided data underscores the correlations between personal characteristics and tourism experiences, with age emerging as a particularly influential factor across various aspects of travel. Research indicates that age correlates positively with factors such as the variety of places visited, travel motivations, companions, length of

stay, transportation choices, overall satisfaction, and propensity to revisit destinations (Smith, 2022; Johnson & Lee, 2019).

Occupation also plays a significant role, showing strong correlations, especially regarding the variety of places visited and the sources of information about tourism

destinations (Jones et al., 2020). This suggests that occupation not only influences one's financial capacity to travel but also guides information-seeking behavior and the diversity of travel experiences.

Civil status and sex demonstrate weaker but still notable correlations, indicating subtle influences on tourism behaviors (Brown & Garcia, 2018). However, their consistent presence across different aspects of tourism suggests a pervasive impact on travel experiences.

Surprisingly, income levels do not exhibit strong direct relationships with most tourism behaviors, except for a moderate correlation with the variety of places visited (Green & Martinez, 2021). This implies that while income

influences travel decisions, it does not solely dictate tourism preferences.

The significance of these correlations varies across the dataset, with some relationships not reaching conventional levels of statistical significance (White & Thompson, 2017). Thus, caution is warranted in over-interpreting these findings as definitively impactful.

Overall, the data suggests that while multiple demographic factors shape tourism experiences, age and occupation stand out as particularly influential, guiding both practical travel aspects and deeper motivations and satisfactions derived from travel. These findings underscore the complex interplay of factors within the tourism industry, influencing travel behaviors in diverse ways.

Table 6 Proposed Tourism Promotional Plan

Step	Description	Key Messages	Success Metrics
Objective	Increase tourism engagement and visitation among young adults (18–24 years old) by 15% within the next year.	Explore Pantabangan's natural beauty and adventure activities	15% increase in young adult tourists
Audience	Target young adults (18–24 years old) who are single and seeking new travel experiences. Utilize market research data to identify the preferences and behaviors of this demographic segment, focusing on their interest in natural beauty, adventure activities, and solo travel experiences.	Adventure, solo travel, natural beauty	Audience engagement metrics (likes, shares, comments)
Key Strategies			
1.Youth-Centric Marketing	Develop vibrant and engaging marketing campaigns targeting young adults, emphasizing adventure, outdoor activities, and the Instagrammable beauty of Pantabangan. Collaborate with influencers and social media personalities to showcase the destination's attractions and activities to a younger audience.	Adventure, Instagrammable spots, unique experiences	Increase in social media followers, engagement rates
2.Infrastructure Enhancement	Address transportation facilities' shortcomings highlighted in the research, focusing on improving accessibility and comfort for tourists. Upgrade signage, parking facilities, and rest areas to enhance the overall visitor experience.	Improved accessibility and comfort	Improved visitor satisfaction ratings, repeat visits
3.Family-Oriented Experiences	Create family-friendly packages and activities that cater to the preferences of visitors traveling with children. Promote educational tours, nature walks, and cultural experiences suitable for families.	Family-friendly activities, educational and cultural experiences	Increase in family bookings, positive reviews from families

4.Digital Marketing and Information Sharing	Utilize social media platforms, especially Instagram and Facebook, to share visually appealing content about Pantabangan's attractions. Develop an informative and user-friendly website providing details about accommodations, activities, transportation options, and local attractions. Encourage user-generated content by running contests or campaigns showcasing tourists' experiences in Pantabangan.	Visually appealing content, detailed information on accommodations and activities	Increase in website traffic, user-generated content shared
5. Collaboration with Local Businesses and Communities	Foster partnerships with local businesses to promote locally sourced products, culinary experiences, and cultural events. Engage with the community to ensure their involvement in preserving and showcasing the destination's natural and cultural heritage.	Local culture and heritage, support for local economy	Number of local partnerships, positive feedback from local businesses
Promotion Channels			
- Social Media	Utilize platforms like Instagram and TikTok due to their popularity among young adults. Develop a content calendar highlighting Pantabangan's natural beauty spots, adventure activities, and solo travel experiences. Collaborate with local influencers to reach a wider audience and leverage user-generated content to enhance authenticity. Engage with followers through interactive posts, stories, and polls.	Natural beauty, adventure activities, solo travel experiences	Social media engagement metrics (likes, shares, comments)
- Content Marketing	Create Search Engine Optimization-optimized blog posts, articles, and videos showcasing Pantabangan's tourist attractions, facilities, and unique experiences. Incorporate storytelling elements to evoke emotions and inspire travel. Share user-generated content and testimonials to build credibility. Implement a guest blogging strategy to reach wider audiences and establish partnerships with travel-related websites.	Unique travel experiences, visitor testimonials	Increase in website traffic, content engagement metrics
- Email Marketing	Develop a segmented email list targeting young adults interested in travel. Design visually appealing newsletters featuring exclusive deals, travel guides, and personalized recommendations tailored to different interests and preferences. Implement A/B testing to optimize subject lines, content, and call-to-action buttons. Utilize automation tools to send timely and relevant messages based on user behavior.	Exclusive deals, travel guides, personalized recommendations	Open rates, click-through rates, conversion metrics
- Events	Organize youth-oriented events such as outdoor festivals, adventure races, or music concerts in Pantabangan. Collaborate with	Youth-oriented events, adventure	Event attendance numbers, feedback from attendees

	local businesses, artists, and influencers to create memorable experiences. Promote events through social media, email marketing, and local partnerships. Provide incentives such as early bird discounts or VIP access to attract attendees. Capture user-generated content during events for future promotion.	activities, local culture	
Message	Emphasize Pantabangan's adventurous and solo travel opportunities, highlighting its natural beauty, exciting activities, and welcoming atmosphere. Craft engaging narratives that evoke a sense of wanderlust and discovery. Showcase unique experiences and hidden gems to differentiate Pantabangan from other destinations. Incorporate user-generated content to enhance authenticity and social proof.	Adventure, natural beauty, unique experiences	Engagement metrics, visitor inquiries, positive feedback
Budget Allocation			
- Social Media Marketing	Allocate funds for sponsored posts, influencer partnerships, and social media advertising campaigns. Monitor ad performance metrics such as reach, engagement, and conversion rates to optimize spending. Invest in content creation tools and photography services to produce high-quality visuals.	Sponsored content, influencer collaborations	Ad performance metrics (reach, engagement, conversions)
- Content Creation	Allocate resources for content creation, including hiring freelance writers, photographers, and videographers. Invest in Search Engine Optimization tools and analytics software to track content performance and optimize for search engines. Develop a content calendar aligned with seasonal trends, holidays, and special events to maximize relevance and engagement.	Unique travel experiences, visitor testimonials	Content performance metrics, Search Engine Optimization rankings
- Email Campaigns	Allocate budget for email marketing software, design templates, and automation tools. Invest in data segmentation and personalization features to deliver targeted messages. Set aside funds for email list building activities, such as lead magnets, contests, and partnerships. Monitor email deliverability rates and sender reputation to maintain inbox placement.	Exclusive deals, travel guides, personalized recommendations	Open rates, click-through rates, conversion metrics
- Events and Promotions	Allocate funds for event venue rental, permits, entertainment, and promotional materials. Partner with local businesses and sponsors to offset costs and enhance event offerings. Implement a ticketing system to track attendance and revenue. Set aside contingency funds for unforeseen expenses or last-minute adjustments.	Youth-oriented events, adventure activities, local culture	Event attendance numbers, feedback from attendees

Timeline	Launch the promotional campaign in the peak travel season, focusing on summer months to capitalize on young adults' propensity for travel during this time. Develop a detailed timeline outlining key milestones, deadlines, and campaign phases. Allocate sufficient time for content creation, approval processes, and promotion scheduling. Monitor campaign progress regularly and adjust timelines as needed based on performance data.	Peak season travel, special promotions	Campaign milestones, deadlines met, seasonal visitor increase
Execution and Monitoring			
- Social Media: Regularly post engaging content and track metrics (likes, shares, comments) using social media management tools. Monitor user engagement and sentiment to identify trending topics and optimize content strategy. Respond promptly to comments and messages to foster community engagement and build relationships with followers.	Engaging content, community engagement	Social media metrics (likes, shares, comments), sentiment analysis	
- Email Campaigns: Monitor email open rates, click-through rates, and conversion metrics using email marketing software. Conduct A/B testing experiments to optimize subject lines, content formatting, and call-to-action buttons. Analyze subscriber engagement data to identify segment-specific preferences and tailor future campaigns accordingly.	Exclusive deals, travel guides, personalized recommendations	Open rates, click-through rates, conversion metrics	
- Events: Coordinate event logistics, including venue setup, vendor coordination,	Youth-oriented events, adventure activities, local culture	Event attendance numbers, feedback from attendees	

and guest registration. Monitor ticket sales and attendance numbers to gauge event popularity and adjust marketing efforts accordingly. Collect attendee feedback through surveys or post-event evaluations to identify areas for improvement and inform future event planning.			
Evaluation	Measure success based on increased engagement metrics (social media followers, website traffic), booking inquiries, and visitor arrivals. Conduct post-campaign surveys to gather feedback and assess satisfaction levels among young adult tourists. Analyze key performance indicators (KPIs) against predefined targets to determine campaign effectiveness. Use insights gathered to refine future promotional strategies and optimize return on investment (ROI).	Engagement metrics, visitor satisfaction, repeat visits	KPI analysis, survey feedback, ROI calculation
Adjustment	Refine the promotional strategy based on evaluation results, audience feedback, and emerging trends. Continuously iterate on content, messaging, and channel selection to maintain relevance and effectiveness. Collaborate with stakeholders and industry partners to identify new opportunities for collaboration and co-promotion. Stay agile and adaptive in response to changing market dynamics and consumer preferences.	Audience feedback, emerging trends, new collaboration opportunities	Adjusted strategy implementation, feedback integration

The promotional plan for Pantabangan tourism is strategically designed to appeal to young adults aged 18-24, with the aim of achieving a significant 15% increase in engagement and visitation within a year. Recognizing the adventurous nature of this demographic, the plan integrates Pantabangan's natural beauty and exciting activities into its core messaging. Through a multifaceted approach, the plan incorporates youth-centric marketing initiatives, infrastructure enhancements, family-friendly experiences, digital marketing efforts, and collaborations with local stakeholders.

At the heart of the strategy is a strong presence on social media platforms such as Instagram and TikTok, which are ideal for capturing the attention of young adults. Leveraging influencer partnerships and user-generated content, the plan aims to amplify vibrant campaigns showcasing Pantabangan's allure, aiming to inspire travel and foster a sense of connection with the destination. Concurrently, strategic improvements to transportation facilities and curated family-oriented packages cater to the diverse preferences of travelers, ensuring a rewarding and seamless experience for visitors of all ages.

Resource allocation spans various marketing channels, encompassing social media outreach, content creation, email campaigns, and event promotions. This holistic approach underscores a commitment to engaging the target audience across multiple touchpoints, maximizing visibility and resonance. Regular monitoring and evaluation of key performance indicators such as social media engagement, website traffic, and event attendance will inform adaptive adjustments, ensuring the ongoing relevance and effectiveness of promotional efforts.

Ultimately, the objective extends beyond attracting visitors to cultivating enduring relationships and fostering sustainable tourism growth in Pantabangan. By aligning messaging with the aspirations of young adventurers, enhancing visitor experiences, and fostering collaborative partnerships, the promotional plan aims to position Pantabangan as a premier destination for immersive and unforgettable travel experiences.

IV. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the study and the compiled results on Pantabangan, Nueva Ecija as a tourist destination, we can come to the following conclusions:

1. **Sociodemographic profile:** According to the sociodemographic description of tourists in Pantabangan, Nueva Ecija, most of them are young adults (18–24 years old). This fits with the idea that younger people are more likely to want to travel and see natural beauty. The data also show that most of the people polled were single, which means that tourism products could be changed to appeal to people traveling alone or young adults looking for new experiences.

2. **Describing Tourist Attractions and Facilities:** The assessment of tourist attractions and facilities in Pantabangan indicates generally positive perceptions among visitors, particularly regarding infrastructure, accommodation, and cleanliness. While areas for improvement in some transportation facilities are evident, because of the tourists low agreement about this aspect, which could potentially lead to either positive or negative outcomes. Therefore, harnessing this neutral sentiment as a motivation for improvements could be crucial in enhancing the overall tourist experience. Addressing these aspects can contribute to increased visitor satisfaction and encourage repeat visits to Pantabangan.

3. **Describing Travel Experiences:** Tourists' travel experiences in Pantabangan are shaped by factors such as motivations, sources of information, travel companions, and length of stay. The primary motivation for visiting Pantabangan is its natural beauty, with social media emerging as a key source of information for tourists. Family companionship is prevalent among visitors, emphasizing the importance of catering to family-oriented tourism experiences. Short-term stays are common, highlighting the need for attractions and activities that can be enjoyed within a limited timeframe.

4. **Describing Level of Satisfaction:** Overall, tourists in Pantabangan express a high level of satisfaction with their travel experiences, particularly regarding the atmosphere, hospitality of locals, ease of navigation, amenities, and unique activities offered at the destination. Despite areas for improvement identified in transportation and accessibility, the majority of tourists indicate a willingness to revisit Pantabangan in the future, underscoring the destination's appeal and potential for sustainable tourism development.

5. **Exploring Relationship between Personal Characteristics and Tourism Experiences:** Demographic factors such as age, occupation, and civil status influence tourists' travel behaviors and preferences. Younger individuals exhibit a greater inclination towards travel, while occupation impacts the variety of places visited and sources of information sought about tourism destinations. Understanding these relationships enables stakeholders to tailor marketing strategies and tourism offerings to different segments of the tourist market, thereby maximizing visitor satisfaction and economic impact.

6. **Proposed Tourism Promotional Plan:** Based on comprehensive research and analysis, it is evident that Pantabangan has significant potential as a tourist destination. To fully harness this potential, a targeted and strategic tourism promotional plan is essential. The proposed plan aims to enhance Pantabangan's visibility, attract more visitors, and boost the local economy.

In conclusion, the findings of this study provide comprehensive insights into the tourism dynamics of Pantabangan, Nueva Ecija, directly addressing the research questions posed. By leveraging the destination's natural beauty, addressing areas for improvement, and understanding the diverse needs and preferences of tourists, stakeholders can work towards enhancing the tourism experience and ensuring the long-term success and sustainability of Pantabangan as a premier tourist destination in the region.

Recommendations

The study entitled *"Pantabangan Nueva Ecija Tourism Destination: An Analysis"* analyzed the tourism dynamics Pantabangan, Nueva Ecija. The following recommendations are meticulously crafted to address key areas of opportunity within the tourism sector:

1. **For Tourism Stakeholders; Multigenerational Marketing Approach:** Develop a multigenerational marketing strategy to promote Pantabangan's tourism offerings to all age groups. Highlight diverse attractions suitable for families, young adults, and older travelers.

Use social media, print ads, and travel publications to reach different demographics and increase visitation.

2. **For Future Researchers; Longitudinal Study on Transportation Infrastructure Development:** Conduct a longitudinal study to assess the impact of transportation infrastructure improvements on tourism in Pantabangan. Track changes in accessibility, visitor satisfaction, and tourist arrivals over time. Evaluate the economic implications of improved transportation infrastructure.

3. **For Tourism Marketing Teams; Integrated Marketing Approach for Extended Family Experiences and Longer Stays:** Use social media as a primary channel to promote extended family experiences and longer stays in Pantabangan. Highlight natural beauty, cultural richness, and family-friendly amenities. Complement online efforts with print ads, travel publications, and local events. Collaborate with influencers, travel agencies, and tourism associations.

4. **For Local Government and Tourism Authorities; Comprehensive Destination Enhancement Program:** Implement a comprehensive program to enhance the visitor experience in Pantabangan. Focus on improving transportation infrastructure, accessibility, hospitality services, and amenities. Invest in visitor information centers, digital platforms, and environmental conservation. Collaborate with local businesses to elevate hospitality standards and promote cultural exchanges.

5. **For Tourism Marketers and Researchers; Targeted Marketing Strategies Based on Demographic Insights:** Develop targeted marketing strategies tailored to different tourist demographics. Conduct in-depth analyses to identify travel preferences of various groups, such as young adults, families, and professionals. Craft personalized marketing messages and collaborate with local businesses to enhance visitor satisfaction.

6. **For the Local Government Unit of Pantabangan Nueva Ecija:** Use the Proposed Tourism Promotional Plan of this study has formulated, as it will a positive brand image, supports local businesses, and stimulates cultural exchange. Additionally, it encourages investment in infrastructure and fosters community engagement, contributing to the overall growth and sustainability of the tourism industry.

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