



TYOLOGY OF TOURIST INBOUND: MOTIVATION AND SATISFACTION IN VISITING PUERTO PRINCESA CITY, PHILIPPINES

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Article history:	Abstract:
<p>Received: 4th January 2022 Accepted: 4th February 2022 Published: 12th March 2022</p>	<p>The Descriptive correlation design, specifically the survey methods was used in this study. Data gathered using survey questionnaire and complemented with personal interview. The following statistical tools were applied the frequency, percentages mean and rank to analyze Typology of Tourist Inbound: Satisfaction and Motivation in visiting Puerto Princesa City.</p> <p>The study revealed that the respondents were males, singles, high school graduates, and had a mean age of 42 years old. Most of them did not disclose.</p> <p>Majority of the tourist had not visited Puerto Princesa City for the past three years.</p> <p>Tourist took less than three months to plan their visit of the City and higher number of them stayed for 5 to 6 days but on the average they stayed for four days.</p> <p>Majority of the tourist were couples most of them got the information about the Puerto Princesa City through the internet they travelled for less than 50 miles but on the average, they travelled for 105.43 miles. Their visit to the city was more of leisure. Tourist were somewhat satisfied in preferring Puerto Princesa City. There was manifested in their desire to visit new places rather than places that they had visited, experiences something new, and got away from everyday life.</p> <p>Tourists were somewhat satisfied with their reasons for visiting the sites which were especially there in widening their personal culture having opportunity for relaxation and discovering new place and search for fun and pleasure</p> <p>The places which tourist appreciated most were Sabang, El Nido and Puerto Princesa City.</p> <p>During the tourist visit in the city of Puerto Princesa, they did not encounter any problem and concerns particularly in terms of good sanitations and cleanliness, accommodation in hotels, lodging houses, restaurant and services of being services and costly good and services.</p>

Keywords: Inbound tourist, Tourist, Motivation and Satisfaction

BACKGROUND OF THE STUDY

Consumer satisfaction is a key to a business success. It indicates the positive emotion and experience of consumers toward businesses. Satisfied consumers have a propensity to repurchase and recommend products to their families and friends. To achieve consumers' satisfaction, businesses must understand consumers' needs to be able to provide products and services that meet or exceed consumers' expectations. One of these businesses is in line with the tourism industry in the City of Puerto Princesa considered as the fastest growing segment¹. Destination marketers make extensive efforts in marketing the city and retaining tourists to maintain their position in the marketplace. The success of destination marketing lies in their ability to compete, brand a city, understand visitor perceptions and satisfaction, provide value, and manage the total visitor experience.

Tourism as of now is the biggest industry in the world and one can hear that millions of visitors are relocated in the world every year. As of an industry, for tourism marketing and management, it is very essential to know and understand the needs of customers to be able to minimize the negative effects of those unaccepted events of trips for visitors so that the customers with all kinds of personality and cultures will remember all the good times and the new

memories. With adequate knowledge of motivation and needs of visitors for the destination managers, they will be able to make a better plan for a successful trip and acceptable conditions to satisfy all kinds of visitors.

Tourism and tourist have become characteristics of contemporary societies. Tourism as an industry accounts for about seven per cent of world trades, and places like cities, and regions which are being planned and transformed in a way that they will attract more tourists and tourism investors.

Tourism from long ago has its specific forms in human society regarding the basic of motivation of traveling and dislocation and through the time it has reached its evolution. We can understand these improvements in the tourism industry by studying the industrial revolution which brought up new aspect in living and transportations.

According to Witt, the debate on tourism often conceptualizes tourist motives in terms of push and pull factors, the former referring to the socio-psychological and individual elements of these motives and the latter to the destinations and the features².

Amarthamasib in his study mentioned that the everyday environment and its physical, mental and cultural features are examined in the context of push factors as individual and societal structures that create a temporary need to get away from home. As far as the pull factors are concerned, interest is focused on tourist destination as their representations and the process constructing them.

Today, income of tourism has been placed fourth after agriculture, industry and urban services and the experts are predicting that by year 2025, tourism industry will be the most profitable industry in the world, which will be called invisible industry and the cities are its economical center³.

Puerto Princesa is the capital city of the province of Palawan and is the premier tourist destination in Palawan and a home of one of the seven wonders of the world, the Underground River as one of the country's major tourist destinations, it is well known for its beautiful beaches. The tropical beaches with pristine clear water and glittering white sand is naturally decorated by splendid rock formations. The warm and tranquil water is perfect for swimming, sunbathing and for relaxing for the jaded tourists. Besides the good beaches, the air is fresh with mouth-watering seafood cuisines. There are also many secluded islands where one can hire a boat to visit and dive in the lovely underwater⁴.

Puerto Princesa City tourism industry is predicted to become world's leading economic activity by the year 2020. Tourism is now the leading industry which provides jobs and a significant generation of foreign exchange at the national level.

According to World Tourism Organization, as a developing province and city, Puerto Princesa can use tourism as a source for economic development. Tourism creates better living conditions for the local residents, provides tax revenues to the government, creates new tourism jobs and businesses, and keeps rural residents from moving to overcrowded cities.

Puerto Princesa City tourism sector is playing a crucial role and is a key to the community development in terms of making significant direct contributions to government revenue and generating employment. In fact, the city tourism office is looking towards the management of coastal areas, cultural tourism, nature and eco-tourism as an alternative sustainable tourism practice to support investment opportunities for modern tourists⁵

Rebote mentioned in her study that by the next 5 to 10 years as more and more infrastructure and targeted tourism promotion are put into place, the Philippines, particularly Palawan and the City of Puerto Princesa will come out as one of the strongest destinations in Asia.

Studying tourists' motivations and personality provides insight to help destination managers with regards to product development, image creation, promotional, activity design, and destination positioning. Identifying tourist's motivations, personality and reasons of their trip also gives destination managers information to assist with decisions concerning the quantity and quality of services to be provided to visitors.

The inbound tourism plays an important role in the economic progress of the country having a true knowledge of their motives, reasons and their personalities for which they have chosen this destination. Therefore, as hosts, efforts should be made to make them enjoy their times while they are staying here and when they go back to their countries, they will be happy and completely satisfied. The visitor's destination is one of the most important constituent in the tourism industry.

Based on the aforementioned premise, the researcher finds it adjust to conduct this study to determine the typology of inbound tourist in Puerto Princesa City, their motivation and satisfaction in order to help the management and other employed personnel in the industry to establish typology of tourist inbound in the City of Puerto Princesa to be able to understand the motivation and the reason of foreign visitors in going to their destination, find out the exact influential factors on the typology of visitors, their motives, perspectives, and their experiences.

OBJECTIVES:

1. Determine the demographic profile of the visiting tourist respondents to Puerto Princesa City in terms of:
 - a. Age
 - b. Civil status
 - c. Gender
 - d. Nationality
 - e. Occupation
 - f. Educational attainment;
2. Identify the different types or modes of tourist visiting Puerto Princesa City;
3. Determine the motivations and satisfactions of tourists in preferring Puerto Princesa City as tourist destination;
4. Determine different places visited/stayed by the tourist and most appreciated place or location; and
5. Determine the problems/ concerns encountered during the visits.

This study was limited to selected tourists who visited the City of Puerto Princesa from the different places either foreign or local areas and stayed in hotels, lodging houses and backpackers.

Tourism destinations consist of several types of attractions that are planned and managed to provide various tourist interests, activities, and enjoyment. This research was limited to its relevance to the area of business and academic research. The respondents were interviewed at the Puerto Princesa International airport Departure area.

METHODOLOGY

Research Design

Descriptive correlation design was used in this study. Descriptive research was used to describe the characteristics of the respondents in terms of personal profile which includes age, civil status, gender, nationality, occupation and educational attainment. It also described the different types or modes of tourists, motivation and satisfaction of tourists, the different places visited and the problems encountered by the tourists during their visit.

Respondents of the Study

The population of this study was the visiting local and foreign tourists in Puerto Princesa City. The sample population for this research was composed of tourists visiting Puerto Princesa City and were interviewed at Puerto Princesa International Airport Departure Area. The researcher conducted personal interviews with the use of questionnaires. Respondents were approached and informed about the purpose of the survey before they were given the questionnaire. They were also asked if they would participate in the survey. Data were collected after they answered the questionnaire. No particular attempt was made to apply a random sampling or to select particular segments. A total sample size of 50 was the considered as the respondents. In this study, the researcher focused mainly on the tourists who spent their tour at the City on the period stipulated.

Sampling Procedure

Generally, this study analyzed the typology, impression of inbound tourists, satisfaction and motivation of different personalities of visitors coming to Puerto Princesa City and its impact in terms of economic, socio-cultural, environmental and peace and order.

Purposive sampling was used in the selection of the respondents. The respondents were the local and foreign tourists/visitors staying in lodging houses, hotels and backpackers at Puerto Princesa City, Palawan.

Instrumentation

A survey questionnaire was used which was composed of 2 sets. The questionnaires contained items about of the tourists' profile and their motivations for visiting the place, expectations, and satisfactions towards the site which they visited.

Part 2 contained the respondents' concerns, needs and problems encountered during their visits. The different questions were evaluated using the five degree scales ("Likert")

Data Collection Procedure

The survey questionnaire was pretested first to the five local tourists who visited Puerto Princesa city to determine the validity of the questionnaire before this was administered to the respondents. After it was pretested and some revisions/corrections were made, the questionnaire was personally administered by the researcher to ensure that the respondents are able to understand the purpose of the study and have enough time to go over and accomplish the questionnaires.

A letter of request was sent to the Office of the City Mayor in coordination with the Office of the City Tourism.

Treatment of Data

There are different statistical tools used in this study to analyze and interpret the data gathered. The researcher used descriptive measures such as weighted mean, frequency counts and percentages.

To describe the demographic profile of the respondents, perception on the different activities and observation in the different tourism programs and activities in Puerto Princesa City the frequency counts and means were computed.

A rating scale was used to determine respondents' satisfaction, perception, problems, needs and concerns in Puerto Princesa City.

Statistical Treatment

The following statistical tools were applied in this study:

1. Frequency and percentage were used to describe the profile and travel behavior of the respondents.
2. Mean was applied to determine the centrality of the data.
3. Weighted mean was used to convert the qualitative data into quantitative one.
4. Rank was employed to point out the positional importance of some variables/indicators.

FINDINGS OF THE STUDY

Demographic profile of the respondents who are the visiting tourists to Puerto Princesa City in terms of age, civil status, gender, nationality, occupation and educational attainment

The result shows that a large number of tourists have an age-range of 26 to 37 with 16 or 32 percent followed tourists with ages from 14 to 25 as represented by 14 or 28 percent. The oldest group of tourists has ages 62 to 73 with nine or 18 percent. The mean age is 41.64 or 42 years old.

This means that the respondents are composed of individuals who belong to the middle age group. This implies that these individuals can afford to go on vacation.

The table also reveals that a large number of tourists are single with 18 or 26 percent. This is followed by tourists who are married and separated as represented by 12 or 24 percent for each categories

The findings disclosed that generally the tourists are single and others are married. This implies that they come to Puerto Princesa City for educational purposes and to some for family vacation.

In terms of gender, there is an almost equal number of male and female tourists. The male tourists are slightly higher in number with 28 or 56 percent than the female tourists who are 22 or 44 percent.

This means Puerto Princesa City attracts both male and female tourists.

The table also shows that most tourists who came to visit the City of Puerto Princesa have not identified their nationality. This is revealed by 14 or 28 percent. However, aside from the unidentified nationality of tourist there are 6 or 12 percent who are Filipino tourists.

The data revealed that there are tourists who failed to register their nationality or they do not want to identify their nationality.

As to occupation, 19 or 38 percent did not reveal their occupation. For those who disclosed their occupation, 8 or 38 percent admitted to have retired from service.

The findings reveal that some tourists did not mention about their occupation. However, those who already retired from service are now capable of touring or visiting other places of the country.

In terms of educational attainment, the study reveals that the a large number of tourists are high school graduates. This is claimed by 14 or 28 percent. This number is followed by tourists who reached college level of education. There are 13 or 26 percent of them.

This means that many tourists are high school graduates only.

In this study, the demographic characteristics of tourists are important factors to be considered as one of the basis in determining the level of their satisfaction. Therefore, socioeconomic, demographic, and behavioral indicators are commonly used in tourism research to identify the profile of the tourists as to age, gender, income, marital status, occupation, education or ethnic background. These indicators are easy to identify and used in marketing decisions.

Different types or modes of tourist visiting Puerto Princesa City.

The data that follow are about the modes of tourist as described in their travel behavior.

Majority of the tourists of Puerto Princesa City have not visited the city for the past three years. This is appraised by 46 or 92 percent.

Higher number of the tourist admits to have come to Puerto Princesa City for 5 times as revealed by 24 or 48 percent. On the average, the tourists come to the city for 3.78 or 4 times.

Tourists admitted that it took them less than three months to plan to visit the city and the province of Palawan as revealed by 37 or 74 percent.

Eight or 36 percent stayed in the city for 5 to 6 days and on the average, they stayed for 4.02 days.

The findings disclose that the tourists have not visited the city for the last three years. However, many of them admitted to have visited the place for five times. In going to the city, it takes them less than three months in order to finalize their visit. At most, the tourist stays in Puerto Princesa City for at least four days.

The table also discloses that a higher number of tourists are couples. This is claimed by 15 or 30 percent. The least represented is the organized group with 5 or 10 percent.

The tourists revealed that they got the information about Puerto Princesa City through the internet. This is disclosed by 40 or 49 percent.

Generally, the tourists travelled to the city in less than 50 miles. This is claimed by 25 or 50 percent. On the average, tourists travelled about 105.43 miles.

The table also reveals that higher number come to Puerto Princesa City for leisure purposes. This is revealed by 34 or 28 percent. These are 28 or 23 percent who admitted to have come to Puerto Princesa City for adventure.

This means that couples usually go to other places as tourists. They avail the information from internet. They travelled 105 miles on the average in order to visit the city for leisure purposes.

Table 3 The Motivations of Tourists in Preferring Puerto Princesa City as Tourist Destination

Indicators		wx	D	R
1	Learning about the way of life and culture of the people	4.20	SM	7
2	Viewing/seeing the new landscapes	4.41	SM	2
3	Meeting new people	4.02	SM	13
4	Being close to nature	4.17	SM	9
5	Doing something new	4.40	SM	3
6	Having fun and entertained	4.21	SM	6
7	New things and knowledge	4.28	SM	5
8	Becoming close to nature	4.09	SM	10
9	Getting information about the site or location	3.96	SM	15
10	Be more intellectually curious that most people I know	3.58	SM	23
11	Visit historical/cultural attractions	3.78	SM	19
12	Visit museums and galleries	2.94	M	26
13	Engage in non-challenging physical activities	3.46	M	25
14	Engage in challenging physical activities	3.51	SM	24
15	Experience something new	4.30	SM	4
16	Visit new places rather than places that I have visited	4.43	SM	1
17	To relax mentally	4.19	SM	8
18	To get away from everyday life	4.09	SM	10
19	Experience something adventurous	4.02	SM	14
20	Be with friends and relatives	4.64	SM	22
wx		3.84	SM	
21	Have social contact	3.87	SM	18
22	Experience new culture	4.06	SM	12
23	Obtain a feeling of achievement	3.75	SM	20
24	Have experience to talk about	3.89	SM	17
25	Have time for myself	3.68	SM	21
26	Wants to see PPUR	3.96	SM	16

Legend:

<i>Numerical Weight</i>	<i>Interval Estimate</i>	<i>Description</i>
5	4.51-5.50	Very Much Motivated (VMM)
4	3.51-4.50	Somewhat Motivated (SM)
3	2.51-3.50	Motivated (M)
2	1.51- 2.50	Less Motivated (LM)
1	0.51-1.50	Not At All Motivated

The tourists admitted that they are somewhat motivated (wx= 3.84) in preferring Puerto Princesa City as their tour destination.

Specifically, they are somewhat motivated to visit new places rather than places that they have already visited (wx=4.43, rank 1), viewing and seeing the new landscapes (wx= 4. 41, rank 2), doing something new (wx=4.40, rank 3), experiencing something new (wx=4.30, rank 4), new things and knowledge (wx= 4.28, rank 5) having fun and entertained (wx= 4.21, rank 6), learning about the way of life and culture of the people (wx= 4.20, rank 7), relaxing mentally (wx= 4.19, rank 8) being close to nature (wx= 4.17, rank 9) and becoming close to nature (wx=4.09, rank 10).

Tourists are motivated only to engage in non-challenging physical activities (wx= 3.46, rank 25) and visit museum and galleries (wx= 2.34, rank 26).

The findings reveal that tourists are motivated to see new places, learn from their visit of the places and engage in some challenging activities.

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return.

Table 4 Satisfaction of Tourists in Preferring Puerto Princesa City as Tourist Destination

Indicators		wx	D	R
1	Learning about the way of life and culture of the people	4.09	SS	11
2	Viewing/seeing the new landscapes	4.30	SS	4
3	Meeting new people	4.06	SS	14
4	Being close to nature	4.07	SS	13
5	Doing something new	4.26	SS	5
6	Having fun and entertained	4.11	SS	9.5
7	New things and knowledge	4.11	SS	9.5
8	Becoming close to nature	3.65	SS	21
9	Getting information about the site or location	3.89	SS	18
10	Be more intellectually curious that most people I know	3.65	SS	22
11	Visit historical/cultural attractions	3.51	S	24
12	Visit museums and galleries	2.84	S	26
13	Engage in non-challenging physical activities	3.39	SS	25
14	Engage in challenging physical activities	3.63	SS	23
15	Experience something new	4.44	SS	2
16	Visit new places rather than places that I have visited	4.49	SS	1
17	To relax mentally	4.11	SS	8
18	To get away from everyday life	4.36	SS	3
19	Experience something adventurous	4.18	SS	6
20	Be with friends and relatives	3.82	SS	20
21	Have social contact	4.15	SS	7
22	Experience new culture	4.07	SS	12
23	Obtain a feeling of achievement	3.93	SS	16
24	Have experience to talk about	3.98	SS	15
25	Have time for myself	3.84	SS	19
26	Wants to see PPUR	3.93	SS	17
wx		3.96	SS	

Legend:

<i>Numerical Weight</i>	<i>Interval Estimate</i>	<i>Description</i>
5	4.51-5.50	Very Much Satisfied (VMS)
4	3.51-4.50	Somewhat Satisfied (SS)
3	2.51-3.50	Satisfied (S)
2	1.51- 2.50	Somewhat Dissatisfied (SD)
1	0.51-1.50	Very Dissatisfied (VD)

Tourist are somewhat satisfied in preferring Puerto Princesa City as their tour destination (wx= 3.96).This is true in visiting new places rather than places that they have already visited (wx=4.49, rank 1), experiencing something new (wx=4.44, rank 2), getting away from everyday life (wx= 4.36, rank 3), viewing/seeing the new landscapes (wx=4.30, rank 4), doing something new (wx= 4.18, rank 6), having social contact (wx= 4.15, rank 7), relaxing mentally (wx= 4.17, rank 8), having fun and entertained (wx= 4.11, rank 9.5) and new things and knowledge (wx= 4.11 and 9.5).

Tourists are satisfied in engaging in non-challenging physical activities (wx=3.39, rank 25) and visiting museums and galleries (wx= 2.84, rank 26).

The findings reveal that tourists are somewhat satisfied to visit new places, see new landscapes and explore new things. This implies that tourists go to places to see and experience something new and engage in adventurous activities.

Table 5 Reasons for Visiting the Sites

Indicators		wx	D	R
1	The quality of the exhibits	3.74	SS	11
2	Opportunity to learn something new	4.10	SS	6
3	Opportunity for relaxation	4.43	SS	2
4	Conditions of facilities	3.71	SS	12
5	Helpfulness/Kindness of personnel	4.24	SS	5
6	Safety and security of the place	4.03	SS	7
7	Behavior/conduct of other guests or visitors	3.81	SS	10
8	Quality of visitor information	3.46	S	15
9	To attend fiesta	3.21	S	16

10	To discover a new place	4.43	SS	3.5
11	In search fun and pleasure	4.43	SS	3.5
12	To visit family and friends	3.15	S	17
13	To widen personal culture	4.46	SS	1
14	For business purpose	2.78	S	20
15	To attend meetings or conferences	2.37	SD	21
16	To play sports	3.00	S	18
17	Shopping	2.88	S	19
18	Visit nearby towns and cities	4.00	SS	8
19	Night life	3.56	SS	13
20	Visit historical places	3.50	S	14
21	To visit PPUR	3.82	SS	9
		3.66	SS	

Legend:

Numerical Weight	Interval Estimate	Description
5	4.51-5.50	Very Much Satisfied (VMS)
4	3.51-4.50	Somewhat Satisfied (SS)
3	2.51-3.50	Satisfied (S)
2	1.51- 2.50	Somewhat Dissatisfied (SD)
1	0.51-1.50	Very Dissatisfied (VD)

The tourists are somewhat satisfied (wx=3.66) with their reason for visiting the sites, the specific reasons are the following: widen personal culture (wx=4.46, rank 1), opportunity for relaxation (wx= 4.43, rank 2), discover new place (wx=4.43, rank 3.5), in search for fun and pleasure (wx= 4.43, rank 3.5), helpfulness/ kindness of personnel (wx= 4.24, rank 5), opportunity to learn something new (wx= 4.10,rank 6), safety and security of the place (wx= 4.03, rank 7), visit nearby tours and cities (wx= 4.00, rank 8),visit PPUR (wx=3.82, rank 9) and behavior conduct of other guest on visitors (wx=3.81, rank 10). The tourists are satisfied with the following reasons for visiting the sites: play sports (wx=3.00, rank 18), shopping (wx= 2.88, rank 19), business purpose (wx= 2. 78, rank 20), and somewhat dissatisfied with attendance to meetings on conference (wx= 2.37, rank 21).

The data divulge that tourists’ reasons of visiting the sites are enriching their experience about the culture of the place while having relaxation and enjoyment.

This study is sustained by Banerjea when he said that the motivation of the individual person to travel, to look outside for what he cannot find inside have been largely created by society and shaped by everyday life. People who live in cities, for example, are motivated to travel as tourists to wilderness areas because they need to escape from an artificial, monotonous environment.

The Places Visited by the Tourists and Most Appreciated Places

Variables	f	%
Place of Visit		
Puerto Princesa City	21	25
El Nido	23	27
Sabang	25	30
Honda Bay	9	11
Coron	1	1
Port Barton	5	6
Total	84	100

The tourists admitted that what they most appreciated most is Sabang (25 or 30 percent) followed by El Nido (23 Or 27 percent) and City of Puerto Princesa (21 or 25 percent) The least that they appreciated is Coron (1 Or 1 percent).

This means that the top three places which tourists like and appreciate in Palawan are Sabang, El Nido and Puerto Princesa City.

It is assumed that providing more hospitable services will result to more satisfied tourists who will be inclined to return and advertise to other potential tourists through word of mouth. To render hospitable services, it is necessary to change their present behavior. This change of behavior is brought about by a change in attitude and an increase in the level of acknowledgement.

Problems and Concerns Encountered during the Visit

Indicators		wx	D	R
1	Accommodations in hotel, lodging houses, restaurants and services are not good	1.32	NO	2
2	There is no good sanitation and cleanliness	1.40	NO	1
3	The good and services are costly	1.31	NO	3
4	There is no peace and order	1.27	NO	4
5	Unsecure/unsafe transportation	1.23	NO	5
		1.31	NO	

Legend:

Numerical Weight	Interval Estimate	Description
5	4.51-5.50	Very Much Observed (VMO)
4	3.51-4.50	Much Observed (MO)
3	2.51-3.50	Observed (O)
2	1.51- 2.50	Somewhat Observed (SO)
1	0.51-1.50	Not Observed (NO)

The tourists during their visit to Puerto Princesa City have not observed (wx= 1.31) any problems and concerns. This is specifically true when they rated NO (not observed) in no good sanitation and cleanliness (wx= 1.40, rank 1), accommodation in hotels, lodging houses, restaurant and services are not good (wx=1.32, rank 2), and goods and services are costly (wx= 1.31, rank 3), the least in rank in terms of being insecure/ unsafe is transportation (wx= 1.23, rank 5).

This means that the tourists did not encounter problems neither having some concerns about sanitation, accommodation, cost of goods and services and even security during travel in the city of Puerto Princesa.

CONCLUSIONS

1. Young tourists visit the City of Puerto Princesa to see a new Place, acquire new knowledge, new experience to relax and enjoy.
2. Repeat tourists visited the place for many times and appreciated most the underground River in Sabang, Puerto Princesa City Palawan.
3. Tourists were satisfied and enjoyed their visit to the City and did not find any problem at all.
4. Puerto Princesa City is a popular and beautiful tourist destination.

RECOMMENDATIONS

To the City Government of Puerto Princesa Tourism Office

The City tourism office through its personnel shall:

1. Enhance promotion activities, and tools package for Sabang, El Nido and Puerto Princesa City and other tourist destination in the city and province.
2. Strengthen tour organizations and as much as possible unify their plans for the development of Sabang, El Nido and Puerto Princesa City in terms of amenities for tourists like maintenance and provision of more comfort rooms and waiting areas.
3. Spearhead the planning of tour package to new places to for tourists, and other activities which can be offered for tourists.
4. Update the website about Puerto Princesa City since most of the information are taken from the internet.
5. Conduct meeting with souvenir shops, hotel and pension houses to improve housing and services, and production of new souvenir items many of them have visited the place for several times.
6. Coordinate with concern offices to maintain the cleanliness of Puerto Princesa City not only in the major thorough fare but also in many of the less visited areas.
7. Help campaign for peace and order in the city.
8. Conduct regular meeting to owners of establishment that offer accommodations to remind them of their quality services including that of the tour operators.
9. Accredite not only tour operators but also the tricycle owner/operators and drivers in order to easily identify those who abuse tourists.
10. Come up with a complain desk at the airport and other conspicuous area that are manned by qualified personnel.
11. Recommend some policies about tourism to the Sangguniang Panglungsod and to legislate the same.

City Tourism Council and Tour Organization (Inter Organization with NGOs)

The City Tourism Council and Tour Organization shall:

1. Come up with shows for tourists that show case the culture of the place.

2. Enhance package for meetings and conferences by providing some wholesome Entertainment and activities where tourists can watch/see and perhaps participate.
3. Plan for new activities which tourists can choose from to venture on;
4. Plan and come up with new adventure for tourist to explore.
5. Open new places to be visited.
6. Protect and conserve the environment because tourists like to see new landscapes closer to nature.
7. Advertise and update what are in the museum for tourists to see and learn.
8. Conduct training for tour guides in cooperation with the City Tourism Office.

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