

# Assessment of Tourism industry in Nueva Ecija

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**Abstract**— Tourism plays an important role in establishing a nation like the Philippines and serves as one of the state's contributor. A total of 205 tourist respondents were surveyed from different tourist spots in Nueva Ecija. Descriptive method of research was used. Also, the researcher used likert-scale type questionnaire and analyzed the data through statistical data treatment such as mean and weighted mean. In light of the foregoing results, the researcher concluded that the tourist spots in Nueva Ecija greatly appealed its visitors through its uniqueness, historical value and natural aesthetics and were evaluated as "Excellent." Thus, the accessibility to these tourist spots was evaluated as "Fair." Further, the difficulties and problems encountered by tourists, in terms of "Transportation" was evaluated as "Fair." Thus, the areas for the development of tourism should focus more on improving the aspect transportation than tourism service facility as this aspect was evaluated as "Excellent."

**Keywords**— Tourism, Tourist Spots, Assessment, Tourist Industry.

## I. INTRODUCTION

Tourism plays an important role in establishing a nation like the Philippines and serves as one of the state's contributor. Lickorish and Jenkins (2007) stated that the government has often played a supporting but largely background role in the development of tourism, particularly in the developed countries. Further, Rodolfo (2009) cited as one of tourism's benefits is that the achievement of tourism development will heighten their national identity and sense of unity.

According to Said (2008), tourist spots boasts environmental features that cater to ecotourism, maritime as well as community-based tourism, so steps must be taken to conserve its infrastructure and culture that can potentially be lost if no effort is made to protect such attractions.

Aguda et al. concluded that the respondents accepted that the impacts of tourism on tourist spots in province are financial, economic, political, educational, heritage and the arts. Thus, De Vera (2019) revealed that the tourist definition of what is the optimal distance and space to another unknown tourist can be decreased as shown in the effects of the tourists' measured limits and real maps, thereby minimizing the tourists' social and public spaces.

Celis et al. (2013) concluded that the prospect of tourism attraction business development is high, as people's love for travel and tours will remain a part of their psyche. Likewise, Ylagan and Laguador (2014) suggested that each municipality's Local Government Units improve the tourism development programs in collaboration with the private sectors.

In view of these insights, the researcher wanted to assess the tourism in Nueva Ecija as the province is home to different tourist spots such as Minalungao, and other mountain scenic spots.

## II. CONCEPTUAL FRAMEWORK

According to Jian-ying (2007), Tourism assets values include importance of tourism, value of scientific research, historical culture and value of education, value of the environment, value of the opportunity, value of the heritage and value of life.

Su and Wall (2010) concluded that most respondents agreed that encounters with local people have an effect on their destination perceptions, the nature of their visits, potential destination choices and on-site purchases, particularly those with higher education and a younger age.

Further, Aguila and Ragot (2014) concluded that building roads and bridges can help to boost a province's ecotourism industry as it can help improve access to the tourist destination.

## III. OBJECTIVES OF THE STUDY

The study described the assessment of tourist spots in Nueva Ecija in terms of appeal, accessibility, activities and products, and, facilities and services. This paper also described the difficulties and problems encountered by the tourists in terms of transportation, tourism service facilities, accommodation establishments and infrastructure.

#### IV. METHODOLOGY

The study used descriptive method as it describes the present condition. The main objective of the study is to explore the causes of particular phenomenon with effects that being felt or trends that are developing. (Cohen, Manion, Morrison, 2002)

A total of 205 tourist respondents were surveyed from different tourist spots in Nueva Ecija. The researcher used likert-scale type questionnaire (Vagias, 2006) and analyzed it through statistical data treatment such as mean and weighted mean.

#### V. RESULTS AND DISCUSSION

Table 1. Tourist Spots' Appeal

Statements	Weighted Mean	Verbal Interpretation
The tourist spots do not have similarities to other province's tourist spot. (Uniqueness)	3.52	Strongly Agree
The tourist spots have been well-preserved for its years of existence. (Historical Value)	3.42	Strongly Agree
The inhabitants of the tourist spots preserve their tradition and customs. (Socio-Cultural Value)	3.09	Agree
The tourist spots were preserved with its nature beauty and not enhanced with modern day construction materials. (Natural Aesthetic)	3.34	Strongly Agree
There were 100,000 and more tourists/visitors per annum tallied in the tourist spots of the province. (Presence of Visitor Traffic)	2.81	Agree
Total Weighted Mean	3.24	Strongly Agree

Table 1 presents that the statement, "The tourist spots do not have similarities to other province's tourist spot" which represents Uniqueness got the highest weighted mean of 3.52 with verbal interpretation, "Strongly Agree." While the statement, "There were 100,000 and more tourists/visitors per annum tallied in the tourist spots of the province" which represents the presence of visitor traffic got the lowest weighted mean of 2.81 with verbal interpretation, "Agree."

Table 2. Tourist spots' Accessibility

Statements	Weighted Mean	Verbal Interpretation
The tourist spots were approximately 10 km from the high way or developed roads. (Distance)	2.54	Agree
The travel time for tourist spots were within an hour from a nearby city. (Travel Time)	2.57	Agree
The road is made of asphalt or concrete or any similar materials that will not result to unpaved surface. (Type of Road)	1.44	Strongly Disagree
There are vehicles available anytime of the day that are exclusively for tourist spots. (Means of Transport)	1.95	Disagree
Total Weighted Mean	2.13	Disagree

Table 2 presents that the statement, "The travel time for tourist spots were within an hour from a nearby city" which represents Travel Time got the highest weighted mean of 2.57 with verbal interpretation, "Agree." While the statement, "The road is made of asphalt or concrete or any similar materials that will not result to unpaved surface" which represents the type of road got the lowest weighted mean of 1.44 with verbal interpretation, "Strongly Disagree."

Table 3. Tourist spots' Products and Services

Statements	Weighted Mean	Verbal Interpretation
There were four or more tourism activities available on a certain tourist spot.	3.38	Strongly Agree
There were four or more varieties of products offered on a certain tourist spot.	2.74	Agree
There were 6 or more facilities available for tourists/visitors on a certain tourist spot.	2.11	Disagree
There were 6 or more services offered for tourists/visitors on a certain tourist spot.	2.18	Disagree
Total Weighted Mean	2.60	Disagree

Table 3 presents that the statement, “There were four or more tourism activities available on a certain tourist spot” got the highest weighted mean of 3.38 with verbal interpretation, “Strongly Agree.” While the statement, “There were 6 or more facilities available for tourists/visitors on a certain tourist spot.” which represents the presence of visitor traffic got the lowest weighted mean of 2.81 with verbal interpretation, “Disagree.”

*Table 4. Summary Mean Ratings of Tourist Spot Evaluation*

	Weighted Mean	Verbal Interpretation
Tourist Appeal	3.24	Excellent
Accessibility	2.13	Fair
Availability of products and services	2.60	Good
Total Weighted Mean	2.66	Good

Table 4 presents the summary mean ratings of tourist spot evaluation. The tourist appeal got the highest weighted mean of 3.24 with verbal interpretation, “Excellent.” While the accessibility for tourists got the lowest weighted mean of 2.13 with verbal interpretation, “Fair.”

*Table 5. Transportation (Area of Development)*

Transportation	Weighted Mean	Verbal Interpretation
The travel time from airport or seaport to a tourism center or town is less than an hour.	1.44	Strongly Disagree
There is a well-established airport or main seaport that can expand easily for future.	1.89	Disagree
The transport services at airport or main seaport meet international standard and operation.	2.04	Disagree
The conditions of road from town to a tourism center is paved and more than 7m-wide carriageway.	2.73	Agree
Total Weighted Mean	2.03	Disagree

Table 5 presents that the statement, “The conditions of road from town to a tourism center is paved and more than 7m-wide carriageway” got the highest weighted mean of 2.73 with verbal interpretation, “Agree.” While the statement, “The travel time from airport or seaport to a tourism center or

town is less than an hour” got the lowest weighted mean of 1.44 with verbal interpretation, “Strongly Disagree.”

*Table 6. Tourism Service Facility (Area of Development)*

Tourism service facility	Weighted Mean	Verbal Interpretation
There were guide signs and information board provided along the road for tourists.	3.75	Strongly Agree
There is an information center with shops and comfort rooms at the tourism center or town.	3.26	Strongly Agree
There were a more than 500 rooms in total of accommodation establishments for tourists.	2.83	Agree
Total Weighted Mean	3.28	Strongly Agree

Table 6 presents that the statement, “There were guide signs and information board provided along the road for tourists” got the highest weighted mean of 3.75 with verbal interpretation, “Strongly Agree.” While the statement, “There were a more than 500 rooms in total of accommodation establishments for tourists” got the lowest weighted mean of 2.83 with verbal interpretation, “Agree.”

*Table 7. Infrastructure (Area of Development)*

Infrastructure	Weighted Mean	Verbal Interpretation
There is a water supply/water resource/ water plant nearby tourism spots or town.	3.42	Strongly Agree
There is an operating sewerage system and solid waste collection nearby tourism spots or town.	3.16	Agree
There is a power supply/power plant nearby tourism spots or town.	3.10	Agree
All means of telecommunication are available nearby tourism spots or town.	2.87	Agree
Total Weighted Mean	3.13	Agree

Table 7 presents that the statement, “There is a water supply/water resource/ water plant nearby tourism spots or town” got the highest weighted mean of 3.42 with verbal interpretation, “Strongly Agree.” While the statement, “All means of telecommunication are available nearby tourism spots or town” got the lowest weighted mean of 2.87 with verbal interpretation, “Agree.”

Table 8. Summary of Mean Ratings of Tourism Areas for Development

	Weighted Mean	Verbal Interpretation
Transportation	2.03	Fair
Tourism Service Facility	3.28	Excellent
Infrastructure	3.13	Good
Total Weighted Mean	2.81	Good

Table 8 presents the summary mean ratings of tourism areas for development. Tourism service facility got the highest weighted mean of 3.28 with verbal interpretation, “Excellent.” While the transportation for tourists got the lowest weighted mean of 2.13 with verbal interpretation, “Fair.”

## VI. CONCLUSION

In light of the foregoing results, the researcher concluded that the tourist spots in Nueva Ecija greatly appealed its visitors through its uniqueness, historical value and natural aesthetics and were evaluated as “Excellent.” Thus, the accessibility to these tourist spots were evaluated as “Fair.” The researcher recommends that the government sector should focus on road development to increase in propagation of tourism.

Further, the difficulties and problems encountered by tourists, in terms of “Transportation” was evaluated as “Fair.” Thus, the areas for the development of tourism should focus more on improving the aspect transportation than tourism service facility as this aspect was evaluated as “Excellent.”

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