

Demographic Profile and the Level of Tourist Satisfaction on Floating Cottages in Selected Resorts in Calauan Laguna 32

Condes, Bimbo Jr. O., Comendador, Ma. Clarisse C., De Luna, Maricar P., Delasada, Yvette Joy D., Oplencia, Hazedelle

Laguna Sports Complex Brgy. Bubukal Sta. Cruz Laguna

Abstract One of the vital elements of a successful destination is tourist satisfaction, which influences the choice of destination and the decision to return. This study focused on exploring tourist satisfaction with floating cottages in selected resorts in Calauan, Laguna. Specifically, it determined the demographic profile of respondents and evaluated satisfaction in terms of physical resources, service, and infrastructure.

A quantitative research design and purposive sampling technique were utilized. The study used survey questionnaires with one hundred selected tourists who had personal experiences in the selected resorts. The findings showed that tourist satisfaction has a significant positive impact on infrastructure satisfaction across demographic profiles in terms of age and gender. However, there was no significant difference in satisfaction levels across educational attainment and monthly income. The study provides valuable insights for the continuous improvement of selected resorts in Calauan, Laguna.

Keywords: Tourist satisfaction; floating cottages; demographic profile; tourism management; hospitality industry

1. Introduction

Tourism plays a vital role in the economy, contributing approximately 6.2% to the country's GDP. One key factor in destination marketing is tourist satisfaction, which influences their decision to return. As tourism continues to recover, ensuring high levels of satisfaction is critical. Floating cottages have become a growing attraction, yet their impact on tourist satisfaction remains under-explored. This study aims to assess tourist satisfaction with floating cottages in selected resorts in Calauan, Laguna, focusing on key factors such

as service quality, infrastructure, and physical resources.

2. Methodology

A quantitative research design was used, employing a purposive sampling technique. Surveys were distributed to 100 tourists who had visited the selected resorts. The survey was divided into two sections: demographic profile and satisfaction indicators. Data were analyzed using weighted means and Pearson correlation to determine relationships between variables.

3. Results and Discussion

3.1 Demographic Profile

The majority of respondents were aged 18-29 (48%), followed by those aged 50 and above (19%). Female respondents outnumbered males (61% vs. 39%). Most tourists had tertiary education (43%), and 29% reported a monthly income below PHP 10,000.

3.2 Tourist Satisfaction Analysis

Tourists rated physical resources highly (mean = 4.46), indicating well-maintained facilities. Service satisfaction (mean = 4.15) highlighted staff responsiveness and security as key factors. Infrastructure satisfaction (mean = 4.27) emphasized the importance of road conditions and transportation availability.

3.3 Relationship Between Demographic Profile and Satisfaction

Analysis revealed significant relationships between satisfaction levels and infrastructure across demographic profiles. However, no significant differences were found in satisfaction levels across educational attainment and income groups.

4. Conclusion and Recommendations

This study provides valuable insights into tourist satisfaction with floating cottages in Calauan, Laguna. Findings suggest that infrastructure improvements and targeted marketing strategies can enhance tourist experiences. Future research could explore qualitative aspects of tourist satisfaction and investigate the long-term impact of floating cottages on local tourism development.

References

- Abdelhamied, Hany. (2020). Customers' perceptions of floating restaurants in Egypt. *Anatolia – An International Journal of Tourism and Hospitality Research*. 22. 1-15. 10.1080/13032917.2011.556212.
- Biswas, C., Omar, H. & Rashid-Radha, J.Z.R.R. (2020). THE IMPACT OF TOURIST ATTRACTIONS AND ACCESSIBILITY ON TOURISTS' SATISFACTION: THE MODERATING ROLE OF TOURISTS' AGE. *GeoJournal of Tourism and Geosites*, 32(4), 1202–1208.
- Boro, Kamaleswar (2022) Destination service quality, tourist satisfaction and revisit intention: the moderating role of income and occupation of tourist / Kamaleswar Boro. *Journal of Tourism, Hospitality and Culinary Arts*, 14 (3). pp. 23-40.
- Carlo, V., & Tayco, R. (2024). Service Quality of Selected Resorts in the Central Philippines. *Journal of Business on Hospitality and Tourism*, 9(2), 134–134.
- Çavuşoğlu, Sinan & demirağ, Bülent & JUSUF, Eddy & Gunardi, Ardi. (2020). THE EFFECT OF ATTITUDES TOWARD GREEN BEHAVIORS ON GREEN IMAGE, GREEN CUSTOMER SATISFACTION AND GREEN CUSTOMER LOYALTY. *GeoJournal of Tourism and Geosites*. 33. 1513-1519.
- Collins D. and Tisdell C. (2021) Gender and differences in travel life cycles. *Journal of Travel Research*, 41(November), 133-143.

- Eliza, M., & Enriquez-Magkasi, M. (2022). CUSTOMER SATISFACTION AND LOYALTY IN PHILIPPINE RESORTS. *International Journal of Social Sciences and Entrepreneurship*, 1.
- Ghanbri, A., Naghizadeh, R., & Omrani, N. (2019). Tourists' satisfaction and loyalty to tourism product of Ardabil City: emphasizing on demographic and social characteristics. *Athens Journal of Tourism*, 6(1), 39–56.
- Landocan, G. B. (2024). Level of Satisfaction along Dimensions of Service Quality of Accredited Hotels in Baguio City during the Pandemic. *International Journal for Multidisciplinary Research*, 6(3). <https://doi.org/10.36948/ijfmr.2024.v06i03.20385>
- Moise, Mihaela & Saura, Irene & Seric, Maja & Ruiz-Molina, Maria. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*. 26.
- Omar, S.I., Abooali, G., Mohamad, D., & Mohamed, B. (2020). A study of gender differences: International tourists' behaviour and the perception of Penang's attributes. In *International Conference on Hospitality, Leisure, Sports and Tourism*. Malaysia.
- Oloruntobi, O., Mokhtar, S., Shah, M. Z., & Mokhtar, K. (2022). Significant factors affecting public transport use for leisure travel and tourism. *AIMS Environmental Science*, 10(1), 63–81. <https://doi.org/10.3934/environsci.2023004>
- Owiyo, V., & Mulwa, J. (2022). Safety and Security in Tourism Destinations: Its moderating role in the Destination Competitiveness Determinant and Destination Competitiveness Nexus in Western Kenya Circuit I. *International Journal of Research in Management & Business Studies*, 30-33.
- Slabbert, E. & Du Plessis, E. (2019). Do socio-demographic factors influence the travel behaviour of visitors to nature-based tourism products in South Africa? *African Journal for Physical, Health Education, Recreation and Dance*, 19(3), 639-660.

THE IMPACT OF TOURIST ATTRACTIONS AND ACCESSIBILITY ON TOURISTS' SATISFACTION: THE MODERATING ROLE OF TOURISTS' AGE Year XIII, vol. 32, no. 4, 2020, p.1202-1208

- Struwig, J., & Du Preez, E. A. (2024, May 23). The effect of income on the relationship between travel motives and destination choices. *Struwig | South African Journal of Economic and Management Sciences*.
- Sufa, S. A., Setiawati, D., Afiat, M. N., & Rijal, S. (2024). The influence of tourism infrastructure and online promotion of tourist visit intention. *International Journal of Business Law and Education*, 5(2), 1567–1576.
- Thi, K., Huy, T., Van, C & Tuan, P. (2020). The effects of service quality on international tourist satisfaction and loyalty: Insight from Vietnam. *International Journal of Data and Network Science*, 4(2), 179-186.
- Torralba, M., & Ylagan, A. (2021). Safety and Security among Resorts in Batangas Province. *Asia Pacific Journal of Management and Sustainable Development*, 9(2), 2782–8557.
- Vieira, J. a. C., Silva, F. J. F., & Teixeira, J. C. A. (2022). Gender and Tourist Satisfaction: The Case of Sunbathers in the Azores Islands RPER, 61, 135–149.
- Xie, H., Costa, C. A., & Morais, D. B. (2019). Gender differences in rural tourists' motivation and activity participation. *Journal of Hospitality & Leisure Marketing*, 16(4), 368-384.
- Yigibalom, Arled & Triatmanto, Boge & Sunardi, Sunardi. (2023). The Influence of Service Quality on Tourist Satisfaction through Competitive Advantage on Café Sawah Malang Regency. *International Journal of Social Science and Human Research*.
- Zou, Y., & Meng, F. (2020). Chinese tourists' sense of safety: Perceptions of expected and experienced destination safety. *Current Issues in Tourism*, 23(15), 1886-18