

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

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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.

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