Level of Tourist Satisfaction in the Local Beaches of Calbayog City

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ABSTRACT: Beach Tourism is one of the staple sectors in the industry of tourism. Domestic and International tourists invest time and money to experience different coastal activities for pleasure and excitement. Tourism reshapes as societal trends changes in a consistent manner. Thus, it affects consumer behavior and satisfaction. Tourist satisfaction is paramount to the success of any business.

This study is conducted to determine the level of tourist satisfaction on local beaches of Calbayog City in selected aspects, i.e., Accommodation, Climate, Safety, Scenery, and Water Quality. The respondents were the tourists and beach operators in Calbayog City. The study utilized the descriptive-assessment method of research to incarcerate tourists' satisfaction fully.

In the processing of data, this study utilized frequency and percentage distribution to describe the profile of the respondents, mean and standard deviation, chisquare test, while one-way analysis of variance to assess the results of the study.

The results of the study revealed that there was no significant difference between the profile of the respondents to the perceived level of tourist satisfaction on the local beaches of Calbayog City. Thus, the study failed to reject the null hypothesis. The study also revealed a significant relationship between the profile of the respondents to the perceived level of tourist satisfaction on the local beaches of Calbayog City. Thus, the study rejects the null hypothesis. The researchers proposed an improvement plan that will develop and promote the potential of the local beaches in Calbayog City.

KEYWORDS: tourist satisfaction, beach tourism

INTRODUCTION

The travel, hospitality, and tourism sector belong to the world's most powerful industries, and they are constantly innovating to deliver improved services. Beach tourism has consistently ranked first in terms of attractiveness and demand worldwide. Tourism is an umbrella term for the diverse industries that promote tourist hotspots.

The growing popularity of beaches imprints a distinct impression in the tourism industry, thus accountable for the tourist arrival surge. Tourists' interest was piqued by different activities that beaches can offer leisure activities such as diving, surfing, snorkeling, island-hopping, kayaking, and more. Beach tourism provides for a significant portion of the overall national income in many nations that offer "sun, sea, and sand" (3S) tourism (Zielinski & Botero, 2020). Domestic and international visitors spend their time and money on their journey at their option. The service supplier compensates tourists by constantly devising development measures and current trends. Tourism trends have shifted considerably throughout the years. The irregularity and constant changes in the demand in the tourism industry result from disruption within the economy- locally and internationally, instability within geopolitical situations, technological advancement, sociocultural dilemmas, etc. (Pratap, 2021).

Tourist satisfaction, transportation, lodging facilities, safety and well-being, and affordability may influence the beach's natural beauty (Roy et al., 2017). The beach amenities and the pleasure of the whole experience provide vital information for achieving tourist satisfaction. The enjoyment of the whole event is also essential. The visitor's cognitive and symbolic perception of their surroundings is also important. Increasing traveler satisfaction might contribute to a thriving business (Mariano et al., 2014).

Beach tourism in Kuta soared high after tourists from across the globe discovered its beauty. Nowadays, it is considered the Mecca of Bali, Indonesia. The spike in the number of visitors pivoted the development and opportunities of Kuta Beach. Hence, it paved the way for establishing many accommodation services, restaurants, different entertainment shows, and cultural

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diversification. Balinese handicrafts and Culture were promoted as well. The success of Kuta beach manifests the potential of the beaches tourism industry to contribute to the growth of the economy (Indonesia Tourism, 2019).

The Philippine archipelago, often known as Asia's Beach Capital, comprises 7,107 islands and atolls extending 1,851 km north to south and 1,107 east to west (Economist Intelligence Unit, 2007). Tourists will enjoy the Philippines' magnificent crystal blue tropical waters. Long white sand beaches and a varied marine life studded the archipelago. Philippines showcases picturesque beaches such as White beach of Boracay, White Island of Camuguin, Matukad Island of Camaroan, Siargao, Kalanggaman Island, Calaguas of Camarines Norte, Nacpan and Calitang Beach of El Nido, Panglao, Albay, Biri Island of Northern Samar, and many more.

In addition, from 2015 to 2019, the Philippines' tourism slogan, "It is More Fun in the Philippines," considerably increased the number of international tourists. There were 5.4 million visitors in 2015, with a peak of 8.9 million international tourists in 2019. By 2019, employment in the tourist industry is expected to increase from 4.99 million to 5.4 million Filipinos. In the first half of 2019, the tourist industry earned more than 245 billion pesos from international visitors alone.

Consequently, the GDP of the Philippines increased by around 25% in 2019. The World Trade Organization recognizes tourism's contribution to the world economy. The Philippines gets many awards at the 27th World Travel Awards, including World's Leading Beach Dive Destination, World's Leading Tourist Attraction (Intramuros), World's Leading Dive Resort (Amanpulo), and other honors.

The Tourism Act (2009), R.A. 9593, states that the industry of tourism serves a significant role in the economic condition of the Philippines. Also, it is mentioned that the sector of tourism is a national issue that plays a critical part in sustaining the country's economy. Furthermore, this will assist in inculcating in the minds of all Filipinos a sense of national pride.

The Department of Tourism (DOT) completed the National Tourism Development Plan (NTDP), which envisions a highly competitive and environmentally sustainable tourism industry. The Visayas region had also been the most prominent tourist destination in the whole country. The region showcases: the Boracay Island in Caticlan, Panglao Island in Bohol, and other white sand beaches in Cebu province and other places in Negros provinces. Dive sites could also be found in Visayan Sea as tourists would hop around different islands. In Western Visayas, Calbayog City is one of the cities in Region VIII known as the home of majestic waterfalls and picturesque beaches that are a perfect hot spot for domestic and international tourists. The city is notable for its abundance of natural resources and beautiful landmarks. The city's potential to cater to tourists positively remarks for more opportunities to the locality. Natural attractions undergo development to support the increasing popularity and demand. The attractions offered by the city are the clean and wide beaches, unexplored caves, waterfalls, and hot springs (City of Calbayog City, 2017).

As seen by the increasing number of firms going into tourism and hospitality, the tourism industry continues to thrive, expanding businesses in Calbayog City. In the rapidly increasing tourism business, determining the degree of visitor satisfaction in local beaches in Calbayog City is critical. The city is on the brink of improving its economy, as evidenced by the influx of tourists these previous years and the increase of business establishments and other developmental manifestations such as the growing numbers of transport vehicles. The Philippine News Agency (2016) stated that more than 3,000 local and foreign tourists arrive annually.

Moreover, Calbayog City still requires a series of development to become one of the top-notched destinations for tourists in the Visayan Region, particularly in Region 8. This study aims to develop strategies which will likely identify, develop, and promote the potential of the local beaches of Calbayog City. Thus, enabling the establishment of a commercial tourism economic zone. Furthermore, the findings of this study will be beneficial for the local government in extending the support to the local communities where the beach was located.

METHODOLOGY

The descriptive-assessment method of research was used to assess the variables related to the study. The respondents of the study were divided into two groups: beach operators and tourists. The tourists were chosen form the five local beaches of Calbayog City- Bagacay Beach, Malajog Beach, Mondejares Beach, Naga Beach, and Villa Marcelina Beach. The Beach Operators include the workers and the business owner.
The researchers conducted an actual visit and survey where the scope of the study and its respondents is located.

This study utilized the universal sampling for beach operators and random sampling for the beach tourists. The researchers used is a researchers-developed survey questionnaire, considering the profile of the respondents and the identified variables of the study.

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The data gathered from the survey questionnaire were tabled, tabulated, analyzed, and interpreted using following statistical tools were employed. Frequency counts (f) and percentage (%) were employed to determine the profile of the respondents in terms of their civil status, age, highest educational attainment, and monthly income. Mean and standard deviation were utilized to find out tourists' level of satisfaction in local beaches found in Calbayog City in terms of Accommodation, Climate, Safety, Scenery, and Water Quality. Chi-square test were used to determine the significant relationship between the profile of tourists on the level of tourist satisfaction in local beaches of Calbayog City in terms of the variables. One-way analysis of variance for the significant difference of the perception of the respondents on the level of tourist satisfaction in local beaches of Calbayog City in terms of the variables.

RESULTS AND DISCUSSIONS

Table 3 describes the frequency and percentage distribution of the profile of the respondents. It includes civil status, age (in years), highest educational attainment, and monthly income.

Table 3. Frequency and Percentage Distribution on the Profile of the Respondents of the Study

Variables	Frequency	Percentage
CIVIL STATUS	591 56	91.10
Single	2	8.60
Married	649	0.30
Widow TOTALS		100.00
AGE (in years)		
15 – 20	123	19.00
21 – 25	406	62.60
26 – 30	73	11.20
31 – 35	25	3.90
36 – 40	12	1.80
41 – 45	4	0.60
46 – 50	1	0.20
50 and above	5	0.80
TOTALS	649	100.00
HIGHEST EDUCATIONAL ATTAINMENT	4	
Elementary Level	180	0.60
High School Level	418	27.70
Bachelor Degree	3	64.40
With Master's Unit	17 2	0.50
With Master's Degree	25	2.60
Doctorate Degree	649	0.30
Others		3.90
TOTALS		100.00
MONTHLY INCOME (in pesos)	459	
5000 and below	73	70.70
– 10,000	37	11.20
10, 001 – 15,000	31	5.70
15,001 – 20,000	49	4.80
20,001 and above	649	7.60
TOTALS		100.00

Civil Status

As shown on the table, the civil status of the respondents were as follows: Single (591 or 91.10%); Married (56 or 8.60%); and Widow (2 or 0.30%). Solo travelers can strive to maintain an existing social network or feed their curiosity while seeking out new social relationships (Laesser et al., 2009). Thus, most of the respondents are single, which implies that it is common for tourists to travel and spend their leisure time alone or without a romantic company.

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Status of the Local Beaches in Calbayog City

The succeeding tables present the mean and standard deviations on the tourists' satisfaction level on local beaches of Calbayog City were Accommodation, Climate, Safety, Scenery, and Water Quality. Table 4 shows the mean and standard deviation on the perceived satisfaction level of respondents on the local beaches of Calbayog City in terms of Accommodation.

Table 4. Mean and Standard Deviation on the Level of Tourist Satisfaction in terms of Accommodation

Statements	Beach Operators			Tourists			Overall		
	Mean	Desc	SD	Mean	Desc	SD	Mean	Desc	SD
The tourists are accommodated well in the beach.	4.10	VS	1.02 1	3.8 9	VS	0.888	3.9 2	VS	0.906
The beach offers a variety of accommodation services that suits the different demands of the visiting tourists.	4.14	VS	0.88 4	3.8 1	VS	0.890	3.8 5	VS	0.895
The beach follows safety protocols provided by the Inter Agency Task Force (IATF) in accommodating the tourists.	4.04	VS	1.09 4	3.8 7	VS	1.062	3.8 9	VS	1.066
The staffs are welcoming to the guests.	4.10	VS	0.96 8	3.9 0	VS	0.931	3.9 2	VS	0.937
The beach can accommodate different types of people and even a person with disability.	4.12	VS	0.91 7	4.0 2	VS	0.871	4.0 3	VS	0.876
The tourist can enjoy well the beach and relax during their stay.	4.18	VS	0.89 9	4.1 5	VS	0.927	4.1 6	VS	0.923
The beach has a wide range of services that fits to differentiated budget of the tourists.	4.08	VS	0.92 9	3.4 6	S	1.132	3.5 3	VS	1.127
There are complimentary services and freebies offered to the tourist.	3.81	VS	1.10 1	3.4 7	S	1.073	3.5 1	VS	1.081
The beach has toilets, shower areas, and changing room dedicated to the tourists.	4.06	VS	0.96 4	3.7 4	VS	1.046	3.7 8	VS	1.0 41
OVERALL	4.07	VS	0.83 0	3.8 1	VS	0.742	3.8 4	VS	0.757

Legend:

4.51 – 5.00	(E)	Excellent
3.51 – 4.50	(VS)	Very Satisfactory
2.51 – 3.50	(S)	Satisfactory
1.51 – 2.50	(M)	Moderately Satisfactory
1.00 – 1.50	(U)	Unsatisfactory

Accommodation

The respondents rated their satisfaction level on the accommodation on the local beaches of Calbayog City as "Very Satisfactory" as shown by the weighted mean of 4.15 for one condition and this was "The tourist can enjoy well the beach and relax during their stay" while the other conditions were all rated as

"Very Satisfactory". The overall mean of 3.81 with a standard deviation of 0.742 had the same "satisfactory" description. This means that the tourists were generally contented with the accommodation offered by local beaches of Calbayog City. On the other hand, the beach operators gave a "Very Satisfactory" rating on the accommodation provided by the local beaches of Calbayog

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City. The overall rating is 4.07 with a standard deviation of 0.830. This indicated that even the beach operators which includes the employees working in the local beaches were satisfied with the services they provide.

The combined perception of the tourists and beach operators on the condition

"The tourist can enjoy well the beach and relax during their stay" obtained a weighted mean of 4.16 with a description of "Very Satisfactory". The rest of the conditions received a "Very Satisfactory" rating. The overall weighted mean for the accommodation is 3.84 with the standard deviation of 0.757 is rated "Very

Satisfactory".

According to Tola, Abebe, Gebremariam, & Jikamo (2017), an industry providing services should consider the importance of completeness of facilities because they need to accommodate the clients at optimum level. Satisfaction is the primary motivator of the tourists to return and avail of the service they provide.

In line to the statements of Tola, Gebremariam, & Jikamo, Accommodation is one of the crucial factors in beach tourism. The availability of facilities is prioritized by the service providers to maintain the loyalty of beachgoers.

Table 5. Means and Standard Deviations on Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City in terms of Climate

Statements	Beach Operators			Tourists			Overall		
	Mean	Desc	SD	Mean	Desc	SD	Mean	Desc	SD
The beach can still properly operate in any climate conditions.	3.78	VS	1.008	3.55	VS	1.032	3.58	VS	1.031
The beach provides necessary facilities in preparation to any climate conditions.	3.86	VS	0.884	3.66	VS	0.987	3.69	VS	0.976
Any changes in climate does not affect the overall experience in enjoying the beach.	3.60	VS	0.907	3.46	S	1.077	3.48	S	1.058
The climate in the beach is ideal for enjoyment of the tourist.	3.73	VS	1.034	3.80	VS	1.031	3.79	VS	1.031
The seasonal climate of the beach attracts tourists.	3.87	VS	1.018	3.83	VS	0.997	3.84	VS	0.998
The staffs of the beach assist the tourist during an unseasonal storm.	3.81	VS	0.932	3.65	VS	1.005	3.67	VS	0.997
The beach offers various activities that fits on the seasonal climatic condition.	3.69	VS	0.921	3.51	VS	1.086	3.53	VS	1.068
The beach provides advisories as to what is the current climate condition for the tourist to prepare and have a best experience.	3.88	VS	0.959	3.76	VS	0.998	3.78	VS	0.993
Parasols and cottages are available if the tourists need a shed if the climatic condition is really hot or it is rainy.	3.97	VS	1.000	3.91	VS	0.991	3.92	VS	0.991
The beach offers equipment to	3.83	VS	0.938	3.69	VS	0.997	3.70	VS	0.990

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compliment the climate condition of the beach.									
OVERALL	3.8 0	VS	0.7 96	3.6 8	VS	0.82 1	3.70	VS	0.8 19

Legend:

4.51 – 5.00(E)	Excellent
3.51 – 4.50(VS)	Very Satisfactory
2.51 – 3.50(S)	Satisfactory
1.51 – 2.50(M)	Moderately Satisfactory
1.00 – 1.50(U)	Unsatisfactory

Climate

Table 5 shows the mean and standard deviation on the perceived satisfaction level of respondents on the local beaches of Calbayog City in terms of Climate. The respondents rated their satisfaction level on the Accommodation on the local beaches of Calbayog City as "Very Satisfactory" as shown by the weighted mean of 3.68 for one condition and this was "Parasols and cottages are available if the tourists need a shed if the climatic condition is really hot or it is rainy" while the other conditions were all rated as "Very Satisfactory". The overall mean of 3.80 with a standard deviation of 0.821 had the same "Very Satisfactory" description. This means that the tourists were generally contented with the climate that can be experienced during their visit in the local beaches of Calbayog City. On the other hand, the beach operators gave a "Very Satisfactory" rating on the climate provided by the local beaches of Calbayog City. The overall rating is 3.70 with a standard deviation of 0.819. The results show beach operators were satisfied on the local beaches in terms of climate.

The combined perception of the tourists and beach operators on the condition "Parasols and cottages are available if the tourists need a shed if the climatic condition is really hot or it is rainy" obtained a weighted mean of 3.92 with a description of "Very Satisfactory". The rest of the conditions received a "Very Satisfactory" rating aside from one condition "Any changes in climate does not affect the overall experience in enjoying the beach" that received a "Satisfactory" rating.

The weather significantly impacts tourism since it determines visitors' activities (Becken, 2010; Becken & Wilson, 2013). The temperature and weather influence which tourist activities are accessible, influencing the duration and quality of specific leisure seasons (Scott et al., 2008; Rutty and Scott, 2010; Hewer, 2015). The weather may impact visitors' expenditures (Wilkins et al., 2017), duration of stay (Hambira, 2011; Goh, 2012), and overall pleased with their vacation (Rahman et al., 2018). Although it may seem straightforward, the interrelationships between climate and tourism are numerous and complicated (Scott and Lemieux, 2010).

Weather is one of the deciding factors of the tourists whenever they visit beaches because any changes within the atmospheric conditions may encourage or discourage tourists' activity. Though it is complicated to specifically determine the current pattern in weather, this aspect must be taken into a thoughtful consideration to stabilize the flow of visitors in the local beaches.

Table 6. Means and Standard Deviations on Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City in terms of Safety

Statements	Beach Operators			Tourists			Overall		
	Me an	Des c	SD	Me an	Des c	SD	Me an	Des c	SD
The beach is safe to tourists from any water-related dangers (e.g., Drowning, Rip Currents, Tsunami, etc.)	3.8 2	VS	1.0 22	3.6 6	VS	1.0 57	3.6 8	VS	1.0 54
The beach practices safety precautions guided by the IATF to protect the tourists from the COVID-19.	3.8 7	VS	0.9 37	3.8 3	VS	1.0 71	3.8 3	VS	1.0 55
The beach has an experienced and trained lifeguard that watches over the tourists to secure their safety.	3.8 7	VS	0.9 51	3.7 0	VS	1.0 68	3.7 2	VS	1.0 56

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The beach has lifebuoys (Salbabida) that can be accessed in times of emergency.	3.97	VS	1.038	3.91	VS	1.025	3.92	VS	1.026
The beach has a patrolling security personnel that maintains the peace and order.	3.99	VS	0.966	3.68	VS	1.037	3.72	VS	1.033
The beach has a 24/7 operating CCTV Cameras.	3.73	VS	1.047	3.34	S	1.220	3.39	S	1.207
The beach is situated in a safe location.	3.91	VS	0.920	3.78	VS	0.974	3.80	VS	0.968
The beach has vehicles used in times of an emergency such as: Ambulance, Police Car, etc.	3.77	VS	1.087	3.28	S	1.224	3.34	S	1.218
The beach has a Clinic that tourists can visit when they get sick during their stay.	3.52	VS	1.177	3.18	S	1.209	3.22	S	1.209
The beach is free from any of the following that might put the life of a tourist at stake: Dangerous rock formation, Unleveled sand floor, quick sands, etc.	3.78	VS	0.868	3.65	VS	0.988	3.66	VS	0.975
OVERALL	3.82	VS	0.814	3.60	VS	0.876	3.63	VS	0.872

Legend:

4.51 – 5.00	(E)	Excellent
3.51 – 4.50	(VS)	Very Satisfactory
2.51 – 3.50	(S)	Satisfactory
1.51 – 2.50	(M)	Moderately Satisfactory
1.00 – 1.50	(U)	Unsatisfactory

Safety

Table 6 shows the mean and standard deviation on the perceived satisfaction level of respondents on the local beaches of Calbayog City in terms of safety. It is reflected in the table that the condition, "The beach has lifebuoys (Salbabida) that can be accessed in times of emergency" received a "Very Satisfactory" of 3.91 with the SD of 1.025 based on the perception of the tourists. On the other hand, the rating of the beach operators in the condition "The beach has a patrolling security personnel that maintains the peace and order" earned a "Very Satisfactory" rating of 3.99 with the SD of 0.966. The overall ratings of the respondents are "Very Satisfactory" as indicated by the mean of 3.63 with the SD of 0.872.

As indicated in the results, majority of the condition received a "Very Satisfactory" rating while the other remaining had been rated as "Satisfactory". This implies that the local beaches in Calbayog City promotes the well-being of the tourists as well as of those working in the beach premises. The conditions were inclined in the current dilemma of our country in the aspect of health due to the COVID-19 virus that propelled everyone's lives in to an abrupt paradigm shift. The respondents were able to identify the safety measurements imposed for their safe-keeping during their visitation in the local beaches of Calbayog City.

Tourist safety perception and tourism image perception both have a considerable beneficial influence on loyalty, according to Li et al. (2019), and tourist safety perception and tourism image perception both have a full mediation effect between unfavorable public opinion and tourist loyalty. Tourists' perceptions of safety influence their motivation to travel, according to Yang and Xie (2018). Micro safety perception influences micro travel intention. Safety and security are vital points to emphasize in establishing a tourist attraction or destination. Tourism flourishes in safe and secured locations. Any sign or chances of danger is deterring particularly to the visitors who's well-being is paramount than any fragment of pleasure they may receive.

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Scenery.

Table 7 presents the means and standard deviations on the perceived satisfaction level of tourists as on local beaches of Calbayog City terms of scenery. All the conditions were rated "Very Satisfactory" by the tourists as indicated by the average mean of 3.96 with the standard deviation of 0.800. In addition to what has been stated, the average rating of the beach operators with all the conditions was "Very Satisfaction" as indicated by the mean of 4.08 with the standard deviation of 0.902. The overall rating of the respondents was 3.83 with the standard deviation of 0.813.

Table 7. Means and Standard Deviations on Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City in terms of Scenery

Statements	Beach Operators			Tourists			Overall		
	Mean	Desc	SD	Mean	Desc	SD	Mean	Desc	SD
The beach has good scenery that is worth of posting in the social media platforms.	4.26	VS	0.992	4.08	VS	0.908	4.10	VS	0.920
The beach's overall appearance is pleasing to the eyes.	4.06	VS	1.043	4.02	VS	0.910	4.03	VS	0.926
The beach has pictorial sites like an archway, garden, sandbar, etc.	4.16	VS	1.014	3.90	VS	0.966	3.93	VS	0.974
The beach offers aesthetically beautiful facilities.	4.06	VS	0.964	3.90	VS	0.935	3.92	VS	0.940
The beach is an ideal place to relax and destress.	4.03	VS	1.088	4.12	VS	0.927	4.11	VS	0.947
The beach is ideal for different festivities and occasions like birthday, wedding, and etc.	4.18	VS	0.983	4.06	VS	0.954	4.08	VS	0.958
The beach has an abundant amount of plant and tress	4.10	VS	0.968	3.97	VS	0.904	3.98	VS	0.912
that increases its appeal to the tourist.									
The beach offers other attractions like park, mangrove forest, garden, etc.	3.94	VS	1.030	3.75	VS	1.006	3.77	VS	1.010
The beach offers activities that emphasize its beauty.	3.94	VS	1.017	3.83	VS	0.997	3.85	VS	0.999
OVERALL	4.08	VS	0.902	3.96	VS	0.800	3.97	VS	0.813

Legend:

4.51 – 5.00	(E)	Excellent
3.51 – 4.50	(VS)	Very Satisfactory
2.51 – 3.50	(S)	Satisfactory
1.51 – 2.50	(M)	Moderately Satisfactory
1.00 – 1.50	(U)	Unsatisfactory

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The data implies that the scenery is one of the huge factors that contributes to the overall performance of local beaches in Calbayog City. This also implies that beach operators were on-hands to develop and maintain the aesthetic features and the natural beauty of the beach to provide the best experiences to the tourists.

The relevance of scenic drive tourism and its capacity to boost tourist revenues for regional tourism sites is shown in this research. The great majority of self-drive travelers in both Canada and the United States take scenic drives when traveling, and scenic drives accounted for 52 percent of the choice to visit a certain region. Scenic drives are significant in influencing tourism visitation and the flow of visitors to a place as a tourism product (Hennessey et al., 2008).

Scenery sat atop on the priorities of tourists because aesthetic features of the beach is enthralling; the more beauty it upholds, the better reputation it has. It is a recognizable factor that truly determines whether a tourist destination is satisfactory or not.

Water Quality

Table 8 shows the mean and standard deviation on the perceived satisfaction level of respondents on the local beaches of Calbayog City in terms of Water Quality. The last aspect considered on the perceived satisfaction level of tourists on Calbayog City's local beaches. All the conditions were all rated by the tourists as "Very Satisfactory" indicated by an average mean of 3.82 with the standard deviation of 0.829. While the average rating of beach operators with the same aspect was also "Very Satisfactory" indicated by the mean of 3.96 with standard deviation of
0.799. The overall mean rating of the respondents was "Very Satisfactory" as indicated by the mean score of 3.83 with the standard deviation 0.826.

This suggests that the water quality of the beach plays a significant role in the increasing tourists in the local beaches of Calbayog City. The observed diversity of marine wildlife and the crystal blue waters found in beach. This further tells that Calbayog City industry in beach tourism. As such, respondents have acknowledged that water quality contributes to the development and increasing popularity of the beach tourist spots of Calbayog city; Stabilizing the economic growth of the local community.

Table 8. Means and Standard Deviations on Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City in terms of Water Quality

Statements	Beach Operators			Tourists			Overall		
	Mean	Desc	SD	Mean	Desc	SD	Mean	Desc	SD
The water is clean and free from any impurities such as (Garbage, Human waste, dead animals or plants, etc.).	3.95	VS	0.930	3.90	VS	0.970	3.90	VS	0.965
The water in the beach is refreshing.	4.04	VS	0.979	3.74	VS	1.071	3.78	VS	1.064
The beach operator ensures that the beach is operating well.	3.99	VS	0.851	3.97	VS	0.981	3.97	VS	0.966
The beach promotes the well-being of the environment by encouraging the tourists to pick-up their trash and	4.01	VS	0.881	3.83	VS	0.973	3.85	VS	0.964
disposes it properly.									
The tourist was satisfied with the morphological and physical aspects (water temperature and beach length are the parameters) of the beach.	3.95	VS	0.916	3.87	VS	0.993	3.88	VS	0.984
The beach has crystal-clear water.	4.00	VS	0.973	3.82	VS	0.971	3.84	VS	0.972
There is a sewage system nearby which helps to protect the water quality in the beach.	3.79	VS	0.922	3.75	VS	1.054	3.75	VS	1.039

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The cleanliness of the beach is well maintained by the caretakers or owners.	3.94	VS	0.908	3.67	VS	1.031	3.70	VS	1.020
The beach is regularly cleaned.	4.00	VS	0.903	3.82	VS	0.952	3.84	VS	0.947
OVERALL	3.96	VS	0.799	3.82	VS	0.829	3.83	VS	0.826

Legend:

4.51 – 5.00	(E)	Excellent
3.51 – 4.50	(VS)	Very Satisfactory
2.51 – 3.50	(S)	Satisfactory
1.51 – 2.50	(M)	Moderately Satisfactory
1.00 – 1.50	(U)	Unsatisfactory

As indicated, Table 9 is the summary of the mean and standard deviation on perceived level of tourist satisfaction in local beaches found in Calbayog City. The five aspects are presented- Accommodation, Climate, Safety, Scenery, and Water Quality.

It can be gleaned that the study was described as "Very Satisfactory" in all aspects. This "Very Satisfactory" rating was indicated by the overall mean of 3.77 with a standard deviation of 0.756.

Many marine species rely on coastal water for survival. It also supports significant economic activities such as tourism, seaside leisure, fishing, and property values. The essay claims that poor water quality has actual and substantial consequences for the ecosystem and human well-being. In beach tourist hotspots like Hawai'i, it might jeopardize an industry worth billions of dollars to the global economy (University of Hawaii News, 2017).

In relation to the literature, water quality is significant to the satisfaction of the tourist. It is relevant in a sense that it is conceived as a major determiner in the capability of beaches in catering tourism. Toxic and contaminated waters jeopardize not just the health of the beach-goers but the industry of tourism as well.

Table 9. Summary Table of the Means and Standard Deviations on Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City.

Indicators	Beach Operators			Tourists			Overall		
	Mean	Desc	SD	Mean	Desc	SD	Mean	Desc	SD
Accommodation	4.07	VS	0.830	3.81	VS	0.742	3.84	VS	0.757
Climate	3.80	VS	0.796	3.68	VS	0.821	3.70	VS	0.819
Safety	3.82	VS	0.814	3.60	VS	0.876	3.63	VS	0.872
Scenery	4.08	VS	0.902	3.96	VS	0.800	3.97	VS	0.813
Water Quality	3.96	VS	0.799	3.82	VS	0.829	3.83	VS	0.826
OVERALL	3.95	VS	0.763	3.77	VS	0.756	3.79	VS	0.758

Legend:

4.51 – 5.00	(E)	Excellent
3.51 – 4.50	(VS)	Very Satisfactory
2.51 – 3.50	(S)	Satisfactory
1.51 – 2.50	(M)	Moderately Satisfactory
1.00 – 1.50	(U)	Unsatisfactory

The same level of satisfaction was noted by Beach Operators. The overall mean of their response was 3.95 with a standard deviation of 0.763 which was described as

"Very Satisfactory".

Tourist satisfaction is the lifeline of tourism. The level of tourist satisfaction determines the quality of tourist destinations and likely to predict the trend in the market. Hence, increases the likelihood of creating profitable tourism.

Level of Tourist Satisfaction in the Local Beaches of Calbayog City

Difference on the Perception of Respondents on the Level of Tourist Satisfaction in Local Beaches of Calbayog City

Table 10 shows the test of significant difference on the perception on level of tourist satisfaction in the local beaches of Calbayog City. The conditions were Accommodation, Climate, Safety, Scenery, and Water Quality. T-Test was used to treat the data.

Table 10. Test of Significant Difference on the Perception of the Respondents on Level of Tourist Satisfaction in Local Beaches of Calbayog City

Conditions	Mean Difference	t-value	df	p-value
Accommodation	0.258**	2.828	647	0.005
Climate	0.099ns	1.203	647	0.230
Safety	0.222*	2.103	647	0.036
Scenery	0.122ns	1.234	647	0.218
Water Quality	0.100ns	1.452	647	0.147
OVERALL	0.173ns	1.883	647	0.060

Legend:

ns – Difference is not significant at 0.05 level (p-value > 0.05)

* – Difference is significant at 0.05 level (p-value < 0.05)

** – Difference is highly significant at 0.05 level (p-value < 0.01)

Statistical analysis revealed that there is a high significant difference on the perception of the respondents on level of tourist satisfaction in local beaches of Calbayog City in terms of Accommodation. A significant difference was also noted in terms of Safety which resulted to an overall perception of a t-value which is 2.103 which was significant. Three conditions that are Climate, Scenery, and Water Quality revealed that there is no significant difference. The highly significance was shown by the p-value that is lesser than 0.01 level of significance while the significant difference was indicated by the p-value that was lesser at 0.05 level of significance.

The null hypothesis on the significant difference between the perceived level of tourist satisfaction in local beaches of Calbayog City was failed to be rejected. This implies in general that, tourists and beach operators, have dissimilar level of satisfaction as regard to the level of tourist satisfaction in local beaches of Calbayog City. Since all areas have obtained differentiated significance- highly significant, significant, and no significant, it could imply that the tourists have same perception from beach operators. These results can be attributed to the fact that as far as the tourists were concerned, they were keen into looking at the services and features offered by the local beaches of Calbayog City and so they were objective in their ratings.

On the other hand, beach operators, arrived into a similar perception with the tourists because they have somewhat experience on the firsthand the services offered by the beach before they apply for their jobs. In addition, there were some factors that tourists had scrutinized in assessing their level of satisfaction in the local beaches of Calbayog City. For an instance, some may be an eco-friendly tourist who promotes sustainability of the environment while on the part of the beach operators, they were more into how to maintain the operations smoothly and to generate more income. The aforementioned and other underlying factors had influenced the two groups of respondents on their perception which resulted to varied results of ratings to the level of satisfaction in the local beaches of Calbayog City.

Detailed research can be implemented in order to gather enough information about tourist destinations for the purpose of developing their quality attributes and creating recognizable brands (Atabeb, 2019). It is paramount to arrive in a correct conclusion in the study to prove its credibility and accuracy.

Researches redefined the tourist satisfaction throughout the course of years. Determining the perception of the tourist in tourist sports is significant in tracing back the demands that could help sustain and further develop the tourism.

Relationship between the Profile of the Respondents and the Level of Tourist Satisfaction in Local beaches of Calbayog City

Table 11 shows the relationship between the perceived level of tourist satisfaction in local beaches of Calbayog City and their profile in terms of civil status and age. It means that civil status and age is one of the factors in determining the level of tourist satisfaction.

Level of Tourist Satisfaction in the Local Beaches of Calbayog City

It can be gleaned from the table that civil status and age was highly significant to the perceived level of tourist satisfaction in local beaches of Calbayog City. Thus, the null hypothesis which states that there is no significant relationship between the profile of the respondents and the level of tourist satisfaction in local beaches of Calbayog City was rejected.

This provides an implication that tourists who were single and have no family yet would frequently visit local beaches, especially those who are in legal age that have jobs already. These people explore the tourist spots while they still have no family of their own to de-stress or enjoy. On the other hand, it was also associated with the level of tourist satisfaction which would imply that even those who belong at the low-income bracket manages to spend time in beach. This could be a valid result considering that Filipinos of loves to enjoy beach particularly on summer where the heat wave is insufferable.

Table 11. Test of Correlation between the Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City and their Profile in terms of Civil Status and Age

Conditions	Civil Status					Age				
	x^2	df	Con.Coef	In t	p-value	x^2	df	Con. Coe f	Int	p-value
Accommodation	88.11*	64	0.3 5	L	0.0 3	847.62* *	224	0.75	H	0.0 0
Climate	111.57 **	70	0.3 8	L	0.0 0	591.12* *	245	0.69	MR	0.0 0
Safety	132.48 **	74	0.4 1	MR	0.0 0	983.36* *	259	0.78	H	0.0 0
Scenery	92.48* *	56	0.3 5	L	0.0 0	452.46* *	196	0.64	MR	0.0 0
Water Quality	87.493 *	62	0.3 5	L	0.0 2	512.03* *	217	0.66	MR	0.0 0
OVERALL	668.92 **	458	0.7 1	H	0.0 0	2233.35**	1603	0.88	H	0.0 0

Legend:

** – Correlation is highly significant at 0.05 level (p-value < 0.01)

* – Correlation is significant at 0.05 level (p-value < 0.05)

1.00	P	Perfect Relationship
±0.91 to ±0.99	VH	Very High Relationship
±0.71 to ±0.90	H	High Relationship
±0.41 to ±0.70	MR	Marked/Moderate Relationship
±0.21 to ±0.40	L	Low Relationship
0.00 to ±0.20	N	Negligible Relationship

 Because visitors' periods may accurately forecast leisure demand, tourism stakeholders consider age a critical demographic characteristic (Kara & Mkwizu, Kezia Herman, 2020). An individual's desire for leisure and environment exploration is said to be favorably influenced by age (Ma et al., 2018). One aspect that influences vacation selections is marital status (Kattiyapornpong & Miller, 2008).

Profile of the tourists enables the beach operators in forecasting a trend and the demand in the tourism industry. Age and Marital Status of the tourists heavily influences their activity in tourists' destinations. A person's mobility and civil conditions affects the overall experience, decision-making, and satisfaction in a certain destination.

Table 12 presents the test of correlation on the perceived level of tourist satisfaction in local beaches of Calbayog City and their profile in terms of highest educational attainment and monthly income.

It can be gleaned from the table that Highest educational attainment and socioeconomic status were significantly related to the level of tourist satisfaction in local beaches of Calbayog City. This was shown by having a p-value that was less than 0.05 level of significance. Thus, the study rejects the null hypothesis.

Level of Tourist Satisfaction in the Local Beaches of Calbayog City

Table 12. Test of Correlation between the Perceived Level of Tourist Satisfaction in Local Beaches of Calbayog City and their Profile in terms of Highest Educational Attainment and Monthly Income

Conditions	Highest Educational Attainment					Monthly Income				
	x^2	df	Con. Coef	Int	pvalue	x^2	df	Con. Coe f	Int	p-value
Accommodation	302.16**	192	0.56	MR	0.00	186.47**	128	0.4 7	MR	0.0 0
Climate	326.61**	210	0.58	MR	0.00	245.16**	140	0.5 2	MR	0.0 0
Safety	346.40**	222	0.59	MR	0.00	295.32**	148	0.5 6	MR	0.0 0
Scenery	291.63**	168	0.56	MR	0.00	168.67**	112	0.4 5	MR	0.0 0
Water Quality	346.54**	186	0.59	MR	0.00	200.37**	124	0.4 9	MR	0.0 0
OVERALL	1521.29**	1374	0.84	H	0.00	1167.79**	916	0.8 0	H	0.0 0

Legend:

** – Correlation is highly significant at 0.05 level (p-value < 0.01)

* – Correlation is significant at 0.05 level (p-value < 0.05)

1.00	P	Perfect Relationship
±0.91 to ±0.99	VH	Very High Relationship
±0.71 to ±0.90	H	High Relationship
±0.41 to ±0.70	MR	Marked/Moderate
Relationship		
±0.21 to ±0.40	L	Low Relationship
0.00 to ±0.20	N	Negligible Relationship

This imply that highest education attainment and monthly income were variables that were associated in affecting the level of tourist satisfaction in local beaches. To elaborate, people with good monthly income frequented local beaches of Calbayog City. In the same manner, majority of the tourists have good educational background. Thus, contributes primarily to the decision of the tourists to visit and enjoy the pristine waters of the local beaches in Calbayog City.

Income elasticity of tourist demand-based macroeconomic statistics, temporal data series, and panel data are often used to investigate the relationship between income and tourism demand. Furthermore, consumer studies have recently investigated the link between income and tourist expenditure Rudez, Helena (2018). According to previous research, inhabitants' level of education is the most significant single factor influencing their attitudes toward the tourism sector. Education can help community people improve their communication skills and raise their understanding of tourism-related concerns (Stojković et al., 2020). According to Papastathopoulos et al. (2019), differences in tourist development views depend on education level.

The income and the level of education is significant factor that affects the attitude of the tourists towards tourism. Consumers' activity reflects on their capability to purchase a service or product and their conception about it.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the study, the researchers draw the following conclusions:

1. Tourists who have no significant ones or relationships have time to spend on leisure, e.g., beach, travel, etc. It is probably because people without romantic relationships can do more and develop their personal development.

2. The majority of the tourists were in their 20's, early adulthood stage, which prompts them to experience different adventures and excitement.

3. The formal education background of tourists plays an insignificant role in their decision to visit local beaches.

4. Regardless of socio-economic status, tourists would visit the beaches if they felt the need to go.

5. The increasing number of tourists in Calbayog City is a good determiner that the local beaches were sustained and developed further to meet visitors' changing trends and demands.

6. Local beaches in Calbayog City, as indicated by the data, have met the benchmarks of positive beach tourism.

7. The combination and existence of accommodation, climate, safety, scenery, and water quality is effective in satisfying the tourists.

8. Despite their varying civil status, age, highest educational attainment, and monthly income, tourists enjoy the local beaches.

Level of Tourist Satisfaction in the Local Beaches of Calbayog City

RECOMMENDATIONS

To attain a more responsive and effective implementation of beach tourism in Calbayog City, the following recommendations were advanced:

1. The local government should promote sustainability in beach tourism to preserve the natural beauty and protect the wildlife in the body of water.
2. Local beach owners or caretakers must require maintenance fees to keep the cleanliness and order in the premises. Also, to finance the needs of the beach.
3. Beach owners or caretakers must coordinate with the local government to formulate developmental plans for beautification, restoration, and new facilities in their corresponding property.
4. Beach Operators may work alongside the City Tourism Office in promulgating job opportunities to the local community.
5. Beach operators should communicate to different organizations and local governments to bridge their concerns regarding environmental issues.
6. Beach Operators can tap local content creators to boost tourism in Calbayog City.
7. Beach Operators may conduct workshops, seminars, and activities for their employees to nourish their skills and be efficient different jobs.
8. Beach Operators can integrate updated technological tools and systems in their operation to provide a better experience and ensure the tourists' well-being while staying on the premises.
9. Local beaches can develop a strategy that will identify, develop, and promote the potentials of the local beaches in Calbayog City.

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