

BIBIOGRAPHY

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ABSTRACT

This study was conducted to determine the demographic profile of the tourists visiting Sagada, to identify their market segments, motivations, the specific attractions seen. It also aimed to know the assessment of the tourists on the different facilities and services they availed, the problems they encountered during their stay in Sagada and their suggestion for the improvement of tourism industry in Sagada.

The study was conducted in Sagada, Mountain Province on April-May 2008.

A total of 62 respondents composed of 42 domestic tourists and 20 international tourists served as respondents of the study. Survey questionnaires and interviews were used primary to gather data. The data was tabulated, and analyzed through frequency, percentage, weighted mean, and ranking.

Majority of the domestic tourists were from the National Capital Region (NCR) while the international tourists were from North America. The oldest of the tourists was 59 years old while the youngest was 17 years old. The mean age of the respondents was 28. All of the respondents acquired formal education; most of them have jobs except for the students.

Most of the international tourists traveled independently while the domestic tourists were family travelers.

The tourist' personal motivation for travel was for relaxation and rest while the common cultural motivation was the desire to know the cultures of people in Sagada. The social motivation was the desire to meet other people and as to status and prestige, respondents were motivated to pursue hobbies.

Most of the respondents wanted to see the caves.

As to the tourists' ratings of facilities and services, weaving and handicrafts, accommodation, food services and tour guides was given a satisfactory rate.

The most common problem to the domestic and international tourists was the rough road.

Improvement on the facilities and services that were rated very unsatisfactory should be made in order to meet the standards of the tourists. The tourist guides who are the primary source of information of the tourist should be knowledgeable on the history and culture of the people in Sagada. Natural attractions should be preserved by the local community. More information materials must be provided for the tourists who can come in the form of brochures of leaflets and concreting of the roads going to Sagada.

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INTRODUCTION

Rationale

Tourism is the world's largest and fastest growing industry with annual worldwide revenue of over 3.4 trillion. It can bring substantial economic benefits, a very much service –oriented industry. It is proven to be an income generator and dollar earner even in times of economic crisis; still it works to provide income from both domestic and foreign tourists.

For over four decades now, tourism has been considered as an economic remedy for developing countries. Often dubbed as the white industry, it is thought to be a vital development agent and an ideal economic alternative to various traditional primary and secondary sectors. International tourism, particularly in developed and developing countries perform a vital role in generating the needed foreign exchange earnings, infusing badly needed capital into the economy (Salamanca, 2006).

The global travel and tourism industry now accounts for over 25% of the world's trade, and nearly 10% of global employment. According to the World Travel and Tourism Council (WTTC) as cited by Salamanca (2006) travel and tourism supports more than 200 million jobs worldwide. Tourism represents around 35% of the world's exports of services and over 70% in Least Developed Country (LCDs).

In the Philippines tourism industry is a vital economic generator and employer. In fact, it is currently one of the major forces driving our nation's progress (Libosada 2003). Employment in the tourism-related sectors is growing faster than any other sector in the province. Foreign visitors traveling and vacationing in the country generate 92% or US \$ 2,700.57 million (Salamanca, 2006).



The Philippines stands at the crossroads of the developed western world and the Orient. It lies in the heart of Southeast Asia, stretching more than 1,840 kilometers. Composed of 7,107 islands, the Philippine is readily accessible to the different capitals of the world. Its three main islands are Luzon, Visayas and Mindanao. The unique location has made the Philippine the commercial, cultural and intellectual hub of Asia from the dawn of history (DOT, 2000).

West of Bontoc in the Mountain Province in Northern Luzon nestles a pastoral upland valley, Sagada, a popular tourist hub. This quaint haven is linked to Baguio city by one of the most scenic highways in the country, the Halsema. The roller-coaster may be a little bit shaky but the sight of an endless expanse of mountain ranges is worth the trip. As one moves on, lyrical sights unfold with every twist and turn. Early morning mist hugs the mountains and give them the appearance of Chinese brush paintings (Gabor, 1996).

Popular as a destination of foreign adventurers, Sagada features caves that can be explored (even by non-experts) with the aid of local guides, an interesting hike along an underground river, a waterfall and pool to cool off in after a day of exploring, and a quiet serenity only found off the beaten path. The forebears of the current residents practiced an unusual burial practice by hanging and stacking coffins, hewed from tree trunks, in the limestone karts cliffs and caves near town

Though Sagada earns significantly from its tourism industry, agriculture still is the main source of income in Sagada. Cabbages, carrots, and potatoes are common crops while rice is planted for household consumption. The tourism industries in the municipality of Sagada started in 1970's. Tourists then were mostly missionaries and the



more adventurous young, energetic and hippie styled Filipinos from the lowlands. The big tourism boom started in the early 80's when a number of tourist from western countries flocked to Sagada thus, giving an opportunity to the people of Sagada. Hotels, inns, and restaurants were built to accommodate the influx of foreign and local tourists (Magwilang, 2001).

Given all this information, there is an interest to study the tourists' assessment on facilities and services offered in Sagada, Mountain Province.

Statement of the Problem

This study was conducted in order to know the tourists' assessment on facilities and services in Sagada, Mountain Province.

Specifically, this study aimed to answer the following questions:

1. What is the demographic profile of the tourists visiting Sagada?
2. What segment do the tourists belong?
3. What motivated the tourists to travel in Sagada?
4. What specific attractions tourists want to see in Sagada?
5. What are the facilities and services that the tourists availed and their ratings?
6. What are the problems encountered by the tourists in Sagada?

Objectives of the Study

This study aimed to:

1. Determine the demographic profile of tourists visiting Sagada
2. Identify the tourists segment
3. Determine the motives of tourists in traveling to Sagada



4. Identify the specific attractions the tourists want to see in Sagada
5. Identify the facilities and services availed and their ratings
6. Determine the problems encountered by the tourists in Sagada.

Importance of the Study

The findings of the study will provide information affecting tourism in Sagada, Mountain Province. The information may be used in the formulation of policies and guidelines to make tourism a better instrument for development. Findings may also be used by the Sagada Municipal Tourism Council in determining what project to implement for the protection and conservation of tourists spots. Likewise, findings may help the residents who are engaged in business to improve the facilities and services through tourism. It may also inform the tourists on the problem they may encounter in visiting the place.

Scope and Delimitation of the Study

The study was conducted in Sagada, Mountain Province. The study was limited on the tourists' assessment on facilities and services in Sagada. The respondents were tourists who visited the area; hence perceptions of local residents were not included.



REVIEW OF LITERATURE

Definition of Tourism

The two pioneers of tourism research, Hunziker and Krapf as cited by Vanhove (2005) defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1981 AIEST (Association Internationale d'Experts Scientifiques du Tourisme) discussed the definition of tourism once again on the occasion of the annual congress in Cardiff. The congress accepted tourism as the entirety of interrelations and phenomena which result from people traveling and stopping at places which neither their main continuous domiciles nor place of work either for leisure or in the context of business activities or study (Vanhove 2005)

Tourism as mentioned by Salamanca (2006) is highly a service-oriented industry and, as such demands people to perform the services needed to render to the visiting tourists, local or foreign. These people must be capable of providing quality service to tourists and should possess the qualifications, attitudes, knowledge and skills in order to be competent in handling the duties and responsibilities required in the tourism or hospitality industry.



Demographic Profile

Cruz (1982) has identified significant factors influencing travel demand.

These are:

Age. The elderly because if increasing infirmity are less prone to take holidays away. The younger age group is usually interested in new places and experiences. Young people have a high tolerance for all type of new experiences.

Sex. Women show a greater proclivity to go away on holiday than men do.

Family Circumstances. Families which are in the -rearing stage tend to travel less.

Level of Income. The more affluent members of the society are the ones who travel most.

Education. The better educated members of the population have a higher propensity to travel. Those with a better education travel more.

Cost. Countries receiving tourists must be able to compete with the cost of holidays in the generating countries.

Travelers usually go to the places which offer low-cost food, accommodation, transportation.

Segmentation of Tourists

The Department of Tourism (DOT, 2000) as cited by Tanggana (2005) identified the different market segments of tourists from tourism statistics, site data analysis, site observations, and discussions with travel industry operations. These are: 1) Domestic tourism segment-includes the families traveling together; students; club members like mountain climbing, caving, office groups traveling; an pilgrims. 2) International tourism segment-includes balikbayans sometimes with foreign friends; international travelers on



packaged tours who arranged their accommodation, flights, and transfer with a ground operator and pre-booked as a package in the source market; free and independent travelers, who often travel without guide; scuba diving; and other special interest like seminars, conferences, outreach programs or as a part often on vocational duties; mountaineers; cavers; river runners; bird watchers.

Motivations of Tourist to Travel

Cruz (1982) identified the four categories of basic travel motivators as follows:

1. Physical motivators-include those related to physical rest, sports participation, beach recreation, relaxing entertainment and other motivations directly connected with health.
2. Cultural motivators-include the desire to know about other countries –their dances, music, folklore, paintings and religions
3. Interpersonal motivators-include a desire to meet new people, visit friends or relatives, escape from routines, from family and neighbors and make new friendships
4. Status and prestige motivators-pertain to ego needs and personal development; include trips related to business, conventions, study and pursuit of hobbies and recreation.

Tourists' Attraction in Sagada

According to Vanhove (2005), without attractions there is no tourism. They are the key element of the tourism system, with the ability to attract people to destinations.

The attractions can be of varied nature.



Rice Terraces. Scattered all over the Cordilleras, the most famous of these terraces are found in neighboring Banaue, Ifugao. Sagada has its own terraces - lesser known but equally as spectacular! Whereas the walls of Banaue's terraces are of compacted earth, Sagada's walls are small rocks laboriously piled one on top of the other. One sees the same though... giant steps carved by hand out of whole mountainsides provide for terrific viewing.

Bomod-ok Falls. Reaching Bomod-ok (locally known as the Big Falls) takes a relatively taxing four-hour effort from town for the hiker but, the scenery is more than worth the effort. At the foot of the Big Falls is a pool of crystal clear water, where a swim is enough to refresh a weary hiker. Intrepid enough visitors may trace where the water comes from starting at the top of the waterfalls and they would be lead by the stream trail to a nice picnic grove.

Bokong falls. Equally as exciting as Bomod-ok's falls whose pool at the foot of the waterfalls is deeper though smaller than Bomod-ok's. The pool basin as well as the precipice is carved out of solid rock, the result of the continuous beating by the water for centuries as it persistently pushed its way downstream. Bokong's beauty is complimented by the splendor of the rice terraces looming along the footpath to the waterfalls - a perfect harmony of natural and man-made.

Sumaguig Cave. The one most popular to visitors, is a 40-minute walk from Sagada on the Suyo road. Unusual limestone formations are found in the cave.

Crystal Cave. Situated southwest of Sumaguig Cave and around two kms from the Poblacion, this cave is rich with stalactites and stalagmites. Stalactite is an icicle-shaped deposit of carbonate of lime hanging from the roof of a cave while stalagmite is a



cone- shape deposit of carbonate of lime built up on the floor of a cave by drip, often from a stalactite above.

Lumiang Cave. A 30-minute walk from Sagada on the way to the Big Cave, this burial cave, where many old and a few newer coffins are stacked, is well worth a visit. The coffins can be viewed from the large entrance so there is no need to go inside.

Matangkib Cave. A smaller and more accessible burial cave. It is the second level of the Latang Underground River. The inner chamber of the cave contains the old traditional types of coffins from trunks of pine trees. It is only around 50 meters away from the main road of Nangonogan.

Ganduyan Museum. Located right at the center of the town; this small private museum has a display of the best of the Cordillera crafts, both new and antique. Display and collection includes beautiful baskets, tapestry, metal craft, etc.

Masferre's Photographs. Displays of old Masferre prints are worth viewing and Masferre T-shirts are for sale along with other local books, cards, etc.

Episcopal Church of Saint Mary the Virgin. Built in the early 1900`s, this place of worship is one of the most famous landmarks of Sagada. Beyond the church are the limestone cliffs and pine scented air of Echo Valley and Calvary Hill.

Sagada Weaving House. Located along the Bontoc Road, the Sagada Weaving House is where one can actually witness the centuries old way of hand-weaving the natives' traditional skirts.

Facilities and Services

The DOT (2001) as cited by Alampay has identified ten accommodation establishments operating in Sagada. All these establishments are owned and managed by



people from the place. The community hospital, high school, and what used to be convent-all church-owned-accept guests when there are no more rooms available in the commercial facilities. Private homes complement these rooms during peak months of December, April, and May.

There are also weaving industries, handicrafts and furniture shops, one hospital and a Rural Health Unit both located at barangay Poblacion. Modern telecommunications facilities are available. Cable television was introduced in 1994 and cellular phone services in December 2001. Modern computer and internet are also offered in Sagada.

Problems Encountered

Tanggana (2005) mentioned common problems tourists encountered in Banaue, Ifogao as; rough roads as the most common problem, insufficient streetlights, and lack of printed information about Banaue. Other problems are slippery and dangerous mountain trails, poor sanitation, lack of security, inconvenient accommodation and transportation facilities, lack of first aid assistants, and others.



METHODOLOGY

Locale and Time of the Study

This study was conducted from April-May 2008 in the municipality of Sagada, Mountain Province. In the midst of the Cordillera Mountains in Northwestern Philippines lies an enchanting town called Sagada of the Mountain Province, one of the six (6) provinces of the Cordilleras. A popular destination for local and foreign tourists, Sagada is known for its pleasant climate. The coolest months in this, area is from December to February when temperature can drop to 40 degree Centigrade (40). However, mountain temperature is usually moderate, offering warm days for hiking and cool nights for sleeping.

Respondents of the Study

The respondents of this study were domestic and international tourists who visited Sagada. The two major market segments of tourists as identified by DOT (2002) are international and domestic tourists. These are independent travelers, family travelers, international travelers on packaged tours, educational tours, balikbayan with foreign friends, and students of educational tour, club member travelers, professional on educational tour, travelers with friends and others.

The respondents were randomly selected from the tourists who visited the place during the time of the study.



Data Collection

Data gathering was done using survey questionnaires. Informal interviews with the tourists were also done to supplement the information that was gathered from the questionnaire.

Data Gathered

The data gathered included the demographic profile of the tourists, their segmentation, their motivation to travel, the specific attractions they wanted to see in Sagada, the rate of satisfaction on the services and facilities offered to them, the problems encountered while staying in Sagada, and their suggestions for the improvement of tourism in Sagada.

Data Analysis

The collected data were consolidated, categorized, and tabulated. Descriptive statistics such as frequency counts and percentages, averages and ranking were used for the interpretation of the data.



RESULTS AND DISCUSSION

Place of Origin of the Respondents

Table 1 presents the place and origin of the respondents.

Among the 42 domestic tourists, 18(43%) were from the National Capital Region (NCR) comprising Manila, Makati City, Marikina City, Quezon City, Caloocan City, Taguig City and other areas in Metro Manila. Twelve (29%) of the respondents were from the Cordillera Region comprising Abra, Baguio City, Benguet Province, and from the other areas of Mountain Province. Six came from the CALABARZON region comprising Rizal, and Laguna. Two (5%) were from the Ilocos Region and another from Bicol Region, while one (2%) is from Central Luzon, and another one (2%) respondent from Eastern Visayas.

For the international tourists, 4 (20%) came from the United States of America, and another 4 (20%) came from Canada. Five (25%) were from Asia and also 5 (25%) from Europe. One respondent is from Australia and also one from New Guinea

Demographic Profile of the Respondents

Table 2 presents the age, gender, and civil status, number of children of the married respondents, educational attainment and occupation of the respondents.

Age range. The oldest among the 62 respondents was 59 years old while the youngest is 17 years old. For domestic tourist, 13 (30.95%) respondents are aged 15-20 and also 13 (30.95%) are aged 21-25 years old, the mean age was 26 years. On the other hand 8 (40%) international tourist are within the age range of 26-30 years old. The mean age of the international respondent was 31 years old and the mean age of all the



respondents was 28 years old. The result proves that younger people are more adventurous, eager to see new places and experiences, while the elderly are less prone to take holidays away because of increasing infirmity.

Sex. Among the 42 domestic tourists 25 (60%) are female, while 17 (41%) are male. On the other hand, among the 20 international respondents 12 (60%) are female while 8 (40%) are male. Women as what Cruz (1982) said show greater proclivity to travel than men do.

Table 1. Place of origin of the respondents

PROFILE	FREQUENCY (F)	PERCENTAGE (P)
Domestic Tourist		
NCR	18	43
CAR	12	29
CALABARZON	6	14
Ilocos Region	2	5
Bicol Region	2	5
Central Luzon	1	2
Eastern Visayas	1	2
TOTAL	42	100
International Tourist		
United States	4	20
Canada	4	20



Table 1. Continued.

PROFILE	FREQUENCY (F)	PERCENTAGE (P)
Europe	5	25
Asia	5	25
Australia	1	5
New Guinea	1	5
TOTAL	20	100

Civil status. Table 2 shows that among the 42 domestic respondents 33 (79%) are single, 8 (19%) are married. There is only one (2%) widow respondent. In comparison to international tourist, 13 (65%) are still single, 6 (30%) are married and one (5%) respondent is divorced

Number of children. Among the 8 married and one widow domestic respondents 4 (44%) have two children, 3 (33%) have 3 children and 1 (11%) has 4 children and another 1 (11%) respondent has 5 children. For the 6 married and 1 divorced international tourists 3 (43%) have two children, 2 (29%) have 1 child and one (14%) have three children and no child respectively.

Highest educational attainment. All the 62 domestic and international respondents had gone to school. For the domestic tourists 20 (47.62%) were college graduate, 16 (38.10%) college undergraduate, 5 (12%) were high school graduate and 1 (2%) was vocational graduate. For the international tourists 16 (80%) were college graduate and 4(20%) were college undergraduate. Base on the result of the study, person with higher educational attainment travel more.



Occupation. Among the 42 domestic respondents 9 (21.42%) were students, 15 (35.71%) were non-government employees. There were 14 (33.33%) who were self-employed and 4 (10%) were government employees. For the international respondents 8 (40%) were self-employed and 20% were non-government, government employee and student respectively.

Table 2. Demographic profile of the respondents

PROFILE	DOMESTIC TOURIST		INTER-NATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Age Range						
15-20	13	30.95	3	15	16	26
21-25	13	30.95	2	10	15	24
26-30	9	21.43	8	40	17	27
31-40	3	7.14	5	25	8	13
41-50	3	7.14	0	0	3	5
51-60	1	2.39	2	10	3	5
TOTAL	42	100	20	100	62	100
MEAN	26		31		28	
Sex						
Female	25	60	12	60	37	60
Male	17	40	8	40	25	40
TOTAL	42	100	20	100	62	100



Table 2. Continued.

PROFILE	DOMESTIC TOURIST		INTER-NATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Civil Status						
Single	33	79	13	65	46	74
Married	8	19.04	6	30	14	23
Widow	1	2.38	0	0	1	2
Divorced	0	0	1	5	1	2
TOTAL	42	100	20	100	62	100
Number of children						
None	0	0	1	14	1	6
1 child	0	0	2	29	2	13
2 children	4	44.44	3	43	7	44
3 children	2	33.33	1	14	4	25
4 children	1	11.11	0	0	1	6
5 children	1	11.11	0	0	1	6
TOTAL	9	100	7	100	16	100
Highest Educational Attainment						
High School Level	5	12	0	0	5	8
College graduate	20	47.62	16	80	36	55



Table 2. Continued.

PROFILE	DOMESTIC TOURIST		INTER-NATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
College undergraduate	16	38.10	4	40	20	36
Vocational graduate	1	2.38	0	0	1	2
TOTAL	42	100	20	100	62	100
Occupation						
Government employee	4	10	4	20	8	12.9
Non-gov't employee	15	35.71	4	20	19	27.42
Self-employed	14	33.33	8	40	22	27.42
Student	9	21.42	4	20	13	32.26
TOTAL	42	100	20	100	62	100

Segmentation of Tourists

Table 3 shows the different market segmentation of tourists visiting Sagada.

Domestic tourists. There were 15 (35.71%) family travelers, 9 (21.43%) were students, 8 (19%) were club member travelers, 7 (17%) traveled on outreach program/educational tour and 7.14% were pilgrims.

International tourists. Among the 20 international respondents, 17 (85%) were independent travelers or those who traveled without guides and did not arrange their trips with travel agencies. There was one (5%) balikbayan with foreign friends, one traveler with packaged tour and one who traveled on educational tour.



Table 3. Segmentation of tourist

SEGMENTATION	FREQUENCY (F)	PERCENTAGE (P)
Domestic tourist		
Family travel	15	37.71
Student	9	21.43
Club member travelers	8	19
Pilgrims	3	7.14
Outreach/educational tour	7	17
TOTAL	42	100
International tourist		
Balikbayan w/ foreign friends	1	5
International traveler on packaged tour	1	5
Free and independent traveler	17	85
Educational tour	1	5
TOTAL	20	100

Motivations of Tourists to Travel

Table 4 shows the four basic motivations of tourists to travel.

Physical motivation. Seventy-eight percent of domestic tourists and 85% of the international tourists were motivated to travel for relaxation or rest. Other motivations include sports, health and scenery.

Interpersonal motivations. For the domestic tourists 48% were motivated to travel to meet other people, 36% break from routine, 29% for self-discovery, 19% to maintain social contacts and 12 % to visit friends and relatives. For the international tourists 50% were motivated to meet other people, to break from routine, and for self-discovery. Only 10% said to visit friends and to maintain social contacts.



Cultural motivations. Majority (76%) of the domestic tourists and 80% of the international tourists traveled to Sagada to know the ethnic practices and cultures of the people. Others said they wanted to experience live in Sagada.

Status and prestige motivator. Majority of the international tourists traveled to pursue hobbies like mountain climbing, trekking, spelunking and other related hobbies, 10% traveled for business and educational purposes. For the domestic tourists, 33% traveled for education, 9.52% to pursue hobbies, and 14% for business and 5% for convention.

Tourist Attractions in Sagada

Table 5 presents the specific attractions that the tourists wanted to see in Sagada. The site attractions are natural and man-made such as caves, rice terraces, waterfalls, hanging coffins, echo valley, and other attractions. Table shows that all (100%) the domestic and international tourists wanted to see the caves. Other attractions are the hanging coffins where 86% of the domestic and 90% of the international tourists would like to see.

Majority (83%) of the domestic tourists wanted to see the waterfalls, 79% wanted to see/experience echo valley and 69% wanted to see the rice terraces. Eighty percent of the international tourists wanted to see the rice terraces, waterfalls and echo valley. The other tourists' attractions are the trees, mountains, weaving and handicrafts industries.



Table 4. Motivation of tourists to travel

MOTIVATION	DOMESTIC TOURIST		INTERNATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Physical Motivators						
Sports	4	10	13	65	17	27
Health	1	2	2	10	3	5
Relaxation/Rest	33	79	17	85	50	81
Scenery	25	60	15	75	40	65
Cultural Motivators						
Know culture of the people	32	76	16	80	48	77
Want to experience living in Sagada	5	12	7	35	12	19
Social Motivators						
Meet other people	20	48	10	50	30	48
Visit friends and relatives	5	12	2	10	7	11
Break from routinary work	15	36	10	50	25	40
Self-discovery	12	29	10	50	22	35
Maintain social contacts	8	19	2	10	10	16
Status and Prestige Motivators						
Business	6	14	2	10	8	13
Conventions	2	5	0	0	2	3
Study/education	14	33	2	10	16	26
Pursuit of hobbies	4	9	12	60	16	39

*multiple response



Table 5. Specific tourist attractions in Sagada

ATTRACTIONS	DOMESTIC TOURIST		INTERNATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Caves	42	100	20	100	62	100
Hanging coffins	36	86	20	100	56	87
Water falls	35	83	18	90	53	82
Echo valley	33	79	16	80	49	79
Rice terraces	29	69	16	80	45	73
Mountains	2	5	16	80	18	29
Trees	4	10	2	10	6	10
Weaving and handicrafts	5	12	8	40	13	21
Museum	2	5	5	25	7	11

*multiple response

Ratings of Facilities and Services Availed by the Tourist in Sagada

Respondents rank the tourist facilities and services. Ratings used in ranking were as follows; 1-very unsatisfactory; 2-unsatisfactory; 3-undecided; 4-satisfactory; 5-very satisfactory (Table 6).

The thirteen facilities and services available in Sagada were arranged from highest to lowest rate. Both domestic and international tourists rated woven and handicrafts as satisfactory, 4.3 and 4.47 respectively and both also rated public restrooms as the lowest, 1.89 and 2.27 respectively. However, looking at the total mean ratings of the domestic and international tourists the woven and handicrafts ranked first (satisfactory-4.39) followed by accommodation (4.21), tour guides (4.02), food services



(3.85), tourist information center (3.74), communication facilities (3.5), gasoline station (2.96), hospital (2.63), bank (2.61), entertainment (2.57), road access (2.40), information materials (2.38), and the lowest is the public restrooms (2.08).

Table 6. Ratings of facilities and services availed by the tourist in Sagada

FACILITIES AND SERVICES	DOMESTIC TOURIST	INTERNATIONAL TOURIST	TOTAL AVE.MEAN
Woven and handicrafts	4.3	4.35	4.39
Accommodation	4.08	4.25	4.21
Tour guides	3.78	4.0	4.02
Food services	3.69	3.85	3.85
Tourist information center personnel	3.62	3.50	3.74
Communication facilities	3.5	3.57	3.50
Gasoline station	2.34	2.43	2.96
Hospital	2.82	2.67	2.63
Bank	2.55	2.71	2.61
Entertainment	2.43	2.75	2.57
Road access	2.05	2.42	2.40
Information materials	2.33	2.27	2.38
Public restrooms	1.89	2.27	2.08



Problems Encountered by the Tourist in Sagada

All the domestic tourist mentioned rough road as the main problem encountered while 55% of the international tourist also mentioned rough road a problem. The absence of public toilet near the tourist spots is another problem as mentioned by 60% of domestic tourist and 55% of the international tourist. The lack of printed information about Sagada was also mentioned by domestic tourist (52%) and international tourist (55%) as another problem. According to them they don't have sufficient printed information such as pamphlets and brochures about the place. Other problems worth mentioning are no ample lights on streets, no first aid assistants, slippery and dangerous mountain trails, unfriendly information center personnel, and not enough parking spaces. The lack of security and lack of laundry shops was also found a problem to domestic tourist.

Table 7. Problems encountered by the tourists in Sagada

PROBLEMS	DOMESTIC TOURIST		INTERNATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Rough road	38	90.47	11	55	49	79
No public toilet near the tourist spot	25	60	9	45	34	55
Lack of printed information about Sagada	22	52.38	11	55	33	53
No public toilet near the tourist spot	18	43	7	35	25	40
No ample lights on streets	19	45.23	2	10	21	33
Slippery and dangerous mountain trails	6	14.28	3	15	9	15



Table 7. Continued.

PROBLEMS	DOMESTIC TOURIST		INTERNATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Not enough parking spaces	5	12	2	10	7	11
Unfriendly information center personnel	5	12	1	5	6	10
Lack of security	4	9.52	0	0	4	6
Lack of laundry shops	3	7.17	0	0	3	5

*multiple response

Tourists Suggestion to Improve Tourism in Sagada

Table 8 shows that among the 62 respondents, 25 of them suggested that road must be concreted, 21 suggested that publish more information materials and maps about Sagada. The other suggestions mentioned were maintain hospitality and develop friendliness towards tourists, maintain cleanliness, preserve the natural attractions, build more inns and guesthouses, establish laundry shops, install additional lights on the streets. Some also suggested that there should be online booking and reservations on the inns and guesthouses, and more training for the guides on first aid training, mountain climbing, trekking, spelunking and other related hobbies.



Table 8. Tourists' suggestion to improve tourism in Sagada

SUGGESTION	DOMESTIC TOURIST		INTER-NATIONAL TOURIST		TOTAL	
	F	%	F	%	F	%
Road concretion	16	38.09	4	20	20	32.25
Publish more information materials and maps about Sagada	9	21.42	12	60	21	33.87
Maintain hospitality	5	11.90	5	25	10	16.12
Preservation of the natural tourist attraction	3	7.15	5	25	8	12.90
More inns and guesthouses enough to accommodate tourists	4	9.52	2	10	6	9.67
Maintain cleanliness	2	4.76	3	15	5	8.06
Additional lights on streets	4	9.52	1	5	5	8.06
Develop friendliness towards tourists	2	4.76	1	5	3	4.83
There should be online booking and reservation on the inns and guesthouses	3	7.14	8	40	11	17.74
Training for the guides on first aid, mountain climbing, trekking and other related hobbies	2	4.76	5	25	7	11.29



SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

This study was conducted in Sagada, Mountain Province to determine the demographic profile of the tourists visiting Sagada, to identify the segment they belong to, their motivation to travel, the specific attractions tourists want to see, the facilities and services that they availed of, and the problems encountered by the tourist who visited Sagada.

There were 62 respondents composed of 42 domestic tourists and 20 international tourists. The research was done in the month of April-May 2008. Survey questionnaires were floated to the tourists as a mean of gathering data while key informant interview was done to supplement the gathered information. The data was collated through frequency, percentage and ranking.

Majority of the domestic tourists were from the National Capital Region (NCR) while the international tourists were from North America. The total mean age of the tourists was 28. Most respondents were females, single, and having two children for the married. As to respondents' educational attainment, all of them attended formal education and most of them earned a degree in college. Most of the respondents had jobs or self-employed.

The foreign tourists were independent travelers who traveled without guides and did not arrange their trip with any agencies.

Majority of the respondents have been motivated to travel by the need for relaxation and rest, desire to know the culture of the people in Sagada, meet other people and pursue hobbies.



All of the respondents visited Sagada primarily to see the caves.

Both foreign and domestic tourists rated weaving and handicrafts, accommodation, food services and tour guides satisfactory.

The rough road was the most common problem to the domestic and international tourists.

Conclusions

Based on the findings of the study, the following conclusions were drawn.

1. Younger people are more prone to travel than older ones. Females, singles and couples having two children are likely to influence travel demand. Better members of the population have higher tendency to travel.
2. Many of the international tourists arriving in Sagada are independent travelers while domestic tourists were on family travel.
3. Caves are the main attraction for tourists in Sagada.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Improvement on the facilities and services that were rated very unsatisfactory should be made in order to meet the standards of the tourists.
2. The tourist guides who are the primary source of information of the tourist should be knowledgeable on the history and culture of the people in Sagada.
3. Natural attractions should be preserved by the local community.
4. More information materials must be provided for the tourists who can come in the form of brochures or leaflets.
5. Concreting of the roads going to Sagada.



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APPENDIX A

Survey Questionnaire for Tourists

Instruction: Please put a check mark or fill up the blanks provided for your answers.

Kindly answer all the questions honestly. This survey questionnaire will be treated with confidentiality. Thank you!

1. Demographic Profile

Name :(optional) _____

Home Address: _____ Nationality: _____

Age: _____ Gender: _____ male _____ female

Civil Status:

_____ Single

_____ Married

_____ Widow/er

_____ Separated/divorced

If married,widow/er,divorced/separated,no.of children: _____

Age range of children: _____

Educational Attainment :(Kindly check the highest educational attainment)

	Graduate	Undergraduate
Elementary level	_____	_____
High school level	_____	_____
College level	_____	_____
Vocational	_____	_____



Occupation:

_____ Government employee (pls.specify work) _____

_____ Non-government employee (pls.specify work) _____

_____ Self-employed (pls.specify business engaged into) _____

_____ Student

2. Where do you belong in the market segment of tourist?

A. Domestic Tourism Segment (for local tourists)

_____ Family travel

_____ Student/s

_____ Club members like office group travel

_____ Pilgrims

_____ Seminars/conferences

_____ Outreach programs/educational tours

_____ Others, pls.specify: _____

B. International Tourism Segment (for foreign tourists and foreign citizen)

_____ Balikbayans

_____ Balikbayans with foreign friend/s

_____ International travelers on packaged tours (arrange travel with tour agencies)

_____ Free and independent travelers (travel without guides and did not arrange with tour agencies)

_____ Outreach programs/educational tours

_____ Others, pls.specify: _____



3. What motivates you to travel?

A. Personal motivators

 Rest Sports Health Relaxation Scenery, pls.specify: _____

 Others, pls.specify: _____

B. Cultural motivators

 To know the cultures and ethnic of the people Others, pls.specify: _____

C. Social motivators

 Meet other people Visit friends or relatives Break from routinary work Self-discovery Maintain social contacts Others, pls.specify: _____

D. Status and prestige motivators

 Business

- _____Conventions
- _____Study/education
- _____Pursuit of hobbies like mountain climbing

4. What do you want to see in Sagada?

_____Rice Terraces

_____Caves

_____Waterfalls

_____Hanging coffins

_____Echo valley

_____Others, pls.specify: _____

5. Please rate only those facilities and services you availed in Sagada.

1-very unsatisfactory 2-unsatisfactory 3-undecided 4-satisfactory 5-very satisfactory

Accommodation	1	2	3	4	5
Road accessibility	1	2	3	4	5
Food services	1	2	3	4	5
Communication facilities	1	2	3	4	5
Entertainment	1	2	3	4	5
Handicrafts and woven crafts	1	2	3	4	5
Gasoline station	1	2	3	4	5
Tour guides	1	2	3	4	5
Tourist information center	1	2	3	4	5
Banks	1	2	3	4	5
Hospitals	1	2	3	4	5



Computer and internet services	1	2	3	4	5
Public rest rooms	1	2	3	4	5
Information materials (e.g. brochures)	1	2	3	4	5

6. What are the problems you encountered during your stay in Sagada?

_____ Rough road

_____ Slippery and dangerous mountain trails

_____ No ample lights in street

_____ No first aid assistant/s

_____ Unfriendly information center personnel

_____ Lack of security

_____ Inconvenience in housing and accommodation

_____ Lack of printed information about Sagada like maps, books, brochures, etc.

_____ Others, pls. specify: _____

7. What is/are your recommendation/s about the existing problems?

8. What is/are your suggestion/s to improve tourism in Sagada?

