

INFLUENCING FACTORS IN VISITORS EXPERIENCE THROUGH TOURIST SATISFACTION IN CHINATOWN BINONDO MANILA

ABSTRACT

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This study examines the factors that influence tourist experiences and overall satisfaction in Binondo, Manila's Chinatown. Adopting a descriptive research approach, the study focuses on key variables such as service quality, accessibility, cultural authenticity, and the diversity of food offerings. Surveys were conducted with both local and international tourists to gather insights into their perceptions, preferences, and overall experiences in the area. The study surveyed 100 visitors who had previously been to Chinatown. Respondents were selected based on their travel history, ability to articulate their experiences, and factors influencing their loyalty to the destination. The research aimed to assess their levels of satisfaction, identify loyalty-driving variables, and understand their overall tourist experience. Convenience sampling was utilized, focusing on individuals at historical sites in the area. Although this sampling method may introduce some bias, the researchers believe that the diverse backgrounds of participants across different age groups, genders, and demographics, combined with efficient data collection, contribute valuable insights into the tourist experience in Chinatown. The survey indicated that visitors generally have a positive dining experience in Chinatown, with cultural authenticity and ambiance emerging as the most valued factors. Conversely, food pricing ranked lowest among the variables assessed. Tourists also expressed high appreciation for the cultural richness of Binondo, particularly its historical landmarks, architectural heritage, and traditional customs. However, challenges such as overcrowding and traffic congestion were identified as major concerns, negatively affecting safety and the overall economic environment. Addressing these issues is essential to improving the visitor experience and enhancing Binondo Chinatown's appeal as a premier cultural and culinary destination. The findings reveal that although logistical challenges and inconsistent service diminish tourist satisfaction, cultural immersion and a lively atmosphere significantly enhance it. This study highlights the importance of addressing these key factors to improve the overall visitor experience, support sustainable tourism, and elevate Chinatown's status as a vibrant cultural destination.

RECOMMENDED CITATION

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