

# EFFECTS OF RECREATIONAL SERVICES ON ENVIRONMENTAL VALUE IN KUYA DOMENG'S AFFORDAPOOL AND FARM IN RIZAL: BASIS FOR IMPROVE GUIDELINES

## ABSTRACT

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Kuya Domeng's Affordapool and Farm was established to provide an affordable and nature-integrated getaway for families and groups seeking leisure and recreation. Designed to be both fun and budget-friendly, the facility offers swimming, dining, and various recreational activities within a natural landscape. Its layout maximizes efficient use of space while promoting a tranquil and environmentally conscious atmosphere. The study aims to examine how the recreational services offered impact environmental values and how these insights can guide improvements in sustainability and service delivery. A descriptive research method was employed to explore the effects of recreational services on environmental values at Kuya Domeng's Affordapool and Farm. Data were collected through on-site observations and structured interviews with visitors, staff, and the owner. These tools assessed visitor experiences, sustainability practices, and operational efficiency. The study focused on identifying strengths and areas for improvement to promote environmentally responsible tourism. The findings revealed that most visitors were young adults aged 18 to 27, with 58% being female and 90% visiting for the first time. This indicates a strong potential to build visitor loyalty. The farm demonstrated a commitment to safety through security measures and trained personnel. It also employed energy-efficient systems to manage power usage, contributing to its goal of sustainability. Visitors expressed appreciation for the safe and nature-oriented environment; however, concerns were raised regarding inadequate facility maintenance, limited food options, and challenging site access. These findings suggest both successful efforts and key areas needing development. The study concludes that while Kuya Domeng's Affordapool and Farm effectively appeals to young adult visitors through active recreational offerings and environmental integration, service limitations hinder optimal guest experience. Recommendations include introducing visitor loyalty programs, enhancing the variety and quality of facilities, promoting eco-friendly practices, and improving accessibility. Strengthening both popular and underutilized recreational services, alongside sustainable management, will enhance visitor satisfaction and environmental awareness, ultimately supporting long-term tourism development.

### RECOMMENDED CITATION

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