

FACTORS AFFECTING THE WELL-BEING OF TOURISTS IN QUEZON CITY MEMORIAL CIRCLE COMMERCIALIZATION: BASIS FOR DEVELOPMENTAL PLAN

ABSTRACT

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This study aims to assess the factors affecting the well-being of tourists in the context of commercialization within the Quezon City Memorial Circle. It serves as the foundation for a developmental plan addressing four key aspects of well-being: physical, mental, emotional, and financial. As one of the major urban parks in Metro Manila, Quezon City Memorial Circle plays a vital role in promoting tourism and public recreation, thus necessitating a closer look at how commercialization impacts visitor satisfaction and overall welfare. This study utilizes a descriptive research method and applies an exploratory quantitative design. Surveys were conducted with fifty (50) tourists who had experienced the commercialized areas of Quezon City Memorial Circle. The data were gathered using a Likert scale to evaluate the respondents' perceptions regarding their well-being in relation to the park's facilities and services. The findings revealed that improvements are needed in several areas of the park to enhance tourist well-being. Key issues identified include inadequate facilities for tourist stays, insufficient comfort rooms, limited seating areas, and parking lot concerns. The study also noted challenges in managing population density. These factors contributed to a less optimal visitor experience. As a result, the study proposes the formulation of a developmental plan focused on enhancing infrastructure and services to meet tourist needs. Based on the findings, it is recommended that Quezon City Memorial Circle enhance its commercialized areas to support the physical, mental, emotional, and financial well-being of tourists. Continuous facility improvements are essential to achieving a more positive visitor experience. These enhancements can lead to increased safety, improved cleanliness, greater community engagement, sustainability, inclusivity, a stronger public reputation, and broader economic benefits. Ultimately, these developments would foster a more enjoyable, secure, and inclusive environment that benefits both tourists and the local community.

RECOMMENDED CITATION

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