

ASSESSING TOURIST SATISFACTION TOWARDS ENHANCING FACILITIES OF UGBO NIGHT MARKET

ABSTRACT

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This study investigates tourist satisfaction at Ugbo Night Market and examines how enhancements to facilities and amenities could create a more enjoyable atmosphere. It evaluates key components of the visitor experience—including food offerings, cleanliness, and comfort—to identify opportunities for developing parking, lighting, sanitation, and seating. By understanding satisfaction drivers, this study informs strategies to elevate the market's appeal and support sustainable tourism growth. A descriptive research design was employed using a survey questionnaire with a four-point Likert scale to measure tourist satisfaction across various aspects of the market experience. Data were collected on-site from fifty tourists aged eighteen and above, representing diverse genders and backgrounds. Purposive sampling ensured inclusion of participants who had just completed their visit. Responses were analyzed using descriptive statistics to determine mean satisfaction levels and highlight areas for improvement. Results showed that tourists were generally satisfied with food quality and vendor interactions but identified shortcomings in parking availability, lighting adequacy, sanitation facilities, and seating arrangements. Mean satisfaction scores for these facility-related items fell below the "Agree" threshold, indicating moderate to low contentment. Conversely, hygiene of food stalls and friendliness of staff received high satisfaction ratings. Enhancements in parking management, upgraded lighting installations, improved sanitation protocols, and additional seating significantly boost tourist contentment. Implementing these changes at Ugbo Night Market would likely foster more positive visitor experiences, encourage repeat patronage, and attract new tourists. This study contributes to effective tourism planning by pinpointing facility investments that support local economic development and cultural preservation.

RECOMMENDED CITATION

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