

FACTORS AFFECTING THE SUSTAINABILITY OF VISITOR'S ENGAGEMENT ISSUES IN ARROCEROS, FOREST PARK

ABSTRACT

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KEYWORDS

*arroceros forest park; visitor
engagement; sustainability;
urban parks; community
participation; accessibility*

ARTICLE ID

AASGBCPJMRA-B43429

This study aims to identify the factors affecting the sustainability of visitor engagement in Arroceros Forest Park and to propose improvements that can enhance the overall visitor experience in this urban green space. As urban parks play a vital role in promoting community health and environmental well-being, it is essential to examine how visitors interact with such areas and the elements that influence sustained engagement. The study investigates several key factors that contribute to visitor satisfaction, including quality of experience, accessibility, safety and security, available amenities, and community engagement. A combination of surveys and interviews was conducted among park visitors to assess their perceptions and experiences. These tools helped gather relevant data on challenges affecting the sustainability of visitor engagement. Findings revealed that while visitors appreciate the park's natural environment and recreational offerings, issues such as limited accessibility, concerns about safety, and inadequate amenities negatively affect their overall satisfaction. The study also emphasized the importance of fostering community involvement as a means to strengthen visitor connection and promote responsible park usage. Based on the results, the study proposes an improvement plan focused on enhancing accessibility, safety, amenities, and community engagement to ensure the long-term sustainability of visitor interaction with Arroceros Forest Park. These recommendations aim to improve the quality of urban park experiences and support the park's role as a valuable resource for the surrounding community.

RECOMMENDED CITATION

Agullion, J., Alviar, E., Asuncion, K., Infante, K. M., & Jaldo, A. (2025). Factors Affecting the Sustainability of Visitor's Engagement Issues in Arroceros, Forest Park. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(3), 152.