

STRENGTHENING TOURISM SUSTAINABILITY THROUGH SAFETY AND SECURITY MEASURES IN DOÑA REMEDIOS TRINIDAD

ABSTRACT

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Tourism development often faces various challenges that require persistence and strategic solutions. Among these challenges, safety and security remain vital in determining the success of a destination. A tourist's decision to visit a place is significantly influenced by perceptions of its safety. This study focused on strengthening tourism sustainability through the implementation of safety and security measures in Doña Remedios Trinidad, Bulacan. The findings aim to serve as a basis for improving and enhancing local tourist destinations. Additionally, the results may assist local government units and tourism departments in developing effective destination marketing strategies to attract more visitors to the area. This study employed a quantitative approach using a descriptive research design. A total of 100 tourists who visited Brgy. Camachile in Doña Remedios Trinidad served as respondents. Convenience sampling was used to facilitate data collection. A self-made questionnaire was used to gather relevant and sufficient information regarding tourists' experiences and perceptions of safety and comfort within the destination. Results revealed that tourism in Brgy. Camachile is predominantly driven by younger visitors, who have greater flexibility and availability to travel. Respondents placed high importance on safety features such as the presence of fire exits, security checkpoints, and accessible evacuation centers—particularly crucial due to the area's natural terrain. Additionally, tourists highly valued comfort and convenience, especially in accommodations that offered a relaxing atmosphere, accessible transport options, and nearby food establishments. These preferences underscore the need to balance safety with comfort to sustain positive visitor experiences. The findings emphasize the need to integrate safety and convenience to promote sustainable tourism. Accessible transportation, visible amenities, and secure accommodations contribute significantly to visitor satisfaction. By addressing the preferences of young tourists and enhancing local facilities, Doña Remedios Trinidad can position itself as a safer and more attractive destination. These efforts support sustainable tourism growth while also contributing to community development and improved local services.

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