

IMPLEMENTATION OF COMPANION JOINER SERVICES AS PART OF TOURISM SERVICE: BASIS FOR IMPROVEMENT PLAN

ABSTRACT

AUTHORS

Nicole Banzuela
Rian Mark Dela Peña
Orbon Dollente
Charlie Duero
Leo James Hisu-an

RESEARCH ADVISER

Alezhandrea Clio Barrios

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

*companion joiner services;
tourism improvement plan;
service implementation;
tourism demand; customer
satisfaction; travel motivations*

ARTICLE ID

AASGBCPJMRA-B35004

The study entitled "Implementation of Companion Joiner Services as Part of Tourism Service: Basis for Improvement Plan" aims to evaluate the impact of companion joiner services in the tourism sector and provide recommendations for improvement. Companion joiner services involve travelers joining group tours and sharing their experiences with other participants, often strangers, enhancing social interaction and travel enjoyment. The study adopted a descriptive research design and uses survey questionnaires to collect data from 20 Bachelor of Science in Tourism Management (BSTM) faculty members at Bestlink College of the Philippines. Its main objective is to analyze the impact of key factors—safety, satisfaction, price, and accessibility—on the demand for companion joiner services. Based on the findings, the study recommends implementing training programs to enhance communication and customer service skills among providers. It also advises establishing standardized pricing and safety measures to ensure consistent and reliable service. Moreover, marketing initiatives should be strengthened to increase the visibility and appeal of companion joiner services on social media and other platforms. Overall, the study highlights the potential of companion joiner services to enhance the tourism experience by promoting social interaction, ensuring traveler safety, and offering cost-effective travel options, while stressing the importance of continuous service improvement and customer satisfaction. This study investigates the demand for companion joiner services, the travel motivations influencing visitor preferences, and the challenges faced during their implementation. The findings will serve as a foundation for developing an improvement plan to enhance the effectiveness and success of these services.

RECOMMENDED CITATION

Banzuela, N., Dela Peña, R. M., Dollente, O., Duero, C., & Hisu-an, L. J. (2025). Implementation of Companion Joiner Services as Part of Tourism Service: Basis for Improvement Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 152.