

ASSESSMENT ON THE FACILITIES OF RAINFOREST ADVENTURE EXPERIENCE PARK TOWARDS CUSTOMER'S SATISFACTION

ABSTRACT

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Tourism & Hospitality

KEYWORDS

*rainforest adventure
experience park; park
facilities; customer
satisfaction; visitor
experience; adventure
tourism; guest satisfaction*

ARTICLE ID

AASGBCPJMRA-B23245

This study explored visitor satisfaction with the facilities at Rainforest Adventure Experience Park, focusing on factors such as age, gender, and frequency of visits. A descriptive correlational research approach was used, involving 50 tourists. The findings identify areas that need improvement, including cleanliness, maintenance, staff responsiveness, and safety, with the ultimate goal of enhancing the overall tourist experience. This study conducted surveys to evaluate customer satisfaction with the facilities at Rainforest Adventure Experience Park. It examined the relationship between age, gender, and visit frequency with satisfaction regarding cleanliness, maintenance, staff quality, and safety. The results were analyzed using verbal interpretations. Overall, respondents rated the facilities as "satisfied" in terms of cleanliness, maintenance, trash management, staff responsiveness, and safety measures. However, several issues were identified, including poor maintenance of facilities and equipment, a lack of personnel, inadequate cleaning procedures, resource shortages, unclear signage, noise disturbances, inconvenient operating hours, and limited accessibility for individuals with disabilities. To enhance visitor satisfaction, several recommendations were made, such as: - Improving maintenance - Increasing staff availability - Establishing better cleaning protocols - Providing clear signage - Minimizing noise levels - Adjusting operating hours - Adding more facilities - Improving accessibility - Enhancing lighting and drainage in certain areas. The assessment revealed that respondents were "satisfied" with cleanliness, maintenance, trash management, staff responsiveness, and safety measures. However, they pointed out several issues, including poor maintenance of facilities, understaffing, inadequate cleaning procedures, resource shortages, misleading signage, noise pollution, inconvenient operating hours, and limited amenities for individuals with disabilities. The study recommended several improvements to enhance the overall tourist experience at the park. These recommendations include better maintenance, increased staffing, improved cleaning protocols, clearer signage, measures to reduce noise, adjusted operating hours, additional facilities, enhanced accessibility, and improved lighting and drainage.

RECOMMENDED CITATION

Baldano, R. L., Brogada, J. L., Carretas, A. C., Salvador, P. J., & Sta. Ana, N. (2025). Assessment on the Facilities of Rainforest Adventure Experience Park Towards Customer's Satisfaction. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 149.