

ASSESSMENT ON THE FACILITIES OF NINOY AQUINO PARKS AND WILDLIFE CENTER: BASIS FOR TOURIST SATISFACTION

ABSTRACT

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This study aimed to assess the current state of facilities and enhance visitor satisfaction at the Ninoy Aquino Parks and Wildlife Center in Quezon City, Philippines. The decline in visitor numbers has been attributed to neglected and deteriorating facilities, which undermine the center's goal of raising wildlife awareness. Through this research, efforts will be directed toward improving the facilities and reigniting public interest in the vital connection between people and nature. This study used quantitative research methods to systematically collect, measure, and analyze data. It highlights findings related to the demographic profile of respondents, the condition of facilities at the Ninoy Aquino Parks and Wildlife Center, visitor evaluations of these facilities, and the challenges confronting the center. The majority of respondents were females aged 19 to 22 and residents of Quezon City. Overall, the facilities were rated positively, especially in terms of cleanliness and accessibility. The Ninoy Aquino Parks and Wildlife Center faces several challenges, including aging facilities, limited government support, and inadequate marketing efforts. This study evaluated visitor satisfaction by considering respondents' age and gender, underscoring the urgent need for facility upgrades to boost visitor numbers. It also emphasized the importance of enhancing amenities to better align with visitor expectations, while acknowledging the positive feedback received for the park's current services. To enhance the visitor experience and keep pace with evolving tourism trends in the Philippines, it is recommended that the Ninoy Aquino Parks and Wildlife Center undertake a thorough evaluation of its facilities. Based on this assessment, strategic improvements and additions to the park's amenities should be implemented to provide visitors with a more enjoyable, comfortable, and convenient experience.

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