

AMENITIES, FACILITIES, AND TOURIST SATISFACTION AT VILLA MARIS GARDEN RESORT: BASIS FOR AN IMPROVEMENT PLAN

ABSTRACT

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This study evaluated amenities and facilities at Villa Maris Garden Resort in San Jose del Monte, Bulacan, in relation to tourist satisfaction. It was anchored in Richard L. Oliver's Expectancy-Disconfirmation Theory, which explains satisfaction in terms of how service performance compares with initial expectations. The study assessed features such as ambiance, swimming pools, and parking to inform strategies for improving guest experience, competitiveness, and loyalty. The study used a descriptive quantitative approach. Surveys were administered through convenience sampling to 100 tourists to describe respondent characteristics and evaluate the resort's amenities and facilities. Most respondents were young adults aged 18–23 (53%) and first-time visitors (65%). The resort's decoration received a composite mean of 3.27, indicating favorable perceptions of its color schemes and relaxing style. The swimming pool was the highest-rated facility (composite mean = 3.35), followed by the cottages. Cleanliness was rated highly overall (weighted mean = 3.65), although restroom hygiene and the availability of supplies received lower ratings. Insufficient parking was the most frequently reported concern (14.64%), followed by safety and security issues and limited ambient lighting. The findings indicate that Villa Maris Garden Resort was evaluated favorably for ambiance, facilities, and cleanliness, but parking, safety, lighting, and restroom maintenance require attention. Addressing these concerns may help improve tourist satisfaction and encourage repeat visits among the predominantly young and first-time visitors.

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