

LEISURE AND RELAXATION: FACTORS INFLUENCING TOURISTS' CHOICE OF TANAW FARM AND RESTHOUSE IN RODRIGUEZ, RIZAL

ABSTRACT

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This study examined the factors influencing tourists' selection of Tanaw Farm and Resthouse for leisure and relaxation. It sought to provide information that could help management improve services and facilities and assist other tourism establishments in responding to the preferences and expectations of their target markets. The study used a descriptive-correlational research design. Respondents were selected tourists who visited Tanaw Farm and Resthouse during a specified period. A structured questionnaire measured perceptions of accommodation quality, staff service, amenities, cleanliness, safety, and overall experience. Descriptive statistics summarized the responses, while correlation analysis examined the relationship between service quality and overall tourist satisfaction. Most tourists rated Tanaw Farm and Resthouse favorably in terms of scenic ambiance, cleanliness, and staff hospitality. Respondents appreciated the peaceful environment, farm setting, and relaxing atmosphere. A strong positive relationship was reported between service quality and tourist satisfaction, suggesting that well-maintained facilities and responsive staff were associated with a memorable stay. The findings indicate that Tanaw Farm and Resthouse provided respondents with a relaxing, nature-centered hospitality experience. The positive relationship between service quality and satisfaction supports continued facility maintenance, staff training, and service improvement. Although the establishment was rated favorably for ambiance and hospitality, ongoing improvements in facilities and tourist-engagement activities are recommended.

RECOMMENDED CITATION

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