

ENVIRONMENTAL FACTORS AND TOURIST PREFERENCES AT CLOUD 9 ANTIPOLO

ABSTRACT

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Cloud 9 Antipolo is a popular tourist destination known for views of Metro Manila and the Sierra Madre mountains. As tourism grows, environmental conditions such as cleanliness, accessibility, natural ambiance, and environmental design may shape tourists' experiences and satisfaction. The destination also faces concerns involving accessibility for older visitors and families, inconsistent cleanliness, and maintenance of some facilities. This study examined tourists' perceptions of these environmental factors and their preferences. The study used a quantitative descriptive-comparative research design. A sample of 133 respondents was calculated using Slovin's formula, and participants were selected through convenience sampling. Data were collected through survey questionnaires and analyzed using percentage, ranking, and weighted mean. Respondents strongly agreed that scenic views (WM = 3.74), cleanliness (WM = 3.61), accessibility (WM = 3.46), natural ambiance (WM = 3.73), and environmental design (WM = 3.59) contributed to their satisfaction and preferences. Scenic views and natural ambiance received the highest ratings. The study also reported no significant differences in preferences when respondents were grouped by demographic profile. The findings support an enhancement plan emphasizing consistent cleanliness, improved accessibility across age groups, preservation of the natural ambiance, and sustainable environmental design. These measures may support tourist satisfaction, repeat visits, and the long-term sustainability of Cloud 9 Antipolo, although their effects should be evaluated after implementation.

RECOMMENDED CITATION

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