

Assessing Tourist Satisfaction at Caza Iyang Resort, Concepcion, Iloilo: An Analysis Using the 5A's of Tourism

Donna B. Dumali¹, Renette A. Valderrama², Ilyne Rose B. Magno³, Jonathan M. Bisnar⁴, Jeevee G. Trestiza⁵, John Fritz L. Villora⁶, Smily Rose G. Prospero⁷

^{1,2,3,4,5,6,7}Northern Iloilo State University-Victorino Salcedo Sara Campus, Iloilo, Philippines

ABSTRACT: Tourist satisfaction is a key factor in the success and sustainability of emerging tourism destinations. This study examined the level of tourist satisfaction at Caza Iyang Resort in Concepcion, Iloilo, Philippines, using the 5A's of tourism framework: Attractions, Accessibility, Amenities, Activities, and Accommodation. A descriptive-comparative research design was employed, with 100 tourists serving as respondents. Data were collected through a researcher-designed questionnaire, validated for reliability (Cronbach's alpha = 0.941), and analyzed using descriptive statistics, Mann-Whitney U tests, and Kruskal-Wallis H tests. Results revealed that overall tourist satisfaction was predominantly Very High across all 5A dimensions, with Amenities and Accommodation receiving the highest ratings. Analysis by demographic characteristics indicated that satisfaction varied significantly by age in terms of Accessibility, Attractions, and Amenities, and by civil status for Accessibility, while no significant differences were found for other demographic variables. These findings suggest that Caza Iyang Resort provides consistently high-quality experiences, though certain aspects could be tailored to better engage younger tourists and single visitors. The study provides practical implications for resort management, local stakeholders, and policymakers to enhance service delivery, improve visitor experiences, and promote sustainable tourism development. By applying the 5A's framework in an underrepresented provincial context, this research contributes empirical evidence to tourism literature and supports the strategic growth of emerging destinations in the Philippines.

KEYWORDS: Tourist satisfaction, 5A's of tourism, Caza Iyang Resort, Sustainable tourism, Visitor experience

INTRODUCTION

Tourism continues to be a major contributor to global economic growth and cultural exchange, with travelers increasingly prioritizing quality experiences over traditional sightseeing (UNWTO, 2023). Tourist satisfaction, a multidimensional construct, reflects visitors' perceptions of destination attributes and services, and it plays a crucial role in destination competitiveness, loyalty, and sustainable development (Ayano & Ayano, 2024). Understanding how different aspects of a destination influence satisfaction is vital for both practitioners and researchers, particularly in emerging tourism areas.

One widely used framework for evaluating tourist satisfaction is the 5A's of tourism: Attractions, Accessibility, Amenities, Activities, and Accommodation. This framework provides a comprehensive approach to assess destination performance and the quality of visitor experiences (Warbung et al., 2021). Empirical studies show that well-managed attractions, convenient accessibility, high-quality amenities, diverse activities, and comfortable accommodations significantly influence tourists' perceptions, overall satisfaction, and revisit intentions (Warbung et al., 2021; Descarten, 2024).

In the Philippine context, research highlights that socio-demographic characteristics, such as age, income, and educational attainment, can moderate tourist satisfaction across these dimensions. Studies of regional and agritourism destinations have shown that improvements in accessibility, amenities, and tailored activities increase satisfaction and encourage repeat visits, while destinations that overlook these factors risk declining visitor experiences (Ayano & Ayano, 2024; Laciste, 2025). Despite this, there is limited research on applying the 5A's framework to emerging, less commercialized resorts, particularly in island municipalities like Concepcion, Iloilo.

Caza Iyang Resort, located in Concepcion, Iloilo, offers natural and cultural attractions but faces challenges in accessibility, infrastructure, and service quality. Evaluating tourist satisfaction in this context is essential for identifying strengths and areas for improvement, informing service enhancements, and supporting sustainable tourism development. A focused assessment across the 5A's can reveal how different demographic groups perceive the resort's offerings and contribute to evidence-based management strategies.

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Therefore, this study aims to examine tourist satisfaction at Caza Iyang Resort using the 5A's framework. Specifically, it evaluates the level of satisfaction across Attractions, Accessibility, Amenities, Activities, and Accommodation, and analyzes variations based on demographic factors. By addressing this gap, the study provides practical implications for resort management and local stakeholders while contributing empirical insights to the tourism literature on underrepresented provincial destinations in the Philippines

METHODOLOGY

This study employed a descriptive-comparative research design to examine tourist satisfaction at Caza Iyang Resort, Concepcion, Iloilo, Philippines. Descriptive-comparative research allows for the evaluation of two or more naturally occurring variables without manipulation and is commonly used to identify trends and differences in perceptions or behaviors (Britton, 2017). This design was appropriate because it enabled the researchers to assess tourists' satisfaction across the five dimensions of the 5A's of tourism—Attractions, Accessibility, Amenities, Activities, and Accommodation—and to determine how these perceptions vary according to demographic characteristics.

The study involved 100 tourists who had visited, dined, or stayed at Caza Iyang Resort. Respondents were classified according to sex, age, estimated monthly income, educational attainment, and civil status. Participants were selected using a purposive-convenience sampling technique, which combines purposive sampling—selecting participants based on relevant characteristics—and convenience sampling—choosing respondents who were accessible at the time of data collection (Adebayo & Ackers, 2021; Robinson, 2014; Tongco, 2007). This method ensured that the sample included tourists most relevant to the study while remaining practical and feasible.

Data were collected through a researcher-developed questionnaire. The instrument was divided into two parts: Part 1 collected demographic information, while Part 2 measured tourist satisfaction according to the 5A's framework using a Likert scale. To ensure reliability, the instrument underwent a pilot test with 30 respondents who were not part of the main sample, yielding a Cronbach's alpha of 0.941, which indicated excellent internal consistency (Huck, 2007).

Before distribution, the researchers obtained informed consent from all participants through a formal letter and personally explained the study's objectives, significance, and instructions. Each section of the questionnaire was clarified to the respondents to ensure accurate responses, and sufficient time was provided for completion. Respondents were assured of the confidentiality of their answers throughout the data collection process.

The collected data were analyzed using SPSS and Microsoft Excel 2016. Descriptive statistics, including frequency counts, means, and standard deviations, were used to determine overall levels of tourist satisfaction and their distribution across demographic groups. To examine significant differences in satisfaction, non-parametric tests—specifically the Mann-Whitney U test and Kruskal-Wallis H test—were employed, which are suitable for ordinal data derived from Likert scales and for groups with small sample sizes. This methodological approach allowed for a comprehensive understanding of tourist satisfaction at the resort while highlighting variations across demographic characteristics.

RESULTS

The study revealed that tourists were generally highly satisfied with their experience at Caza Iyang Resort across the five dimensions of the 5A's of tourism. Among the dimensions, Amenities received the highest overall satisfaction, with a mean of 4.52 and a standard deviation of 0.476, followed closely by Accommodation (Mean = 4.49, SD = 0.576), Attractions (Mean = 4.35, SD = 0.620), and Accessibility (Mean = 4.31, SD = 0.569). Activities received slightly lower satisfaction, though still in the high range (Mean = 4.16, SD = 0.692). These findings indicate that tourists appreciated the resort's facilities, lodging, and natural attractions, while activities presented an opportunity for further improvement to enhance engagement.

When analyzed by sex, both male and female tourists reported similar levels of satisfaction across all dimensions. Females showed marginally higher satisfaction in Accommodation (Mean = 4.55) and Accessibility (Mean = 4.40), but Mann-Whitney U tests indicated that these differences were not statistically significant, suggesting that the resort's offerings appeal equally to both genders. Analysis by age revealed significant differences in certain dimensions. Young adults (31–50 years old) consistently reported the highest satisfaction in Accessibility, Attractions, and Amenities, while youth (18–30 years old) showed slightly lower satisfaction, particularly in Activities (Mean = 4.02). Kruskal-Wallis tests confirmed significant differences in Accessibility ($p = 0.006$), Attractions ($p = 0.001$), and Amenities ($p = 0.032$), whereas differences in Accommodation ($p = 0.067$) and Activities ($p = 0.333$) were not significant. These results suggest that younger tourists may perceive some elements of the resort differently, highlighting the need for targeted activity offerings and accessibility enhancements for this group.

Tourist satisfaction across educational attainment and monthly income showed no significant differences in any of the 5A's dimensions, indicating that perceptions of Accessibility, Accommodation, Attractions, Amenities, and Activities were largely consistent regardless of education level or financial status. This implies that the resort provides a uniformly positive experience for tourists from diverse socio-economic backgrounds. Regarding civil status, married tourists reported significantly higher satisfaction in Accessibility compared to single tourists ($p = 0.043$), while differences in Accommodation, Attractions, Amenities, and Activities

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were not significant. This suggests that married tourists may particularly value convenience and ease of access, possibly due to travel with family or partners, whereas other aspects of the resort are equally appreciated by both married and single visitors.

In summary, the findings indicate that Caza Iyang Resort provides a high-quality tourist experience, with strengths in amenities, accommodation, and attractions, and slightly lower satisfaction in activities. Demographic analyses revealed that satisfaction is generally consistent across sex, education, and income, with notable variations by age and civil status in certain dimensions. These results highlight the resort's ability to meet diverse tourist expectations while identifying specific areas for improvement, particularly in enhancing activity offerings for younger visitors and optimizing accessibility for all demographics.

CONCLUSIONS

Based on the findings of the study, it can be concluded that tourists at Caza Iyang Resort, Concepcion, Iloilo, are generally highly satisfied with their overall experience, particularly in terms of amenities, accommodation, attractions, and accessibility. Activities, while rated positively, received slightly lower satisfaction compared to other dimensions, indicating room for improvement. Satisfaction levels were largely consistent across sex, educational attainment, and monthly income, suggesting that the resort successfully meets the expectations of a broad range of tourists. However, variations were observed based on age and civil status, with young adults and married tourists expressing higher satisfaction in specific dimensions such as accessibility, attractions, and amenities. This indicates that age-related preferences and family-oriented needs can influence how tourists perceive the resort experience. Overall, the study demonstrates that Caza Iyang Resort provides quality services and facilities, contributing to positive tourist experiences, while highlighting opportunities for strategic enhancements to cater to different visitor segments.

RECOMMENDATIONS

Based on the conclusions, several recommendations are proposed. First, Caza Iyang Resort should consider expanding and diversifying its activity offerings, particularly those that appeal to younger tourists, such as adventure or interactive experiences, to increase engagement and satisfaction. Second, accessibility improvements—such as clearer directional signage, transportation options, or family-friendly pathways—should be prioritized to maintain and enhance satisfaction for both young and married visitors. Third, management should continue to maintain the high quality of amenities, accommodation, and attractions, ensuring consistent service delivery across all demographic groups. Fourth, it is recommended that the resort implement periodic feedback mechanisms to monitor tourist satisfaction, allowing for timely adjustments and service improvements. Finally, future research could explore tourist satisfaction at other emerging provincial resorts, compare satisfaction across multiple destinations, or examine additional factors such as environmental sustainability and local community involvement, providing more comprehensive insights for enhancing tourism development in Iloilo and similar regions.

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