



LEVEL OF TOURIST SATISFACTION AND EXPERIENCE IN EXPLORING MT. TALAMITAM IN NASUGBU BATANGAS: BASIS FOR PROMOTIONAL STRATEGIES

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ABSTRACT

The study entitled "Level of Tourist Satisfaction and Experience in Exploring Mt. Talamitam in Nasugbu Batangas: Basis for promotional Strategies" aimed to investigate the experiences and satisfaction levels of tourists visiting Mt. Talamitam to provide a foundation for developing new activities and effective promotional strategies. It focused on examining how factors such as accessibility, facilities, safety, influence tourist satisfaction, as well as identifying the most engaging activities across mountain, river, and campsite experiences. Additionally, the study explored the relationship between tourists' demographic profiles and their preferences and satisfaction, offering insights for sustainable tourism development in the area.

A descriptive quantitative research design was employed, with data collected through a survey questionnaire administered to local tourists who visited Mt. Talamitam. The responses were analyzed using frequency, percentage, weighted mean, and Analysis of Variance (ANOVA) to determine trends and differences in perceptions among various demographic groups. Results indicated that tourists were highly satisfied with accessibility, safety, while satisfaction with existing facilities was moderate. Furthermore, educational attainment and monthly income were found to significantly affect tourists' satisfaction and experiences. The respondents also expressed a strong interest in enhancing and promoting Mt. Talamitam by highlighting its recreational activities, which showcase the site's natural beauty and tourism potential.

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Based on these findings, the researchers recommended producing a promotional video featuring the most preferred activities of local tourists. This initiative is intended to raise awareness, attract more visitors, and position Mt. Talamitam as a sustainable and appealing mountain destination in Nasugbu, Batangas.

Keywords: *tourist satisfaction, Mt. Talamitam, promotional strategies, mountain hike*



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