





A traveler's view on suggested attractions in Philippines: An adventure travel guide

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ABSTRACT

Article History

Received: 25 February 2025

Revised: 23 April 2025

Accepted: 6 May 2025

Published: 22 May 2025

Keywords

Adventure travel guide

Tourist attraction

Tourist's perception.

With the growing demand for adventure tourism, this study aimed to investigate travelers' views regarding aspects in choosing suggested attractions in Guiuan, Eastern Samar, Philippines. The study, employing a descriptive quantitative approach, commences by identifying the participant profile and the factors that influence the selection of suggested attractions in Guiuan, Eastern Samar, Philippines. The researchers then validated security and safety, management, cleanliness and sanitation, and ambiance and environment as key factors in choosing the suggested attraction through surveys from the 241 tourists who visited attractions and sought adventure tourism in the area. The results revealed that the participants strongly agreed on all the factors in selecting the attractions. The study's findings could help the attraction owners and managers improve their knowledge and skills in providing quality services and amenities, making them more attractive to visitors and resulting in repeat visits to their attractions, and provide beneficial insights into understanding the aspects that influence travelers' views in selecting attractions in Guiuan, Eastern Samar. Lastly, the study developed a travel guide for tourists who seek adventure tourism. The researchers hope that this travel guide will boost the tourism industry in the municipality of Guiuan, Eastern Samar.

Contribution/Originality: This study contributes to the development of the tourism industry in Guiuan, Eastern Samar, by creating an adventure travel guide that serves as a resource for tourists seeking adventure tourism in the area, making their travel more memorable and adventurous.

1. INTRODUCTION

Tourism is described as the largest and fastest-growing business in the world. Alongside this trend, the significance of tourist perception has been examined more and more and is thought to play a big role in the allure of a site. By evaluating a location's attractiveness level, an inquiry into how destination qualities affect visitor frequency and intention to return could highlight a destination's advantages and disadvantages. The information and understanding that visitors have of the place can help with marketing, development, and planning. It can also enhance destination management. Stated differently, a higher expected frequency of visits is correlated with visitors' level of satisfaction with the place. A collection of characteristics or aspects that are partially "man-made" and partially "given" makes up a tourist attraction. Several natural elements of popular tourist locations, such as the weather, landscape, beaches, mountains, and historic and cultural structures, are referred to as "given" or "natural" properties. The "man-made" aspects include lodging and travel, packaged tours, sports, and leisure activities. Depending on tourist preferences and financial constraints, all of these can be customized. Therefore, for the sake of this study, a

tourist destination is defined as a place that is different from the tourist's home and includes the tourist's evaluation of the destination's attractions (Gany, 2017).

In addition, tourism is a social, cultural, and economic phenomenon that refers to people visiting other countries or places for business, pleasure, or both. These people are what we call visitors. A visitor is defined as a person who is not employed by a resident entity in a country or region and who travels for less than a year to a primary destination outside of their home country for any primary reason—business, leisure, or personal. Domestic, inbound, and outgoing visitors are classified as tourists (or overnight visitors) when their trip includes an overnight stay; otherwise, they are classified as same-day visitors (or excursionists). According to Jin, Hu, and Kavan (2016), travel is the act of going between different regions for any purpose, but primarily for pleasure and enjoyment. The term "tourism" refers to the industry and activities that make up the tourist experience.

When choosing an attraction, visitors base their decision on several aspects, including ambiance and environment, cleanliness and sanitation, management, safety and security, and cleanliness. Additionally, the elements that should be considered while choosing an attraction when arranged based on their profiles. These elements are essential to the enjoyment of the trip's overall experience. The primary objective of attractions is to draw in visitors so they can travel to a particular area and spend their vacation taking in all the local sights. Because they attract visitors from all over the world, attractions are therefore crucial to the travel and tourism industry. In the municipality of Guiuan, Eastern Samar, there are various man-made and natural attractions to choose from, all of which take visitor preferences and factors into account.

Early research on attractions confirmed that there would be neither tourists nor tourism if there were no attractions. Conversely, "tourism attractions" are "produced" and "marketed" as such because travelers are the reason they exist in the first place. Travelers come to a place because it offers a tourist attraction with a reputation. From an ontological perspective, however, Gunn's generalization ignores domestic tourists or excursionists who can see the sites without necessarily spending the night there. He believes that the only people who use attractions are tourists (or those who stay overnight) (Kankhuni & Ngwira, 2018).

The first component of the tourism system is the demand side, or the tourists who act as the customers. According to the literature study, there is controversy over what exactly qualifies as a tourist, just like there is over the concept of tourism. Therefore, this thesis defines a tourist as someone who relocates for a brief length of time between a few days and a maximum of one year from their customary place of residence to a different location for leisure, study, or job purposes based on the Glossary of Tourism Terms (Jin et al., 2016). As the introduction chapter noted, the way that researchers view travelers has changed along with the tourism industry. Modern travelers are perceived as creators of experiences rather than only consumers of tourism goods. These days, travel is more about emotions than it is about materialistic consumption. Analysis of the carrying capacity of the tourist environment, assessment of the destination's tourist horizon, development of tourism resources, and overall planning concerning the impact on ecological environmental impact, environmental quality, and sustainable development system of the tourism destination are the main components of research conducted both domestically and internationally to evaluate tourism destinations. After going over the relevant literature, the discussion shows that while tourism destination research has made significant progress and established a solid basis for future study, it still has certain shortcomings. The traditional static and linear evaluation method has been the focus of the application of the tourism destination evaluation model and method, and the factors of tourist economy and society are not sufficiently covered. For travelers, security and safety are paramount. According to research, for certain travelers, security and safety rank among the top priorities (Rittichainuwat & Chakraborty, 2012). Safety is the safeguarding of clients and staff against harm or death. Protecting against the loss of life, property, and possessions is security. Research can be used to classify safety and security measures that involve employees' behavioral procedures and physical devices (United Nations, 2014).

The enclave resort model, which has the potential to grow into resort communities, is commonly adopted by developing countries. While privately held tourist businesses are the norm, they can also be directly owned by government organizations. Alternatively, through patronage networks, government officials may privately own them. Activities related to outdoor tourism that include large numbers of people usually require less infrastructure and money. These pursuits are frequently offered as for-profit travel goods or as autonomous, self-sufficient leisure activities. Furthermore, human resource management is essential to enhancing organizational performance and fostering corporate success in developing countries (Santos, 2023).

Guiuan, Eastern Samar, is located at the southernmost tip of the third largest island (Samar) in the Philippine archipelago. It is where Calico, an island, lies, also known as the "Surfer's Paradise." With its rugged landscape, tropical forests, wonderful lagoons, breathtaking white sand beaches, crystal-clear waters, and magnificent sunrises and sunsets, it is a must-see for nature lovers, adventurous travelers, deep-sea fishermen, and intrepid surfers.

Prior research clarified the main goals of the tourism industry's attractions, particularly in luring travelers to the region. How tourists select the destination for their holiday is one of the research questions. Because the tourism industry is a service, factors like safety and security, cleanliness and sanitation, and ambiance and environment can be useful criteria when choosing an attraction. On the other hand, the attraction will ensure to provide excellent service so that the tourist is satisfied.

By choosing attractions based on factors like safety and security, cleanliness and sanitation, ambiance and atmosphere, and outstanding service, this research assisted the tourism business in Guiuan, Eastern Samar, in improving its offerings. This led to the creation of an adventure travel guide, which the researchers hope will support sustainable tourism practices, enhance the local economy, and improve the lives of those living nearby.

1.1. Objectives of the Study

The purpose of this study is to assess the perceptions of travelers regarding the selected tourist attractions in Guiuan, Eastern Samar. Specifically, it aims to achieve the following.

1. To profile the target respondents of the study.
2. To assess the perceptions of the travelers on the selected tourism attractions in Guiuan, Eastern Samar.
3. To develop a travel guide for the travelers who seek an adventure tourism in Guiuan, Eastern Samar.

2. LITERATURE REVIEW

2.1. Tourist Attraction

A tourist attraction is everything that is unique to a tourist object that has the beauty of natural, cultural, or man-made wealth (Novitaningtyas, Giovanni, & Lionora, 2022). In addition, cultural attractions come from human taste and initiative as cultural beings, natural tourist attractions come from the beauty and originality of the natural environment, and man-made tourist attractions come from man-made inventions. "Anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits" is defined as a tourist attraction under Law of the Republic of Indonesia Number 10 of 2009, Article 1. Five indicators what to see, do, purchase, arrive at, and stay at can be used to gauge how desirable a place is to tourists (Kirom, Suryadana, & Octavia, 2016). The attractive sights and items are what to see; the facilities that can be utilized are what to do; the shopping needs and souvenirs are what to buy; the accessibility to places is what to arrive at; and the temporary lodging for travelers is what to stay.

According to Marpaung's (2019) research findings, "visitor attraction has an indirect effect on visiting interest through the intervening variable tourist satisfaction." According to Darajat (2021), "tourist attraction has a positive influence on tourists' interest in visiting"; this is supported. A tourist attraction, or simply "attraction," is something that entices travelers to travel to a certain destination. One of the main factors influencing travelers' decisions to visit a destination is its tourist attractions (Suwena & Widyatmaja, 2017).

2.2. Tourism Destination Attributes

The characteristics that attract tourists to a place and set it apart from others are called attributes. In a prior work, [Echtner and Ritchie \(2003\)](#) compiled a list of the characteristics that are frequently used by various studies to measure destination image. The most measured attributes include scenery and natural attractions, friendliness, hospitality, and receptiveness; rates and price points; climate; tourist destinations and activities; nightlife and entertainment; sports facilities and activities; local transportation and infrastructure; architecture and buildings; historic sites and museums; personal safety; and accessibility. Travelers consider several elements while evaluating a destination's allure, reputation, and degree of satisfaction. Visitor pleasure has been shown to be impacted by characteristics such as facility attractiveness and service quality ([Fang, Tepanon, & Uysal, 2008](#)).

2.3. The Choosing Tourist Attraction Decision-Making Process

A complex decision-making process that is impacted by both internal and external influences goes into choosing a place. Numerous elements, such as individual preferences, cultural backgrounds, past travel experiences, and the impressions of the location, affect the opinions of tourists ([Baloglu & McCleary, 1999](#)).

Natural beauty, genuineness, peace, quiet, and distinctive cultural experiences frequently show up as important pull factors for rural tourism ([Roberts & Hall, 2001](#)). Travelers are increasingly seeking out locations that place a premium on these principles because of the growth of responsible tourism and a growing understanding of sustainability. Indeed, according to [Tapper \(2001\)](#), travelers are prepared to spend extra for eco-friendly travel experiences that improve local economies and the environment. According to [Garg \(2013\)](#), a traveler's decision is heavily influenced by factors pertaining to safety and security. He found that a single occurrence, or a series of them, might cast doubt on visitors' perceptions of a location. These occurrences and circumstances all reduce the general allure, safety, and security of these places. Several academic disciplines, including marketing, sociology, psychology, and criminology, have realized the importance of examining people's perceptions of potential travel hazards. The survey found that most travelers view swine flu, earthquakes, tsunamis, and terrorist acts as hazards. The results show that when vacationing, visitors give top priority to a place's degree of safety, peace, and stability. According to [Haarhoff's \(2018\)](#) research, a destination's image is crucial in determining its overall appeal and influencing purchasing decisions made during the destination-choice process. The combination of a visitor's sensory experiences, information, feelings, and general impressions of a particular location is known as the destination image. According to this study, destination image is influenced by two elements. People's perceptions of a location are influenced by its many attributes and features as well as the information tourists have about it. These components are frequently referred to as outside variables. Internal elements that influence the image-development process include personal motivation, past experiences, attitudes, and expectations. A favorable viewpoint is essential in creating the perception of the destination, which in turn affects visitor happiness and, in the end, fosters destination loyalty.

2.4. Security and Safety in the Travel Sector

Safety is defined as the steps taken to protect tourists and workers from situations that could endanger them, like emergencies, criminal activity, or accidents, according to the United Nations World Tourism Organization's (UNWTO) report on tourism and competitiveness, which was referenced by [Hamarneh and Jeřábek \(2018\)](#). Whereas security is a set of precautionary steps taken to ward off threats, espionage, sabotage, crime, escape, or attempts to cause extensive harm with the intention of causing the greatest amount of economic disturbance. The three most important conditions for a successful tourism development are security, safety, and peace.

The means of transportation where people and products gather and disperse are the subjects of safety and security issues. Movement is directed along routes that offer safe access to and from platforms and gates, and access is tracked and managed. Two areas have been the focus of security concerns in the transportation sector: theft and worker safety. The following factors must be considered when evaluating indicators of the use of transportation security measures:

telecommunications systems, secure information, physical security of passengers, personnel, and their belongings, and security procedures (Rodrigue, Slack, & Comtois, 2020).

In addition to being the cornerstones of general tourist operations, tourism and visitor safety and security are also critical to the expansion of the tourism industry and to satisfying the physiological needs of people (Ding & Wu, 2022). Tens of millions of people worldwide participate in a range of tourism-related activities, highlighting the significance of security and safety in the travel sector and the necessity of keeping it at the forefront of people's minds. Over the past 20 years, safety and security have become more important due to natural disasters, social unrest, and worldwide disease epidemics. Robbery, rape, and murder of tourists who are deemed easy prey in Malaysia (Amir, Ismail, & See, 2015); theft, fraud, and harassment in India (Shu-Pin & Shih-Yen, 2011); sexual assault and tourist murder in Thailand (Mydans, 2008); pickpocketing, mugging, and theft prevalent in Bangkok (Batra, 2008); the severe harm to Japan's tourism industry brought on by the fear and anxiety following the 2011 Tōhoku earthquake and tsunami. The significance of safety and security issues in the travel industry was underscored by a number of food safety incidents in China (Lee & Boccalatte, 2019); the great earthquake in Taiwan in 1999 (Chen, 2011); the 2016 coup attempt in Turkey (Yıldız & Işildar, 2020); Republic of Turkey Ministry of Interior, 2017; the sharp decline in tourism activities and visitor arrivals; and the COVID-19 outbreak that halted travel in 2019. Additionally, Russian actions against Ukraine in the first few weeks of 2022 will negatively affect tourism in both Russia and Ukraine, as well as in countries like Turkey, which receives millions of tourists from both countries, due to safety and security worries. In addition to natural disasters, terrorist attacks, and epidemics, food plays a significant role in the issue of safety and security. Given that dining is one of the main services provided by the tourism industry, several food-related incidents in China that have received extensive worldwide media coverage recently have also raised serious concerns about the safety and security of the destination (Lee & Boccalatte, 2019).

2.5. *Tourism Destination Management*

The concept of DM has gained popularity over the last 20 years, and various scholars have contributed their own definitions and studies of the word. A review of the DM literature reveals three distinct points of view. Dwyer and Wickens (2013) state on page 148 that the first viewpoint is based on "the awareness of how important the benefits of an integrated supply system are and how (these benefits) can be defined through a number of activities and attraction factors." In contrast, Costa, Panyik, and Buhalis (2013) present a second viewpoint, arguing that DM is "a destination (micro-) level activity whereby several resident and industry stakeholders perform their individual and organizational responsibilities on a daily basis" (p. 78) to "integrate and adapt the national or regional (macro-) level vision contained in policy, planning, and development." Another definition of destination management (DM) is provided by Morrison (2013), who contends that it is a professional approach to guiding all activities in a place that has decided to pursue tourism as a source of revenue.

Geographical characteristics have led some locations, like island destinations with natural scenery, resources, or landscapes as their primary selling points, to decide to implement the environmental DMM. Belize's islands serve as an illustration. Some places, such as Costa Rica, which is well-known and established as an ecotourism destination, have embraced the environmental DMM due to environmental concerns. These destinations are similar in that they prioritize conservation and preservation, place a high importance on the destination's long-term viability and longevity, make a concerted effort to preserve and protect the environment, and support environmental protection through legislative initiatives. It should be mentioned that awards and incentives are typically available in these locations to stakeholders who make significant contributions to the accomplishment of these environmental objectives.

Since these are considered tourist assets, tourism in places that adhere to the environmental DMM's principles can aid in the conservation of species and natural resources, such as rainforests. By charging admission and tour fees, it may also provide revenue for the upkeep of parks and preserves. Moreover, it can lessen issues like overfishing and

deforestation in some underdeveloped countries by generating alternative kinds of employment. Furthermore, it can provide funding for ecosystem conservation and natural resource management, increasing the destination's legitimacy and tourist attractiveness (Simm, 2015).

2.6. Importance of Cleanliness and Sanitation in the Tourism Industry

In the modern world, safety, cleanliness, and health come first. In the near to medium term, consumer behavior will be guided by social distancing concerns, professional advice, and personal experience to guarantee that health and travel safety standards are ready and implemented. In this setting, the travel and tourism industry's revival will be largely dependent on trust between customers and suppliers, travelers and staff, and tourists and local communities. The public and private sectors must work together to set industry-wide health, safety, and cleanliness standards in travel and tourism. Rewarding businesses for following the rules can help increase tourists' confidence in travel and tourism. For instance, Turismo de Portugal develops a "Clean & Safe" seal and receives a safe travel stamp to designate businesses that meet the government's standards for hygiene and security. As risks decline, prompt, constrained, reassessed, and diminished health and hygiene measures are essential (Guevara & de Clercq, 2020).

Value for money, safety and security, accessibility and connectivity, destination information, perception of travel risk, and health and hygiene were shown to be the six factors that impact destination choice in the new normal. These results will help various tourism stakeholders design policies and boost the number of domestic and international visitors to India (Gupta, Shukla, & Pandiya, 2022).

A basic requirement for both public health and human well-being is access to clean water. The physical characteristics of the water, such as its purity, lack of odor, and lack of color, meet the requirements for sanitation facilities, that is, clean water facilities that were suitably accessible (Shmeis, 2018). Apart from having enough water taps, at least one tap should be present for every 20 meters (Irianti, Prasetyoputra, Dharmayanti, Azhar, & Hidayangsih, 2019; Karwot & Ober, 2019). Strong social leadership is required to ensure collaboration and involvement, and all stakeholders must be included in the development of sustainable tourism. Continuous effect evaluation and the implementation of suitable preventive and/or corrective measures as required are essential to achieving sustainable tourism (World Tourism Organization, 2014). The World Tourism Organization defines sustainable tourism as "tourism that fully considers its present and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities." Sustainable tourism encourages community tourism and the local economy by ensuring the financial stability of the local populace, supporting and promoting the community, and purchasing locally made goods. This addresses the social problems caused by unemployment and aids residents in establishing their means of subsistence. The key is addressing how tourism may benefit a community by fostering sociocultural policies, generating economic opportunities, and guaranteeing the preservation of a healthy ecosystem—all of which are critical to a flourishing tourism economy.

One way to maintain a healthy ecosystem is to manage solid waste appropriately. Waste can overwhelm waste management systems, especially in areas that feel more rural or have low population density. This increase is often seasonal, with many cities seeing their busiest times during the winter or summer. Because of the increase in tourists, the local government is unable to instantly monitor the arrival and movements of both domestic and foreign visitors. Overloading and visitors' lack of acquaintance with different waste systems might lead to inappropriate garbage disposal. This can lead to soil or groundwater contamination, greenhouse gas emissions, and other environmental problems (World Tourism Organization, 2014). Establishing consistent waste locations throughout the park and implementing stricter guidelines for disposing of trash there, which will be disseminated by the park's appointed officials are two essential strategies to solve these problems. Finally, all of these will be made possible with the help of Burnham Park residents and the cooperation of all tourists, both local and foreign.

Modern parks are more than just green spaces. Open green spaces need to do two, three, and even four jobs. They must be "the traditional park," but they also serve as social service providers, botanical gardens, and cultural organizations (Hammond, 2017). Parks are very beneficial to locals and visitors alike. Parks have a positive economic impact on both governments and individuals, in addition to their numerous environmental advantages. Even after accounting for upkeep costs, there can be financial benefits to planning a park and allocating sufficient land for it. The researchers sought to address the need for appropriate solid waste management in all of Baguio City's parks, particularly Burnham Park.

2.7. *Tourism, Atmosphere, and Authenticity*

Atmosphere is a key element of tourism. The foundation for immersive and highly engaged experiences is laid by moods, which create the emotional overtones of places and provide the sensory backdrop for visitor encounters (Griffero, 2014). Therefore, visitors may still be able to facilitate emotional interactions with other people or the local environment even if they are not aware of how atmospheres affect their experience (Choi & Kandampully, 2019; Neuhofer, Egger, Yu, & Celuch, 2021; Tucker & Shelton, 2018; Zhang, Ryan, & Cave, 2016). These partnerships must involve more than just positive emotions. In fact, environments are crucial for depicting bad situations and experiences as well as for acting out unpleasant emotions like shock or wrath in some industries, such as dark tourism (Martini & Buda, 2020). Some researchers have highlighted the possibility of experiencing atmospheres both before and after travel (Cariou, Rees-Roberts, & Rochelandet, 2022; Coelho, de Sevilha Gosling, & de Almeida, 2018; Kim, 2014) even though atmosphere is usually thought of as an immersive in-person experience. This can be done, for instance, through hotel reservations, photo research, or tourist information brochures.

Because of their emotional impact and significance in producing remarkable travel experiences, atmospheres have drawn more attention in tourism studies (Kim, Ritchie, & Tung, 2010; Mohammad Shafiee, Foroudi, & Tabaeian, 2021; Ye, Wei, Wen, Ying, & Tan, 2021). Coelho et al. (2018) state that memorable travel experiences are the result of three processes: ambiance, socialization, emotion and reflection. The authors highlight the role that atmosphere plays in a visitor's immersion, enabling them to have one-of-a-kind experiences with the local way of life. In this sense, the surroundings provide a springboard for deep discussions that may become memorable. Research has shown multiple examples of this process. Li, Li, Liu, and Ruan (2022), for instance, investigated how atmospheres can create unforgettable nightlife tourist experiences in four Chinese cities. This study found that extremely sensuous party settings make guests feel joyful and arousable, which promotes intercultural communication and produces novel and intriguing personal experiences. The reconstruction of a linear waterfront park in downtown Seoul, on the other hand, was studied by Lee, Lee, Choi, Yoon, and Hart (2014). They argue that establishing a good atmosphere was crucial to generating positive emotions and enjoyment from visitors, which in turn raised the project's degree of support. According to Horng and Hsu (2021), similar processes occur in fine dining, where the aesthetically pleasing ambiance cultivates the pleasant feelings that are the basis of memorable eating experiences. As I discuss in the following section, atmospheres are crucial for creating a sense of place and authenticity in travel experiences, in addition to providing the foundation for emotionally charged and memorable interactions.

It is well established that ambiance directly affects how tourists feel authentic, especially at heritage sites (Cho, 2012; Lin & Liu, 2018). Furthermore, it has been demonstrated that the settings of tourism services, including their design, sensory ambiance, and sociality, have a major impact on the customer's opinion of authenticity (Lovell & Thurgill, 2021; Lu, Gursoy, & Lu, 2015). According to Al-Kilani and El Hedhli (2021) study on two restaurants in Doha, Qatar, the atmospheric elements of the establishments such as the ambiance design, the identity of the employees, and their communicative practices play a fundamental role in the customers' perception of the authenticity of the experience, particularly when it comes to recognizing the identity traits of the food and its connection to a sense of place.

Since authenticity is closely linked to the feeling of distinctiveness that makes locations remarkable and, consequently, more sought after by travelers, it is important for the tourism industry (Moore, Buchmann, Månsson, & Fisher, 2021; Ramkissoon & Uysal, 2010; Rickly & Vidon, 2018). However, there are other opposing viewpoints on this contentious idea. It is widely accepted that there are multiple definitions of authenticity, such as existential authenticity (the subjective emotions associated with an experience), constructed authenticity (the social construction of authenticity, often mediated by marketing), and object authenticity (the concrete knowledge about a product's origin) (Canavan & McCamley, 2021; Conran, 2006; Lew, 2011; Rickly-Boyd, 2013; Wang, 1999). Scholars studying tourism are especially interested in understanding the factors that influence existential authenticity, as the apparent difference between it and object authenticity has garnered a lot of attention (Hashimoto & Telfer, 2007; Rickly, 2022). Specifically, this mismatch has been associated with methods of production or reconstruction of authentic experiences and places for tourist consumption, often perceived as artificial or soulless (Sharon Zukin, 2008; Zukin, 2009; Sharon Zukin, 2011).

The core of the existential authenticity experience is an atmosphere. Research has demonstrated that the perception of tourists about the authenticity of experiences and locations is mostly influenced by factors such as ambience, aesthetic appeal, and physical surroundings (Nguyen & Cheung, 2016). But frequently, it is difficult to distinguish between what constitutes an authentic and an inauthentic space. Travelers generally have a propensity to view the local ambience of locations that are "off the beaten track" as genuine (Chen & Wu, 2019). This frequently results in tourists looking for more daily, domestic, or even intimate places, which may also cause the target community to regard tourism as invasive (Bell, 2015; Chhabra, Lee, & Zhao, 2013). However, there are some intriguing outliers where tourists' quest for genuine ambience prompts them to explore outlying locations with unusual or hazardous ambience, like post-industrial or underground atmospheres, relieving pressure on the city's core areas (Arboleda, 2017). The pursuit of "off the beaten track" or "everyday" tourism experiences frequently coexists with the belief that artificially created environments are perceived as unauthentic and that visitors are drawn to environments with a rich cultural heritage (Chen & Wu, 2019; Rickly & McCabe, 2017).

3. THEORY OF THE STUDY

This study will be grounded in the Theory of Travel Decision-Making (Singleton, 2015). By characterizing travel behavior as the outcome of a cognitive decision-making process that is impacted by tourists' perceptions of the environment, their individual characteristics, and the context of the decision-making process, travel decision-making theory advances our understanding of how tourists behave when traveling. To obtain all the crucial information, there are numerous approaches for researching consumer behavior and personal decision-making processes. Research on how people make decisions about where to go frequently concentrates on one or more contextual layers or influencing elements. Research that considers a variety of variables, such as characteristics of the destination that affect travelers' behavior, views the process of making travel decisions as a multi-step perceptual one (Karl, 2021). A complicated system with multiple interconnected contextual layers makes up tourism. First, a person's travel habits are ingrained in their unique characteristics (Li, Shu, Tan, Huang, & Zha, 2020). Second, social context influences travel behavior since knowledge about the social environment influences travel choices (Boavida-Portugal, Ferreira, & Rocha, 2017). Third, the geographical context can be used to explain travel behavior (Jiao, Li, & Chen, 2020). The residential environment (urban/rural, access to airports), as well as regional differences in economic or social status, also play a role in this. Travel choices and destination selections are special because they include balancing the needs of the location with the desires of the travelers (Bekk, Spörrle, & Kruse, 2016). It is crucial to consider how travelers perceive their own needs and how a possible destination, lodging option, or method of transportation can satisfy those needs when analyzing travel decision-making from the perspective of behavioral geography (Karl, 2021). Due to its fundamental characteristic, which is connected to the variables to consider when choosing attractions in Guiuan,

Eastern Samar, the theory is determined to be appropriate. Finding out how visitors in Guiuan, Eastern Samar, view the attractions they decide to visit is the aim of this study.

4. METHODOLOGY

4.1. Design

This study's methodology is quantitative. This inquiry will employ the descriptive surveying method. Additionally, analytical research seeks to explain why something is the way it is or how it came to be, while descriptive research is merely the attempt to ascertain, characterize, or identify what is. Since the researcher has no control over variables, descriptive research might be described as a statement of current events. Descriptive research is a type of scientific study that systematically describes facts, events, or phenomena related to a certain area or population. By collecting information that enables researchers to describe the situation in more detail than would be possible without this method, descriptive research aims to shed light on current issues or obstacles. Descriptive research, another name for statistical research, describes data regarding recovery and processing, procedures, and efficacy levels. The topics of who, what, where, and how are also covered. Data collection and the existing situation are also addressed by descriptive research. It aims to provide a precise and systematic account of a population, situation, or phenomenon. In essence, descriptive studies are used to describe various aspects of the phenomenon. Characterizing the characteristics and/or behaviors of the population being studied is a common use for descriptive research.

4.2. Participants

A purposive sampling technique is employed to select participants who have diverse experiences and perceptions relevant to the research objectives. The purpose is to ensure a rich and varied set of data that captures different dimensions of the phenomenon under study.

Participants are selected based on the following criteria.

- Tourists who traveled and visited attractions in Guiuan, Eastern Samar.
- A tourist who seeks an adventure in tourism.
- Willingness and ability to articulate their experiences and perspectives in detail.

A total of 241 participants responded in the study.

Purposive sampling strategies move away from any random form of sampling and are strategies to ensure that specific kinds of cases that could possibly be included are part of the final sample in the research study. The reasons for adopting a purposive strategy are based on the assumption that, given the aims and objectives of the study, specific kinds of people may hold different and important views about the ideas and issues in question and therefore need to be included in the sample (Mason, 2002; Robinson, 2014; Trost, 1986).

4.3. Instruments Used in the Study

In this study, a two-part questionnaire set was employed. As a measuring variable, the first section of the questionnaire collected data regarding the target respondents' profiles. There were 8 questions for age, 3 questions for gender, 4 for civil status, 6 for educational attainment, 6 for occupation, and 2 questions for preferred tourist attractions. The second part gathered data about the views of travelers on the selected tourist attractions in Guiuan, Eastern Samar, as a measuring variable. There were 7 questions for safety and security, 6 questions for management, 5 questions for cleanliness and sanitation, and 5 questions for ambience and environment, using the four-point Likert scale where 4 is Very Much Considered and 1 is Not Considered. Dann Mark Nisperos Dela Cruz's 2023 study, *The Quest for Adventure: A Tourist's Perspective on Choosing Attractions in Zambales, Philippines*, served as the model for the survey form. It was somewhat altered to fit the study's goals.

4.4. Data Gathering Procedures

The Institutional Research Review Committee granted authorization for the study to be undertaken prior to data collection, and the researcher started the study right away after receiving the go-ahead from the school administrator and the consent of the Research, Extension, and Development Office.

After that, authorization was obtained from the barangay officials in the Guiuan, Eastern Samar neighborhood, the municipal mayor, and the municipal tourism office of Guiuan, Eastern Samar, to administer the survey instrument to the intended participants.

Participants were given surveys after approval was received. To prevent misplacement, all completed survey instruments were gathered as soon as the participants finished the questionnaire. The researcher employed a guided survey to make the survey instrument easier for the study's target respondents to grasp.

The researchers used frequency counts, percentages, means, and standard deviations to assess the study's findings and provide the respondents' demographic profile and travelers' opinions on the chosen tourist destinations in Guiuan, Eastern Samar.

4.5. Ethical Considerations

For this research, the following guidelines are taken into consideration.

1. Respondents were asked for their consent to participate in the study's conduct. Before the respondents signed or consented to the informed consent form, they were given a full explanation of the study's procedures, processes, and goals. Thereafter, the survey questionnaire was provided to the respondents, and they were given at least 10 minutes to answer all the questions. After answering the survey questionnaire, it was collected from the respondents and subjected to statistical processes to obtain results.
2. In compliance with data privacy laws, respondents' profiles and responses were kept private, and data was anonymized and used exclusively for this study.
3. Data responses from the respondents were seen and accessed solely by the researcher and kept for at least one year or until the research has been completed and were disposed of after the completion of the study.
4. No human, animal, or natural resources were harmed in the process of making this research.
5. All data and information obtained from reliable sources are true and correct.
6. No conflict of interest is present in the conduct of this study that may potentially affect the outcome of this research.

5. RESULTS

This portion of the paper discusses the survey results regarding the perceptions of travelers concerning the suggested tourism destinations in Guiuan, Eastern Samar.

The presentation of this section is organized in accordance with the problem statement of the study. To generate accurate results and achieve the goals of the study, it was assessed and investigated using appropriate statistical techniques.

5.1. Profile of Participants

The results of the demographic profile of the study's target respondents, including age, sexual preferences, civil status, level of education, occupation, and preferred tourist destinations, are displayed in the presentation that follows.

Table 1 Presents the demographic data of the respondents which includes their age.

Table 1. Age.

| Age bracket | Frequency | Percent |
|-------------|-----------|---------|
| 18-25 | 179 | 74.3 |
| 26-30 | 19 | 7.9 |
| 31-35 | 21 | 8.7 |
| 36-40 | 1 | 0.4 |
| 41-45 | 12 | 5.0 |
| 46-50 | 6 | 2.5 |
| 51-55 | 3 | 1.2 |
| Total | 241 | 100 |

The table shows that most of the respondents of the study were ages eighteen to twenty-five (18-25), which constitutes about seventy-four point three percent (74.3%) and one hundred seventy-nine (179) frequency counts, followed by ages thirty-one to thirty-five (31-35), which accumulated eight point seven percent (8.7%) and twenty-one (21) frequency counts. Ages thirty-six to forty (36-40) had the lowest frequency count of one (1) with only point four percent (0.4). According to the results, the bulk of study participants were between the ages of 18 and 25. They also received the greatest percentage and frequency counts. This revealed that respondents who travel more were between the ages of 18 and 25 and were the most dominant in the survey, which belongs to millennials, and they are likely seeking out new knowledge and experiences.

Table 2 presents the demographic data of the respondents, which includes their sexual preferences.

Table 2. Sexual preferences.

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 74 | 30.7 |
| Female | 154 | 63.9 |
| LGBTQ+ | 13 | 5.4 |
| Total | 241 | 100 |

It is shown in the table that most of the respondents' sexual preferences were female, accumulating sixty-three point nine percent (63.9%) and one hundred fifty-four (154) frequency counts. Then, thirty point seven percent (30.7%) and seventy-four (74) frequency counts were from male respondents, and five point four percent (5.4%) and thirteen (13) frequency counts were from LGBTQ+. According to the results above, most study participants were female, and they received the highest percentage and frequency counts. This indicates that women made up most of the respondents who enjoyed traveling. As stated by Goldstein (2022), women are statistically and significantly more likely than males to enjoy traveling. Indeed, it is shocking and decisive that women dominate the tourism industry. Furthermore, women outnumber males in leisure travel in the United States by a ratio of 63% to 37%. Globally, the ratio is similar, with 36% of travelers being men and 64% being women (RV and Playa, 2016).

Table 3 presents the demographic data of the respondents, which includes their civil status.

Table 3. Civil status.

| Civil status | Frequency | Percent |
|--------------|-----------|---------|
| Single | 207 | 85.9 |
| Married | 34 | 14.1 |
| Total | 241 | 100 |

According to the table, most respondents are unmarried, with single respondents accounting for 85.9% of the total and 207 frequency points, while married respondents made up 14.1% and 34% of the frequency points. It is evident from the aforementioned results that the majority of study participants were single in civil status. This suggests that the respondents were unmarried and able to travel to new locations to experience new things.

International travel is back with a fury now that COVID has finally been contained and more nations are feeling the need to reopen for tourism, claims [Costa, \(2022\)](#). 2022 passenger numbers have already (so far) surpassed those of the previous two years, and because of the spike, several intriguing travel patterns are beginning to emerge, like the growing desire to travel alone. People who are single enjoy traveling to new locations and experiencing new things.

Table 4. Educational attainment.

| Educational attainment | Frequency | Percent |
|------------------------|-----------|---------|
| Elementary | 5 | 2.1 |
| High school | 20 | 8.3 |
| Vocational | 12 | 5.0 |
| College | 204 | 84.6 |
| Total | 241 | 100 |

From the [Table 4](#), it is shown that the majority of the respondents in this study were from college, which constitutes eighty-four point six percent (84.6%) and two hundred four (204) in frequency, followed by high school with eight point three percent (8.3%) and twenty (20) in frequency. Elementary had the least, accumulating two point one percent (2.1%) and five (5) in frequency.

According to the results, the majority of respondents regarding educational attainment were college graduates, which accounts for the largest percentage and frequency. This suggests that the travel and tourism sector is seeing growth in the number of students from the millennial age group. College students are a unique demographic with a high level of cultural quality and a comparatively large amount of free time. They also possess a spirit of exploration, curiosity, and a desire for leisure activities. One of the most active groups in the tourism industry today is college students.

[Table 5](#) presents the demographic data of the respondents, which includes their occupation

Table 5. Occupation.

| Occupation | Frequency | Percent |
|---------------|-----------|---------|
| Student | 186 | 77.2 |
| Self-employed | 34 | 14.1 |
| Wage-employed | 6 | 2.5 |
| Unemployed | 15 | 6.2 |
| Total | 241 | 100 |

According to the above data, the majority of respondents were students, who accounted for 77.2% and 186% of the frequency, followed by self-employed people, who accounted for 14.1% and 34% of the frequency, respectively. The wage-employed then experienced a decrease, which amounts to 6.6% and 2.5% of the total.

Based on the stated results, the majority of study participants were students who received the highest frequency and percentage of responses. The information makes it abundantly evident that the respondents were students who were able to manage their time well enough to travel to various locations and experience new things. As stated by [Llego \(2021\)](#), regardless of your profession, travel is essential to a lifelong learning process since it opens your eyes to new ideas, helps you rediscover your life, and gives your work purpose.

Table 6. Preferred tourist attraction.

| Preferred tourist attraction | Frequency | Percent |
|------------------------------|-----------|---------|
| Natural | 199 | 82.6 |
| Man-made | 42 | 17.4 |
| Total | 241 | 100 |

It is shown in Table 6 that most of the respondents preferred natural tourist attractions, which constitute eighty-two-point six percent (82.6%) and one hundred ninety-nine in frequency. While seventeen-point-four percent (17.4%) and forty-two (42) percent of the frequency were from man-made attractions. It revealed that most of the respondents who responded in this study preferred natural attraction, which accumulated the highest percentage and frequency. This indicates that most of the respondents love naturally made attractions. As stated by Im (2018), due to their lack of exposure to nature, young people, or what are now known as millennials, would rather spend money traveling and visiting nature tourist destinations.

Due to their early exposure to digital technology, they were unable to interact with the natural environment, but they are now beginning to do so. In order to ensure that young tourists can enjoy nature, more and more attractions are using natural settings, such as beaches and horseback riding.

5.2. Views of Travelers on the Suggested Tourist Attractions in Guiuan, Eastern Samar

The following presentation shows the observations of the travelers on the suggested tourist attraction in Guiuan, Eastern Samar, in terms of security and safety, management, cleanliness and sanitation, and ambiance and environment.

Table 7. Security and safety.

| Statements | Mean | Interpretation |
|--|------|----------------|
| Orderly and easily accessible rescue equipment is near the area. | 3.64 | Strongly agree |
| The management reminds guests to safeguard their property and belongings. | 3.66 | Strongly agree |
| clarity of the instructions and signs that protect guests' health and safety. | 3.67 | Strongly agree |
| Availability of assistance from local guides | 3.62 | Strongly agree |
| Harmful animals are not visible in the area. | 3.56 | Strongly agree |
| The tourist attraction is guided by formal policies to deal with possible disasters and harmful scenarios to guests which may include fires, bombs, threats, earthquakes, floods, hurricanes, etc. | 3.64 | Strongly agree |
| Employees, including security personnel are trained to implement chosen procedures on application of first aid and other safety measures. | 3.63 | Strongly agree |
| Overall | 3.63 | Strongly agree |

Table 7 shows the perception of the respondents on the factors in selecting attractions as to safety and security. The respondents assessed "Strongly Agree" Clarity of the signs and directives that care for the safety and health of the visitors with a weighted mean of 3.67, Reminders are given by the management to protect the property and belongings of customers with a weighted mean of 3.66, Orderly and easily accessible rescue equipment near the area and the tourist attraction is guided by formal policies to deal with possible disaster and harmful scenarios to guest which may include fires, bomb, threats, earthquakes, floods, hurricanes, etc. both had a weighted mean of 3.64, Employees including security personnel are trained to implement chosen procedures on application of First Aide and other safety measures with a weighted mean of 3.63, the weighted mean for the availability of local guides' aid was 3.62, while the weighted mean for the absence of harmful animals in the area was 3.56. The calculated total weighted mean for respondents' perceptions of safety and security while choosing an attraction was 3.63, meaning "Very Much Considered."

This suggests that in every way, the visitors' safety and security should come first. For some travelers, safety and security are the most crucial factors (Santos, 2023). Additionally, clients are protected from any loss of property, possessions, or life (Rittichainuwat & Chakraborty, 2012).

Table 8. Management.

| Statements | Mean | Interpretation |
|---|------|----------------|
| To safeguard the area, the number of visitors is limited. | 3.65 | Strongly agree |
| The local people/employees are friendly towards visitors. | 3.65 | Strongly agree |
| The quality of service is provided. | 3.69 | Strongly agree |
| The price for food and other service fees is reasonable. | 3.64 | Strongly agree |
| The professionalism of the people/employees. | 3.61 | Strongly agree |
| The tourist attractions are well-maintained and managed | 3.71 | Strongly agree |
| Overall | 3.65 | Strongly agree |

The respondents' perceptions of the factors that go into choosing attractions for management are displayed in Table 8. "Strongly Agree" was the respondents' assessment of the following: the tourist attractions are well-maintained and managed (weighted mean: 3.71); the quality of service provided (weighted mean: 3.69); the number of visitors is controlled to protect the area; the locals and staff are friendly to visitors (weighted mean: 3.65); the cost of food and other service fees is reasonable (weighted mean: 3.64); and the professionalism of the staff and locals (weighted mean: 3.61). With an interpretation of "Strongly Agree," the calculated overall weighted mean of the respondents' perceptions of the factors in choosing attractions for management was 3.65. This suggests that management plays a significant role in the tourism industry since it will be their internal asset in running their business entity in the sector, which will lead to more visitors and repeat business at their tourist attractions, especially those with spectacular natural scenery that truly draws tourists.

According to Simm's (2015) research, tourism in locations that adhere to the environmental DMM's tenets can support the preservation of animals and natural resources, such as rainforests, since these are seen as tourist attractions. Through admission and tour fees, it may also provide funds for park and preserve maintenance. Additionally, it might lessen issues like overfishing and deforestation in some developing countries by generating alternative employment opportunities. Furthermore, it can offer financial assistance for ecosystem preservation and natural resource management, enhancing the destination's authenticity and appeal to tourists.

Table 9. Cleanliness and sanitation.

| Statements | Mean | Interpretation |
|--|------|----------------|
| Effectiveness of garbage and disposal segregation. | 3.72 | Strongly agree |
| The foods are clean and well-packed. | 3.76 | Strongly agree |
| The attraction is clean and garbage-free. | 3.67 | Strongly agree |
| The availability of potable / Drinking water. | 3.70 | Strongly agree |
| The food is fresh and safe to eat by the visitors. | 3.75 | Strongly agree |
| Overall | 3.72 | Strongly agree |

Table 9 displays the respondents' perceptions of the factors that influence cleanliness and sanitation while choosing an attraction. A weighted mean of 3.76 was assigned to the cleanliness and well-packaged food, 3.75 to the freshness and safety of the food for visitors, 3.72 to the effectiveness of the garbage and disposal segregation, 3.70 to the availability of drinking water, and 3.67 to the cleanliness and garbage-free nature of the attraction, according to the respondents' assessment of "Strongly Agree."

With an interpretation of "Strongly Agree," the calculated total weighted mean on the respondents' perceptions of the factors in choosing cleanliness and sanitation as attractions was 3.72. This suggests that visitors are interested in the location because of its cleanliness and hygienic conditions. According to Kamruzzaman and Fariha (2018), people are more content when they travel in a clean and hygienic atmosphere, especially when it comes to the food, and there are no quick fixes that may satisfy this requirement.

Table 10. Ambience and environment.

| Statements | Mean | Interpretation |
|---|------|----------------|
| The place is good for relaxation and stress-free surroundings. | 3.75 | Strongly agree |
| The place offers recreational activities and other activities for single /team use. | 3.64 | Strongly agree |
| The place is a unique and picture-perfect spot. | 3.71 | Strongly agree |
| The place promotes authentic food and culture. | 3.73 | Strongly agree |
| The place is nature-friendly or with a nature-friendly environment. | 3.71 | Strongly agree |
| Overall | 3.70 | Strongly agree |

The respondents' perceptions of the ambient and environmental factors that influence attraction selection are presented in Table 10. The respondents gave the following ratings: "Strongly Agree"; "Good for relaxation and stress-free surroundings" (weighted mean of 3.75); "Promotes authentic food and culture" (weighted mean of 3.73); "Is a unique and picture-perfect spot"; "Nature-friendly or with a nature-friendly environment" (weighted mean of 3.71); and "Offers recreational activities and other activities for single/team use" (weighted mean of 3.64). With an interpretation of "Very Much Considered," the calculated total weighted mean on the respondents' perceptions of the factors in choosing attractions regarding ambience and environment was 3.70. This suggests that the location or spot with distinctive offerings is what the respondents are looking for. In the research of Kavan, Hu, Qian, and Jin (2016), travelers reported feeling more at ease and enjoying the company of friends and relatives when confronted with difficulties in a foreign setting. As a result, this component was called the "kinship/relax factor."

6. GUIUAN TRAVEL GUIDE

The researchers created a travel guide based on the study's findings for tourists looking for adventure tourism visiting Guiuan, Eastern Samar.

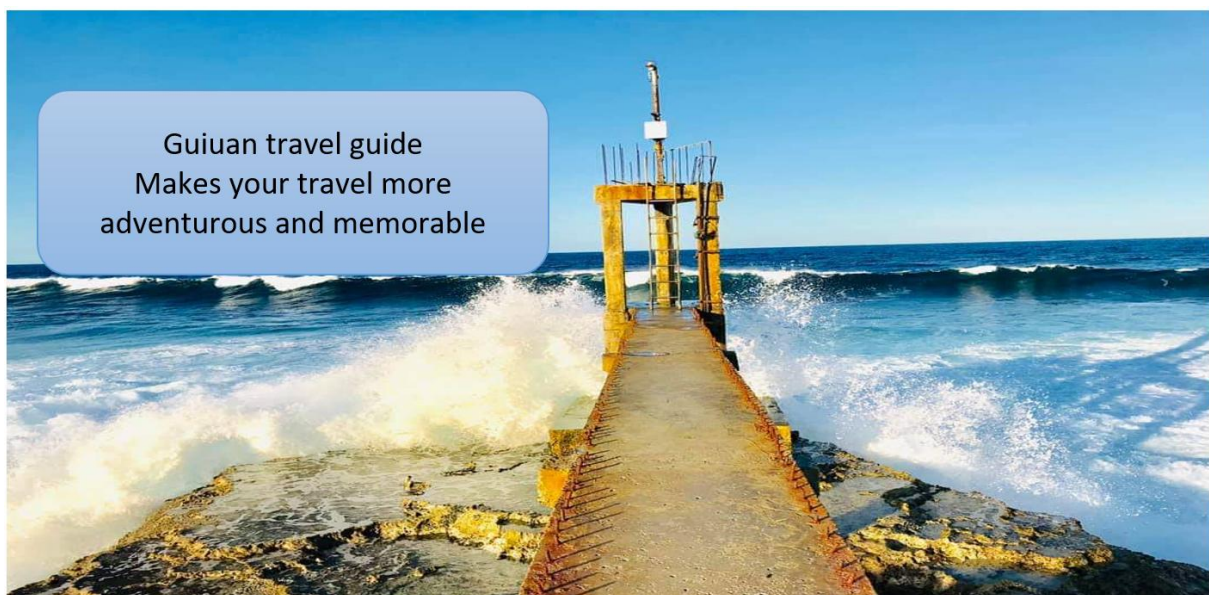


Figure 1 illustrates the Guiuan travel guide which makes your travel more adventurous and memorable.

The southernmost point of the third-largest island in the Philippine archipelago, Samar, is home to Guiuan, Eastern Samar. Calicoan Island, also referred to as the "Surfer's Paradise," is located there. It is a must-see for nature lovers, adventurous tourists, deep-sea fishermen, and daring surfers because of its untamed terrain, tropical forests, amazing lagoons, stunning white sand beaches, crystal-clear waters, and spectacular sunrises and sunsets.

For three important moments in Philippine history, Guiuan is well known. On his journey to explore the Philippines for the Western World, Ferdinand Magellan landed in Homonhon, the Philippines, for the first time in 1521. Three days before Gen. MacArthur overran the beaches of Leyte in 1944, American forces landed on the island

of Suluan and engaged in the first action on Philippine soil. Elpidio Quirino, the president of the Philippines at the time, provided 6,000 White Russians with a temporary camp on Tubabao Island, which is currently part of Guiuan, through the International Refugee Organization from 1949 to 1952.

6.1. How to Travel to Eastern Samar's Guiuan

6.1.1. From the City of Tacloban

Daniel Z. Romualdez, located in Tacloban City, Leyte, is the closest commercial airport to Guiuan. There are daily flights to Tacloban City from Manila, Clark, Cebu, and Davao operated by Philippine Airlines, AirAsia Philippines, and Cebu Pacific.

Go to the Tacloban Transport Terminal or the van terminals (Duptours or Van-van) in Tacloban. Vans and local buses to Guiuan leave in large numbers every day, starting at 4 AM and ending at 5 PM. The most practical option is to travel for at least three hours in a van at the standard rate of P280.00 per person.

6.1.2. From Borongan, Eastern Samar

There are also numerous vans and local buses having a daily trip to Guiuan, Eastern Samar, with an approximate travel time of 2 hours and a regular fare of P180.00 to P200.00/person.

6.1.3. From Catbalogan City, Samar

A direct bus from Catbalogan City to Guiuan departs once a day at around 12 noon and arrives at 6 PM. The trip takes about 5 hours, and the cost per passenger is P300.00.

6.2. Things to Do in Guiuan, Eastern Samar

Guiuan, Eastern Samar, has numerous tourism sites where tourists can visit and enjoy during their vacation.

6.2.1. Religious Sites

- Visit the Immaculate Conception Church, the 16th-century Old Church, and the Shrine of St. Anthony of Padua.

6.2.2. Historical Sites

- Go to Homonhon Island, Guiuan, Eastern Samar, and honor Magellan's landing site.
- Visit and commemorate the 3149 Classified U.S. Naval Base Supply Depot.
- Visit the Samar Quintennial Marker.
- Visit Suluan Quintennial Marker.
- Visit Japanese Marker.
- Visit and be amazed at the 3149 U.S. Naval Airport.
- Visit the United Nations Evacuation Center, Tubabao Island (White Russian Refugee 1949-1952).

6.2.3. Educational Sites

- Visit and enjoy the 360-degree view from the top of the Pag-Asa Radar Station.
- Visit and learn about culturing on numerous marine resources at the Bureau of Fisheries and Aquatic Resources.
- Visit and learn about numerous marine resources at Pear Island.

6.2.4. Nature-Based Sites

- Dip in, enjoy, and relax at Pagnamitan Bridge (Tidal Pool).

- Appreciate the best beautiful sunset views that can be taken and appreciated in different areas of the town.
- Dip in and enjoy the little paradise at Handig Beach in Homonhon Island.

6.2.5. Adventure Sites

- Surf and swim at ABCD Calico-an Surfing Site.
- Swim in Linao Cave Pool's crystal-clear water.
- Swim and be amazed at Panambuan Cave, Sulu-an Island.
- Visit and enjoy caving at 7 Doors Cave.
- Enjoy the white sand beaches of Tubabao Island, Candulo Island, Manicani Island, Suluan Island, Calicoan Island, Sulangan Island, and other sandbars, beaches, and islands in the town.

6.2.6. Delicacies and Souvenirs

- A quaint store located at the heart of the town proper that sells products of Guiuan that tourists could bring home as pasalubongs.

6.2.7. Events and Activities

- March 16-17: Annual Magellan's Landing Celebration in Commemoration of the Anniversary of the Philippine part of the first circumnavigation of the world.
- Panagtawo Trade Fair and Night Market.
- April—Holy Week Celebration.
- June 11—Sulangan Dawn Pilgrimage.
- June 12—Independence Day.
- September (Last week) – National Surfing Competition – Cali Night Market.
- October (First Sunday) – Fiesta (Our Lady of the Most Holy Rosary).
- October 17—The Sulu-an Raid—a sentimental journey.
- December 8—fiesta (Our Lady of Immaculate Conception).

6.3. Where to Stay

6.3.1. Calico-An Island

Table 11 presents that most travelers stay in the resorts or hotels located on Calicoan Island with corresponding contact details.

Table 11. Most travelers stay in the resorts or hotels located on Calicoan Island.

| Places to stay in Calico-an Island | FB account/Email address | Contact number |
|---------------------------------------|--|----------------|
| ABCD surf camp | ABCD SURF CAMP | 0917 765 6797 |
| La Luna beach resort | La Luna beach resort / lalunabeachresort@gmail.com | 0917 324 3129 |
| Pad-4 | Pad-4 beach resort | 09267128895 |
| Loading point beach resort | Loading point beach resort / bagoyoroandy@gmail.com | |
| The Grey Inn | The Grey Inn / thegreyinn@gmail.com | 0956 948 0358 |
| South Pacific Ocean View Beach Resort | South Pacific Ocean View Beach Resort | 0917 361 4590 |
| Sardinia beach resort | Sardinia Beach Resort | 0953 004 5863 |
| Banago Beach Resort | Banago beach resort / carlitocatacutan9@gmail.com | 0967 739 5819 |
| La Concordia beach resort | La Concordia beach resort / badocjho@gmail.com | 0906 861 3897 |
| Dyzen's Hut beach resort | Dyzen's Hut beach resort / dyzenshutloadingpointbeach@gmail.com | 0906 583 6442 |
| Calico-an villa | Calico-an Villa / mjramelo20@yahoo.com | 0917 206 9602 |
| G-Camp beach resort | G Camp Beachfront / gcampbeachfront@gmail.com | 0906 142 9112 |

Table 12 presents the places to stay around the downtown area with corresponding contact details.

Table 12. Around downtown Guiuan.

| Places to stay in around downtown area | FB account/Email address | Contact number |
|--|---|----------------|
| Marcelo's Restotel | Marcelo's Restotel | 09053723637 |
| Villa De Quintin's Lodge | Quintin Lodge house | 09269342176 |
| Residencia Vicente | Residencia Vicente / residenciavicente@yahoo.com | 0906 695 9930 |
| Addison Pension House | Addison Pension House | 09364563950 |
| Rosario Pension House | Rosario Pension House | 09173261251 |
| Sea Breeze Pension House | Sea Breeze Pension House | 09177717284 |
| Soledad Inn | Soledad Inn | 09166681312 |
| Hotel La Maria | Hotel La Maria / hlamaria08@gmail.com | 0906 243 8933 |
| Guiuan Pension House main | Guiuan Pension House main | 09171774710 |

6.2. Tips

- The best month to travel to Guiuan, Eastern Samar, is from September to December, also the best month for surfing.
- Mobile signal is available.
- ATMs are available, and there are numerous banks in downtown Guiuan.
- Establishments accept credit cards or travelers' checks.
- People of Guiuan are friendly and hospitable; nothing to worry about.

7. CONCLUSION

The researchers make the following conclusions considering the findings.

1. It was possible to draw the conclusion that most responders were female and between the ages of 18 and 25. Regarding civil status, most respondents were single, and most of them worked as students or were college graduates in terms of educational level.
2. These results can also be used by policymakers to build rules and guidelines that encourage the creation of clean, sustainable, and safe attractions that cater to the demands of the general population. This study sheds light on the characteristics of the respondents and the factors affecting their selection of attractions. The results emphasize how crucial management, ambiance and environment, cleanliness and sanitation, and safety are in attracting tourists.
3. The respondents gave management, ambiance and environment, cleanliness and sanitation, and safety and security top priority while choosing attractions. According to the respondents, these elements are significant. The most important factors are the effectiveness of waste and disposal segregation, the caliber of service, and the location's suitability for stress-free living. The respondents "strongly agree" with each factor, according to the computed overall weighted mean for each factor.

8. RECOMMENDATIONS

Several recommendations have been made considering the study's findings and conclusions.

1. The administration of tourist attractions ought to put its patrons' safety and security first. This can be accomplished by deploying CCTV cameras to keep visitors safe and dispatching visible roving security officers. By doing this, visitors will experience a greater sense of safety and security during their stay, which will boost good comments and revenue.
2. Employees at tourist attractions should receive training and seminars on customer service techniques from the management. This will help them understand the importance of customer satisfaction and how it impacts the

business's potential for success. Satisfied customers are more likely to return and recommend an attraction to others, which increases revenue.

3. The management of the tourist attraction should enforce the cleanliness of the area around it. Keeping your surroundings tidy and sanitary is crucial to drawing clients and making a good first impression. This will increase patron satisfaction and encourage return visits.
4. The administration of tourist attractions should include activities that are suitable for both individuals and groups, in addition to emphasizing the atmosphere and surroundings. Customers will have more options to choose from if activities are offered, which will boost their pleasure and enjoyment. Positive evaluations and return visits may also result from this. By putting these suggestions into practice, tourist attraction management may enhance the overall visitor experience, which will boost business and generate more positive comments and patronage.
5. Policymakers and attraction managers can utilize these insights to better understand the objectives and preferences of their target audience. To attract more guests, attraction managers could concentrate on strengthening security protocols, offering top-notch service, ensuring the area is clean and hygienic, and upgrading the atmosphere and surroundings.
6. The information acquired from this study can be used by policymakers and attraction managers to create destinations that are both sustainable and appealing to the intended audience.

Funding: This study received no specific financial support.

Institutional Review Board Statement: The Ethical Committee of the Eastern Samar State University Guiuan Campus, Philippines has granted approval for this study on 21 January 2025 (Ref. No. 002-25-CHM).

Transparency: The authors state that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

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