

Citizens' Satisfaction on the Tourism Promotion Services of Calbayog City, Philippines

Ernesto J. Guades, Eugenia A. Lonzaga, Eugene C. Calumba and Francisco B. Bacamante Jr.

Abstract— The Department of Interior and Local Government (DILG) of the Republic of the Philippines had been utilizing performance tools to measure the service delivery of the local government units (LGUs) to its community. This undertaking was initiated by the Department to ensure that the service of the LGUs is felt by their citizens, and eventually satisfying their needs and expectations towards development and better quality of life. This is the main reason for the development of the Citizen Satisfaction Index System (CSIS). This paper presents the results of the investigation on the tourism promotion services of the local government of Calbayog using CSIS. Particularly this system assessed the respondents' awareness, availment and satisfaction of the service provided. It was found that among the five tourism promotion services offered, respondents are most aware on "ecotourism program and/or natural conservation programs" of the LGU. Availment was highest on the "ecotourism program and/or natural conservation programs". It was also found that the highest percentage of respondents who reported they are "definitely satisfied" is on "tourism marketing and promotions assistance program". Moreover, respondents assigned the highest level of importance to "regulation and supervision of tourism-related establishments".

Keywords— Satisfaction Index, Tourism, Social Services; Local Government.

I. INTRODUCTION

The Department of the Interior and Local Government (DILG) of the Republic of the Philippines envisions local government units (LGUs) that are self-reliant, development-centered, safe, peaceful, socially protective, business-friendly, environmentally protective, as well as transparent, accountable and participative. In scaling up local government performance in these areas, it is not enough that LGUs have the internal capacity of providing services. More importantly, citizens should be considered as the ultimate customers or beneficiaries of public services.

As the intended recipients and end-users of public services, the citizens are deemed in a better position to determine

whether or not these services are delivered according to their needs, at the right time and to the extent that they fulfill their service requirements. Thus, the importance of getting the true sentiments, opinions and insights of the citizens based on their own perception and evaluation of the extent and quality of services that local government units (LGUs) make readily available and accessible to the constituents. This is the main reason for the development of the Citizen Satisfaction Index System (CSIS) to serve as a tool for drawing in applicable information for gauging citizen satisfaction.

One of the important services that the LGU should provide to its community is the promotion of tourism. Accordingly, tourism is a fast growing industry that has become a top priority of the economic agenda of a number of countries [1]. The advantage of promoting tourism is that it becomes a tool to solve problems including unemployment and poverty in developing countries [2]. Additionally, it promotes skills and through safer and cleaner environment that benefits not only tourists but the entire community as well [3].

Calbayog City is situated at the western part of Samar Island. It has a total land area of 880.7 square km, the largest area compared to other cities in the region [4]. It lies along the coastal region of Samar province stretching about 60 miles from the northern tip of the island and 180 miles from the south. Calbayog City is classified as a first income class city. By the end of 2007, Calbayog City was the home of 163,657 residents [5]. Administratively, Calbayog City is sub-divided into three major districts (Calbayog, Tinambacan and Oquendo Districts) with 157 barangays. The Calbayog City Profile can be accessed through [5].

This study investigates the CSIS in terms of Tourism Promotion Services conducted in the City of Calbayog, Samar. It is hoped that the output of this study will become instrumental so that the Local Government of Calbayog will respond more effectively and efficiently for the betterment of its service community.

II. METHODOLOGY

The methods used in the analysis and interpretation of data adopt the process specified in the CSIS Manual [6]. The study was conducted in Calbayog City, Samar. A total of 21 barangays (12, 3 and 6 for Calbayog, Oquendo and Tinambacan districts, respectively) were included in the study. It should be noted that the allocation of the sample size to the barangays is in proportion to its population and considering random selection method.

The CSIS which implements a multi-stage probability

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sampling method in selecting 150 respondents from Calbayog City has a margin of error (MOE) of +/- 8 percentage points at a 95% confidence level. Implementing multi-stage random probability sampling warrants that a cross-section of citizens in Calbayog City is included in the sample. The respondents are males and females, who are at least 18 years old and have been residing in Calbayog City for at least 6 months during the time of interview.

Analytical works on the survey data are done using Excel spread sheets for flexibility and ease of updating. CSIS is a client/citizen perception-based performance assessment that measures the respondent’s awareness, availment, and assessment/satisfaction of the different services currently offered by the local government unit.

III. RESULTS AND DISCUSSION

A. Age Distribution of the Respondents

Fig. 1 displays the percentage distribution of the age of respondents considered in this study. As shown in the figure, the dominant age bracket of the respondents ranges from 45 to 54 years old. This was followed by the age brackets from 18 to 24 years old with a percentage value of 16%. One can notice that among the respondents, age bracket of 75 years old and above got the least dominant age with a value of 3.3%.

B. Years of Residency Distribution of the Respondents

The percentage distribution of the years of residency on the considered respondents is shown in Fig. 2. Fig. 2 demonstrates that the distribution is dominated by respondents who had been residing in their respective barangays for almost 20 years. This category got a percentage value of around 29.5%. On the other hand, 2.0% of the total respondents have been residents of a corresponding barangay for at a year.

C. Awareness of Tourism Promotion Services

The respondents’ level of awareness on Tourism Promotion Services is presented below. Awareness refers to the respondent’s presence of knowledge to the Tourism Promotion Services being offered by the local government unit. All respondents were asked whether they were aware or not of the following Tourism Promotion Services implemented by the LGU of Calbayog City in the past year, namely: (1) development and maintenance of tourist attractions and facilities; (2) ecotourism program and/or natural conservation programs; (3) regulation and supervision of tourism-related establishments; (4) safety and security in tourism areas; (5) tourism marketing and promotions assistance program.

Among the 5 items of the Tourism Promotion Services of the LGU, respondents were most aware of “ecotourism program and/or natural conservation programs” followed by the “development and maintenance of tourist attractions and facilities”. These programs/services gathered -29% and -36% levels of awareness, respectively.

On the other hand, respondents were least aware of the presence and/or availability of program on Tourism Marketing and Promotions Assistance Program. This program recorded

-44% level of awareness. The program with the second least number of respondents who were aware of its availability is “safety and security in tourism areas” with -39% awareness responses. Fig. 3 presents the respondents’ level of awareness on Tourism Promotion Services.

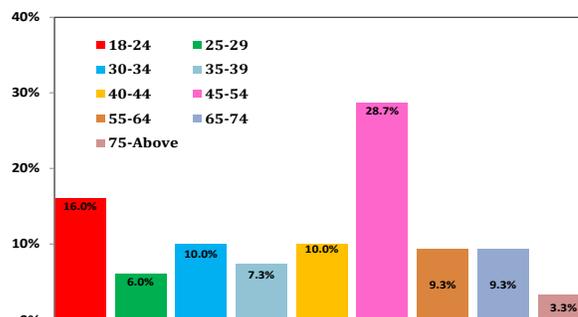


Fig. 1. Age Distribution of the Respondents.

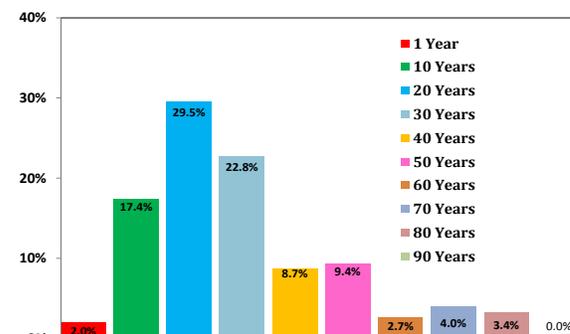


Fig. 2. Years of Residency Distribution of the Respondents.

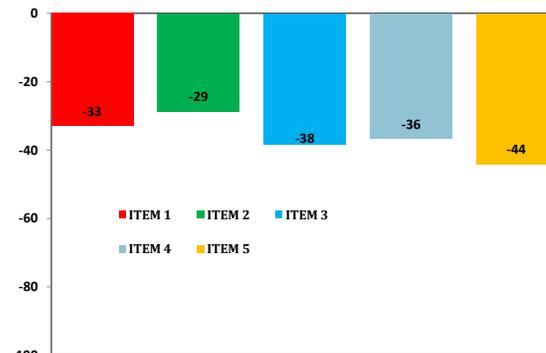


Fig. 3. Awareness of Tourism Promotion Services.

D. Availment of Tourism Promotion Services

Compared with the numbers of respondents who acknowledged their awareness of the various Tourism Promotion Services, 33 (average value) respondents have availed of the programs/services. For example, of 50 respondents who were aware of the program involving “development and maintenance of tourist attractions and facilities”, only 70% have availed. The provision of regulation and supervision of tourism-related establishments on the other hand, has the lowest percentage 62% of respondents who availed over the total number of aware respondents. In terms of real number, availment was also highest on the “ecotourism program and/or natural conservation programs” followed by

“development and maintenance of tourist attractions and facilities” at 78% and 76% of the total aware respondents, respectively. On the other hand, availment was lowest on the “regulation and supervision of tourism-related establishments” at 62% of the total aware respondents. Fig. 4 demonstrates the level of availment per program/service related to Tourism Promotion Services.

E. Assessment Satisfaction with Tourism Promotion Services

Among those who availed of Tourism Promotion Services, the highest percentage of respondents who reported they are “definitely satisfied” is on Tourism Marketing and Promotions Assistance Program (42.3%). This is followed by Regulation and supervision of tourism-related establishments with 32.1%. Of those who indicated they are “Satisfied,” the highest ratio of respondents over service users goes to “safety and security in tourism areas” (74.2%). This is followed by satisfaction rating on “development and maintenance of tourist attractions and facilities” with 71.4%. Fig. 5 shows the service users’ level of satisfaction with each Tourism Promotion Services.

When the positive responses are combined (Definitely Satisfied and Satisfied), highest rating goes to “regulation and supervision of tourism-related establishments” at 100%, while lowest combined rating is on “development and maintenance of tourist attractions and facilities” at 91.4%.

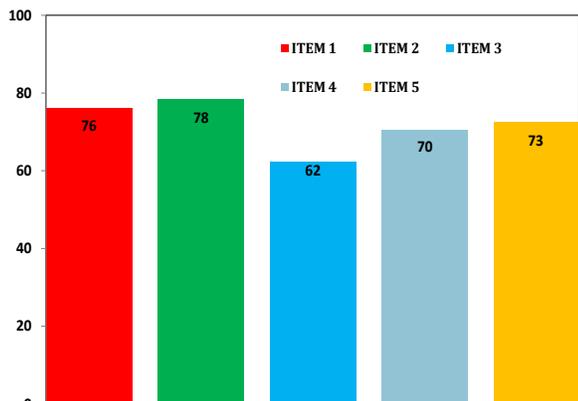


Fig. 4. Availment of Tourism Promotion Services.

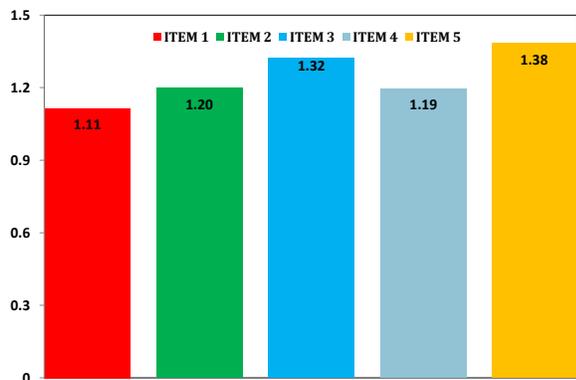


Fig. 5. Satisfaction with Tourism Promotion Services.

F. Importance of Tourism Promotion Services

Respondents assigned the highest level of importance to “regulation and supervision of tourism-related establishments”

(25.5%). This is followed by “tourism marketing and promotions assistance program” with 24.7%. Of those who indicated “important” the highest ratio of respondents go to “ecotourism program and/or natural conservation programs” (55.7%). This is followed by “important” rating on “development and maintenance of tourist attractions and facilities with” (55.3%). Fig. 6 shows the service users’ level of importance to each Tourism Promotion Services.

When the positive responses are combined (Important, Very Important), highest rating goes to “ecotourism program and/or natural conservation programs” at 79.9%, while lowest combined rating is “safety and security in tourism areas” at 76.9%.

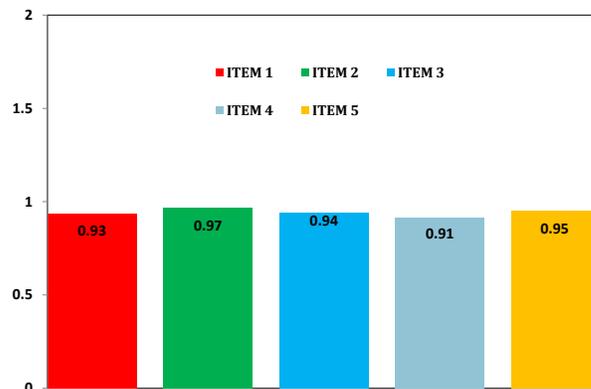


Fig. 6. Importance Assessment with Tourism Promotion Services.

G. Awareness Index Scores

LGU Calbayog City net score in terms of awareness is -37.22. This means that the citizen’s awareness of LGU’s Tourism Promotion Services is very low. LGU’s performance is consistently below expectations in terms of promoting awareness/ informing its citizen with existing Tourism Promotion Services. Serious deficiencies on citizen awareness exists that need immediate attention. Major interventions are necessary to effectively bridge the gap between the services LGUs intend to offer and its intended recipients/citizens. Table 1 presents the computation of awareness score on Tourism Promotion Services services/programs of LGU Calbayog City.

H. Availment Index Scores

LGU Calbayog City net score in terms of availment is 44.65. This means that the citizen’s availment of LGU’s Tourism Promotion Services is fair. LGU exhibits desired/satisfactory performance in terms of usefulness to citizens with existing Tourism Promotion Services. While some respondents are already availing the services being offered by LGU Calbayog City additional effort toward increase the on number of service users is necessary. Interventions are essential to maximize the programs and services offered by the LGU. Table 2 presents the computation of availment score on Tourism Promotion Services of LGU Calbayog City.

I. Satisfaction Index Scores

LGU Calbayog City net score in terms of citizens’ satisfaction is 19.82. This means that the citizen’s satisfaction with LGU’s Tourism Promotion Services is low. Therefore,

LGU rarely exhibits desired/satisfactory performance/outcome which meets citizens' expectations. Given that citizens' assessment of Tourism Promotion Services is below satisfactory, considerable improvement and significant interventions are necessary to improve citizens' contentment and feedback on LGU's services. These measures should address the gaps on local governments' reach and quality of service from the point-of-view of the people as clients and as citizens. Table 3 presents the computation of citizens' satisfaction net score on Tourism Promotion Services of LGU Calbayog City.

TABLE I
TOURISM PROMOTION SERVICES AWARENESS AVERAGE SCORE

Item	Aware	Not Aware	Total number of response per item	Item Awareness Net Score
Development and maintenance of tourist attractions and facilities	47	99	146	-0.36
Ecotourism Program and/or natural conservation programs	52	94	146	-0.29
Regulation and supervision of tourism-related establishments	45	101	146	-0.38
Safety and Security in Tourism Areas	44	101	145	-0.39
Tourism Marketing and Promotions Assistance Program	40	103	143	-0.44
Tourism Promotion Services Awareness Average Score				-37.22

TABLE 2
TOURISM PROMOTION SERVICES AVAILMENT AVERAGE SCORE

Item	Availed	Not Availed	Total Number of Response	Item Availment Net Score
Development and maintenance of tourist attractions and facilities	35	39	74	0.47
Ecotourism Program and/or natural conservation programs	40	40	80	0.50
Regulation and supervision of tourism-related establishments	28	45	73	0.38
Safety and Security in Tourism Areas	31	40	71	0.44
Tourism Marketing and Promotions Assistance Program	29	37	66	0.44
Tourism Promotion Services Availment Average Score				44.65

TABLE 3: TOURISM PROMOTION SERVICES ASSESSMENT AVERAGE SCORE

Item	Definitely Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Definitely Dissatisfied	Total Number of Response	Item Assessment Net Score
Development and maintenance of tourist attractions and facilities	7	25	3	0	0	35	1.11
Ecotourism Program and/or natural conservation programs	11	26	3	0	0	40	1.20
Regulation and supervision of tourism-related establishments	9	19	0	0	0	28	1.32
Safety and Security in Tourism Areas	7	23	1	0	0	31	1.19
Tourism Marketing and Promotions Assistance Program	11	14	1	0	0	26	1.38
Tourism Promotion Services Assessment Average Score							62.14

TABLE 3: TOURISM PROMOTION SERVICES IMPORTANCE AVERAGE SCORE

Item	Very Important	Important	Can't say whether important or unimportant	Not Very Important	Not at All Important	Total Number of Response	Item Importance Net Score
Development and maintenance of tourist attractions and facilities	34	83	23	9	1	150	0.93
Ecotourism Program and/or natural conservation programs	36	83	20	9	1	149	0.97
Regulation and supervision of tourism-related establishments	38	77	23	9	2	149	0.94
Safety and Security in Tourism Areas	36	77	21	11	2	147	0.91
Tourism Marketing and Promotions Assistance Program	36	78	23	7	2	146	0.95
Tourism Promotion Services Importance Average Score							47.03

A. Importance Index Scores

LGU Calbayog City's net score in terms of need/importance is 47.03. This means that the citizen's perceived importance of Tourism Promotion Services with LGU's is fair. This may mean that citizens from their point-of-view are likely to expect services from the local government on this area. Implementation and improvement of services related to this service area are recommended to be undertaken in order to maintain existing performance by the LGU. Fair level of importance may also suggest that while these services are fairly important, they are not in general necessarily critical among the concerns of the LGU. Table 4 presents the computation of citizens' perceived importance net score on Tourism Promotion Services of LGU Calbayog City.



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IV. CONCLUSION

This paper evaluates the satisfaction index in terms of the tourism promotion services conducted in the City of Calbayog, Samar. Based from the results, the following conclusions were drawn:

- Respondents are most aware of “ecotourism program and/or natural conservation programs. On the other hand, respondents are least aware of the “presence and/or availability of program on tourism marketing and promotions assistance program”
- Availment is highest on the “ecotourism program and/or natural conservation programs” whilst the availment is lowest on the “regulation and supervision of tourism-related establishments”.
- The highest percentage of respondents who reported they are “definitely satisfied” is on “tourism marketing and promotions assistance program”.
- Respondents assigned the highest level of importance to regulation and supervision of tourism-related establishments

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