A Model Analysis of the Worthiness of Public Transport Services to Guimaras Island as Assessed by Tourists: Inputs to the Enhancement of a Tourism Development Plan

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Abstract

The study was a model analysis of the worthiness of public transport services to Guimaras Island as assessed by tourists travelers. A non-experimental predictive research design using linear regression was used. A total sample size of 389 respondents participated in the study. A continuous Likert scale was used to measure the tourists' assessment of the worthiness of public transport services to Guimaras Island and to enable probability testing on data. Results pointed out that young to middle-age tourists (18-35 years old) have higher assessment of the worthiness of transport services as compared to older tourists (56 years old and above) especially in terms of convenience, reliability, and availability of public transportation. Light users (once a year) as compared to heavy users (once a week) of transport services have higher assessment of the worthiness of the transport services especially in terms of safety, convenience and reliability, while professionals/employees have higher assessment of safety, reliability, convenience, and value for money as compared to housewife and students. These demographic (age, occupation) and psychographic (usage) variables are worth considering in revisiting the quality of transport services being provided to the tourists, especially in terms of cleanliness, availability of seats while waiting and accessibility, punctuality and service frequency of transport service, ticket availability and fare promotion and discounts, lower fare, advanced booking/online payment systems to deliver better travel experience to the Island of Guimaras.

Chapter 1

Introduction

Background and Rationale of the Study

The assessment of service quality and worthiness across various transportation modes has been getting attention from researchers from different areas of the world. Liou et al. (2014) explained how service quality relates to the positive effect on passenger behavioral intention and how it was utilized to evaluate the willingness of customers to choose a specific transportation system. Yilmaz et al. (2021) evaluated service quality of light rail public transportation in Turkey utilizing the American Customer Satisfaction Index and findings show that perceived quality of service would lead to customer satisfaction, and eventually leading to customer loyalty.

Numerous methods have been explored to measure service quality and of worthiness in this context. For instance, in South Korea, Kim et al. (2018) explored the service quality of transfer facilities in the rail system using five dimensions: information, mobility, comfort, convenience, and safety. Through the application of Rasch analysis, their result presented that the developed framework and constructs were easily understood and evaluated by the respondents. This implied that various worthiness dimensions of public transportation can and must be examined in order to improve and develop better public transport services to the tourists.

Many countries around the world put so much efforts to attract tourists and the manner to develop as international tourist destination is a dynamic and complex phenomenon. Studies have shown that safe and efficient transport, affording accessibility from abroad and mobility on

arrival, is a critical consideration to facilitate progress whereas its absence acts as a barrier and that transport systems affects the choices of destination and shape the experience of visitors (Albalate & Bel, 2015; Henderson, 2014; Thompson & Schofield, 2017). This shows that transport is very important to the success of both domestic and international tourism. Kotler (2011) said that the chain of services all contributes to the creation of value, informing customer's perception of the worthiness of the product and transport is part of the worthiness of the product.

Mansfield (2018) believed that the results of the company's efforts to create value are measured in the customers' perception of that value and this perception varies by personal and product attributes. This explains the importance of understanding not only the customers perception of the value of the product but also very important to understand the variations in their perception to enable segmenting the market segmentation to fully understand what drives their purchase behavior.

The transportation systems basically include terminals, roads and transportation, types of visitors intending to reach destination and the operations for the provision of transportation services to destination (Prideaux, 2015). The World Tourism Organization (2014) said that local transportation is also included in the expenses made by tourists in destinations, thus boosting the world's international tourism revenues. In fact, local transportation is a tourism product contributing to a destination (as cited by Le- Klähn, et al., 2013 in Duval, 2007). Local public transportation, therefore, cannot be negated as one of the tourism attractiveness factors, known to have an effect towards the tourism industry and the general satisfaction level of tourists.

Ladki,Shatila, & Ismail (2014) and Bajadaa & Titheridgea (2016) mentioned that accessibility is one of the important factors in forming tourist destination. Tourists require the basic service criteria but also an additional array of service characteristics, such as more and

different information than that required by those with good local knowledge and a familiarity with the service.

Ke-Klanhn et al. (2014), used factor analysis to determine that most important factors allowing visitors to be satisfied about the local transportation. These factors include transportation information, ticket price, service frequency, space on the vehicle, cleanliness of the vehicle and ease of use and visitors were segmented by personal and product or buying behavior. Westlake and Robbins (2005), identified the factors that tourist consider in choosing the transportation mode and it include the time, distance, status, comfort, security, benefit, price, geographical position and competition. Other researchers such as Page and Lumsdon (2014) included indicators such as efficiency of the public transport system, Ladki,Shatila, & Ismail (2014), Bajadaa & Titheridgea, (2016) studied accessibility, transportation information, ticket price, service frequency, space on the vehicle, cleanliness of the vehicle and ease of use while Kinsella and Caulfield (2011) and (Cheng & Chen, 2009) included recency, frequency, and monetary value of the purchase. These studies were conducted in different context, used different analytical frameworks and thus have varying results. It is interesting to know what it looks like when applied in Philippine context.

In the Philippines, tourism enterprises are accredited or certified by the Department to a Tourism to ensure compliance with the minimum standards for the operation of tourism facilities and services which includes tourist transport services whether for land, sea and air transport exclusively or majority of its seats are for tourist use, including airport taxis and tourist drivers; accommodation establishments such as, but not limited to, hotels, resorts, apartment hotels, tourist inns, motels, pension houses, private homes used for homestay, eco-lodges, condotels, serviced apartments, and bed and breakfast facilities *(RA 9593, Tourism Act of 2009).* Tourism development and promotion are among the functions of Local Government Units (LGUs) as mandated by the Local Government Code of 1991 (RA 7160).

The Guimaras Island is one of the many tourist destinations in Region 6 with beautiful beaches, religious pilgrimage, cultural events like "*Mangahan*" festival, and historical sites. Being an island, the importance of public transportation system in tourism industry cannot be undermined. According to Provincial tourism office of Guimaras, there is an increasing number of tourists arrival over the last five years not until the August 3, 2019 Iloilo-Guimaras strait tragedy that resulted to the deaths of 31 boat passengers that created a big blow to its tourism industry and overall economy.

The province's tourism official said that the transportation sector was badly affected by the suspension of trip for several days from and to Guimaras Island and without the motorboat services, the province is relatively isolated since sea transport is the only form of transportation to and from other neighboring islands like Iloilo. Continuous monitoring and improvement of the quality of transport services is crucial to the sustainability of tourism, among others, in the Island.

Currently, there is a dearth of empirical evidence on what transport service quality dimensions matter most to tourists going to Guimaras Island and what model best describes their assessment of the worthiness of these public transportation services. If these information are available, it could inform appropriate actions from the public transportation sector and local tourism officials to ensure the safety of the commuting public and to regain the Guimaras Island competitive position in tourism market.

Objectives of the Study

The study aimed to conduct a model analysis of the worthiness of public transport services to Guimaras Island as assessed by tourists. Results can be used as inputs to the enhancement of the tourism development plan of the local governments.

Specifically, the study aimed to conduct a model anaylsis of the

1. Describe the respondents' demographics, geographic, psychographic and behavioral characteristics.
2. Determine the tourists' assessment of the worthiness of the public transportation service availed in going to Guimaras Island in terms of service dimensions such as safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value.
3. Determine if there is significant differences in the tourists' assessment of the worthiness of the transport services by demographic, geographic, psychographic, and behavioral characteristics.
4. Determine if significant correlations exist between tourist's assessment of the worthiness of the public transportation services and their profile attributes.
5. Determine which of the tourist profile attributes can significantly predict their assessment of worthiness of the public transportation services.
6. Establish baseline tourism transport service index (BTTSI) for use in identifying areas for enhancement.
7. Identify problems and solutions exist while availing transport services as determine by the tourist.

Hypotheses of the Study

$H_{01:}$ The tourists' assessment of the worthiness of various public transport services do not significantly vary by demographic, geographic, psychographic, or behavioral characteristics.

H_{02}: No significant correlations exist between the tourists' assessment of the worthiness of the public transport services and their demographic, geographic, psychographic, and behavioral characteristics.

H_{02}: None of the demographic, geographic, psychographic, and behavioral characteristics of the tourists can significantly predict their assessment of the worthiness of the public transport services.

Theoretical Framework

Customers today have the abundance of choice when it comes to making purchase decisions and there are many equations and models for measuring customer perceived value of the product or services. Mansfield (2018) espoused the comparison between Perceived Benefits (PB) and Perceived Cost (PC) which may include points of differentiation, e.g. product functionality, marketing, branding, price, and, existing relationships or experience. In other words, for a given set of benefits, as the cost rises, the perceived value drops.

The PB/PC model looks at the drivers that impact a customer's perception of value and according to Mansfield (2018), some of these can be controlled and some cannot. For any individual customer they will rank these drivers differently in importance, e.g. some people love brands, some consider price, or treasure personal relationships, thus the fragmentation of customer value is one of the primary reasons for segmentation. By identifying groups of people with shared values (segmentation), organization can design service/product offerings that are highly valued by customers.

The literature on PB/PC model points out that customers have choices and it is important to understand how individual segments with unifying characteristics will respond (in terms of attaching value to a product or gauging the worthiness of the product) in the same way to a

given value proposition. By knowing the worthiness of the product or services on the point of view of the customers will lead to determining whether there is a match between company's value proposition and customers' perceived value. A mismatch between value proposition and perceived value requires action (could be strengthening marketing strategies and/or looking for opportunity to create new value propositions) from the management, and thus the need for continuous feedback loop. Figure 1 below show the customer value delivery model as discussed above.

Figure 1

The Customer Value Delivery Cycle

(Source: Mansfield, 2018. Marketing Theory: Understanding Customer Value)

The concept of market segmentation was developed in economic theory to show how a firm selling a homogenous product in a market characterized by heterogeneous demand could maximize profit (Dutta, 2019). Generally, there are four types of market segmentation – demographics (age, sex, civil status, education, income, etc.), geographic (e.g. local or foreign

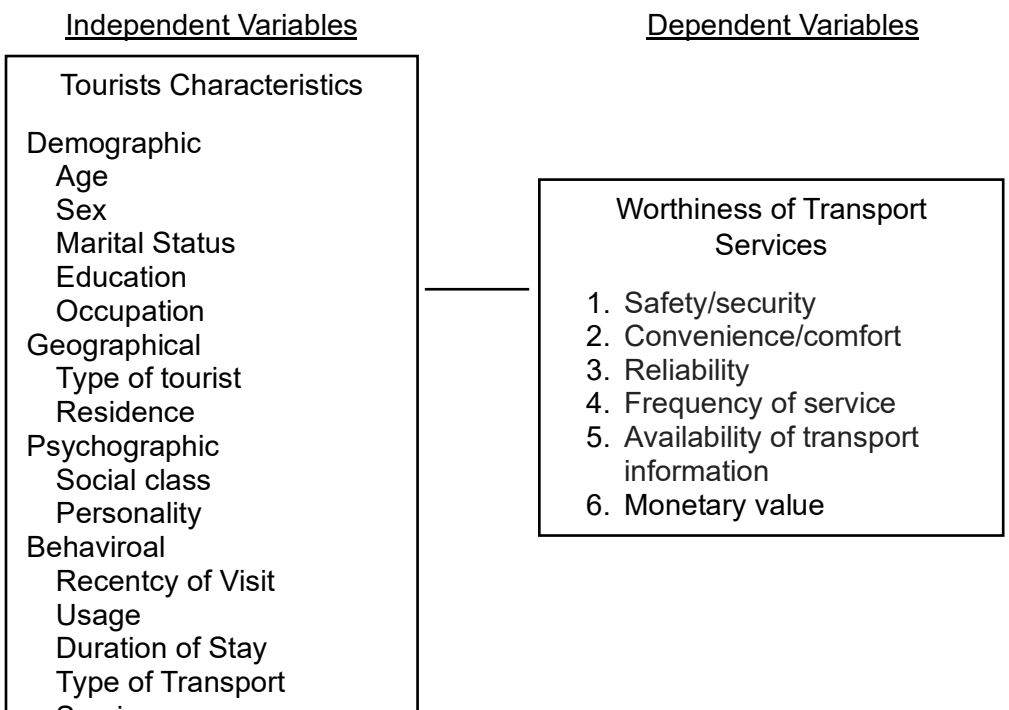
tourists, place of residence), psychographic (e.g. occupation, profession, etc.), and behavioral (e.g. frequency of visit, type of service availed, duration of travel, etc.).

Furthermore, there are two modern approaches to measure analytical market segmentation – priori and post priori (NUS, 2013). A priori segmentation, in which the researcher chooses some cluster-defining descriptor in advance. Customers are then classified into a predefined number of segments and further examined in terms of other characteristics. For example, segmentation might be formed on the basis of a favourite brand and then any differences between the segments in terms of e.g. demographics or lifestyle could be studied. Post hoc segmentation, in which the customers are clustered into segments according to the similarity of their multivariate profiles. The segments can then be further examined for differences in other characteristics.

Conceptual Framework

Figure 2

A Model Analysis of the Worthiness of Public Transport Services to Guimaras Island as Assessed by Tourists: Inputs to the Enhancement of a Tourism Development Plan



Based on the theoretical framework of this study, the conceptual framework of the study was developed as shown in figure 2 above. The respondents will be grouped according to their demographic, geographic, psychographic and behavioral characteristics and their perceived worthiness of transportation services will be measured in terms of safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value. Relationships between the level of worthiness will be determined using the priori analytical approach (NUS, 2013) where responses from the respondents will be classified into a predefined number of segments or characteristics and further examined as to which segment or attributes can significantly predict the assessment of the worthiness of public transportation services.

Definition of Terms

For the purpose of this study, the following terms are operationally defined:

Age*. In* market segmentation, such as age, was found to affect ferryboat commuter (Outwater et al., 2003); it was also found that sensitivity to travel costs was the same across all market segments. People that preferred automobiles were keen to stress-free travel that is non-work related. In this study it refers to the respondent's number of years in existence from birth.

Average Monthly Income*.* The average monthly income that include all salaries and wages, but also other unearned income on investments or capital gains (World Data Info, 2022). Income group was also a factor – lower income groups were inclined to choose public mode of transportation compared to those in a higher income-earning group (Bajracharya and Shrestha, 2017). In this study it refers to the average take home monthly pay of the respondent within the last six months that could comprise basic salary, overtime pay, commissions, allowances and bonuses, and other dispensable income.

Civil Status*.* is defined as being single, married, separated or divorced, widowed, in a civil partnership or being a former civil partner in a civil partnership that has ended by death or, been dissolved (Irish Human Rights and Equality Commission). In this study it refers to the respondent being single, married, separated, divorced, widowed, or other civil partnership arrangement.

Duration of Stay*.* The duration of stay for a traveller to be considered engaged in a tourism activity in a locality, his/her stay in this place must last less than one consecutive year. When a visitor stays in a place for longer than one year, this place becomes part of his/her new usual environment and he/she ceases to be considered a visitor to it. On the other hand, those engaged in short-term courses or stays (e.g., summer courses, summer camps, medical treatment of short duration) are visitors to the location visited (United Nations Economic and Social Commission for Western Asia). In this study it refers to the duration or length of stay of the tourist in Guimaras island and will be measured in terms of days.

Education. It refers to the official confirmation, usually in the form of a certificate, diploma or degree, certifying the successful completion of an education program or a stage of a program. Successful completion of an education program refers to the achievement of specified learning objectives, typically validated through the assessment of acquired knowledge, skills and competencies. The term 'qualification' is synonymous with 'credential' (Statistics Canada). The highest education level obtained, categorized as elementary, high school, college, and post-graduate level.

Frequency of Service*.* Frequency of service indicates the overall number of trips or service made (Neilsen Norman Group, 2023). In this study, it refers to the transport service vehicle number of trips each day.

Frequency of Visit. It indicates the overall number of visits made by each user on your site. This metric allows you to assess the percentage of new users on the site as well as the familiarity level of all returning users (Harley,2016). In this study it refers to the number of times the respondent visited Guimaras Island within the last six months.

Occupation*.* Type of work a person does to earn his living to include the major occupation groups: officials of government and special-interest organizations, corporate executives, managers, managing proprietors and supervisors; professionals; technicians and associate professionals; clerks; service workers and shop and market sales workers; farmers, forestry workers and fishermen; trades and related workers; plant and machine operators and assemblers; laborers and unskilled workers; and special occupations (Philippine Statistics Authority). In this study, it refers to the regular activity or a tourist's job/s that would serve as his source of living or income.

Recency of Visit. It measures the number of days that have passed since each user's last visit. This measure allows you to see the average amount of time between visits for your

user base (Harley, 2019)**.** In this study, it refers to a days, weeks, months or year after the visit have been made by the local or foreign tourists.

Sex. It also plays a role in transport mode choice. Thai, Malaysian and Indian females were more inclined to prefer public transportation compared to men (Satiennam et al., 2011; Nurdden, 2007; Thamizh Arasan and Vedagiri, 2009). On the other hand, Indonesian, Japanese and Taiwanese men were more likely to prefer to drive for themselves (Dissanayake et al., 2012; Alvinsyah and Nainggolan, 2005; Chang and Wu, 2005). In this study, it is the distinction between males and females of the tourist-respondents based on the biological differences in sexual characteristics.

Type of Transportation Services*.* It refers to air, water, and land transportation, which includes rails or railways, as well as road and off-road transportation, are the many different types of transportation (Krafty Sprouts Media, LLC, 2022). In this study, it refers to the transportation services used by the tourist going to the Guimaras Island to include sea transport, air, and land (taxi, van, jeepney, etc.) transportations.

Monetary Value*.* Mahajan, G. (2020) defined monetary value as the perception of what a product or service is worth to a customer versus the possible alternatives. In this study, the same definition is used and this will be measured in terms of the degree of difference between the benefit derived from the transport service and the cost of availment of this service using the 5-point Likert scale where 1 means very poor, 2 mean poor, 3 mean fair, 4 mean good and 5 as very good.

Worthiness. Worth means whether the customer feels s/he got benefits and services over what s/he paid. In a simplistic equation form, customer value is benefits – cost (CV = B – C) (Mahajan, 2020). In this study it refers to the overall benefits of service quality received from the transportation services in exchange of what was paid. Benefits could be in the form of the

overall safety/security, convenience/comfort, reliability, frequency of service, availability of transport information.

***Social Class*.** The Philippine Institute for Development Studies (PIDS, 2022) income classification shows seven classes based on monthly income, which are spelled out as follows: 1) poor: less than P10,957; 2) low income (but not poor): greater than or equal to P10,957 but less than P21,194; 3) lower middle class: greater than or equal to P21,194 but less than P43,828; 4) middle class: greater than or equal to P43,828 but less than P76,669; 5) upper middle income: greater than or equal to P76,669 but less than P131,484; 6) high income (but not rich): greater than or equal to P131,484 but less than P219,140; and 7) rich: greater than or equal to P219,140. In this study social class will be measured in terms of monthly income using the following range: Low (P22,000 and below), Lower middle (P22,001 -P45,000), middle class (P45,001-P77,000), upper middle (PP77,001 -P132,000), high income (P132,001-P220,000), rich (P220,001 - above).

***Personality*.** According to Indeed Marketing Experts (https://www.indeed.com, 2022) this psychographic segmentation variable provides marketers with information about a target audience's personality traits such as *Belongers*: strive to fit in with their families, friends and community, *Emulators*: people who want to appear as successful as the celebrities or professionals they look up to and may make large purchases or buy knock-off products to keep up these appearances, *Doomsdayers:* customers who fit into the doomsdayers subcategory have strong opinions and tend to be pessimistic, often self-sufficient and have their own unique sense of style, *Survivalists*: these individuals are cautious about what they spend their money on because they often work paycheck to paycheck and when they need to make a purchase, they research the best deals and look for coupons or discount codes, *Achievers*: customers who belong to the achievers subcategory are very ambitious and strive to be productive all the time, like business persons, are often materialistic and may purchase luxury items to highlight their

success, *Saviors:* These individuals want to make a positive impact on the world around them, they're socially conscious people who go out of their way to help others without expecting anything in return.

In this study, the personality is considered a psychographic variable measured in terms of whether they are belongers, emulators, Doomsayers, Survivalists, and Achievers.

Scope and Limitation of the Study

The study determined the worthiness of public transport services in terms of safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and value for money as perceived by the tourists grouped by demographics, geographic, psychographic and behavioral characteristics. The public transport services include land and sea transport from the Iloilo Airport and terminals in Iloilo City to Guimaras Island. The study was conducted in March 2020 among the local and foreign tourists who have availed of the public transportation services to Guimaras Island during the time of the study. Tourists who used owned transport was excluded from this study. However, in light of the COVID pandemic in the Philippines and the threat for health and safety of the tourists and local people in the area, there were few foreign tourist who participated in the study.

The study is limited only on the tourists' perceived worthiness of the public transport services to Guimaras Island in terms of the six dimensions of service quality namely, safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value and whether their profile characteristics influenced their perception of the worthiness of public transport services to Guimaras Island.

Significance of the Study

The results of the study will provide an insights and understanding on the worthiness of public transport services to Guimaras Island as perceived by the tourists and could benefits the following**:**

PTCAO/Department of Tourism*.* Results of the study will enable understanding of the customers' evaluation of the worthiness of transportation services to Guimaras Island, thus better strategies to address areas for improvement and maintaining best practices can be developed and implemented for a sustainable tourism industry.

Land Transportation Office/LTFRB*.* Results of the study will provide valuable insights to Land Transportation office on the quality of public transport services being provided to tourists which they can use to inform their decisions and policies particularly on maintaining road safety, security, and convenience of passengers.

Local Government Unit of Guimaras*.* The LGU will be aware on the perception of the tourists on the transport services provided them which may enable them develop or enhance existing policies to improve public transport services.

MARINA. They may use the results to review their transport system and enhance their services to ensure the safety concerns pertaining to vessel construction, and the enforcement of maritime law to safeguard the local and foreign tourists crossing the island of Guimaras.

Academe*.* The academe will be provided with empirical data on how customers' perceived the transport services provided to them, thus enriching the data bank of business models and theories that can be used for the enhancement of knowledge and processes and practices.

Future Researchers*.* Results of the study will become a baseline information for venturing topics related to transportation, destination and perception of the tourists on the

aspect of traveling from one place to another in which transportation plays a vital role in bridging the gap between tourists and tourism related products and services.

Chapter 2

Review of Related Literature

This chapter presents some of the recent literature and studies that guided the direction as well as the methods and approaches used in this study.

Influence of Demographic, Psychographic and Behavioral variables on the Behavior of Tourists

Previous studies have highlighted the importance of considering demographic factors when studying consumer behavior in tourism. These considerations have led several research studies to focus on determining how certain demographic variables such as gender, age, and education level may influence consumer attitudes towards a tourism product or service. For example, Bhat and Darzi (2020) found that the effect of satisfaction on loyalty differed according to the gender of tourists. Milićević et al. (2020), found that gender and age significantly impacted tourist attitudes towards some key attributes of a tourism product. Sthapit et al.,(2019), in the context of gastronomic tourism experiences, identified that age and gender significantly influenced the relationship between novelty seeking and the memorability of the gastronomic experience. Zhao et al., (2020) examined the perceptions of homestay guests and found that gender, age, and educational level influenced the perceived value of the experience at the functional, emotional, and social levels. Okumus et al., in the context of food tourism, found that age, gender, and education level strongly influenced food awareness and involvement in

culinary experiences. While demographic segmentation groups people based on characteristics that are external, psychographic segmentation groups people on characteristics that are internal. Because psychographic characteristics are internal, they are more difficult to determine. These characteristics include lifestyle, values, and social class. For some products these internal characteristics have a stronger influence on determining the purchase preferences of consumers than do external demographic characteristics. A tourism destination is just such a product where the choice is more dependent on the psychographic characteristics of the potential tourists than on their demographics. Of course, a strong correlation can exist between demographic and psychographic characteristics. Family stage and lifestyle can be used as an example of just such a correlation. Singles, because they are free of the responsibility of childcare, are more likely than parents with young children to lead an active lifestyle. Therefore tourism marketers developing a segmentation strategy for a city with a youthful nightlife scene will use demographics to target young singles as potential visitors. However, tourism marketers should remember that parents also enjoy nightlife; they just do not often have the opportunity because of family responsibilities. This provides a possibility for tourism marketers to use psychographic segmentation to target a promotional message to parents that they can enjoy nightlife while on a weekend getaway that they do not get to enjoy while at home.

According to Plog (2001), the psychographics segment of an individual cannot be changed from one to another. For example, one general characteristic of being allocentric is a low tendency to revisit the same destination. However, many past studies have identified a correlation between satisfaction and revisit intention in regards to travel destinations as well. By Plog's definition (1974), a traveler's psychographics would remain unchanged. However, the literature on psychographic profiles implies that a traveler may move from allocentric to psychocentric, depending on his or her experience.

Geographic segmentation refers to grouping consumers based on where they live. Because a city is a product that the consumer must travel to consume, it makes sense to include geographic segmentation along with any other chosen method. The reason for the importance of tourism marketers' considering geographic segmentation is that promotional media is usually tied to a certain geographic area or market. The larger the geographic segment chosen, the more media coverage that will be needed and the more expensive the promotion will be. For this reason it makes sense to determine early in the segmentation process the geographic limits of promotional efforts.

This realistic approach to geographic segmentation also makes sense because the further from the city the potential tourist lives, the more expense and time involved in traveling. Therefore to attract tourists from a distance, the city's core product must be unique. On the other hand, if what the city has to offer is unique and attractive to a lifestyle or interest group, it may be appropriate to target members of this specific psychographic segment no matter where they live.

Tourism marketers can use geographic segmentation to target only the surrounding communities. This limited approach is wise for a small town trying to attract only a few additional visitors to attend the local arts fair. However, tourism marketers may also use geographic segmentation to target the entire state or even a region that encompasses neighboring states. Larger cites can even decide to use national geographic segmentation.

Transport Services Worthiness Indicators (Service Dimensions of Quality)

Safety/Security. The aspect linked to safety indicates the degree of safety from crime or accidents and the feeling of security resulting from psychological factors; therefore, this aspect refers not only to safety from crimes while riding or at bus stops and from accidents, but also to safety related to the behaviour of other persons and to the bus operation.

Generally, the term “safety” is used to indicate the possibility of being involved in a road accident, while the term “security” refers to the possibility of becoming the victim of a crime. Safety during a journey may be considered as a not very relevant aspect in the modal choice decision; in fact, the probability of being involved in an accident or becoming the victim of a crime is not explicitly considered as a part of the choice mechanism. However, when explicitly queried about the importance of safety, this factor is given an extremely high rating of importance (Solomon et al., 1968). These findings are confirmed by Iseki and Taylor (2008) in their study about safety and security at stops, and by Eboli and Mazzulla (2010) who explicitly investigated safety and security on board. In Nathanail (2008), safety during the trip was defined as the number of passenger fatalities, owing to the responsibility of the transit operator. Passenger fatalities are collected and retained by the operator for the year of analysis, and compared to the average number of fatalities in the last five years. Grade 0 is given in case that the fatalities of the current year are higher than double the five-year average, and 10 grade when the fatalities are less than the five-year average; intermediate grades are proportionally assigned to intermediate cases. Also in Eboli and Mazzulla (2011) the indicator concerning safety and competence of drivers was calculated on the basis of the number of road accidents verified during the last year, but this value was compared with a standard value equal to the average number of road accidents verified during the last three years. Analogously, the indicators of the service aspect regarding security against crimes on board and at bus stops were calculated on the basis of the number of complaints registered during the last year, and compared with the average number of complaints registered during the last three years.

Convenience/Comfort. These many factors are differently evaluated across different groups of users. Beirao and Sarsfield-Cabral (2007) found that habitual public transport users consider the new vehicles with air-conditioning and lower floor as “very good and very comfortable”, but the overcrowding on board at peak hours is considered a problem. On the

other hand, car users and occasional public transport users usually see buses as uncomfortable, overcrowded, smelly and airless. Wachs (1976) underlined that vehicle comfort is less important to the traveller's decision process than other service aspects.

Comfort at bus stops can be considered as a function of the passenger amenities provided at the stops. Amenities include shelters, benches, vending machines, trash receptacles, lighting, phone booths, and so on. The effects of particular amenities on transit passengers are not well known. Some researchers have argued that the term "amenities" implies something extra and not necessarily required (Transportation Research Board, 2003a). Iseki and Taylor (2008) found that stop and station-area amenities were ranked as the least important by the users; however, these elements provided at bus stops or stations enhance also convenience and security. The indicator most frequently used for evaluating comfort during the journey is linked to the degree of crowding on bus. Tyrinopoulos and Aifadopoulou (2008) estimate the load of the vehicles as the number of passengers on board divided by the capacity of the vehicles. The maximum vehicles load, the mean vehicles load and the lines percentage where the load exceeds were calculated.

The common indicator linked to air conditioning on bus can be calculated on the basis of the percentage of vehicles with functioning climate control systems; the indicator can be calculated as the ratio of the number of buses with the functioning air conditioning system to the total number of buses used for the line; a trained checker could verify the functioning of the air conditioning in different days of the same time period.

Similarly, Nathanail (2008) evaluates the train temperature on the basis of the existence of airconditioning. Specifically, the grade attributed to the trains is calculated as the proportion of the wagons equipped with air-conditioning over the total number of wagons, multiplied by 10. Therefore, a value of 10 or 0 is given to a train when all or not of its wagons, respectively, are equipped with air-condition. Intermediate grades are given to the intermediate

conditions. Nathanail (2008) also introduces an indicator regarding seat comfort measured by trained checker in terms of seat-back slope, seat width, and available leg distance, as compared to the desired values. Grade 10 is given when desired values have been measured, 0 when they fall below the lowest threshold values selected by the operator, and intermediate values are given to intermediate cases. Eboli and Mazzulla (2011) propose a methodology for evaluating the availability of furniture at bus stop based on a score assigned to each line stop on the basis of the various available amenities (e.g. shelter or benches, or both, et cetera). The indicator varies from a minimum value of 0 to a maximum value of 10; the minimum value was assigned to the stops without any kind of furniture; the maximum value to the stops with all the furniture identified in a previous step.

Service Reliability. It is one of the most investigated transit service aspects and it is considered as a very important aspect for the transit users. Turnquist and Blume (1980) define transit service reliability as “the ability of the transit system to adhere to schedule or maintain regular headways and a consistent travel time”. Strathman et al. (1999) and Kimpel (2001) agree that reliability is mostly related to schedule adherence, as well as Beirao and Sarsfield-Cabral (2007), who state that the lack of control due to the uncertainty of the vehicle arrival makes the service unreliable. Unreliable service results in additional travel and waiting time for passengers (Wilson et al., 1992; Strathman et al., 2003). As a consequence, service unreliability can lead to loss of passengers, while improvements in reliability can lead to attraction of more passengers (El-Geneidy et al., 2007).

A study proposed by Eboli and Mazzulla (2010) confirmed that service reliability is one of the most important service aspect for the users. Research studies

conducted in the seventies have already shown that arriving on time at destination is

often seen by travellers as more important than minimizing elapsed travel time (Nash

and Hille, 1968; Hartgen and Tanner, 1970). The study of Wachs (1976) found that reliability or variance in travel time is an important component of attitude toward transportation modes, and also revealed that time spent in waiting, walking, transferring modes, or parking a vehicle is consistently viewed by travellers as more onerous than time spent on board.

Public transit agencies have developed multiple indicators to measure service reliability, but the three most common measures are on-time performance, headway regularity and running time adherence (Transportation Research Board, 2003a; Lin et al., 2008).

On-time performance can be evaluated by considering the percentage of transit vehicles departing from or arriving to a location on time. The indicator is generally calculated as the ratio of the number of runs that come on time to the number of total runs. Nakanishi (1997) introduces an indicator of on-time performance as the percentage of trips departing from all scheduled time points, not including terminals, between 0 and 5 min after their scheduled departing time, as well as suggested in TCRP Report 100 (Transportation Research Board, 2003b). However, TCRP Synthesis 10 suggests to consider on-time the runs up to 1 minute early and up to 5 minutes late (Transportation Research Board, 1995a), as well as the Italian legislation (DPCM 30.12.1998).

Price. The service aspect regarding fare includes characteristics of the monetary cost of the journey by bus, like the cost of a one-way ride, the cost of a transfer, the availability of discounted fares (e.g. for students), the availability of volume discounts (e.g. for monthly

passes), the cost of parking at bus stops. There is an extensive literature supporting the thesis that costs affect mode choice behaviour of travellers. On the other hand, many studies about the attitudes toward transportation system alternatives found that the monetary travel cost does not constitute a salient factor in the modal-choice decisions.

Wright (1974) concluded that “cost does not play a major role in the choice of a transportation mode”, whereas Beirao and Sarsfield-Cabral (2007) stated that public transport is generally perceived as cheaper than car and monetary cost does not appear as a key factor for changing to public transport, with the exception of the users with low income, who consider travel cost as a very important aspect. In Eboli and Mazzulla (2011) the average one-way ticket cost was adopted as indicator regarding ticket cost. The authors considered standard values corresponding to the average cost of the tickets for different typologies of service adopted by transit agencies operating in similar territorial contexts characterized by high standards of transit service quality.

***Service Quality*.** One of the early studies on the quality of public transport system from customer perspective was held by Silcock (1981). He identified five major factors inherent to public transport industry, namely the measures of accessibility, reliability, comfort, convenience and safety (Silcock, 1981). Pullen (1993) suggests two categories of performance indicators: efficiency and effectiveness. The efficiency category implies the measurement of indicators that are responsible for the service provision process (i.e.service “production”), while effectiveness category is used to determine how well is the service provided (Cavana et al., 2005).Yet Pullen (1993, p. 261) argues that it is important to take into consideration the factor of “fitness for purpose” (i.e. Objectives that are set by the customer). This is especially notable when you consider the value of passenger comfort comparing urban versus intercity transportation, compared to the value of other factors, for example, to the bus frequency. Pullen has specified the following indicators, significant for evaluating the quality of the public

transportation industry: passenger waiting time, lost mileage and characteristics of each journey mode (time of departure and arrival, travel time, etc.) (Pullen, 1993). Pollitt and Smith (2002) draw on experience of the Britain railsystem in measuring service quality, and allocate the following criteria: delays per passenger and overcrowding (performance indicator), condition of assets and infrastructure (breakage per mile), and safety or accident risk (signals of danger per mile).Although this information is designed to be acquired from the company's data, these measures greatly influence customers 'perceptions of the service quality in the transportation industry, and are to be reflected in our questionnaire.

Public transportation according to Dziekan (2008) can be grouped into three main groups namely:

1. General public transportation: this form of transportation is generally offered to all people based on schedules and routes;
2. Special public transportation: this form also offers services to a specific group of people, that is, pupils, students, persons with disabilities;
3. Tourist and charter traffic: this form of transportation is offered to all citizens and tourists on visit to destinations.

This includes modals such as taxis and private hire buses, coaches, school buses, trains and airplanes which are owned and financed by the state or private individuals. Bus as a form of public transportation means motor vehicle with motive power, except a trailer (Wijaya, 2009) designed for carrying more than 10 persons (including the driver), that is used to transport adults and/or children, unless otherwise noted. Generally, there are two types of models in measuring service quality in public transport. One is the conceptual models such as Schembri & Sanberg's, (2002) presentation of 3 dominant models of service quality: Perceived Service Quality (PSQ) (Gronroos, 1984), Gap Analysis Model (GAM) or SERQUAL (Parasuraman et.al,

1985, 1988) and analytical way based on Stated Preference analysis that overcome some critical factors linked to the use of scales.

Despite the array of challenges bedeviling the use of SERVQUAL, it still remains the generic instrument for measuring service quality across different service sectors. SERVQUAL has also been applied in various countries including the China (Chung-Wei et al., 2012), Ghana (Aidoo et al., 2013), India (Randheer, et al., 2011), Nigeria (Ali, 2012) and the United States (Kilbourne et al., 2004). Furthermore, several researchers have used SERVQUAL to measure service quality in various sectors such as public transport (Aidoo et al., 2013), airline (Sultan & Simpson, 2000), retail banking (Ravichandran, et al., 2010) and internet (Eriksson & Friman, 2007).

Aidoo et al (2013) in a study in Ghana on Kumasi-Accra route using binary logit model to assess 492 randomly administered questionnaires affirm that, passenger's satisfaction with public transport service is highly influenced by bus traffic safety record, comfort as well as fare and control of crime rate at the bus station. This is because these factors seem to affect level of satisfaction of passengers on Accra-Kumasi route.

Tjeedra et al (2010) in a study seek to find out the difference regarding perception and experience of male and female as a user of public transport from 499 copies of questionnaire distributed by simple random sampling method in three cities in Indonesia. The analysis through heterogeneous customer satisfaction index (HCSI) reveals that female tends to be more satisfied than male in experiencing the services. The index also shows that the index is location specific which explains the uniqueness of each city. Analysis also found out that each of the 15 attributes has different contribution to the overall satisfaction in each city. The contribution of each attribute is also different when male and female are compared.

Fonseca, et al (2010) using interviews and focus groups as well as documents of transport company, non-consumers and consumers attempt to identify the determinants of service quality as well as its impacts on the satisfaction of public transport commuters taking into consideration both internal and external perspectives. The results revealed that reliability, security, speed, comfort and punctuality are quality dimensions of greater importance for public transport services. In spite of the existence of a distinction between the constructs of quality and satisfaction, the Transport Company, non-consumers and customers clearly do not make such a distinction.

Khurshid et al (2012) in Pakistan through purposive sampling of 120 questionnaires seek to ascertain how service quality influences customer satisfaction. The multiple regression result reveals that there was a positive relationship between service quality and customer satisfaction in the public transport sector in Pakistan.

Laws Related to Vessels and Shipping in the Philippines Code of Commerce

Transportation laws in the Philippines establishes the rights and obligations of commuters, drivers, and operators, promoting a safe, efficient, and fair transportation services. SEC. 9. of the Republic Act No. 4136 defines the Safety Standards in which all vessels operate by domestic ship operators shall at all times be in seaworthy condition properly equipped with adequate life-saving, communication, safety and other equipment operated and maintained in accordance with the standards set by the Marime Industry Authority (MARINA), and manned by duly licensed and competent vessel crew.

Land Transportation and Traffic Code (Republic Act No. 4136)

The Land Transportation and Traffic Code took effect on June 20, 1964. It also mandates allowable speed limits on open country roads, city and municipal streets, among others. It also imposes sanctions on reckless driving. Violators will be punished under the provisions of the Revised Penal Code.

Road Speed Limiter Act of 2016 (Republic Act 10916)

Under this law, public utility vehicles, closed vans, cargo trailers, shuttle services, or tanker trucks are not allowed to ply roads without a standard speed limiter approved by the Department of Transportation. These vehicles will also be barred from acquiring registration or franchise without the required speed limiters.

Anti-Distracted Driving Act of 2016 (Republic Act 10913)

Motorists are banned from “using a mobile communications device to write, send, or read a text-based communication or to make or receive calls,” and “using an electronic entertainment or computing device to play games, watch movies, surf the Internet, compose messages, read e-books, perform calculations” while the vehicle is in motion or stopped at a red traffic light. Using a mobile communications device is not considered distracted driving if done using a hands-free function or similar devices.

Accreditation of motorized Boat/Banca Engaged in Tourism Activities and Services

A motorized boat/banca engaged in tourist services shall mean a vessel of 20 Gross Tonnage (GRT) and below engaged in providing water transport services including sightseeing

and water-related tourism related activities to foreign or domestic tourists for a fee or any form of compensation.

For the purpose of accreditation, the boat/banca should be made of good quality materials and in accordance with MARINA standards.

Transportation Services in Guimaras Island

Guimaras can be reached by air and boat from Manila and other origin, via Iloilo City and Pulupandan, Negros Occidental. It can be reached by ferryboats, pumpboats and other sea-going vessels via Iloilo Strait which is about 2.5 km. in length and Guimaras Strait from Negros. The origin/destination point in Iloilo City are located in Ortiz Street and Parola for pumpboats and Muelle Loney for ferryboats, both with regular trips. Travel time is about 15 to 20 minutes. There are regular trips from Guimaras via San Lorenzo, with five pumpboats to Negros Occidental and vice-versa via Pulupandan and Valladolid. Pumpboats, because of their size and speed, have the advantage over the ferry in terms of the number of trips made, at most six trips per day. They may also be hired for special trips.

The major wharves in the province are the following;Jordan Wharf, Rizal, Jordan MacArthur Wharf, Sto. Rosario, Buenavista, Tacay Wharf, Tacay, Buenavista, M. Chavez Wharf, M. Chavez, San Lorenzo, Suclaran Wharf, San Lorenzo, Tumanda-Cabano Wharf, Cabano, San Lorenzo, Puyo Wharf, Poblacion, Nueva Valencia, Cabalagnan Wharf, Cabalagnan, Nueva Valencia

The wharves are utilized for passenger transport and hauling of products for industrial and commercial purposes to and from Guimaras.

Internal Circulation

All the five municipalities and most barangays within the province are accessible by land transport. However, three island barangays can only be reached by pumpboats. The various modes of transportation available within the province are jeepney, tricycle, vans and single motorcycles. Motorboats and sailboats are the means of transport to the island barangays.

There is a total of 128.96 kilometers national road in the island province, mostly paved with concrete and asphalt concrete at 72 percent of the entire length, as of 2008. A length of 110.65 kilometers is concentrated on the circumferential.

Based on the 2008 report of Provincial Engineering Office and DPWH, Guimaras District, the total length of roads existing throughout the Province is 747.011 kilometers. A large percentage (79.48%) is yet unpaved. Overall, only about 21% of the entire road length is paved. It also shows that 72% of the national roads, 42 percent of the provincial roads and only 2 percent of municipal/barangay roads are paved.

Among the road sections Rizal-Jordan (Pob.), Jordan-Piña, Jordan-San Miguel, San Miguel-Constancia – Cabano, San Miguel – Sebaste, Concordia-Oracon – Botconaway and portion of circumferential road from Sto. Rosario to Suclaran, are considered of high importance for these serve as connections to major ports/wharves, the urban centers, as well as the tourism destination sites.

For better accessibility and stronger linkage, portions of the circumferential road that are yet unpaved and the road sections connecting to ports and other tourism destination areas, are considered priority for improvement.

The province’s road network is currently sufficient in terms of density. This is due to the fact that new road constructions are being undertaken every year to provide access to areas not previously covered. However, the challenge is the proper maintenance of these road sections to

make it passable year-round. Upgrading of existing gravel and earth road sections into concrete or asphalt pavements will be pursued.

Although the exact contributions of tourism cannot be accounted for, the results of the 2000 Total Family Income by Household Head and by Kind of Industry as previously discussed have supported tourism's great contribution to the local economy. In addition, the resulting location quotients (LQ) shown in the following table reflect that the Wholesale and Retail and Other Services both under the Services Industry, as well as the Construction Business have greater than 1 LQs, meaning they have positive association which suggests that they are providing more than local requirements and could be an export-oriented or marketable to foreigners kind of industry, or be an economic base industries. Likewise, the Provincial Product Account/Gross Domestic Product (PPA/GDP) for 2002-2004 of Guimaras has somehow reflected this likelihood as can be seen in the growth rates in the construction, and services sector particularly in transport, communication and storage, trade, finance and private services.

The Island province of Guimaras, with its white beaches and sweet mangoes, provides the perfect tropical complement to Iloilo City's urban and cultural tourism attractions.

A week after the Iloilo Strait tragedy, wherein three motorboats capsized and 31 people died, Guimaras already feels the blow to its tourism industry and overall economy.

Guimaras Governor Samuel T. Gumarin, in an interview with the media last week, said the transportation sector is the hardest hit with the suspension of motorboat operations to and from Iloilo City. "Ang kabuhayan ng mga residente (The livelihood of residents are) affected lalo na sa (especially in the) transport sector, both for the land and the sea," he said. Further, without the motorboat services, the province feels the effects of isolation. "We are totally dependent in Iloilo because *lahat ng kinakain namin, 'yung mga ginagamit namin dito* (our food supply, other

supplies), almost 70 to 90 percent from Iloilo. If our children got sick *at hindi kaya dito, pumupunta kami ng* (and the health services here cannot handle it, we go to) Iloilo," he said.

An extra roll on-roll off (RoRo) vessel has been deployed to cover the Iloilo-Guimaras route, but the mayor said it is not enough to serve the island's passenger and cargo needs. Mr. Gumarin said their tourism industry has also been affected."Now, those who visit the province only see the tragic incident that has happened and this is a negative feedback for us (after) we have already established the vibrant tourism industry in Guimaras," he said.

The province's tourism officer, Liberty N. Ferrer, said there has been a domino effect on the different aspects of the industry."The number one affected is the transportation sector. There are also cancellations in our accommodation establishments and tour guides who were also expecting tourists, *na*-cancel *na din* (got cancelled too). The effect has gone down to other supporting businesses for tourism like products in our *pasalubong* centers," she said. Ms. Ferrer said initial reports of the accommodation sector indicate "there are lesser tourists that are going to Guimaras."

Fatima Farms, which just had its soft opening last July 1 and scheduled for a full opening in October, said they have had almost no guests since the Aug. 3 sea mishap. On that Saturday, they had almost 100 visitors."We already expect that the number of guests will go down because of the incident. Others might think that travelling to Guimaras is not safe anymore and it is really difficult for us, even though we are promoting our business for devotees," said Charlie G. Losanes, acting manager of Fatima Farms.

The provincial tourism office has already started discussing with the Department of Tourism-Western Visayas Region on how they can help the industry bounce back. "We will find ways to on how to help the livelihood of the affected tourism sectors," she said.

Guimaras Governor Samuel T. Gumarin said in an interview Thursday that the island's visitor arrivals declined by more than 80% after the boat sinkings. "We are still experiencing difficulty. Currently, our tourism industry in Guimaras has been declining by more than 80%," he said.

The Department of Tourism's (DoT) Western Visayas regional director, Helen J. Catalbas, also noted the significant decline in Guimaras tourist arrivals. According to Ms. Catalbas, tour groups have cancelled visits to the island province. "The effect is really negative for Guimaras. I have information that some if not all DoT-accredited tour operators that have groups scheduled to visit Guimaras have cancelled," she said in a news conference on Wednesday. She cited "the uncertainty of the availability of water transportation. Tourist visits are limited in time," she said, noting that boat passengers experience discomfort even when it's not raining. She added that fast craft serving the route are bigger and more stable but need to wait to fill up before they leave port, causing delays which increase the element of uncertainty. "It is not feasible to charter fast craft for tour groups," she added, given the short trip and expense.

Ms. Catalbas said the DoT in Region 6 hopes to convene stakeholders this month including MARINA, the Philippine Coast Guard (PCG), local government units (LGUs) and tour operators to come up with a plan to make transport more reliable. Guimaras had 68,636 visitor arrivals in the first seven months of 2019, according to DoT data. Overall the region hosted 2.5 million visitors — domestic and foreign — over the same period. In the first nine months of 2018, Guimaras received 87,209 visitors. — Emme Rose Santiagudo

Transportation Secretary Arthur P. Tugade, during his visit to the island last Aug. 7, 2019 discussed possible immediate and long-term changes in the sector with local officials. "We need to revisit, amend, and get rid of the policies that are not applicable on today's weather and sea worthiness. We are looking now at the possible changes of the design and ergonomic of the

motorboats," Mr. Tugade said. "Instead of wooden hull, we need to use aluminum or fiber glass. The wooden hull motor boats, we need to look into its possible phase out as a public transport," he added.

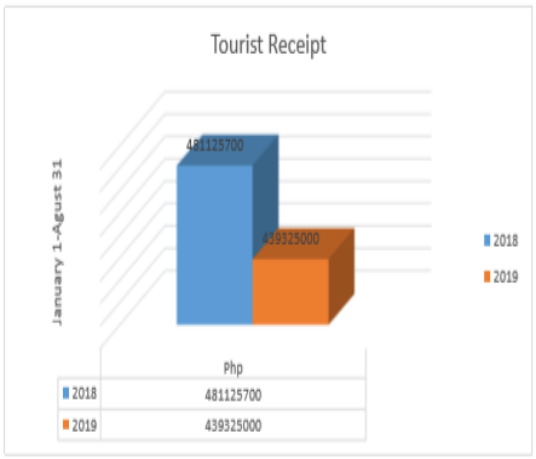
Mr. Tugade also inspected the various ports in Iloilo and Guimaras, which he said need improvement and expansion, noting that these do not seem to have the capacity for the average 15,000 passengers that cross the Iloilo Strait daily. "There are a lot of things that need to be considered, from the idea of bringing RoRo vessels or fast crafts, phasing out the wooden hull, the improvement of ports, and the needed finances. As we feel sad about what happened, we have to look forward and learn our lesson, so that a situation like this will not happen again," he said. The mayor said he also raised the planned Panay-Guimaras-Negros bridge project, which is in the feasibility study stage under the Department of Public Works and Highways. "It is under the authority and power of the President, but it will take time. Now what is important is for the economy of Guimaras to be normalized, those who have transactions in Iloilo City will be transported and food will be made available to the residents," he said.

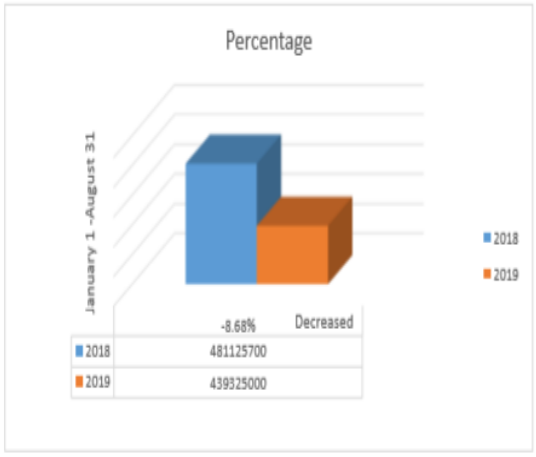
Guimaras Tourism Statistics

Visitors Arrival comparing from January 1-Augusts 31 2018 and 2019. It can be observed that the visitors arrival from January 1 to August 31 2018 was 587, 808 comprising foreign and local tourists. However, in the same month in the year 2019, there is a sudden decreased of foreign and local tourists visited in Guimaras Island with 487, 379 (-17.08%) decreased. This is perhaps to the sea mishap happened in Augusts 3, 2019 that creates dilemma and traumatic experiences to the local and foreign tourists.

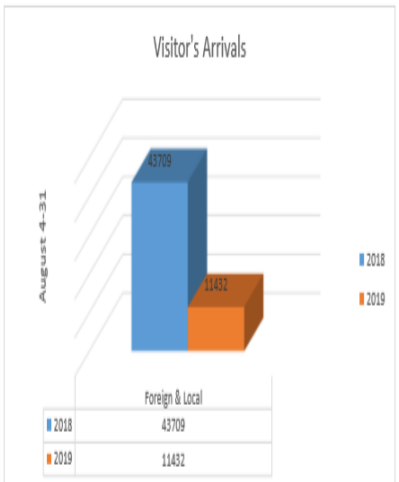
1) Tourist Receipts. The data or graph below featured the tourism receipts of the Guimaras Island comparing the year 2018 to 2019. It can be observed that way back 2018,the tourist receipts

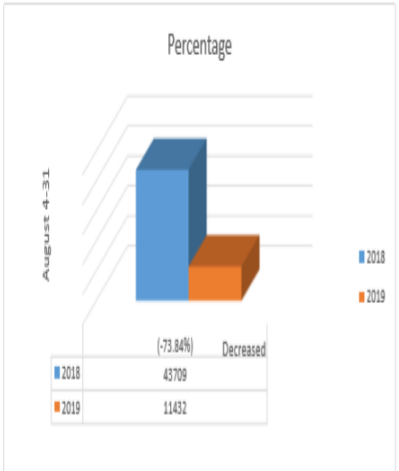
recorded was Php 481, 125,700 pesos compared to the current month and year of Januray 1 to August 31, 2019 amounting to Php 439, 325, 000. It can be implied that that there was a decreased in tourism receipts by -8.68%.



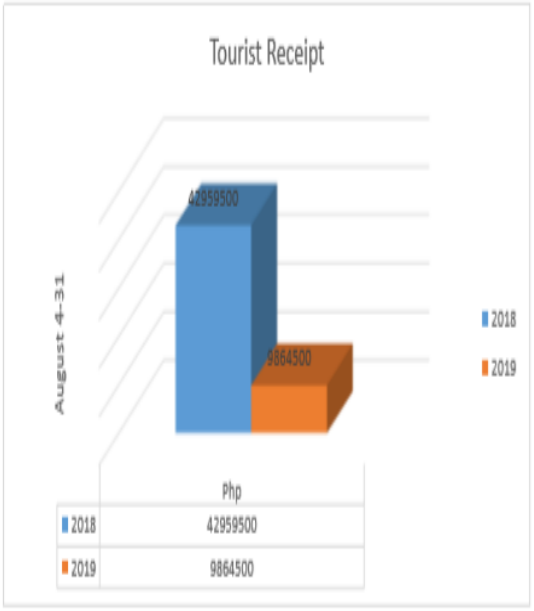


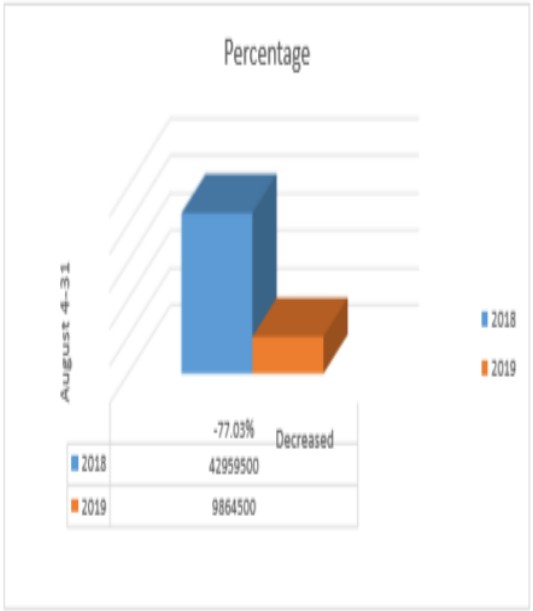
urrent year. It can be noted that in the past month of August 4-31, 2018, there was a total number of foreign and local tourists who visited the area with a number of 43,709. However, after the sea mishap incident that happened in August 4-31, 2019 of this year, there was a gigantic decreased of tourist arrival down to 11,432 (-73.84%) which can turn out to be a disaster to the tourism establishments in the area as well as the other businesses.





Tourist Receipts comparison from August 4-31, 2018 as compared to the current year and month of August 4-31, 2019. It can be seen that from the past month of August 4-31,2018 there was a total tourism receipts amounting to Php 42, 959,500. However, compared to the current year and month of August 4-31, 2019, there was a total tourist receipts of Php 9, 864,500 or (-77.03%). It can be implied that, due to the decreased of tourists arrival in the Island the tourism receipts and revenue was also being affected. The incident happened after the sea mishap brought back the decreased in tourism arrivals resulting to decreased in tourism receipts in the Island of Guimaras. Thus, tourism establishments and any other businesses benefited with the popularity of the island was also being affected.





The Importance of Transportation to Tourism Development

Transportation has been an integral part of the tourism industry; transportation links tourists with various tourist attractions. There is a general agreement that tourism expands more when there are better transportation systems. In many part of the world tourism had been underperforming compared to the natural heritage the country is endowed with. One of the things mentioned as the reason for under performance is poor transportation systems. Transportation needs for tourism promotion and tourism development among others, to be maintenance of the existing roads, construction of more roads/rail track/sea and air transportation, and construction of local airports and enhancement of local flight operations. And established that the level of security and safety in transportation systems is not bad though transportation costs are considered high by tourists. Tourism development could be even bigger if more could be done in various elements of transportation systems. It is an important for all its stakeholders to take part to develop tourism in their regions. (The government, and other stakeholders of tourism).

Tourism sector is one of the main important sectors of the economy. Many countries take advantage of covering the budget deficit with the help of profits coming from tourism. That is why tourism sometimes is called a factory without chimney. But tourism has its own unique features that differentiate this sector from the others. Like in the other service industries, in tourism the customers, that is, the tourists come to the destination where the tourism services are provided. As the matter of fact it is difficult to think of tourism sector without transportation. Transportation is the main mean to carry passengers, that is, the tourists to the actual site where tourism services are performed.

The development of transportation, transportation vehicles, infrastructure and using new technologies in this sector speed up the development of tourism. If we pay attention to the statistics of World Tourism Organization, we may see that the tourism dynamics has changed and increased rapidly between 2005 and 2015. In 2010 international tourist arrivals rose to 940 million. This in turn brought the economies $980 billion. This trend can be explained with different factors. But the main important factor here is the rapid development of transportation sector and application of technological innovations which enable the tourists to reach many destinations of the world.

Whether transportation plays important role in enriching the travel experience of a tourist depends on the mode of transportation and the frequency of use. Transportation can turn into a separate tourist attraction element; cruising, Orient Express trains, boat trips along the river and etc. are the best examples to tourist attractions. The effective factors in choosing the transportation mode in tourism are given below (Westlake and Robbins 2005, 463):

An increase in traffic due to world tourism growth puts pressure on transportation facilities, and this can have adverse effects. Those negative effects are as follows (Goeldner and Ritchie 2012, 96).

Congestion – means delays which leads to waste of time and energy. Serious congestions may have a negative effect on transportation modes, especially on airports and roads during peak times.

Safety and Security – making sure that the transportation mode is safe and secure is a basic and important requirement for tourism.

Environment – an increase in traffic may have disastrous effect on the environment if that area does not have the carrying capacity for additional tourists.

Seasonality – seasonal patterns of travel demand create overcrowding at certain times. Adversely low occupancies and load factors will occur at other periods.

Air Transportation One of the most important transportation modes in tourism is air travel. Air travel has made significant changes in people's minds concerning time and distance. In order to meet the demand which increases every day, the airline companies spend billions of dollars and apply new technological innovations. Having matchless role in long distances the air travel industry develops very rapidly. The world's airline industry numbers 1,629 airlines, 27,271 aircraft, 3,733 airports, 29.6 million scheduled departures a year, and carries 2.7 billion of passengers a year. The major aircraft making companies to share the market will be Airbus and Boeing.

Automobile Transportation In short distances automobile transportation comes forward in regard to other modes of transportation. The automobile transportation makes it easy to see local culture and nations. It presents great flexibility in contrast to other modes of transportation (Oter, 2007). The importance of this mode in tourism is also very important. When compared with the prices in air transportation, this mode of transportation is frequently used by tourists because of low prices. But the main factor affecting this choice is time and distance

Railway Transportation. The other mode that affects tourism is railway transportation. This type of transportation is considered the oldest one. In 19th century the railways were frequently used. Currently in many countries the railways are used for transportation of loads. The reason for this is tourist choice of air or automobile transportation. But there exists such railroads that have been included to touristic packages. For the example, we can give Orient Express railways. But nowadays application of technology and technological innovation gave birth to fast trains which compete with air and automobile transportation modes.

Sea Transportation. Here we may include cruise travel, boat travel, yachting, ferry travel and etc. The cruise travel has a special place in tourism. In table 3 we can see the world and North America's growing trend for cruise travel. From the table, we can infer that cruise travel has been much more developed in North America. The cruise ships named as sailing hotels provide tourists with indispensable travel opportunity. While travelling with a cruise ship, the tourists get the opportunity to see several countries at a time. This type of transportation is one the most expensive one, because the price for a cruise ship exceeds $100 million. More than thousands of employees work in a cruise ship at a time, may see that in cruise travel from North/south Americans to Asia, Europe and Middle East companies gained great successes.

All the stated issues prove the importance of transportation in tourism. As mentioned above the tourist's travel experience starts and ends with transportation. In this sense, if the countries want to gain sustainable development of tourism sector, they must pay attention to transportation sector, reduce monopoly in this sector; provide sound competition opportunities for the companies.

Transportation is an integral part of modern life. According to Kumari et al. (2010) and Rehrl et al. (2007), a good transportation network is one of every modernized city's initial priorities because today's modern society needs mobility in every aspect of life. Every day, people need to go to work, children need to go to school, and products need to reach the other end of the supply chain. However, because of the continuous population growth in the world, transportation networks are unceasingly being congested. According to Kenyon et al. (2003), many governments worldwide have been pushing for the so-called "modal shift" to solve this problem and reduce the number of vehicles clogging up road networks, i.e., by enticing citizens to shift away from mainly using private transportation modes to using public transportation modes. The National Household Travel Survey (NHTS, 2009) notes that the average vehicle occupancy of private cars is only 1.55 persons.

The World Bank's Implementation Completion and Results Report (2011) notes that the average jeepney occupancy is 10.6 people and bus occupancy is 43.4 people. These statistics illustrate the big difference in numbers of people transported with almost the same road space used. Simultaneously, there has also been a need to shift from monomodal travelling using only one transportation mode per trip to multimodal travelling using more than one transportation mode per trip. This shift in modes supports the long-term sustainability of transportation networks because each transportation mode would have its proper role and function. From a technical standpoint, one concrete way to help push for this so-called modal shift and to attract commuters to support this shift is by providing them with relevant and reliable travel information. It is important to note that lack of public transportation information was identified as one reason why some commuters opt to use private vehicles over public ones.

This movement gave birth to the popularity of public transport route planners. These applications are designed to provide users with a good route from their given origin point to the destination prior to the user's journey. Meng et al. (1999) found that the first generation of route planners handled only monomodal travelling and focused on private vehicle use, the new generation of route planners faced greater problems because they have to consider multiple modes of transportation and multiple objective functions (e.g., cheapest travel cost, fastest travel time, shortest travel distance).

Transport is one of the main branches of any national economy. This is precisely why special attention is paid to developing and modernizing transport and increasing the economic efficiency of activity in this important branch of the economy (Llies, 2000). Transport is acknowledge as one of the most significant factors to have contributed to the international development of tourism(Page, 2005). It provides the essential link between tourism origin destination area and facilities that movements of holidaymakers, business travelers, people that are visiting relatives in other countries. Culpan (1987) identified transportation modes and

management as the “important ingredients of the international tourism system” recognizing that connection by air, sea and land means is important for the operations as well as the availability of support services such as fuels stations, auto repair, motels and rest facilities for land travel.

There would essentially be no tourism without the support of transport. Unfortunately, in the process of carrying tourists to, from, and within destinations, transport contributes the most emissions in tourism (Dubois, Peeters, Ceron, & Gössling, 2011; Gössling, Scott & Hall,2013; Peeters & Dubois, 2010). In line with the global concerns for sustainability, there has been a great interest in mitigating the negative environmental impacts from tourism (Hall &Lew, 2009; Hall, Scott, & Gössling, 2013). Transport, as a vital and integral part of the tourism system and the major generator of CO emissions, is often the topic of most attention (Scott, Gössling & Hall, 2012a, 2012b; Cohen et al., 2014).

Sustainable transport development is important in rural areas, especially in nature-based attractions, where there is a dilemma between increasing accessibility and preserving the environment. Clearly, good access to and within the destinations is important for tourists (Sorupia, 2005). However, infrastructure and transport construction and development may affect the built and natural environmental attributes that are the main attractions of the place (Høyer, 2000; Lumsdon & Owen, 2004). It is therefore challenging to finding a balance between convenience and accessibility for tourists while maintaining destination quality.

Most studies on “rural areas” describe the cases of national parks, mountainous areas or resorts, where PT is generally not favoured by visitors. This is a significant concern for many alpine resorts where the majority of visitors travel to and around the destination by car (Imhof, Vogel, & Ruiz, 2009). Similarly, in rural UK, car use is dominant while PT shows a low level of use and is often viewed negatively (Dickinson & Dickinson, 2006; Dickinson &Robbins, 2007; Dickinson et al., 2009; Guiver, Lumsdon, Weston, & Ferguson, 2007; Reilly,Williams, &Haider,

2010). The car is often used for short distances even when there are alternatives such as walking or buses (Dickinson & Robbins, 2007).

Consumer factors are also significant. Time plays an important role in destination-based travel behaviour (Dickinson et al., 2013). In rural areas where PT is less available, visitors may opt for personal transport modes due to time constraints. The car offers more flexibility and speed and is preferred. Furthermore, the fact that attractions in rural areas are often scattered and many tourism activities require the transportation of bulky equipment makes tourists more car dependent (Charlton, 1998). Unlike taking PT at home when the trip is a daily routine, tourists are unfamiliar with the PT network, especially the bus routes in rural areas (Dickinson, Calver, Watters, & Wilkes, 2004). When PT is used, the visitor users tend to be of middle age or older and PT was chosen because it provides drive-free benefits such as relaxed feeling and scenic view rather than because it is convenient. Nevertheless, there is a significant lack of comparative international research on tourism related use of PT in rural areas leaving a major gap in our understandings of PT cultures and perceptions.

Public transport, typically train, is recommended as the most suitable mode to link airports with their associated urban destinations due to the highly appreciated attributes such as safety, reliability, access time and cost (Shafabakhsh, Hadjihoseinlou, & Taghizadeh,2013). Ho and Mulley (2013) found that tour complexity is an important factor in mode choice. Visitors with complex itineraries are more likely to use private modes. Public transport is more suitable for those having multiple purposes in one destination, where activities and attractions are in close proximity. Chinese visitors appear more affected by time and fare(Huang, Li, Xinjun, & Xu, 2013; Jiang, Sun, & Du, 2012). Visitors are also influenced by number of transfers, on-board comfort and congestion levels. Factors influencing mode choice also vary between different types of tourists. Business travellers are more sensitive to access time than leisure visitors as are people with higher incomes in comparison with those with lower incomes (Jehanfo & Dissanayake,

2009). In one of the few studies of maritime PT selection Pantouvakis (2007) found that perceived service quality together with price and convenience (satisfaction determinants) best described the choice procedure followed by ferry passengers.

Tourist preferences for trip mode differ from that of daily transport (Malhado & Rothfuss,2013). Tourists are also different from local residents in their transport motivation and behaviour (Kinsella & Caulfield, 2011; Thompson, 2004). Kinsella and Caulfield (2011) found that local residents in Dublin are concerned about punctuality, frequency and waiting times for PT, whereas the provision of information is most important for city newcomers.Prillwitz and Barr (2011) examined sustainable transport behaviour in daily routines and on holiday. They believed that people tend to care more about their environmental impacts at home than while they travel. Understanding the factors influencing transport mode choice is important as mode choice relates to and even influences other travel decision-making such as destination and accommodation (Grigolon, Kemperman, & Timmermans, 2012; Masiero &Zoltan, 2013).

In addition to the factors influencing visitors" choice of PT, there are different attributes affecting visitor satisfaction with destination PT systems overall. The availability of information to visitors is paramount (Chang & Lai, 2009; Le-Klähn et al., 2014a). Ease-of-use is another significant factor (Le-Klähn et al., 2014b, c; Thompson & Schofield, 2007).Visitors are often not familiar with destinations and maybe even the language. Therefore a user-friendly PT network is necessary to motivate greater use. Additional critical aspects include efficiency, safety, and service frequency. Visitor perception with the PT systems may affect their satisfaction with the destination in which the “soft” attributes, such as PT service quality, are more influential than “hard” ones, such as good parking for private transport (Thompson & Schofield, 2007). Interestingly, while there are several studies investigating motivations for PT use in remote areas, most studies examining factors influencing PT choice focus on visitors in urban areas. These studies tended to adopt an applied approach that was directed towards the improvement

of local PT operators. The coordination between transport and tourism management (e.g. destination management organizations) was not examined.

Public transport as a sustainable mode for the future

There are multiple benefits to tourist use of PT. Train and coach travel are the most carbon-efficient travel options as they produce significantly less GHG emissions than from car and air travel (Filimonau et al., 2014; Peeters, Szimba, & Duijnisveld, 2007). Lin (2010) found that tourists switching to PT instead of private cars to access a national park in Taiwan would reduce CO2 emissions by 22%. Public transport also provides more social engagement and interaction opportunities (Stradling, Carreno, Rye, & Noble, 2007). Many PT users had (at the time of using PT) access to a car (Lumsdon, Downward, & Rhoden, 2006).

Nevertheless, giving up car use is difficult for many visitors. A study of trips to heritage attractions in the UK shows that PT as an alternative to cars is usually more feasible in shorter-distance travel and less viable over long distances (Dickinsonet al. 2004). Public transport is used for travelling in destinations with attractions accessible by PT and walking (Ho & Mulley, 2013). In the case of short-haul travel, if tourists stay longer and travel by coach or train to destinations, their emissions within the destination maybe even outweigh the transit element (Filimonau et al., 2014).

In Europe, travelling by train is often relatively comfortable and quick. Coaches appear suitable for organized groups with more limited budgets. Filimonau et al. (2014) suggested that if tourists are to cut the GHG emissions from their (short-haul) travel, it is most critical not to travel by air and car. However, this can only really be achieved with a supported surface transport at destinations such as a PT network. According to Reilly et al. (2010), short-haul tourists tend to have strong preferences for private modes and less likely to change their

behaviour. Long-haul tourists, incontrast, are more likely to switch modes depending on the options available. As tourists tend to make decision on transport mode well before their arrival, destination managers need to reach tourists in their planning phase to provide the information on PT at the destination so as to influence their mode choice (Reilly et al., 2010).In nature-based tourism attractions such as national parks, forest, and alpine resorts, there have been concerns over improved accessibility, increased number of visitors and still maintaining the wilderness and attractiveness of such natural attractions (Høyer, 2000).

Public transport is therefore seen as an appropriate solution to meet transport demands while restricting environmental impacts (Bhuiyan, Bari, Siwar, Ismail, & Islam, 2012; Lin, 2010;Shi & Wu, 2011). However, the relative distance of many nature-based attractions from tourism generating areas may make PT provision economically difficult, especially given the seasonal nature of many such attractions. Transport accessibility to destinations and sites is important, especially for event planning .Tourism is a highly seasonal activity. As a result, demand and supply for transport services often do not match. There is an often overwhelming demand during high seasons or during an event and the opposite situation exists in low seasons. In destinations, such as the Finnish archipelago, public support for ferry services is a way of responding to this demand so as to provide year round access (Makkonen et al. 2013). However, without such support PT will often be unreliable and unattractive to tourists in off-seasons. In the case of large and mega events such as World Expo and World Cup, providing efficient PT services is critical to event success (Jiang, Du, & Sun, 2011; Kim, 2011; Malhado & Rothfuss, 2013). Nevertheless, the temporarily high number of visitors imposes extreme pressure on PT providers. Kim (2011) recommended that a “transit-oriented” plan should be initiated at an early stage, which restricts automobile access and allows free PT services for visitors. An important note is that successful sustainable mobility policies require partnership and collaboration of multiple stakeholders. This is particularly important in rural areas where PT

operation and management is more difficult. Examples include the operation of a leisure- based bus network in rural North Yorkshire, England (Liddle, McElwee, & Disney, 2012).Here a partnership between the public and private sectors helped ensure a bus network operated effectively, despite financial challenges. Most PT services are not commercially viable and are largely dependent on public funding.

Target Visitors

Visitors are diverse in their background and transport behaviour. Therefore, transport policies need to be customized to address the complexities of passengers (Dallen, 2007). While any visitors may use PT, certain visitors are much more likely to adopt a behavioural change than others (Hall, 2014). It is thus best to focus the marketing efforts on the target segment with greatest potential for a modal shift (Anable, 2005). To target the right segment, one common strategy is to use cluster analysis to classify visitors into different groups (e.g. Anable, 2005;Barr & Prillwitz, 2012). For example, in researching visitors to National Trust sites near Manchester, Anable (2005) found that visitors from single adult households, who were above 65 years old with relatively low income, were the most likely group to change behaviours and adopt PT. Nevertheless, as discussed earlier, PT users are different between rural and urban areas and may vary from country to country, and destination to destination. It is therefore important that transport and tourism planners undertake market research in order to understand their customers before developing strategies to promote PT use.

Service Improvement

Poor service delivery is often the main reason for passenger dissatisfaction with bus transport (Guiver et al., 2007). To attract more PT users, services improvements are often required. Public transport policies should adopt a demand oriented approach in which market

understanding and knowledge is integral (Gronau & Kagermeier, 2007). Public transport visitor users differ from local groups. Marketing a PT system that was built primarily for residents to tourists without adapting to their needs is not likely to be successful (Lumsdon,2006). Instead, the system needs to be adjusted to take into consideration which service dimensions are important to tourists. A critical task therefore is to make the PT system easy to use. Ease-of-use is often highlighted as an important factor influencing visitor satisfaction with PT (Le-Klähn et al., 2014c; Thompson & Schofield, 2007). Many tourists are not familiar with the places and the languages, thus would benefit from a visitor-friendly PT network, which offers information in multiple languages and has a simplified ticketing system.

On-board information such as network maps, next stops and expected trip duration would also be useful. Furthermore, the role of driving staff in visitor passenger satisfaction with PT (Lumsdon, 2006) is emphasized. Additional aspects of PT services that need to be addressed are network connection, service frequency and branding. A well-connected and extensive PT network is attractive to passengers. Public transport access to attractions promoted in visitor services is critical. A good connection to Disneyland, for example, is an important factor that attracts visitors (Yeung, 2008). However, a connection will not help if service frequency is low.

Downward and Lumsdon (2004) found that visitors" spending increases with their length of stay. Extending tourists" length of stay at a destination would mean more visitors" spending and therefore more income generated. In rural areas, this is tied with the transport mode. Visitors travelling by car tend to stay longer and thus spend more. Many visitors take advantage of PT for a day trip although visitors" activities and expenditures depend on scheduling. As Guiver et al. (2007) noted, when visitors need to catch the last bus at 4pm (which is often the case in many remote areas), they will not be able to stay longer and spend more.

Pricing

Price is an important factor that affects visitor choice and satisfaction with PT. Prices need to be appropriate and attractive enough to motivate passengers. Lumsdon et al. (2006) believed a multi-modal ticket would be a good option to facilitate PT use in rural areas. Their respondents bought the Wayfarer ticket to use PT on day trips to the countryside because of the price, convenience and flexibility. A multi-modal ticket enables users to transfer between different PT modes easily. Users also receive a discount in price due to the total package. This is potentially attractive for certain groups of PT users, especially the elderly, who is more price sensitive (Lumsdon et al., 2006). Even in cities, ticket price is also a concern for visitors (Chang & Lai, 2009, Le-Klähn et al., 2014b, c). Off-peak tickets or special prices for groups and students should be considered. A combination of PT and entrance to attractions are also common in European cities, while local authorities could consider providing incentives for those who do not arrive by car as practiced in some regions in the Alps (Imhof et al., 2009).

Synthesis

Several studies conducted related to public utility vehicle revealed various significant dimensions of service quality such as ‘Puntcuality,’ ‘Reliability,’ ‘Fitness of Vehicle,’ and ‘Cost’, ‘Ventilation, 'Cleanliness' and ‘Ticket price’. On the other hand studies also show that ‘Tangible Features', ‘Empathy’ and ‘Environmental Performance’ are positively related to customer satisfaction. Empirical evidence also show that tangibility is one of the significant dimensions in determining the service quality of a public transportation system and it appeared to have the second-highest indirect influence on customer satisfaction. Physical appearance, facilities, and personnel caused a significance in the service quality of PUVs in the Philippines. Researchers suggested the need to consider indicators such as space inside the vehicle, cleanliness,

comfort, temperature, smell, vibrations, noises, visibility of signboard, the appearance of the driver, conductor, and PUV.

However, that are also studies that show responsiveness, reliability, and empathy are insignificant towards service quality and customer satisfaction.

Most of these studies were conducted before the COVID-19 pandemic, which may explains the differing results. The new normal according to some researchers may have led people to prioritize health and safety protocols of public utility vehicles leading to lost intention to ride public transport especially during the rising COVID-19 cases. Behaviors, and habits for daily activities were also explored during pre-pandemic and post-pandemic iin the United States and results show that passengers were uncomfortable when crowding levels increased. Moreover, it was highlighted that economic benefit had positively influenced people's trust in travel reforms.

Furthermore, researchers recommended that tourist market segmentation according to demographics factors could be used as basis for assessing their perception of transport service quality to reduce large groups of people into smaller groups for easy marketing of transportation products that could attract both local and international markets for various tourism related products.

Chapter 3

Methodology

This chapter presents the research methodology used in this study. It defines the research design, population, and samples, sampling technique, locale of the study, data gathering instrument, data processing and analysis as well as the ethical considerations in this study.

Research Design

The study mainly used the non-experimental predictive research design using linear regression. According to Wallman (2014) predictive research is chiefly concerned with forecasting (predicting) outcomes, consequences, costs, or effects. This type of research tries to extrapolate from the analysis of existing phenomena using models, or other entities in order to predict something that has not been tried, tested, or proposed. This is appropriate when constructing a model that will explain how the personal attributes can significantly predict one's assessment of the worthiness of public transport to Guimaras island.

Population and Sample Size

The target population of this study is composed of local and foreign tourists who have availed of the public transport to Guimaras Island. Basing from the annual report of the Department of Tourism, Province of Guimaras, the total tourist arrival for 2019 is 562,307 and the monthly average is 46, 859. From this number, an estimate of the sample size of 384 was determined using Cochran (1977) developed a formula to calculate a representative sample for proportions as:

where, n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = 1 - p$ and e is the desired level of precision [22].

For example, suppose we want to calculate a sample size of a large population whose

Sampling Technique

Systematic sampling was used to identify the respondents. Two teams were organized to gather the data from the two ports of entry/exit in Guimaras Island. The total respondents taken from each port was proportionate to the total tourists' arrival of the same period as reported by the Tourism office in each port within the month of data gathering. Since the estimated tourists' arrival (average) in a month is 46, 859 and the sample size is 384, this was proportionately allocated to the two ports. Buenavista port may have 270 (70% of 384) while Jordan port may have 114 (30% of 384), in which the majority of the tourists going to Guimaras have point of entry/exit to Buenavista in reference to the data gathered from the Provincial Tourism.

In order to qualify the actual sample size per day, the researchers extended the distribution of questionnaires per hour which means for the Buenavista port, the target questionnaire to be administered per day is 10 (5 respondents in the morning and 5 respondents in the afternoon). In Jordan Port, the target questionnaire to be administered by the researcher per day is 6 (3 in the morning and 3 in the afternoon). The gathering of the data was in lined with the time interval at least 1 hour.

Each research team was composed of two field researchers trained in using the instruments and in identifying and approaching the respondents. Equal proportions of respondents in terms of sex was also observed when applicable.

Locale of the Study

This study was conducted within Guimaras Island, particularly on sea ports of Guimaras Island where most tourists wait for transport service to Iloilo and to their places of origin. There are two sea ports in Guimaras Island, the Jordan and buenavista ports, considered as the main entrance and exit of all local and foreign tourists visiting the Island.

Data Gathering Instrument

The researcher-made questionnaire is composed of three parts. Part I pertains to the tourists characteristics of the respondents. Part II pertains to the respondents' evaluation of the worthiness of public transport services to Guimaras Island in terms of safety/security, convenience/comfort, reliability, frequency of service, and value for money. Part III pertains to the responses of the tourists on the common problems they encountered in going to Guimaras Island and their recommendations to address the problem. It will be submitted for construct and content validation by at least 3 experts. Then it will be revised and field tested to at least 30

non-target respondent tourists for reliability and consistency test using Cronbach alpha test, which should not be less than 75 percent. The measurement of the worthiness of transport service will follow the Perceived Benefits-Perceived Cost analytical approach espoused by Mansfield (2018). This model looks at the drivers that impact a customer's perception of value, compare it by customer segment to identify which aspect of service is most valued by customers and which are least valued. Results will form part of the empirical evidence of the worthiness of transport service to Guimaras Island as perceived by tourists.

A five-point Likert scale was used where 1 means very poor and 5 very good was used to measure the respondents' perceived worthiness of the public transport service. The following table shows the scaled data collected and their interpretations.

Table 1

Likert Scale used in Dimension of Transport Services

Measure (Likert Scale continuous)	Description	Mean Score	Interpretation
Safety/Security/Convenience/comfort/reliability			
1	Very unsafe/Unsecured/inconvenient/uncomfortable/unreliable	1.0-1.80	Poor
↓		1.81-2.60	Fair
		2.61-3.40	Good
	Unsafe/unsecured/inconvenient/uncomfortable/unreliable	3.41-4.20	Very Good
5		4.21-5.0	Excellent
	Slightly Safe/Secured/convenient/comfortable/reliable		
	Safe/Secured/convenient/comfortable/reliable		
	Very safe/secured/convenient/comfortable/reliable		
Availability of Information/Value for money			
1	Unavailable/very low value for money	1.0-1.80	Poor
↓	Few are available/Low value for money	1.81-2.60	Fair
	Some are available/Moderate value for money	2.61-3.40	Good
		3.41-4.20	Very Good
5	Most are available/High value for money	4.21-5.0	Excellent
	All are available/Very high value for money		

Secondary data as to the documented tourists arrival and tourism receipts from 2018 to 2019 was obtained from the statistical unit/department of the Provincial Tourism Office of Guimaras Island.

Data Gathering Instrument

Endorsement letter from dissertation adviser and the Dean of the School of Graduate Studies of the university was secured and attached to the permission letter to the Department of Tourism, Province of Guimaras to conduct the study at the two entry/exit ports. An endorsement letter from the Provincial Tourism Office of Guimaras was also obtained to serve as backup for the researchers in distributing the research questionnaires.

The respondents were requested to answer the survey questionnaire and submit the same once filled-up. Field researchers were present to provide clarification to respondents if necessary. The data collection was conducted in March 2020 just before the heightened of community quarantine.

Data Processing and Analysis

The filled-out questionnaire were collected and reviewed for completeness and consistency of answers to ensure its validity. All valid filled-out questionnaire were numbered and encoded in a computer using SPSS Ver. 16 software. The processed data were analyzed using frequencies, mean scores, Pearson's correlation coefficient and multiple linear regression between tourists' personal attributes and their assessment of the worthiness of transportation services.

Ethical Considerations

The approved proposal was submitted for plagiarism test to the university Review and Continuing Education Center and for ethics review to the university Institutional Review Board. During the conduct of data gathering activities, the research assistance and principal researcher ensured that respondents are given utmost ethical considerations and the data gathered were secured in accordance to data privacy act. The principal researcher also ensured that all of the contents of this document conforms to the Ethics and Data privacy policies of the university and of the Department of Tourism.

During the conduct of the research activity, the researcher secured informed consent from the tourists participating in the research study. The respondents were made aware of the purpose of the study, who or what group is conducting it, how the findings will be used, if there are any potential adverse impacts of their participation and who will have access to the findings. The respondents were able to make an informed decision as to whether they will participate in the study or not. Additional information was also provided in the event that the participant becomes distressed in any way during their participation.

Chapter 4

Results and Discussion

This chapter presents the results of the analysis on the tourists' demographic, geographic, psychographic or behavioral characteristics, their perceived level of worthiness of the various public transportation services to Guimaras Island, and whether perceived level of worthiness differ by characteristics including identified common problems and solutions of the tourists.

Tourists' Demographic Characteristics

Table 2 shows that a large proportion (81%) of the tourists are 18-35 years old, a little less than a third (16%) are between 36-55 years old, while less than a fifth (3%) are between 56 and above years old. In terms of sex, almost the same proportions (with female a bit higher (10%) are observed, about three fourths (75%) are single and almost a fourth (24%) are married. Majority (77%) have obtained college education, and a little more than a fifth (23%) have obtained high school or elementary education. In terms of occupation, a large proportions are professional/private employee (43%), followed by housewife/student (45%), and business persons (12%).

It can be noted that in terms of demographic characteristics, most of the tourists visited in Guimaras Island in the month of March 2020 were young male or female, mostly single, with college education, either housewife or student or professional private employee or housewife student.

Table 2

Tourists' Demographic Characteristics

Variables	*f*	*%*
Entire Group	*389*	*100*
Age		
18-35	314	81
36-55	65	16
56 and above	10	3
Sex		
Male	175	45
Female	214	55
Marital Status		
Single	291	75
Married	92	24
Widowed	6	1
Educational attainment		
Elementary/High School	91	23
College/post graduate	298	77
Occupation		
Professional/Employee	167	43
Business person	46	12
Housewife/Student/None	176	45

Tourists' Geographic characteristics

The data in Table 3 shows that as to type of tourist, majority are local (99.5%) and very few are foreign (0.5%). This is expected as there was a ban for international travel during the heights of COVID pandemic. Consequently, as to the place of residence, all are from Asia.

The findings show that the tourists' geographical characteristics did not differ in terms of categories, therefore all samples belonged to one category only.

Table 3

Tourists' Geographic Characteristics

Variables	*f*	*%*
Entire Group	*389*	*100*
Type of Tourist		
Foreign	2	1
Local	387	99
Residence		
Asia	389	100
Europe	0	0
USA	0	0

Tourists' Psychographic Characteristic

Based on PIDS (2022) social classification of income earners in the Philippines, majority (85%) of the respondents are low income (but not poor) earners with monthly income raging from P22,000 and below, followed by low middle income earners (13%) with monthly income from P22,002 - P45,000 and middle income earners (2%) with monthly income from P45,001 - P77,000. Please refer to Table 4 below.

In terms of personality classification, a large proportion are survivalists (49.1%), belongers (43%) and achievers (8%). The findings show that most of the tourists are low income earners, either survivalists or belongers. This means that in terms of psychographic characteristics, the tourists are low but not poor income earners.

Table 4

Tourists' Psychographic Characteristics

Variables	f	%
Entire Group	*389*	*100*

Social Class based on monthly income		
Low but not poor (P22,000 -and below)	330	85
Lower middle (P22,002-P45,000)	49	13
Middle (P45,001 – P77,000)	10	2
Personality		
Belongers	169	43
Achievers	29	8
Survivalists	191	49

Tourists' Behavioral Characteristics

Table 5 shows the results on the behavioral characteristics of the tourists. As to recently, majority of the tourists visited Guimaras Island a month ago or less(95%), and the rest have visited the Island a year ago. Mostly visited the island once to twice a week (63%) and the duration of their stay is 1 to 3 days (86%), and their transportation cost is P500 or less (92%) for a ride in Steel boat or Ferry (57.3%) and tricycle or habal-habal (33%).

The findings show that the tourists just recently visited the island, following their once to twice a week visit, stayed 1-3 days for every visit, mostly took Steel boat or ferry and tricycle during their travel to the island and spends more or less five hundred pesos for their transportation.

Table 5

Tourists' Behavioral Characteristics

Variables	***f***	***%***
Entire Group	*389*	*100*
Recency of visit		
Weeks ago	162	42
Months ago	205	53
Year ago	22	5

Usage		
Light users (1-2 x a week)	246	63
Medium users (3-4 x a week)	27	7
Heavy users (5 or more times a week)	116	30
Duration of stay		
1 day	155	40
2-3 days	180	46
4 or more	54	14
Cost of Service		
P500 or less	358	92
P501 - or more	31	8
Type of Transportation Service		
RORO	37	10
Tricycle/Habal-habal	129	33
Steel Boat/Ferry	223	57

Tourists' Perceived Level of worthiness of the various public transportation services to Guimaras Island.

The overall assessment of the tourists on the worthiness of the various public transportation is shown in Table 6. Generally, the worthiness rating of public transportation is *"good".* Results show that only RORO is perceived to be *"very good"* while Jeepney, Van, tricycle, boat and other forms of transportation like *"Sikad"* were "good*'.* In terms of service dimensions such as safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value, the following are the results: RORO was rated "*very good*" in all these five dimensions; Tricycle/Habal-habal, stell boat or ferry, Jeepney were rated " *good*" in safety, convenience, reliability, value for money and availability; Van and others was rated "*very good*" on safety and was rated "*good*" for safety, convenience, reliability, value for money and availability.

The findings show that overall, the tourists' perceived worthiness of public transportation to Guimaras Island is " *good*". Specifically, all of the transportation dimensions, were rated "*good*".

TABLE6

Differences in the Tourists' Perceived Level of Worthiness of the Public Transportation Services by Demographic, Psychographic, and Behavioral Characteristics

Table 7 shows the data on the differences in tourists' perceived level of worthiness of the public transportation to Guimaras Island in terms of demographic, psychographic, and behavioral characteristics. Further, A one-way Analysis of Variance (ANOVA) was conducted to determine whether the tourists' assessment of the worthiness of the transport services differ when they are grouped according to their demographic, geographic, psychographic, and behavioral characteristics.

***Demographic Characteristics*.** When taken as a whole, the level of worthiness of public transportation in terms of age has an f-value of 3.82, p-value of 0.02< 0.05. as shown in table 7, this means that in this study there is enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of the worthiness of the transport services when grouped according to age specifically between the age bracket 18-35 and 56 and above so with the age bracket 36-55 and 56 and above which after using lsd as a post hoc test verified the p- value results of 0.006< 0.05 and 0.018 < 0.05 respectively. Respondents aged 36-55 and 56 and above have varying perception towards the level of worthiness of the public transportation. On the other hand, respondents aged 18-35 and 36-55, although they have a mean difference of 0 .16183, it is not enough to conclude further that their perceptions were significantly different. Thus, their perception on the level of worthiness of public transportation is the same.

When grouped according to sex, it reveals an f-value of 3.25, p-value 0.07>0.05. this means that there is not enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of worthiness of transport services when grouped according to sex. also, both male and female respondents have the same perception regarding the worthiness of the transport services.

With regard to marital status, it can be noted on the table an f-value of 1.41, p-value of 0.25>0.05 which means that in this study there is not enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of worthiness of transport services when grouped according to marital status. it can be implied that the perception of single, married and widowed respondents towards the worthiness of transport services is the same.

When grouped according to education, it can be observed that an f-value of 0.37, p-value 0.78>0.05 which means that in this study there is not enough evidence to reject the null hypotheisis which states that there is no significant difference in the tourists' assessment of worthiness of transport services when grouped according to education. therefore, that the perception of elementary graduate, high school graduate and college graduate were the same regardless of education.

In terms of occupation an f-value of 5.45, p-value 0.00<0.05 , which means that in this study there is enough evidence to reject the null hypothesis which states that there is no significant difference in the tourists' assessment of worthiness of transport services when grouped according to occupation. The significance was being compared the responses of Housewife/Student/None versus Professional/Employee after undergoing an LSD Post Hoc Test. This implies that the perception towards the worthiness of the transport services of Housewife/Student/None differs significantly from that of Professional /Employees. On the other hand, perceptions between Business person and Professional/Employee so with Business person and Housewife/Student/None may have a mean difference of 0.16026 and 0.17260 respectively, but these differences were not enough to conclude that their perceptions were significantly different.

In General, when demographic characteristics were considered, tourists' assessment of the worthiness of the transport services as a whole differed when they were grouped according

to age and occupation but not when grouped according to sex, marital status, and education. Examining closely, tourists of varying ages and occupation perceived convenience, reliability, availability of public transportation and value for money and availability of public information differed significantly.

Therefore, the demographic characteristics in this study simply shows that there is enough evidence to reject the null hypothesis which states that the tourists' perceived worthiness of public transportation does not vary by age and occupation. However, the evidence gathered was not sufficient to reject the null hypothesis stating that there is no significant difference in the tourists' perceived worthiness of the public transportation to Guimaras Island when they were grouped according to their sex, marital status, and education.

***Psychographic Characteristics*.** The difference in the tourists' perception of the worthiness of public transportation when they were grouped according to their psychographics was also examined. Findings revealed that tourists' perception of the worthiness of public transportation as a whole did not differ significantly when they were grouped according to their social status and personality. However, examining closely, when tourists were grouped according to their social status, a significant difference was observed in their perception of the safety of public transportation.

Therefore, in this category it simply shows that the null hypothesis stating that tourists' perceived worthiness of public transportation to Guimaras Island does not significantly vary by duration of stay is rejected. On the contrary, the null hypothesis stating that the perceived worthiness of the public transportation does not vary when tourists were grouped according to their recency of visit, usage, and transport cost is not rejected.

***Behavioral Characteristics*.** As to behavioral characteristics, the table shows an F-value of 1.58, p-value 0.18>0.05 for recency of visit; f-value of 4.49, p-value 0.01<0.05 for usage, F-

value of 2.58, p-value 0.05 = 0.05 for duration of stay ; and an F-value of 1.26, p-value 1.04>0.05 for transport cost. All of the behavioral characteristics except for usage will tell us that there is no significant difference in the tourists' perceived worthiness of the public transportation to Guimaras Island when grouped according to Behavioral Characteristics such as recency of visit,duration of stay and transport cost. It can be noted that the perception of the respondents when they were grouped according to recency of visit, duration of stay or transport cost is the same or it does not vary. On the other hand, when grouped according to usage, the perception of the respondents on the worthiness of public transportation varies significantly with a mean difference of 0.30216.

Therefore, in this study the null hypothesis stating that tourists' perceived worthiness of public transportation to Guimaras Island does not significantly vary by duration of stay,recency of visit and transport cost is not rejected. On the contrary, the null hypothesis stating that the perceived worthiness of the public transportation does not vary when tourists are grouped according to their usage is rejected.

Table 7

Tourists' Perceived Level of Worthiness of Public Transportation (Multiple Answers)

Worthiness Rating	*Safety*		*Convenience*		*Reliability*		*Value for Money*		*Availability*		*Overall*	
	F	**Sig**	**F**	**Sig**	**F**	**Sig**	**F**	**Sig**	**F**	**Sig**	**F**	**Sig**
Demographics												
Age	2.28	0.10	4.26	0.02*	3.79	0.02*	1.20	0.31	4.40	0.00*	3.29	0.02*
Sex	1.64	0.20	1.40	0.24	0.89	0.33	0.63	0.43	3.63	0.06	3.25	0.07
Marital Status	2.08	0.13	1.55	0.21	1.52	0.22	0.50	0.61	1.35	0.26	1.41	0.25
Education	0.90	0.44	0.41	0.74	1.27	0.29	0.08	0.97	0.15	0.93	0.37	0.78
Occupation	5.92	0.00*	5.26	0.06	4.49	0.01*	4.90	0.00*	2.47	0.08	5.45	0.00*
Psychographic												
Social Status	2.28	0.05	1.75	0.14	1.62	0.17	2.02	0.09	1.72	0.14	2.39	0.051
Personlity	1.10	0.36	0.83	0.51	1.23	0.30	2.02	0.09	1.13	0.34	1.39	0.24
Behavioral												
Recency of visit	1.27	0.28	1.85	0.12	1.54	0.19	0.75	0.56	1.98	0.10	1.58	0.18
Usage	6.50	0.002*	6.19	0.002*	3.26	0.04	2.65	0.07	1.97	0.16	4.49	0.01*
Duration of stay	1.98	0.09*	1.58	0.18*	2.51	0.05	2.09	0.08	1.48	0.21	2.58	0.05
Transport Cost	1.24	1.25	1.14	1.13	1.57	1.09	0.83	0.91	1.11	1.11	1.26	1.04

*significant at 95% level of confidence

Table 7.1

Table 7.2

Table 7.3

Correlations Between the Study Variables

The data in Table 8 shows the correlation test results on the study variables. Results show that only the tourists' civil status, occupation, and usage have significant correlations with their assessment of worthiness of public transport services to Guimaras Island. This means that in terms of demographic factors, being single, married and widowed and their occupation need to be considered, whereas in terms of psychographic, their usage rate such as light user, medium or heavy users should be considered in enhancing the transport services.

Regression Models

Regression model was generated to determine which of the independent variables can significantly predict the tourist assessment of the worthiness of transport services to Guimaras Island. Results show (Table 9 to 9.1). that Model three has the highest R value of 0.243 and R-squared value of almost 6% with a significant value of 0.048. This means that a combination of these three predictor variables has the highest predictive ability on the worthiness of transport services as assessed by tourists. Knowing the tourist civil status, occupation, and usage rate would enable the identification of the worthiness of the transport services. Single tourist have higher worthiness assessment than married and widowed, while professionals or employees have higher assessment of the worthiness of transport servcies than business-persons or housewife or students. Moreover, light users of transport services have higher assessment of the worthiness of the transport services than those who are medium to heavy users.

Table 8

Correlations Among Study Variables

Indicators	Worthiness	
	Pearson's r	Sig
Age	-.053	.436
Sex	.008	**.003***
Civil	-.078	.190
Educ	.045	.051
Average Monthly Income	.152	.232
Type of tourist	.037	**.000***
Occupation	-.170	.227
Personality	-.038	.241
Recent Visit	-.036	**.003***
Usage	-.139	.077
Duration	-.072	.076
Type of tourist	.073	.151
Over all	-.053	.436

Table 9

Model Summary for the Worthiness of Transport Services to Guimaras Island as assessed by Tourists

R	R Square	Adjusted R Sqaure	Std. Error of the Estimate	Change of Statistics R Square	Change of Statistics F Change
.170[a]	.029	.027	1.13428	.029	11.539
.222[b]	.049	.044	1.12383	.020	8.211
.243[c]	.059	.052	1.11957	.010	3.938

a. Predictors: (Constant), Occupation

b. Predictors: (Constant), Occupation, Usage

c. Predictors: (Constant), Occupation, Usage, Civil

ANOVA

Model						
1	Regression	14.846	1	14.846	11.539	.001b
	Residual	496.626	386	1.287		
	Total	511.472	387			
2	Regression	25.216	2	12.608	9.983	.000c
	Residual	486.256	385	1.263		
	Total	511.472	387			
3	Regression	30.152	3	10.051	8.019	.000d
	Residual	481.319	384	1.253		

Total	511.472	387

a. Dependent Variable: Grouped Total Worthiness Rating all

b. Predictors: (Constant), Occupation

c. Predictors: (Constant), Occupation, Usage

d. . Predictors: (Constant), Occupation, Usage, Civil

Table 9.1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.722	.110		33.946	.000
	Occupation	-.104	.031	-.170	-3.397	.001
2	(Constant)	3.937	.132		29.803	.000
	Occupation	-.106	.030	-.173	-3.483	.001
	Usage	-.090	.032	-.142	-2.865	.004
3	(Constant)	4.270	.213		20.006	.000
	Occupation	-.119	.031	-.194	-3.836	.000
	Usage	-.082	.032	-.129	-2.581	.010
	Civil	-.249	.125	-.101	-1.984	.048

a. Dependent Variable: Grouped Total Worthiness Rating

Baseline Tourism Transport Service Index

Table 10 shows the resulting BTTSI for 2020-2021. To establish the Baseline Tourism Transport Service Index (BTTSI), the researcher identified the areas of transport services that needs enhancement based from the data on the tourists' assessment on the worthiness of the

transport service in the five dimensions of the public transport services. The transport services like tricycles, and vans were rated conveniently “slightly”. Further, worthiness factors like reliability, availability of information that of tricycle, steel boats, jeepneys and vans were “slightly” rated. As to over-all rating of worthiness, transport services like RORO, tricycle, steel boat were rated as “worthy”. The jeepneys, and vans were “slightly” rated by the respondents.

It can be implied that there is a need to revisit the three factors under worthiness of transport services to include the reliability factor (like punctuality of transport services, service frequency, time schedule, and buying of tickets); convenience factor (like comfort while waiting at the terminals, seat availability, cleanliness of the transport services, accessibility and ease of use); and availability of information factor (like tourist information counter, marketing collaterals, departure and arrival information, internet connectivity along ports and terminals) of the transport services in order to enhance their services or worthiness.

Table 10

Baseline of tourism Transport Service Index for 2020-2021

Worthiness Rating	**Safety**	**Convenience**	**Reliability**	**Value for Money**	**Availability of Information**	***Overall***
Overall rating	Worthy	Worthy	Worthy	Slightly	Slightly	Worthy
RORO	Worthy	Worthy	Worthy	Worthy	Worthy	Worthy
Tricycle/HH	Worthy	Slightly	Slightly	Worthy	Worthy	Worthy
Steel boat/	Worthy	Worthy	Slightly	Worthy	Slightly	Worthy
Ferry	Worthy	Worthy	Slightly	Worthy	Slightly	Slightly
Jeepney	Worthy	Slightly	Slightly	Worthy	Slightly	Slightly
Van/Others						
Demographic						
Age	Young Old	Young Old	Young Old	Young Old	Young Old	Young Old
Sex	-	-	-	-	-	-
Marital Status	-	-	-	-	-	-
Education	-	-	-	-	-	-
Monthly Income	High low	-	-	-	-	-
Geographic	-	-	-	-	-	-
Type of tourist	-					
Residence						
Psychographic						
Occupation	Housewife student	Housewife student	Housewif estudent	-	-	Housewife student

	Professional private employees	Professional private employees	Professional private employees			Professional private employees
Purpose of travel	-	-	-	-	-	-
Behavioral						
Recentcy of visit	-	-	-	-	-	-
Frequency of visit	Sometimes/almost always	Sometimes/ almost always	-	-	-	-
Duration of stay	-	-	Shorter longer	-	-	Shorter longer
Cost of service						

Common Problems Identified and proposed solutions of the tourist-respondents

Data in Table 11 shows the identified problems and proposed solutions as observed and suggested by the tourists. The researcher collected common problems identified by tourist-travelers while visiting Island of Guimaras as well as their suggestions in order to have a solution to the problems. They have identified problems such as unavailability internet connectivity inside the ports or terminals or a free WIFI access, no time schedule of departure for both land and sea transports, no enough boat, long waiting lines (queuing), expensive special trips, non-wearing of life-jackets by passengers, old model of jeepneys and tricycles, ventilations issues while waiting inside the port/terminal. From the identified problems, the following solutions were suggested; The LGU must source out funds in order to install WIFI connectivity inside the port; provide time schedules of departure both sea and land transport services; regulate fare that are in minimum; revisit the policy of modernization act pertaining to land transportation of public vehicles.

It can be implied that basic services such as free WIFI access, good ventilation, queuing systems, fair fare, wearing of life jacket on-board, time schedules of transport services can create problems to the travelers. Additionally, all transport services must adhere to Public Utility Vehicle Modernization Program (PUVMP) in terms of road worthiness and physical

stability that will meet the government's standards on emissions, safety features, and accessibility. Installation of free WIFI in consonance with RA 109291 "An Act establishing the Free Internet Access Program" in public places in the country including public airports, seaports and public terminals , and good ventilation was also another concern to be addressed by the local government unit of Guimaras.

Table 11

List of Common Problems Identified and proposed solutions of the tourist-respondents.

Common Problems	Proposed Solutions
1. Long queuing of passengers during peak hours	LGU must develop time schedule of PUJ departure to avoid long waiting
2. No specific time schedule of departure for boat/jeep/tricycle	LGU/PT should provide time schedule and should be posted.
3.Old jeepneys/tricycles	consider changing/ buying new trike and PUJ and revisit the modernization act for land transportation
4.No internet connectivity inside the port/free WIFI	Consider budget allocation for FREE WIFI connectivity
5.No enough boat available	There should have a scheduled trips and purchase additional boat
6.Special trips are too pricey	LGU may provide regulated fares or at minimum price
7.The boat captain fails to inform passengers to wear the life jacket before departure	Boat Captain and Boatmen should strictly imposed no life jacket no travel.
8.Very warm port/terminal	Installation of good ventilation is suggested.

Chapter 5

Summary, Findings, Conclusions, and Recommendations

This chapter presents the summary, major findings, conclusions, and recommendations of the study.

Summary

This study was a model analysis of the worthiness of public transport services to Guimaras Island as assessed by tourists. Results can be used as inputs to the enhancement of the tourism development plan of the local governments.

Specifically, it described the tourists' demographic characteristics such as age, sex, marital status, and education, occupation; described the tourists' geographic characteristics such as type of tourist (foreign or local), and residence (Asian, Europe, USA, etc.); described the tourists' psychographic characteristics such as social class and personality; described the tourists' behavioral characteristics such as recentcy of visit, usage, duration of stay, types of transportation service; determined the tourists' assessment of worthiness of the various public transportation service availed to Guimaras Island in terms of service dimensions such as safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value; determined significant differences in the tourists' assessment of the worthiness of the transport services by demographic, geographic, psychographic, and behavioral characteristics; determine the significant correlation exist between tourist's assessment of the worthiness of the public transportation services and their profile attributes; determine which of the tourist profile attributes can significantly predict their assessment of worthiness of the public transport services; established the baseline tourism transport service index for use in identifying areas for enhancement; and identified problems and solutions exist while availing transport services as determined by the tourist. It tested the hypothesis that the

tourists' perceived level of worthiness of various public transport services do not vary by demographic, geographic, psychographic or behavioral characteristics.

A non-experimental predictive research design using linear regression was used. This type of research tries to extrapolate from the analysis of existing phenomena using models, or other entities in order to predict something that has not been tried, tested, or proposed. There were 389 respondents systematically selected to represents the average number of tourists for the month of March 2019 based on the data from the Guimaras Provincial Tourism office tourist arrival. The study also used a continuous Likert scale to measure the tourists' assessment of the worthiness of public transport services to Guimaras Island and to enable probability testing on data. Results of the analysis were used to establish the Baseline Tourism Transport Service Index for 2020-2021.

Major Findings

The following are the major findings of the study:

1. Most of the tourists visited in Guimaras Island in the month of March 2020 were locals, young male or female, mostly single, with college education, private employee or housewife or student.
2. In terms of psychographic or personality classification, majority of of the respondents belonged to survivalists and belongers and low income earners but not poor. As to Behavioral characteristics, majority visited Guimaras Island a month ago or less, stayed at the province from 1 to 3 days, incur transport costs of five hundred pesos and preferred steel boat or ferry and habal-habal as their mode of transportation.
3. The overall assessment of the tourists on the worthiness of the various public transportation is "good". RORO is perceived to be "very good" shile other transport service like jeepney,

van, tricycle, boat and other forms forms of transportation including sikad were assessed as “good”. Also, among the identified transport service in the Islang of Guimaras on RORO were rated “very good” in all five dimensions to include safety/security, convenience/comfort, reliability, frequency of service, availability of transport information, and monetary value.

4. As to the differences in tourists perceived level of worthiness of public transportation in terms of demogramphic, age groups show varying perceptions, while sex and marital status do not show significant differences while education levels do not affect tourists' perceptions but not for sex, marital status, and education . Occupations also affect perceptions, with Housewife/Student/None and Professional/Employees having different perceptions. Demographic characteristics do not affect tourists' perceptions of public transportation worthiness. With this, the study rejects the null hypothesis that the perceived worthiness of public transportation does not vary by duration of stay,frequency of visit, or transport cost..
5. The results of the correlation tests revealed that civil status, occupation, and usage have significant correlations with their assessment of worthiness in public transport services. It can be noted that the tourists demographic factors, as being single, married and widowed and their occupation need to be considered, whereas in terms of psychographic, their usage rate such as light user, medium or heavy users should be considered in enhancing the transport services.
6. The significant predictors of the tourist assessment of the worthiness of transport services to Guimaras Island are the civil status, occupation, and usage rate wherein single tourist have higher worthiness assessment than married and widowed, while professionals or employees have higher assessment of the worthiness of transport services than business-persons or housewife or students. Moreover, light users of transport services have higher assessment of the worthiness of the transport services than those who are medium to heavy users.

7. The Baseline Tourism Transport Service Index was established using the results of the analysis wherein it pointed out the need to enhance the overall transport service since the rating was generally “worthy” and maybe enhanced to “very worthy”. In terms of the services dimensions; convenience, reliability, availability needs to be enhanced as it only rated as slightly worthy. In targeting specific market segment to enhance their perception of the transport service worthiness, older tourists should be specifically targeted in terms of enhancing the five dimensions, higher income earners in terms of safety, and housewife and students in terms of safety, convenience, and reliability, and those that do not frequently visit the Island in terms of security and convenience, those that stayed shorter in terms of reliability.
8. Tourists had identified problems that were considered significant aspects that can make or break tourists’ satisfaction about transport services. The unavailability of WIFI connectivity inside the port and or terminal (non-compliance to RA 10929 "Free Internet Access to Public Places Act"), warm temperature in the waiting area (comfort factor), long queuing and or waiting of passengers to be on-board due to lack of pump boat during peak hours (reliability factor), the non-wearing of life jackets while on-board (non-compliance to Marina Circular No. 2018-06 s. of 2018 about Life Jacket Requirement), inconvenience in riding PUJ/tricycle (non-adherence Public Utility Vehicle Modernization Program) in terms of road worthiness and physical stability due to its old model features that contributed to the travelers inconvenience and dissatisfaction.

Conclusions

1. Worthiness rating of tourist significantly differs by age and occupation, wherein tourists of varying ages, tended to have lower worthiness rating than younger tourists. In light with

this, there is a need to identify strategies that will enhance the perception of older tourists of the transport services. As to other dimensions, no significant difference was found, therefore strategies can be developed that cut-across transport service dimensions with less regard to demographic, except age, and monthly income.

2. As to psychographic and transport service dimensions, strategies can be designed to target housewives, students and another for professionals and private employees as their worthiness rating significantly differs. There is a need to revisit factors like convenience(cleanliness, availability of seats while waiting and accessibility), reliability(punctuality and service frequency of transport service, ticket availability) and value for money (fare promotion and discounts, lower fare, advanced booking/online payment sysmtes) can be enhanced in order to deliver hussle free, affordable and fast travel experience to the tourists while enjoying the Island of Guimaras.
3. The model that best explain the tourist assessment of the worthiness of transport services to Guimaras Island include civil status, occupation, and usage rate.
4. As to behavioral and transport service dimensions, strategies maybe developed specifically to those who frequently visited the Island and those that have shorter stays in the Island. Overall, the tourists' perceived worthiness of public transportation to Guimaras Island is worthy.
5. In terms of frequent concerns mentioned by tourist-travelers, it should be emphasized that such problems should be considered by the Local Government Unit of Guimaras in order to create better strategies and improve their transportation services both by land and water journeys. This is to guarantee that strong public transportation encourages mobility, good enterprises, and provides a safe and effective travel experience for public commuters.

Recommendations

Based on the conclusions above, the following are the recommendations to the following groups of individuals and authorities:

PTCAO/Department of Tourism. The Baseline Tourism Transport Service Index may be used to guide the development of better and targeted strategies to address areas for improvement for a sustainable tourism industry. They use the insights from this study as well as inputs to enhancing their tourism development plan.

Land Transportation Office/LTFRB. The Baseline Tourism Transport Index for 2020-2021 may be used as valuable inputs to Land Transportation Office strategic plan in enhancing the quality of public transport services being provided to tourists and to inform their decisions and policies particularly on maintaining road safety, security, and convenience of passengers.

Local Government Unit of Guimaras. Results of the study particularly on the worthiness of tourism transport services may be used as bases to enable them develop or enhance existing policies to improve public transport services and to work collaboratively with the Department of Tourism and Land Transportation Office so that their strategies are gearing towards addressing the needs of the tourists for public transport services.

MARINA. They may use the results to review their water transport system and enhance their services to ensure the safety concerns pertaining to vessel construction, and the enforcement of maritime laws to safeguard the local and foreign tourists crossing the island of Guimaras.

Tricycle Franchising Management Office. Tricycles, along with jeepneys, have long been the main form of transportation in many provinces and towns. When it comes to collecting fees from their commuters, tricycle drivers are becoming crazy. The office of the TFMO needs to closely supervise and control tricycle operator fees and carry out a thorough inquiry into the minimum fare that needs to be charged to every commuter as well as for special excursions,

and or trips. The office must publish and put into effect the fare matrix, and together with the Guimaras LGU, it must create the minimum fare legislation.

Academe. The academe will be provided with empirical data on how customers' perceived the transport services provided to them, thus enriching the data bank of business models and theories that can be used for the enhancement of knowledge, processes and practices.

Future Researchers. Results of the study will become a baseline information for venturing topics related to transportation, destination and perception of the tourists on the aspect of traveling from one place to another in which transportation plays a vital role in bridging the gap between tourists and tourism related products and services.

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Appendices

Appendix A

Sample Participant Consent Form

A MODEL ANALYSIS OF THE WORTHINESS OF PUBLIC TRANSPORT SERVICES TO GUIMARAS ISLAND AS ASSESSED BY TOURISTS: INPUTS TO THE ENHANCEMENT OF A TOURISM DEVELOPMENT PLAN

Name of Researcher: JONAN P. BURGOS- Researcher

Dissertation Adviser: DR. MARY O' T. PENETRANTE

1. I confirm that I have read and understand the information sheet/letter explaining above the research and I have had the opportunity to ask questions about the research.

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason and without there being any negative consequences. In addition, should I not wish to answer any particular question or questions, I am free to decline.

3. I understand that my responses will be kept strictly confidential. I give permission for members of the research team to have access to my anonymised responses. I understand that my name will not bel inked with the research materials and I will not be identified or identifiable in the report or repsorts that result from the research.

4. I agree for the data collection from me to be used in future research.

5. I agree to take part in the above research project.

Name of Participants Date Signature

_____ _____ _____

Name of Person taking consent Date Signature

(If different from lead researcher)

**To be signed and dated in the presence of the participant.*

Appendix B

Sample Permission Letter to Administer the Questionnaire

CENTRAL PHILIPPINE UNIVERSITY

GRADUATE SCHOOL

DOCTOR OF MANAGEMENT

JARO, ILOILO CITY, PHILIPPINES

Dear Respondents,

I am courteously inviting you to be part of my study entitled: **"** *A Model Analysis of the Worthiness of Public Transport Services to Guimaras Island as Assessed by Tourists: Inputs to the Enhancement of a Tourism Development Plan***,"** as a requirement for the fulfillment of my degree in Doctor of Management major in Tourism and Hospitality Management (DM-THM). Please answer each question truthfully and please do not leave any item unanswered.

Rest assured that all your responses will be held with utmost confidentiality and will be utilized to help improve the policies, rules, regulations and ordinances of Guimaras Province and to help lessen and even eradicate the problem of various transport services and even making on top of the market the boosting of tourism revenues in our beloved province.

Thank you very much.

Respectfully,

JONAN P. BURGOS

Researcher

Noted:

DR. MARY O' T. PENETRANTE

Research Adviser

Appendix C

SURVEY QUESTIONNAIRE

Part I. Profile of the Respondent

Directions: Please answer each of the following questions by filling the blanks with the correct information and by checking the appropriate responses.

1) **Age:** _____
2) **Sex:** ( ) Male ( ) Female
3) **Civil Status:** ( ) Single ( ) Married ( ) Widowed
4) **Highest Educational Qualifications:**
   ( ) Elementary
   ( ) High School ( ) Post-graduate
   ( ) College ( ) Others, please specify_____
5) **Average Monthly Income:**_____
6) **Type of Tourist: ( )** Local Tourist **( )** Foreign Tourist
7) **Place of Residence:** ( ) Asian ( ) Europe ( ) USA ( ) others, please specify:_____
8) **Occupatio**n:_____
9) **Recentcy of Visit (please check):**
   ( ) last 2-5 days ago
   ( ) last 2-3 weeks ago
   ( ) Last Month
   ( ) Last year ago
   ( ) others, please specify_____
10) **Frequency of Visit to Guimaras (please check):**
   ( ) once a week
   ( ) twice a week
   ( ) three times a week
   ( ) four times a week
   ( ) five or more than a week
11) **Duration of stay (please check):**
   ( ) one day
   ( ) two to three days
   ( ) four to six days
   ( ) seven to 14 days
   ( ) more than fourteen days

12) Total Transport Cost from port of origin to Guimaras Island Php _____

13) Type of Transportation Used from/to Guimaras (you can check as many as you can):

___RORO Bus ___Pumpboat

___Taxi ___Ferry

___Tricycle ___Jeepney

___Habal-Habal (Motorbike) ___L300 Vans

___Others, please specify_____.

Part II. Dimensions of Transport Services Worthiness

Direction: Kindly rate the transport services worthiness you have availed/used going to Guimaras Island by checking the appropriate scale of measurement of the Service Dimension of Public Transport Services.

14) RORO TRANSPORT SERVICE

A. As to Safety Factors Worthiness for RORO Transport Service. Please rate the transport service worthiness you have availed using the following scale:

Legend: 1 – Very unworthy (very unsafe)

2- Unworthy (unsafe)

3- Slightly (slightly safe)

4- Worthy (safe)

5- Very worthy (very safe)

Service Dimension of Public Transport in terms of safety factor worthiness:		**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors Worthiness of RORO Transport Service. Please rate the transport service worthiness you have availed using the following scale:

Legend: 1 – Very unworthy (Very uncomfortable/very inconvenient)

2- Unworthy (Uncomfortable/inconvenient)

3- Slightly (Slightly comfortable/slightly convenient)

4- Worthy (Comfortable/convenient)

5- Very Worthy (comfortable/very convenient)

	Service Dimension Worthiness of Public Transport in terms of convenience/ Comfort factor:	5	4	3	2	1
1	Ease of use.					
2	Accessibility of transport service					
3	Cleanliness of the transport services					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors Worthiness of RORO Transport Service. Please rate the transport service worthiness you have availed using the following scale:

Legend: 1 – Very unworthy (Very unreliable)

2- Unworthy (Unreliable)

3- Slightly (Slightly reliable)

4- Worthy (Reliable)

5- Very worthy (reliable)

	Service Dimension of the Worthiness of Public Transport in terms of time/ reliability factor:	5	4	3	2	1
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for RORO Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – Very unworthy (Very low value for money)

2- Unworthy (Low value for money)

3- Slightly (Moderate value for money

4- Worthy (value for money)

5- Very Worthy (Very high value for money)

	Service Dimension of Public Transport in terms of time Price:	5	4	3	2	1
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					

4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for RORO Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – Very unworthy (unavailable)

2- Unworthy (few are available)

3- Slightly (some are available)

4- Worthy (most are available)

5- Very worthy (all are available)

Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:		**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

15) TAXI TRANSPORT SERVICE

F. As to Safety Factors for TAXI Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – Very unworthy (very unsafe)

2- Unworthy (unsafe)

3- Slightly (slightly safe)

4- Worthy (safe)

5- Very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

G. As to Convenient/Comfort Factors for TAXI Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – Very unworthy (very uncomfortable/very unconvenience)

2- Unworthy (uncomfortable/unconvenience)

3- slightly (comfortable/slightly convenience)

4- Worthy (comfortable/convenience)

5- Very worthy (very comfortable/very convenience)

	Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**
1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

H. As to Time/reliability Factors for TAXI Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – Very unworthy (very unreliable)

2- Unworthy (unreliable)

3- Slightly (slightly reliable)

4- Worthy (reliable)

5- Very worthy (very reliable)

	Service Dimension of Public Transport in terms of time/reliability factor:	**5**	**4**	**3**	**2**	**1**
11	Punctuality of transport services in Guimaras.					
12	Reliability of transport services in Guimaras.					
13	Service Frequency in Guimars Island.					
14	Convenience on Time Schedule in Guimaras Island.					
15	It is easy to buy a ticket for your journey.					

I. As to Value for Money Factors for TAXI Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- Unworthy (low value for money)

3- Slightly (moderate value for money)

4- Worthy (high value for money)

5- Very worthy (very high value for money)

	Service Dimension of Public Transport in terms of time Price:	**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

J. As to Availability of Information Factors for TAXI Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (unavailable)**

2- unworthy (rarely available)

3- Slightly (sometimes available)

4- Worthy (mostly available)

5- Very worthy (always available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

16) TRICYCLE TRANSPORT SERVICE.

A. As to Safety Factors for TRICYCLE Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – Very unworthy (very unsafe)**

2- Unworthy (unsafe)

3- Slightly (slightly safe)

4- Worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for TRICYCLE Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very uncomfortable/very unconvenience)**

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

Service Dimension of Public Transport in terms of convenience/Comfort factor:		**5**	**4**	**3**	**2**	**1**
1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for TRICYCLE Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very unreliable)

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable0

5- very worthy (very reliable)

Service Dimension of Public Transport in terms of time/reliability factor:		**5**	**4**	**3**	**2**	**1**
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for TRICYCLE Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

Service Dimension of Public Transport in terms of Price:		**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for TRICYCLE Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (unavailable)**

2- unworthy (few are available)

3- slightly (some are available)

4- Worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

17) HABAL-HABAL/MOTOR BIKE TRANSPORT SERVICE

A. As to Safety Factors for HABAL-HABAL/MOTOR BIKE Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unsafe)**

2- unworthy (unsafe)

3- slightly (slightly safe)

4- worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for HABAL-HABAL/MOTOR BIKE Transport Service

Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very uncomfortable/very unconvenience)**

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

	Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**
1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for HABAL-HABAL/MOTOR BIKE Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very unreliable)

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable)

5- very worthy (very reliable)

	Service Dimension of Public Transport in terms of time/reliability factor:	**5**	**4**	**3**	**2**	**1**
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for HABAL-HABAL/MOTOR BIKE Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

	Service Dimension of Public Transport in terms of time Price:	**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for HABAL-HABAL/MOTOR BIKE Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (unavailable)**

2- unworthy (few are available)

3- slightly (some are available)

4- worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

18) PUMP BOAT TRANSPORT SERVICE

A. As to Safety Factors for PUM PBOAT Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unsafe)**

2- unworthy (unsafe)

3- slightly (slightly safe)

4- worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for PUM PBOAT Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very uncomfortable/very unconvenience)**

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- Worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

	Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**
6	Ease of use.					
7	Accessibility of transport services.					
8	Cleanliness of the transport services.					
9	Seat availability.					
10	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for PUMP BOAT Transport Service. Pease check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very unreliable)

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable)

5- very worthy (very reliable)

Service Dimension of Public Transport in terms of time/reliability factor:		**5**	**4**	**3**	**2**	**1**
11	Punctuality of transport services in Guimaras.					
12	Reliability of transport services in Guimaras.					
13	Service Frequency in Guimars Island.					
14	Convenience on Time Schedule in Guimaras Island.					
15	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for PUMP BOAT Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

Service Dimension of Public Transport in terms of time Price:		**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for PUMP BOAT Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (unavailable)**

2- unworthy (few are available)

3- slightly (some are available)

4- worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

19) FERRY TRANSPORT SERVICE

A. As to Safety Factors for FERRY Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unsafe)**

2- unworthy (unsafe)

3- slightly (slightly safe)

4- worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for FERRY Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very uncomfortable/very unconvenience)**

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- Worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**

1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for FERRY Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unreliable)**

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable)

5- very worthy (very reliable)

	Service Dimension of Public Transport in terms of time/reliability factor:	**5**	**4**	**3**	**2**	**1**
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for FERRY Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very low value for money)**

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

	Service Dimension of Public Transport in terms of time Price:	**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for FERRY Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (unavailable)**

2- unworthy (few are available)

3- slightly (some are available)

4- worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

20) JEEPNEY TRANSPORT SERVICE

A. As to Safety Factors for JEEPNEY Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very unsafe)

2- unworthy (unsafe)

3- slightly (slightly safe)

4- worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**	**2**	**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for JEEPNEY Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very uncomfortable/very unconvenience)

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- Worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

	Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**
1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for JEEPNEY Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very unreliable)

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable)

5- very worthy (very reliable)

	Service Dimension of Public Transport in terms of time/reliability factor:	**5**	**4**	**3**	**2**	**1**
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for JEEPNEY Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

	Service Dimension of Public Transport in terms of time Price:	**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for JEEPNEY Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (unavailable)

2- unworthy (few are available)

3- slightly (some are available)

4- worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					

2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

21) L300 VANS TRANSPORT SERVICE

A. As to Safety Factors for L300 VANS Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unsafe)**

2- unworthy (unsafe)

3- slightly (slightly safe)

4- worthy (safe)

5- very worthy (very safe)

	Service Dimension of Public Transport in terms of safety factor:	**5**	**4**	**3**		**1**
1	Safety on board.					
2	Drivers are knowledgeable and attentive.					
3	Travel safety signs in public transport services are readily available.					
4	Police visibility are observable in the terminals and or ports.					
5	Public transport services is in good running condition and well-maintained.					

B. As to Convenient/Comfort Factors for L300 VANS Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very uncomfortable/very unconvenience)**

2- unworthy (uncomfortable/unconvenience)

3- slightly (slightly comfortable/slightly convenience)

4- Worthy (comfortable/convenience)

5- very worthy (very comfortable/very convenience)

	Service Dimension of Public Transport in terms of convenience/Comfort factor:	**5**	**4**	**3**	**2**	**1**
1	Ease of use.					
2	Accessibility of transport services.					
3	Cleanliness of the transport services.					
4	Seat availability.					
5	Comfort while waiting at the terminals or ports.					

C. As to Time/reliability Factors for L300 VANS Transport Service. Please check transport service you have availed using the following scale:

Legend: **1 – very unworthy (very unreliable)**

2- unworthy (unreliable)

3- slightly (slightly reliable)

4- worthy (reliable)

5- very worthy (very reliable)

	Service Dimension of Public Transport in terms of time/reliability factor:	**5**	**4**	**3**	**2**	**1**
1	Punctuality of transport services in Guimaras.					
2	Reliability of transport services in Guimaras.					
3	Service Frequency in Guimars Island.					
4	Convenience on Time Schedule in Guimaras Island.					
5	It is easy to buy a ticket for your journey.					

D. As to Value for Money Factors for L300 VANS Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (very low value for money)

2- unworthy (low value for money)

3- slightly (moderate value for money)

4- worthy (high value for money)

5- very worthy (very high value for money)

	Service Dimension of Public Transport in terms of time Price:	**5**	**4**	**3**	**2**	**1**
1	There is a Fare Promotion.					
2	Discounted Fares are available to students, PWD's, senior citizens and the like.					
3	Lower Fare for Transport Services.					
4	The transport Services has a fare displayed matrix for public information.					
5	The transport service offers an advance booking/online payments.					

E. As to Availability of Information Factors for L300 VANS Transport Service. Please check transport service you have availed using the following scale:

Legend: 1 – very unworthy (unavailable)

2- unworthy (few are available)

3- slightly (some are available)

4- worthy (most are available)

5- very worthy (all are available)

	Additional Dimensions of Public Transport Services in terms of Availability of Information Factor:	**5**	**4**	**3**	**2**	**1**
1	There is an available tourist information counter to cater the needs of the tourists					
2	Leaflets, flyers and other marketing collaterals are readily available to give information to the tourists					
3	Public Transport services location, departure and arrival information are available					
4	Internet connectivity along ports and other terminals are available					
5	Public Transport staff are knowledgeable and skillful in giving information					

Part III. The responses/perception of the tourists and their personal observations on the various transport services they have used going to Guimaras Island.

1. What are your common problems encountered as a tourist going to Guimaras Island while using different forms of transport services? Please cite as many as you can.
   _____
   _____
2. What do you think are the causes of those problems?
   _____
   _____
3. What suggestions you can give to solve these problems
   _____
   _____

Appendix D

Sample Validation Letter

CENTRAL PHILIPPINE UNIVERSITY
GRADUATE SCHOOL
DOCTOR OF MANAGEMENT
JARO, ILOILO CITY, PHILIPPINES

Research Validation Letter

Date:_____

_____
_____
_____

Sir/Madam:

Hospitality Greetings!

The undersigned is a Doctor of Management major in Tourism and Hospitality Management (DM-THM) from Central Philippine University and currently conducting his dissertation paper entitled: ***AN ANALYSIS OF THE WORTHINESS OF VARIOUS PUBLIC TRANSPORT SERVICES TO GUIMARAS ISLAND: INPUTS TO THE ENHANCEMENT OF TOURISM DEVELOPMENT PLAN*** as a requirement for the completion of his course. The study aspires to provide pertinent data that could evaluate the degree and validity of the said questionnaire.

To enable this, we are humbly requesting your expertise for the validation of our questionnaire and to better improve its content as well. Your participation and valuable time is of great importance to the success of this endeavor and is highly appreciated.

Thank you very much.

Respectfully,

JONAN P. BURGOS, MBA, DM-THM (CAND.)
Researcher

Noted:

MARY 'O T. PENETRANTE, DM
Research Adviser

Validationletter

Appendix E

Endorsement Letter from Departemnt of Tourism Region VI

SAFELY EXPERIENCE Western Visayas FIRST

DEPARTMENT OF TOURISM PHILIPPINES
Region VI

IT'S MORE FUN IN THE PHILIPPINES

ENDORSEMENT
April 21, 2021

The Department of Tourism Region VI is pleased to endorse Mr. Jonan P. Burgos' dissertation entitled **"AN ANALYSIS OF THE WORTHINESS OF VARIOUS PUBLIC TRANSPORT SERVICES TO GUIMARAS ISLAND: INPUTS TO THE ENHANCEMENT OF TOURISM DEVELOPMENT PLAN".**

Mr. Burgos is a Doctor of Management Major in Tourism Hospitality Management student of Central Philippine University, Iloilo City. His dissertation aims to help the Province of Guimaras in crafting, modifying and implementing strategies that will address issues and concerns on transport services.

Your answers and suggestions will be of help in enhancing the transport services on the island considering the new normal.

Thank you.

CRISTINE C. MANSINARES
Officer-in-Charge

PROVINCIAL TOURISM OFFICE
RECEIVED
4/20/21
DATE
SIGNATURE
PROVINCE OF GUIMARAS

Appendix F

Sample Template for Research Assistant Information Sheet

Research Assistant

INFORMATION SHEET

PHOTO

Personal Information:

Name:_____ Contact Number:_____

Age:_____ Sex:_____

Email Address:_____ Facebook Account Name:_____

Home Address:_____

Mother's Complete Name:_____ Contact Number:_____

Father's Complete Name:_____ Contact Number:_____

Present Employment:_____ Position/Status:_____

Educational Background:

College:_____ Year Graduated:_____ Course:_____

High School:_____ Year Graduated:_____

Elementary:_____ Year Graduated:_____

CORONA VIRUS SELF DECLATION

		YES	NO
Are you experiencing:	• Sore throat		
	• Body pains		
	• Headache		
	• Fever for the past few days		
Have you worked together or stayed in the same close environment of a confirmed COVID-19 case?			
Have you had any contact with anyone with fever, cough, colds and sore throat in the past two days?			
Have you travelled outside Philippines in the last 14 days?			
Have you travelled to any area in NCR or Region 6 aside from your home? If yes, please specify:_____			

I hereby authorize the primary researcher, to collect and process the information/data indicated herein for the purpose of effective control of COVID-19 infection. I understand that my personal information is protected by RA 10173, Data Privacy Act of 2021, and that I am required by RA 11469, Bayanihan to Heal as One Act, to provide truthful information.

That, I have trained and oriented by the primary researcher how to distribute, collect and process the data coming from the participants of the study.

Signature:_____ **Date:**_____ **Time**_____

Appendix G

Sample Invitation Letter to Present in the National Colloquium for Research

Association of Science and Mathematics Coaches of the Philippines
c/o Iloilo Science and Technology University, La Paz, Iloilo City, Philippines
SEC Registration No. CN201027584

June 28, 2023

Mr. Jonan Burgos
Graduate School, DM-THM
Central Philippine University
Iloilo City, Philippines

Dear Mr. Burgos,

Warm greetings!

The Philippine Association of Teachers and Educational Leaders (PASTEL), Philippine Institute of 21st Century Educators, Inc. (PICEI), in partnership with the Association of Science and Mathematics Coaches of the Philippines (ASMaC Philippines) will conduct the ***8th National Research Conference & Training Workshop*** (face-to-face & Virtually) with the theme**: "***Artificial Intelligence in Education: Streamlining Learning and Boosting Research*" on July 27-29, 2023, Days Hotel, Iloilo City. The conference aims to provide a venue for teachers and student's researchers to present findings of their study and learn from Keynote speakers and research presenters.

In this regard, we are happy to inform you that the Research Evaluation Committee, after a peer review process, has decided to *ACCEPT SUBMISSION AND PRESENTATION* of your paper entitled: **"***AN ANALYSIS OF THE TOURISTS PERCEIVED WORTHINESS OF PUBLIC TRANSPORT SERVICES TO GUIMARAS ISLAND: INPUTS TO THE ENHANCEMENT OF TOURISM DEVELOPMENT PLAN***"**. Please ensure that your paper follows the format and presentation guidelines as attached in this invitation . If you intend to participate in the selection of BEST PAPER, submit your full manusscript not later than July 09, 2023. Moreover, be responsible for the grammar, content and proper citation in your paper.

Looking forward to meeting you in this professional gathering.

Very truly yours,

LAURO E. ESTECOMEN, Ed.D.
Conference Director

Appendix H

Sample Certificate as Presenter to the National Colloquium for Research

Associatio ơ Science and Mathematics Coaches of the Philippines

Philippine Institute of 21st Century Educators, Inc.

Philippine Associatio ơ Teachers and Educatioa l Leaders, Inc.

Iloilo State University of Fisheries Science and Technology

This

Certif cate of Partic pation

is presented to

Jonan P. Burgos

for having attended the 8th National Research Conference and Training Workshop 2023 with the theme "*Artificial Intelligence in Education: Streamlining Learning and Boosting Research*" as

Participant

held on July 27-29, 2023 at the Days Hotel Iloilo, Gen. Luna St., Iloilo City, Philippines.

Program Accreditation Number: PTR-2021-346-2832
(*with 12 CPD Credit Units*)

Ricky A. Quibingco, MATM
CPD Provider's Authorized Representative
PICE21, Inc.

Lauro E. Estecomen, EdD
National President, PAsTEL

Naci John C. Trance
National President, ASMaC Phil

Nordy D. Siason, Jr.,EdD, CESO VI
SUC President II, ISUFST

Appendix I

Sample Certification from Paper Editor, Grammarian and Statistician

CERTIFICATION

This is to certify that the research paper entitled ***A MODEL ANALYSIS OF THE WORTHINESS OF PUBLIC TRANSPORT SERVICES TO GUIMARAS ISLAND AS ASSESSED BY TOURISTS: INPUTS TO THE ENHANCEMENT OF A TOURISM DEVELOPMENT PLAN,*** conducted by Jonan P. Burgos of the DM-THM Program, underwent paper editing, grammar, and statistical analysis as required by his study.

Further, this certification is issued upon the request of the researcher and will be included as an appendix to his final paper.

MARY O' T. PENETRANTE, DM
School of Graduate Studies, Central Philippine University