DOCUMENTATION AND ASSESSMENT OF POSSIBLE TOURIST DESTINATION IN LASERNA, NABAS, AKLAN AS PERCEIVED BY THE RESPONDENTS

A Research Paper

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ABSTRACT

The study aimed to carry out the documentation and assessment of possible tourist destination in Laserna, Nabas, Aklan as perceived by the respondents in terms of accessibility, affordability, environment, facilities, safety and security, experience, recommendation, and when the respondents were grouped according to their demographic profile. The outcome of this study will serve as a tourist guide so as to help the local community in Nabas, Aklan by promoting the three cold springs as possible tourist destination. Employing the quantitative and qualitative approaches, the data were gathered using Google form questionnaires, and focus group discussions (FGD). Meanwhile, the data shows that there is no significant difference in terms of accessibility, affordability, environment, facilities, safety and security, experience and recommendation between the three (3) cold springs in Laserna, Nabas, Aklan as perceived by the respondents in relation to the place of residence, sex, age, and educational attainment. Therefore, with the cold springs in Laserna, Nabas, Aklan has the potential to become tourism sites as a result of the assessment and documentation. To be more precise, Fern Valley cold spring obtained an exceptional result despite being a new attraction. Bungan-Bungan cold spring had outstanding results, particularly in terms of affordability, environment, and experience. Despite being the oldest cold spring in Nabas, Aklan, Hurom-Hurom has maintained its reputation as the most highly recommended among the three (3) cold springs.

Keywords: Accessibility, Affordability, Environment, Facilities, Safety and Security, Experience, Recommendation, Place of Residence, Sex, Age, Educational Attainment, Bungan-Bungan Cold Spring, Fern Valley Cold Spring, and Hurom-Hurom Cold Spring