

Preferred Attributes of Millennials towards Kalan-an sa Garden in

Brgy. Tinorian, Barotac Nuevo, Iloilo

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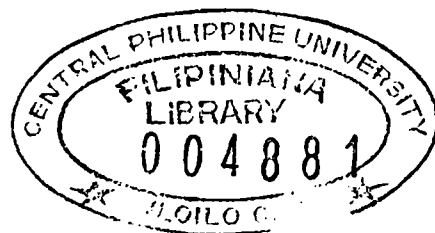
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Abstract

This study aimed to determine the Preferred attributes of millennials towards sa garden in Brgy. Tinorian Barotac Nuevo Iloilo by assessing the garden's location, attraction, activities and services. An overall rating was determined and also ratings were categorized according to respondents' demographic profile in terms of sex, civil status and occupation. This type of study was quantitative research and used a descriptive research design. The sample size of this study was 50 tourists who visited the garden. A questionnaire was given to the respondents thru google form. The sample size was determined through non-probability sampling method. The result of the study found out that there is not such much difference in the preferred attributes of millennials towards Kalan-an sa Garden in Brgy. Tinorian, Barotas Nuevo when grouped according to sex, civil status, and occupation as the satisfaction level shows. Thus, The researchers recommended that in terms of location, to make it easier for visitors to find the Kalan-an sa Garden should advertise more on social media. In terms of activities, by providing a safe and educational vegetable and flower picking experience that is accessible to visitors with different needs, it can enhance the visitor experience on the garden and create a memorable and enjoyable activity that encourages visitors to return. In terms of attractions by offering unique, personalized, and educational products in a creative and convenient way. In terms of services, by providing visitors with information about the ingredients used and the importance of sustainable and locally sourced food. By implementing this recommendations, the garden can put out enhancement, immerse tourist or customers and develop their place.