

# Dingalans' hidden gem and its must-visit tourist attractions: Assessment of tourist satisfaction experience using the 5 A's of tourism

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## Abstract

This study examined tourist satisfaction in Dingalan, Aurora, an emerging ecotourism destination renowned for its natural landscapes, coastal views, and tranquil charm. It used the 5 A's of Tourism: Attractions, Accessibility, Accommodation, Amenities, and Activities. The goal was to identify strengths and areas for improvement to boost sustainable tourism. The research employed a descriptive correlational method, collecting data through surveys administered to tourists. Most respondents were young (ages 18 to 24), female, single, and came from low to middle-income backgrounds, highlighting Dingalan's appeal to budget-conscious and early-career travellers. The results showed high satisfaction with natural attractions and outdoor activities, particularly Tanawan Falls, which is the most visited site because of its beauty and easy access. However, there were moderate levels of satisfaction regarding accessibility, accommodations, and amenities. Tourists expressed concerns about poor cleanliness, weak internet, limited safety measures, and a lack of facilities for persons with disabilities. To improve tourist experiences, the study recommends targeted enhancements in the 5 A's. These include regular site maintenance, improved cleanliness and sanitation in accommodations, better internet connectivity, stronger safety protocols, and improved accessibility for persons with disabilities. Collaboration among the local government, tourism offices, and the private sector is crucial for implementing these plans. Dingalan's natural beauty is its biggest strength, but upgrades in infrastructure and services are necessary to ensure higher tourist satisfaction, encourage repeat visits, and support long-term tourism growth. The findings of this study offer valuable insights for tourism stakeholders as they create inclusive and sustainable tourism strategies that benefit both visitors and the local community.

**Keywords:** *tourist satisfaction, 5 A's of tourism, Dingalan, Aurora*

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## 1. Introduction

Tourism significantly helps communities grow; it can boost the economy, create jobs, and encourage cultural exchange (Yehia, 2019). However, for tourism to be successful, it needs careful planning and a focus on meeting visitors' needs. A helpful method to assess a tourist destination is the 5 A's of Tourism: Attractions, Accessibility, Accommodation, Amenities, and Activities. This framework, introduced by Dickman (1997), measures how appealing a destination is for travelers. Studies indicate that tourist satisfaction relies on these five factors. For instance, Mavondo (2022) explained that tourists' experiences and choices depend on their expectations and the quality of services they receive. Other researchers, such as Var and Gunn (2003) and Cooper et al. (2008), also found that the best destinations provide excellent experiences in all five areas.

Tourist satisfaction is based on the comparison between initial expectations and actual experiences (Chiu et al., 2016). Xu and Chan (2016) pointed out that positive perceptions of the travel experience lead to satisfaction, while negative feedback results in dissatisfaction. Therefore, when a destination meets tourists' expectations, it reflects their satisfaction. Generally, tourists assess satisfaction in direct relation to the quality of services at a destination throughout their experience. Moreover, tourist satisfaction is a key factor in developing leisure and tourism activities (Le et al., 2020). According to Hoang et al. (2020), tourists' satisfaction reflects an individual's feelings about the experience, considering factors like accommodation, attractions, activities, and food. Gaining tourist satisfaction is crucial for encouraging repeat visits and generating positive word of mouth about the destination (Nasir et al., 2019). Additionally, Garcia et al. (2020) highlighted that regional destinations need to invest in better tourism infrastructure and training for local workers to enhance service quality.

A recent study by Santos et al. (2022) examined eco-tourism in remote areas of the Philippines and discovered that tourist satisfaction rises when natural attractions are paired with well-kept facilities and friendly, knowledgeable locals. Similarly, Supera et al. (2024) focused on rural tourism and noted that planned activities and cultural experiences increased both tourist enjoyment and community engagement. Despite these insights, research on smaller, emerging destinations like Dingalan is still lacking, especially regarding how visitors rate their experiences using the 5 A's framework. Dingalan, a growing town in Aurora province, Philippines, is beginning to attract attention for its natural beauty and cultural heritage. Known as the "Hidden Gem of Aurora," it offers breathtaking views, including

mountains, forests, cliffs, and beaches. Despite its potential, Dingalan remains relatively unknown, and there is limited research on its tourism sector or visitor experiences. This study aims to address that gap by assessing tourist satisfaction in Dingalan, Aurora, through the 5 A's of Tourism. It will explore what tourists enjoy most, how they rate their overall experience, and where improvements can be made. The goal is to help Dingalan develop as a tourist destination in a way that benefits the economy, environment, and local community.

## **2. Literature Review**

Tourist satisfaction is one of the most important factors in the success of destinations. It does not only affect how visitors enjoy their trip but also influences whether they will return or recommend the place to others. Studies on satisfaction highlight different aspects such as service quality, the 5 A's of tourism, expectations and experiences, environmental concerns, and memorable experiences.

### ***2.1. Service Quality and Tourist Satisfaction***

Good service is fundamental to tourist satisfaction. Chawla and Sengupta (2017) found that staff behavior, cleanliness, and facilities strongly influence satisfaction in rural West Bengal hotels. Similarly, Corpuz et al. (2017) reported that amenities and staff responsiveness are key for visitors to Calbayog City beaches. Service quality dimensions, particularly reliability, responsiveness, and assurance, consistently predict satisfaction (Parasuraman et al., 1988; Zeithaml et al., 1996). Even simple services, such as sanitation and well-maintained facilities, can shape perceptions, loyalty, and revisit intentions (Chen & Chen, 2010; Gallarza et al., 2011). Overall, consistent delivery of fundamental services enhances tourist satisfaction without requiring luxury offerings.

### ***2.2. Expectations and Experiences***

Tourist satisfaction is influenced by the gap between expectations and actual experiences. Minh et al. (2023) showed that heritage tourists in Hoi An, Vietnam, were satisfied when their expectations were met. Positive destination images also shape memorable experiences and revisit intention (Zhang et al., 2018). This aligns with Expectation–Disconfirmation Theory, where satisfaction arises when performance meets or exceeds

expectations. Fulfillment of experiential expectations, such as authenticity, cultural immersion, and environmental quality, leads to positive emotional responses (Kim, 2018). Expectations are often formed through marketing, online reviews, and reputation, influencing satisfaction upon arrival (Li et al., 2021; Styliadis et al., 2017). Therefore, satisfaction depends not only on services but also on psychological and experiential fulfillment.

### ***2.3. Tourism and the Environment***

Environmental considerations are increasingly important in tourism. Stefanica and Butnaru (2015) noted that tourists' perceptions of environmental impact affect satisfaction. In the Philippines, Supera et al. (2024) emphasized balancing economic benefits with environmental and cultural protection, advocating community involvement and sustainable practices. According to Lee and Jan (2019), residents' perceptions of environmental sustainability, including waste management, are important for community-based tourism development. Tourists increasingly prefer destinations demonstrating responsible environmental stewardship (Pulido-Fernández et al., 2019).

### ***2.4. Behavioral Outcomes***

Tourist satisfaction drives behaviors like returning or recommending destinations. Zhang et al. (2018) showed that memorable experiences link destination image to revisit intention. Improving the 5 A's also increases travel intention (David, 2023). Satisfaction predicts loyalty behaviors, including word-of-mouth and repeat visitation (Chen & Tsai, 2007; Lee et al., 2020), while emotional and experiential quality strengthens psychological and place attachments (Kim, 2018; Ramkissoon et al., 2013).

Key themes from the literature include: the essential role of service quality and amenities; the practical utility of the 5 A's in evaluating destination gaps (Var & Gunn, 2002); the importance of aligning expectations and experiences to enhance satisfaction and destination image (Tung & Ritchie, 2011); and the growing role of sustainability in attracting tourists (Pulido-Fernández et al., 2019). Together, these studies suggest the need for an integrated model linking service quality, the 5 A's, expectations, experiences, and environmental factors to explain revisit intentions. Future research should compare destinations, examine cultural differences, and employ both quantitative and qualitative methods to achieve a comprehensive understanding (Xu & Chan, 2016; Gao et al., 2022).

## ***2.5. Theoretical Framework***

The 5 A's of Tourism is a planning and evaluation framework that identifies the key elements necessary to create a satisfying and competitive destination. The 5 A's: Attraction, Accessibility, Accommodation, Amenities, and Activities, are widely used to assess tourism destinations. Each of the five components contributes to the overall tourist experience:

***Attractions.*** The natural, cultural, or man-made features that motivate tourists to visit (e.g., beaches, landscapes, heritage sites, festivals). Served as the core reason for travel.

***Accessibility.*** The ease of reaching the destination, including transportation systems, road conditions, signage, and communication networks. A critical factor in making attractions reachable and convenient.

***Accommodation.*** Lodging facilities such as hotels, resorts, guesthouses, or homestays. Provide rest and comfort, directly influencing tourists' satisfaction.

***Amenities.*** Supporting facilities and services that make a visit comfortable and enjoyable (restaurants, shops, medical facilities, banks). Add value to the destination and support longer stays.

***Activities.*** The experiences and engagements that tourists can participate in during their visit (hiking, diving, cultural workshops, guided tours). Enhance enjoyment and create memorable experiences.

David (2023) confirmed that the 5 A's strongly affect tourists' travel intentions, with accessibility and amenities standing out as key factors. De Jesus and Subido-Khalil (2023), in Bongabon, Nueva Ecija, also applied this model and found that while tourists were generally satisfied, limited accessibility reduced the overall experience. Velasquez et al. (2024) used the same framework in Cuyapo, Nueva Ecija, and recommended improvements in the 5 A's as a basis for local tourism development planning. Together, these studies show that the 5 A's provide useful insights for both researchers and tourism planners.

## **3. Methodology**

### ***3.1. Research Design***

The researcher used a Descriptive Correlational Research design for the study. According to Seeram (2019), correlational studies are non-experimental. They aim to predict and explain relationships between variables. This design allows researchers to find out how closely two or more variables are related by measuring them appropriately. Correlational

research identifies interacting variables and the nature of their interactions. This can help researchers make predictions. Additionally, a descriptive design will explain the relationships among variables.

### 3.2. Participants of the Study

The research took place in the Municipality of Dingalan, Province of Aurora, Philippines. The respondents were tourists aged 18 and older who had visited Dingalan at least once. Personal information will be collected from respondents to support the data gathering process. A purposive random sampling technique selected participants who met the study criteria. The sample size will be determined using the Raosoft calculator, a tool for finding the required number of respondents in survey research (McCrum-Gardner, 2010).

**Table 1**

*Demographic characteristics of the participants*

Demographics	Frequency	Percentage
<b>Age</b>		
18-24 years old	266	70
25-34 years old	94	24.7
35-44 years old	11	2.9
45-54 years old	4	1.1
55-64 years old	5	1.3
<b>Sex</b>		
Male	166	43.7
Female	214	56.3
<b>Civil Status</b>		
Single	339	89.2
Married	39	10.3
Widowed	1	0.3
Separated	1	0.3
<b>Monthly Income</b>		
10,000 and below	194	51.1
10,001-30,000	123	32.4
30,001-50,000	38	10
50,001-70,000	9	2.4
70,001 and above	16	4.2
<b>Total</b>	<b>380</b>	<b>100</b>

Table 1 shows how the respondents are distributed by age. Most respondents, 266 individuals or 70% of the total, are in the 18 to 24 age group. This suggests that the study mainly involved younger people, likely students or early-career professionals. The next group, aged 25 to 34, includes 94 respondents or 24.7%. This means a smaller, yet significant portion

of respondents are slightly older, possibly mid-level professionals or graduate students. The remaining age groups have noticeably fewer participants. There are 11 respondents (2.9%) aged 35 to 44, 4 respondents (1.1%) aged 45 to 54, and 5 respondents (1.3%) aged 55 to 64. This shows a sharp decline in participation among older age groups. Overall, out of 380 respondents, younger individuals largely represent the sample. This suggests that the findings of this study may better reflect the views and experiences of a younger demographic. A related study by Wahab et al. (2021), which looked at heritage tourism destinations in Kuala Lumpur, Istanbul, and Dubai, found that 31.17% of respondents were aged 18 to 24. Additionally, 45.89% were aged 25 to 34, which indicates that young adults make up a significant portion of tourist demographics in various contexts.

Of 380 tourists surveyed, 214 (56.3%) were female, while 166 (43.7%) were male, indicating a higher female participation in the satisfaction survey. This suggests that female tourists were either more actively engaged in tourism activities in the area or were more willing to participate in the research. From an analytical perspective, the greater number of female respondents may reflect broader travel behavior trends, where women are often more open to sharing feedback or taking part in surveys.

In terms of civil status, most respondents (89.2%) were single, only 10.3% were married, and an even smaller portion, 0.3% each, were widowed or separated. This indicates that the tourist population in this research study is predominantly composed of single individuals. This may imply that the destination or its offerings are particularly appealing to independent travelers, possibly due to the availability of adventure, social experiences, or solo-friendly activities. Consequently, the overall satisfaction results are likely shaped by the preferences and expectations of single tourists, who may prioritize aspects of travel that differ from those valued by married or family-oriented visitors.

The income distribution of the surveyed tourists shows that over half (51.1%) earn ₱10,000 or below, while 32.4% fall within the ₱10,001 to ₱30,000 range. Only 16.6% earn above ₱30,000, with just 4.2% reporting an income over ₱70,000. This indicates that the majority of tourists come from low- to middle-income brackets, highlighting the importance of budget-friendly travel options in shaping their experiences. Tourists within these income ranges are likely more price-sensitive and may base their satisfaction on affordability, accessibility, and value for money, such as inexpensive accommodations, discounted tours, and economical transport. Meanwhile, the smaller segment of high-income earners may prioritize

quality, comfort, and exclusivity, meaning their satisfaction could be tied to premium experiences. This contrast in income levels suggests the need for diverse tourism offerings to meet the expectations of different economic groups, ensuring that all visitors, regardless of income, can have a fulfilling and satisfactory travel experience.

### ***3.3. Instrumentation and Data Gathering Process***

Data were collected using a structured survey form. Part I of the survey contains a checklist of questions created by the researchers. Part II assesses tourist satisfaction based on the 5 A's of tourism: accommodation, attraction, accessibility, activities, and amenities, using a modified 4-point Likert scale: (4) Very satisfied, (3) Satisfied, (2) Not satisfied, and (1) Not satisfied at all.

The survey questionnaire underwent validation by the research adviser, who reviewed and improved the instrument based on the variables being studied, thus establishing content validity. A reliability test was conducted before actual data collection, yielding a Cronbach's alpha value of 0.93, indicating excellent internal consistency.

### ***3.4. Data Analysis***

The statistical tools used to determine the respondents' demographic profile were frequency and percentage. To evaluate how respondents assessed tourist satisfaction in Dingalan, Aurora, the study used mean, standard deviation, and ranking to describe the data. In addition, non-parametric tests were employed to determine significant differences in satisfaction levels when respondents were grouped according to their demographic profile. Specifically, the Mann–Whitney U test was used for variables with two groups (e.g., sex), while the Kruskal–Wallis H test was applied for variables with more than two groups (e.g., age, civil status, monthly income, and frequency of visits).

### ***3.5. Research Ethics***

The conduct of this study adhered to ethical research standards involving human participants. Prior approval was obtained from the appropriate institutional authorities before data collection. All participants were provided with detailed information about the purpose and procedures of the study and gave their informed consent prior to participation. Participation was entirely voluntary, and respondents were free to withdraw at any stage without any

consequence. The safety and welfare of all participants were prioritized, and strict measures were observed to maintain confidentiality and protect all personal and sensitive information gathered during the study.

## 4. Findings and Discussion

**Table 2**

*Participants' frequency of visits*

Frequency of visits	Frequency	Percentage
1-2 times	276	72.6
3-4 times	66	17.4
5 times or above	38	10
<b>Total</b>	<b>380</b>	<b>100.0</b>

Table 2 presents the respondents' frequency of visits. The data reveals that 72.6% of tourists have visited the destination 1–2 times, indicating that the majority are either first-time or occasional visitors. A smaller portion, 17.4%, has visited 3–4 times, while 10% are frequent visitors who have visited 5 or more times. This suggests that the destination has a strong appeal to new tourists, with a significant portion of visitors still exploring the area. For this group, their satisfaction is particularly important, as it can heavily influence whether they decide to return or recommend the destination to others.

Ensuring that these first-time or occasional visitors have positive experiences could contribute to higher retention rates and increased word-of-mouth recommendations, which are essential for sustained tourism growth.

**Table 3**

*Tourist attractions frequently visited*

Tourist Attractions Frequently Visited	Frequency	Rank
Tanawan Falls and View Deck	235	1
Mountain View (Batanes of the East)	199	2
Dingalan Light House / White Beach	197	3
Lamao Cave / Rock Formation	45	6
Laktas Falls / Abungan Falls	51	5
Dingalan Adventure Park	187	4

Table 3 shows the ranking of the tourist attractions frequently visited by tourists in Dingalan, Province of Aurora. Tanawan Falls and View Deck stand out as the most frequently visited attraction, drawing 235 tourists, making it the top destination in the area. Close behind are Mountain View (Batanes of the East) and Dingalan Lighthouse / White Beach, which also show high levels of tourist interest, suggesting they are likely contributing to high satisfaction. On the other hand, the least visited attractions, such as Laktas Falls / Abungan Falls and Lamao Cave / Rock Formation, may suffer from lower awareness, accessibility challenges, or a lesser perceived value.

The high visit frequency of Tanawan Falls and similar attractions often indicates that these sites offer memorable experiences, possibly due to scenic views, superior infrastructure, and easy access. However, this popularity could also lead to overcrowding, which, if not managed properly, might diminish visitor satisfaction through factors like long wait times, litter, or environmental degradation. To avoid this, managing visitor flow and developing less-visited sites can ensure a more balanced and satisfying experience. For attractions like Laktas Falls and Lamao Cave, there may be untapped potential, a lack of promotion, limited infrastructure, or insufficient amenities that could be holding them back. By improving marketing, signage, and tour packages, these spots could distribute tourist traffic more evenly and boost satisfaction. Furthermore, promoting these lesser-known attractions could encourage longer stays and diversify tourist experiences, leading to a more sustainable tourism model that benefits both visitors and the local economy.

**Table 4**

*Assessment of tourist satisfaction in Dingalan, Aurora using 5A's of tourism*

Indicators	Weighted Mean	Standard Deviation	Description
Activities	3.38	0.42	Strongly Agree
Accommodation	3.38	0.43	Strongly Agree
Attraction	3.5	0.33	Strongly Agree
Accessibility	3.25	0.45	Strongly Agree
Amenities	3.1	0.51	Agree

**Legend:** 3.25-4.00 Strongly Agree; 2.50-3.24 Agree; 1.75-2.49 Disagree; 1.00-1.74 Strongly Disagree

Table 4 presents the level of tourist satisfaction in Dingalan, Aurora. In terms of activities, the overall average weighted mean is 3.38, supported by a standard deviation of

0.42, showing consistent and generally favorable responses. These findings highlight that the activities in Dingalan, Aurora are a significant strength of the local tourism experience, contributing positively to tourist satisfaction. According to the study of Zhang et al. (2018), when a place's safety meets or beyond expectations, visitors are more inclined to come back, recommend it to others, and tell prospective travelers about their positive experience. On the other hand, in terms of accommodation services, with an average weighted mean of 3.38, supported by standard deviation of 0.43, and a verbal interpretation of "Strongly Agree," tourists are generally pleased with their lodging experiences. This strong performance implies that Dingalan's accommodation providers are effectively meeting tourist expectations, particularly in providing budget-friendly, clean, and comfortable lodging, an important factor considering most visitors fall within the low- to middle-income brackets. While all aspects were rated positively, the slight differences in mean scores suggest there is still room for improvement, especially in areas like check-in efficiency and room cleanliness. Overall, the accommodation sector in Dingalan contributes significantly to tourist satisfaction and plays a crucial role in encouraging repeat visits and positive word-of-mouth recommendations.

Similar to the study of Chawla and Sengupta (2017), attending to the guests' specific needs and problems, some additional facilities like pleasantly offering a room service, add to the satisfaction of the customer. The findings suggest that hotels can improve customer satisfaction and loyalty by focusing on both basic services and facilities and premium services. Basic services, such as cleanliness, comfort, safety, and affordability, are essential for a positive customer experience, while premium services can differentiate the hotel from competitors and create a memorable experience for the customer. The research study found that tourists' satisfaction is primarily driven by the availability of high-quality facilities and reasonably priced services.

The results also indicate a high level of tourist satisfaction with the attractions in Dingalan, Aurora, as reflected by the average weighted mean of 3.50, standard deviation of 0.33, which falls under the "Strongly Agree" category. Local tourism efforts are effectively maintaining the ecological integrity of Dingalan's natural sites, which is a critical factor in sustainable tourism development. These findings suggest that Dingalan's natural and scenic attractions are not only appealing but are also being responsibly managed. The consistently high satisfaction across all statements indicates that the attractions contribute significantly to the positive tourist experience and the destination's identity. Continued emphasis on

environmental protection, cleanliness, and innovative attraction development can further enhance the area's appeal and boost long-term visitor satisfaction. The environment and tourism interact, with the natural, cultural, historical, and social climate potential driving visitors' travel, and maintaining a clean and natural environment (Stefănica & Butnaru, 2015).

In terms of accessibility, the data generally show favorable level of tourist satisfaction, as shown by the average weighted mean of 3.25, supported by a standard deviation of 0.45 and interpreted as "Strongly Agree". These aspects indicate that the local tourism infrastructure provides a relatively smooth travel experience once tourists are in the area. However, road conditions and difficulty in finding the place suggest that while tourists are generally satisfied, there are notable challenges in initial access to the destination, likely due to infrastructure limitations or lack of clear entry routes. Improving road quality and enhancing navigational aids like maps, apps, or directional signage could significantly improve accessibility and overall satisfaction. Kusumawardhani (2022) asserts that accessibility plays a significant role in evaluating visitor satisfaction.

The level of tourist satisfaction with amenities shows a moderate level of satisfaction, with an average weighted mean of 3.10, standard deviation of 0.51 and a verbal interpretation of "Agree." Tourists generally appreciate the presence of essential facilities in the area, however, the overall satisfaction with amenities is lower compared to other tourism components. Several areas highlighted are internet connection and sufficient parking. These indicate that while some infrastructure is in place, modern conveniences and capacity are lacking, particularly in digital connectivity, a growing expectation among today's travelers. Focusing on upgrading and expanding amenities will not only meet the evolving needs of travelers but also help improve Dingalan's reputation as a well-equipped and tourist-friendly destination. Minh et al. (2023) emphasize the importance of travelers expressing their expectations within context, as it is key to understanding what they seek from a destination. This information can be leveraged by tourism stakeholders to develop effective management practices and marketing strategies.

Table 5 shows the differences in the satisfaction level according to the participants' demographics. Across the 5A's of Tourism, satisfaction levels by age showed only slight differences. Mean scores ranged from 2.88 to 3.74, with the highest rating among the 65-and-above group for Attractions ( $M = 3.74$ ) and the lowest in Amenities ( $M = 2.88$ ). The Kruskal-Wallis H values ranged from 0.089 to 0.208, with all p-values above 0.05 ( $p = 0.846$  for

Activities,  $p = 0.875$  for Accommodation,  $p = 0.337$  for Attractions,  $p = 1.000$  for Accessibility, and  $p = 0.437$  for Amenities). Since all  $p$ -values are greater than 0.05, the null hypothesis is accepted in all dimensions, indicating no significant difference in satisfaction across age groups. This indicates that Dingalan's tourism offerings appeal broadly across generations, with slightly higher appreciation for Attractions among older visitors.

**Table 5**

*Variation in the respondents' satisfaction level as classified according to their profile*

	Mean	Mean Rank	H value	p value	Decision
<b>AGE</b>					
<b>Activities</b>					
18-24	3.39	193.46			
25-34	3.34	182.55			
35-44	3.32	172.73	0.208	0.846	Accept
45-54	3.35	180.88			
65 and above	3.56	229.3			
<b>Accommodation</b>					
18-24	3.38	190.74			
25-34	3.37	192.06			
35-44	3.25	162.23	0.196	0.875	Accept
45-54	3.25	184.5			
65 and above	3.48	215.5			
<b>Attractions</b>					
18-24	3.48	190.58			
25-34	3.48	189.79			
35-44	3.41	165.82	0.089	0.337	Accept
45-54	3.42	167.13			
65 and above	3.74	272.7			
<b>Accessibility</b>					
18-24	3.24	190.72			
25-34	3.23	189.01			
35-44	3.27	196.64	0.179	1	Accept
45-54	3.25	177.13			
65 and above	3.24	203.9			
<b>Amenities</b>					
18-24	3.13	198.22			
25-34	3.02	173.14			
35-44	2.94	158.55	0.197	0.437	Accept
45-54	3.35	250.13			
65 and above	2.88	128.6			
<b>SEX</b>					
<b>Activities</b>					
Male	3.41	199	0.173	0.206	Accept
Female	3.35	183.9			
<b>Accommodation</b>					
Male	3.39	193.76	0.601	0.523	Accept
Female	4.36	187.97			
<b>Attractions</b>					
Male	3.48	190.92	0.948	0.977	Accept
Female	3.48	190.18			
<b>Accessibility</b>					

	Mean	Mean Rank	H value	p value	Decision
Male	3.31	206.09	0.13	0.115	Accept
Female	3.19	178.4			
<b>Amenities</b>					
Male	3.16	203.59	0.067**	0.04	Reject
Female	3.05	180.35			
<b>CIVIL STATUS</b>					
<b>Activities</b>					
Single	3.39	192.43	0.044	0.216	Accept
Married	3.25	155.5			
Widowed	3.6	339.5			
<b>Accommodation</b>					
Single	3.38	190.83	0.183	0.073	Accept
Married	3.31	169.37			
Widowed	3.67	337.5			
<b>Attractions</b>					
Single	3.48	188.42	0.312	0.417	Accept
Married	3.49	189.77			
Widowed	3.36	354			
<b>Accessibility</b>					
Single	3.25	191.39	0.099	0.125	Accept
Married	3.15	164.14			
Widowed	3.53	352			
<b>Amenities</b>					
Single	3.101	190.09	0.224	0.232	Accept
Married	3.03	175.38			
Widowed	3.33	352.5			
<b>Monthly Income</b>					
<b>Activities</b>					
10,000 And Below	3.41	199.63	0.208	0.954	Accept
10,001-30,000	3.35	183.92			
30,001-50,000	3.32	172.88			
50,001-70,000	3.36	181.39			
70,001 And Above	3.33	177.31			
<b>Accommodation</b>					
10,000 And Below	3.4	198.65	0.196	0.523	Accept
10,001-30,000	3.36	185.91			
30,001-50,000	3.32	169.12			
50,001-70,000	3.49	213.83			
70,001 And Above	3.26	164.63			
<b>Attractions</b>					
10,000 And Below	3.52	200.94	0.089	0.831	Accept
10,001-30,000	3.45	180.03			
30,001-50,000	3.45	179.38			
50,001-70,000	3.4	158.78			
70,001 And Above	3.49	188.66			
<b>Accessibility</b>					
10,000 And Below	3.27	199.95	0.179	0.925	Accept
10,001-30,000	3.22	181.91			
30,001-50,000	3.22	183.55			
50,001-70,000	3.24	180.94			
70,001 And Above	3.15	163.88			
<b>Amenities</b>					
10,000 and below	3.13	196.82	0.197	0.718	Accept
10,001-30,000	3.08	187.82			
30,001-50,000	3.11	191			
50,001-70,000	2.93	152.67			

	Mean	Mean Rank	H value	p value	Decision
70,001 and above	2.92	154.53			
<b>Frequency of Visits</b>					
<b>Activities</b>					
1-2 Times	3.38	191.63			
3-4 Times	3.37	191.69	0.208	0.911	Accept
5 Times And Above	3.35	180.22			
<b>Accommodation</b>					
1-2 Times	3.34	188.77			
3-4 Times	3.45	210.45	0.196	0.522	Accept
5 Times And Above	3.25	168.42			
<b>Attractions</b>					
1-2 Times	3.48	190.1			
3-4 Times	3.52	203.63	0.089	0.339	Accept
5 Times And Above	3.43	170.63			
<b>Accessibility</b>					
1-2 Times	3.24	188.78			
3-4 Times	3.28	200.45	0.179	0.76	Accept
5 Times And Above	3.22	185.67			
<b>Amenities</b>					
1-2 times	3.12	195.48	0.197	0.376	Accept

Male respondents had slightly higher mean scores than females in most dimensions, except in accommodation, where females rated higher ( $M = 4.36$  vs.  $3.39$  for males). Mann-Whitney U test results showed p-values above 0.05 ( $p = 0.206$  for Activities,  $p = 0.523$  for Accommodation,  $p = 0.977$  for Attractions,  $p = 0.115$  for Accessibility, and  $p = 0.040$  for Amenities). For Activities, Accommodation, Attractions, and Accessibility, p-values  $> 0.05$  led to the acceptance of the null hypothesis, showing no significant difference between male and female respondents. However, for Amenities, the p-value =  $0.040$  ( $< 0.05$ ) implies a rejection of the null hypothesis, indicating a significant difference in satisfaction. Males rated Amenities higher ( $M = 3.16$ ) than females ( $M = 3.05$ ), implying possible differences in expectations or preferences in facilities.

Mean scores were close across groups, with widowed respondents generally giving higher ratings in Activities ( $M = 3.60$ ) and Accommodation ( $M = 3.67$ ). Kruskal-Wallis results showed p-values  $> 0.05$  ( $p = 0.216$  for Activities,  $p = 0.073$  for Accommodation,  $p = 0.417$  for Attractions,  $p = 0.125$  for Accessibility, and  $p = 0.232$  for Amenities). Since all p-values are greater than 0.05, the null hypothesis is accepted for all dimensions, indicating no significant difference in satisfaction based on civil status. The slightly higher ratings among widowed respondents may reflect a stronger appreciation for leisure activities and comfortable accommodations.

Satisfaction levels remained consistent across income brackets. The highest Accommodation rating was among those earning ₱50,001–₱70,000 ( $M = 3.49$ ), while the lowest Amenities score came from the highest income group ( $M = 2.92$ ). All  $p$ -values exceeded 0.05 ( $p = 0.954$  for Activities,  $p = 0.523$  for Accommodation,  $p = 0.831$  for Attractions,  $p = 0.925$  for Accessibility, and  $p = 0.718$  for Amenities). With all  $p$ -values  $> 0.05$ , the null hypothesis is accepted for all tourism dimensions, indicating no significant difference in satisfaction based on income level. However, higher-income respondents rated Amenities slightly lower, suggesting expectations for more premium facilities.

Tourists visiting 3–4 times generally rated higher in Accommodation ( $M = 3.45$ ) and Attractions ( $M = 3.52$ ) than those visiting only 1–2 times or more than 5 times. All  $p$ -values exceeded 0.05 ( $p = 0.911$  for Activities,  $p = 0.522$  for Accommodation,  $p = 0.339$  for Attractions,  $p = 0.760$  for Accessibility, and  $p = 0.376$  for Amenities). Since all  $p$ -values  $> 0.05$ , the null hypothesis is accepted for all dimensions, meaning satisfaction levels do not significantly vary based on visit frequency. Slightly higher ratings among moderate repeat visitors may indicate that familiarity enhances enjoyment, while very frequent visits might lessen novelty.

## 5. Conclusion

The findings suggest that Dingalan attracts young, budget-conscious travelers and holds significant promise as a desirable tourist destination. Tanawan Falls ranks as the most visited destination in Dingalan, Aurora, due to its unique combination of natural beauty, accessibility, and diverse activities that appeal to a wide range of travelers, plus it is the gateway or the first attraction to be visited right after the Dingalan famous signage. To support sustainable and inclusive tourism in Dingalan Province of Aurora, it is important to focus on improving the 5 A's of Tourism: Attraction, Accommodation, Amenities, Activities, and Accessibility. These five areas are essential in creating a good experience for excursionists and tourists and helping destinations grow. Current issues like poor cleanliness, weak internet connection, lack of safety, and limited access for persons with disabilities (PWDs) need clear and practical solutions.

For Attractions, regular cleaning and maintenance may be done by the local tourism office or its LGU. Clean and well-maintained tourist sites make destinations more attractive

and enjoyable for excursionists and tourists. These efforts should be checked monthly and improved based on feedback from visitors.

For Accommodation, the hotels and resorts may follow strict cleaning and maintenance procedures. Weekly inspections are important to ensure rooms and other public areas are comfortable and meet high standards. Local tourism office and/or LGU can help by giving recognition to establishments that maintain quality service.

For Amenities, especially internet connectivity, local governments may work with telecom companies to improve service in tourist areas. This will help meet the needs of modern travelers and make their stay more convenient. Internet upgrades should be reviewed every quarter.

For Activities, tourist safety should be a top priority. Operators must provide safety equipment, clear signs, and well-trained tourist guides. These steps will help prevent accidents and build tourist confidence. Dingalan LGU and local providers should work together to apply these safety measures continuously.

For Accessibility, making destinations friendly for PWDs is a must. Installing ramps, handrails, and other accessible features should be done within six months. Staff must also be trained to assist PWDs properly. This will make tourism more inclusive and welcoming to everyone.

Improving the 5 A's of Tourism with clear plans and cooperation between Dingalan LGU, local tourism office, and the private sectors will lead to better tourist experiences, higher visitor numbers, and more benefits for local communities. These recommendations can guide future actions to strengthen Dingalan's tourism industry.

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This study was conducted in accordance with the ethical guidelines set by the Graduate School of Wesleyan University Philippines. The conduct of this study has been reviewed and approved by the Institutional Review Board of Wesleyan University Philippines, and the corresponding ethical clearance was granted before data collection.

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