Sociodemographic Segmentation of Satisfaction on Tourist Destinations in Digos City, Davao del Sur

Camille Zal-Ivy Adalid-Ayano [a] and Delia Ayano [b] *

[a] *Department of Business Administration Education, UM Digos College, Digos City, Davao del Sur, Philippines*
[b] *Professional Schools, University of Mindanao, Davao City, Philippines*

Abstract

This study explored the sociodemographic segmentation of satisfaction with tourist destinations in Digos City, Davao del Sur. Using a descriptive-comparative research design and random sampling technique, 390 tourists were surveyed to evaluate satisfaction across eight destination attributes: natural factors, cultural factors, recreation and shopping facilities, accessibility, infrastructure, reception, services, and cost/price. Results revealed an overall high level of satisfaction among tourists, indicating the appeal of Digos City's tourism offerings. Significant differences were identified in specific attributes when analyzed according to marital status, annual income, and educational level, while no significant differences were observed based on sex, age, or employment status. These findings provide valuable insights into the varying preferences and satisfaction levels of different tourist segments, offering critical inputs for developing targeted and inclusive tourism strategies in Digos City.

Keywords

INTRODUCTION

Tourism plays a pivotal role in the economic development of nations, acting as a significant driver of growth and employment generation. To harness its full potential, enhancing the competitiveness of destinations is critical, requiring collaboration among a multitude of stakeholders, both private and public (Luongo, Sepe & Del Gaudio, 2023; Nag & Mishra, 2023; Perkins, Khoo & Arcodia, 2022). Despite advancements in understanding the dynamics of destination competitiveness, scholars have highlighted persistent challenges, such as debates over the relevance of indicators, practical application of policies, and standardization of comparative data (Ivars-Baidal et al., 2023; Torres-Delgado et al., 2023; Vanhove, 2017). Moreover, tourism destination competitiveness has garnered increasing scholarly attention due to its fundamental importance in attracting and retaining visitors in a highly competitive global market.

The tourism industry has significantly expanded, driving economic activity globally and contributing to increased employment in both large and small communities. Despite its growth, the broader impacts of tourism on local communities, particularly in areas experiencing rapid expansion, remain underexplored, raising concerns about its effects on social and environmental dimensions. While most attention is focused on tourism's economic benefits, such as job creation and tax revenues, its influence extends far beyond these facets, affecting diverse aspects of community life. Communities that recognize these broader impacts have successfully integrated tourism into their development strategies, leveraging it for positive outcomes (Luštický & Štumpf, 2021). However, tourism's benefits are often constrained by varying community resources and conditions, necessitating careful planning to balance its potential impacts (Ali, 2023; Funduk, Biondić & Simonić, 2023). Local leaders and tourism stakeholders must adopt a proactive and sensitive approach, addressing challenges while ensuring that opportunities align with community welfare and sustainable development (Dangi & Petrick, 2021). This underscores the critical need for a comprehensive local tourism operations plan to maximize benefits, mitigate challenges, and enhance community resilience.

While the tourism sector has demonstrated robust growth, the ability of destinations to adapt to the evolving demands of travelers remains a pressing issue. Previous studies have underlined the importance of designing tourism plans that cater to specific target markets and offer distinctive tourism products and services (e.g., Danylyshyn et al., 2021; Hanafiah, Hasan & Mat Som, 2022; Melese & Belda, 2021; Torres-Delgado et al., 2023). Satisfaction of tourists is recognized as a key driver of destination competitiveness, encompassing elements such as affordability (Khairi & Darmawan, 2021; Tien et al., 2021; Vojtko et al., 2022), natural

and cultural attractions (Chan et al., 2022; Genc & Gulertekin-Genc, 2023; Libre, Manalo & Laksito, 2022), and accessible infrastructure (Rebelo, Patuleia & Dias, 2022; Tang et al., 2022; Torabi et al., 2022). However, despite substantial literature on the determinants of tourist satisfaction, much of the focus has been on generalized regional or national perspectives, leaving a gap in understanding how localized factors influence satisfaction and competitiveness, particularly in the context of provincial destinations in the Davao Region.

Locally, the case of Davao del Sur exemplifies this challenge. According to the Department of Tourism Region XI, the province accounted for only 1% of total tourist arrivals in the Davao region in 2016, underscoring its struggle to attract visitors despite its potential. Cities such as Digos, which prioritize tourism in their developmental agenda, boast beautiful attractions but face operational challenges in marketing and sustaining their competitiveness. Factors such as the lack of strategic promotion, limited infrastructure, and inadequate understanding of tourists' needs hinder their ability to maximize visitor satisfaction and, consequently, economic benefits. This suggests the necessity for data-driven insights into the operational hurdles impacting tourist destination promotions in Davao del Sur.

This study aims to address the identified gap by evaluating the satisfaction levels of tourists visiting destinations in Davao del Sur. By analyzing key satisfaction metrics and identifying the attributes that significantly influence visitor experiences, the research intends to offer actionable insights for improving tourism planning and destination promotion in the province. The findings will serve as a basis for developing targeted strategies to enhance the competitiveness of local destinations, aligning with regional and national tourism goals.

Research Objective

This study aimed to determine tourists' destination satisfaction in Digos City, Davao del Sur, Philippines and utilize the findings as inputs for a tourism development plan. Specifically, it sought to assess the level of tourists' satisfaction across several dimensions, including natural factors, cultural factors, recreation and shopping facilities, infrastructure, accessibility, reception, services, and cost/price. Additionally, the study aimed to ascertain whether significant differences in destination satisfaction exist when analyzed according to tourists' demographic profiles, such as sex, age, marital status, annual income, employment status, and educational level. Ultimately, the study intended to formulate actionable inputs for a tourism development plan based on the findings, thereby contributing to the enhancement of Digos City's tourism sector.

METHODS

Research Design

This study employed a descriptive-comparative design of research, since it involves two or more variables, and creates a formal procedure to compare and conclude that one is better than the other if significant difference exists (Paler-Calmorin & Calmorin, 2007). The research design is appropriate for this study for it intends to determine the level of tourists' destination satisfaction of Digos City and a comparison on tourist destination satisfaction when analyzed according to tourists' sex, age, marital status, annual income, employment status and educational level.

Population and Sample

The study surveyed 390 tourists visiting Digos City, excluding individuals residing within the area of study, those under 18 years old, refugees or prisoners, individuals unable to provide informed consent, and those with health, mental, or behavioral disorders. The survey was conducted within a defined geographical setting, and respondents were selected randomly based on their willingness to participate after being informed of the study's purpose. The final sample size was determined using simple random sampling techniques.

Regarding respondent demographics, 53.6% were female, and 46.4% were male. The largest age group comprised tourists aged 24 to 29 years (27.2%), followed by those aged 18 to 23 years (22.1%). Smaller proportions fell into other age groups: 30 to 34 years (13.1%), 40 to 44 years (11.5%), 35 to 39 years (8.5%), and 45 to 49 years (7.4%). Less frequent age ranges included 50 to 54 years (4.4%), 60 to 64 years (2.6%), 55 to 59 years (1.8%), and 65 years and above (1.5%). On marital status, the majority (57.2%) were single. In terms of annual income, 72.1% earned less than Php 250,000 per annum. Employment status revealed that 49.7% were employed, 23.3% were students, another 23.3% were self-employed, and 3.6% were retired. Educational attainment showed that most tourists (35.6%) were at the tertiary level.

Instruments

A questionnaire from a previous study was utilized in this study to serve as a tool in determining tourists' destination satisfaction. To assess tourists' perceived importance of destination attributes an adopted questionnaire of Shahrivar (2012) was utilized. It was modified to suit the context of the study and was presented to the panel of experts for validation. The first part, however, ascertained the tourists' sex, age, marital status, annual income, employment status and educational level and the second part measured the level of tourists' destination satisfaction. In this study, a five-point Likert-type scale was used, with 1

as "strongly disagree" while 5 representing "strongly agree". Meanwhile, the mean ranges below were used to determine the level of tourism destination satisfaction:

Range of Means	Descriptive Equivalent	Interpretation
4.20 – 5.00	very high	The respondent is highly satisfied with the measure described in the item.
3.40 – 4.19	high	The respondent is satisfied with the measure described in the item.
2.60 – 3.39	moderate	The respondent is indifferent with the measure described in the item.
1.80 – 2.59	low	The respondent is dissatisfied with the measure described in the item.
1.00 – 1.79	very low	The respondent is very dissatisfied with the measure described in the item.

The first draft of the research was submitted to the research adviser for comments and recommendations to improve its presentation with the corrections to be integrated. The final copies were submitted to panel of experts for refinement. The final version was made by incorporating the corrections, comments and suggestions given by the expert validators before the gathering of data. The overall mean rating of the instrument is 3.97, which is a very good rating point. Furthermore, this instrument was put to a pilot test with 30 tourists as respondents to ensure its validity and reliability. The results indicated that all indicators passed the reliability test by Cronbach's α: natural factors (α=0.800) cultural factors (α=0.823), recreation and shopping facilities (α=0.863), accessibility (α=0.680), infrastructure (α=0.702), reception (α=0.834), services (α=0.833), and cost (α=0.754).

Data Collection

The data collection process adhered to ethical standards and rigorous procedures, beginning with securing necessary approvals. After obtaining clearance from the University of Mindanao Ethics Review Committee (UMERC) and the endorsement of the panel members, formal permission to conduct the study was sought from the Dean of the Professional Schools at the University of Mindanao. Letters were subsequently forwarded to the managers and proprietors of several tourist attractions in Digos City to request their participation and cooperation. Upon receiving their approval, survey schedules were coordinated and finalized with the respective establishments.

During the survey, respondents were thoroughly briefed on the purpose and scope of the study. The researcher ensured that participants understood the objectives and provided clear explanations for all survey items to promote accurate and reliable responses. Survey

questionnaires were distributed, allowing respondents 15 to 20 minutes to complete them, after which they were immediately collected to maintain response integrity.

Following the retrieval of completed questionnaires, the data were systematically organized and encoded for analysis using appropriate statistical tools. The analyzed results served as the basis for drawing conclusions and formulating recommendations. These findings were further utilized to develop actionable inputs for a tourism development plan aimed at enhancing the offerings and competitiveness of tourist destinations in Digos City.

Statistical Tools

To ensure a robust and nuanced analysis of the data, several statistical tools were employed to address the study's objectives effectively. The weighted mean was utilized to assess the level of tourists' destination satisfaction across various dimensions, providing a comprehensive measure of central tendency reflective of the respondents' perceptions. To analyze differences in destination satisfaction based on demographic characteristics, an independent-sample t-test was conducted to examine variations by tourists' sex, allowing for a comparison of satisfaction levels between male and female respondents.

For other demographic variables, such as age, marital status, annual income, employment status, and educational level, a one-way analysis of variance (ANOVA) was applied to determine whether significant differences existed among groups. Where ANOVA indicated significant variations, Scheffe's test of multiple comparisons was employed as a post hoc analysis to identify specific groups with significantly higher or lower mean scores relative to others. These statistical treatments collectively ensured a detailed and reliable examination of the factors influencing tourists' destination satisfaction, facilitating the identification of actionable insights.

RESULTS AND DISCUSSION

Level of Tourist Destination Satisfaction Attributes of Digos City

Table 1 presents the level of tourist satisfaction across various attributes of tourism in Digos City, encompassing natural factors, cultural factors, recreation and shopping facilities, accessibility, infrastructure, reception, services, and cost/price. The overall satisfaction level, with a mean score of 3.95 (SD = 0.56), is interpreted as "high," indicating that tourists generally hold favorable perceptions of the city's tourism attributes. This overall high level of satisfaction underscores the positive reception of Digos City's offerings among visitors. Among the eight tourism attributes, natural factors (M = 4.04, SD = 0.50), reception (M =

Table 1: *Level of tourist satisfaction on tourism attributes in Digos City*

Variables	Mean	SD	Descriptive Level
natural factors	4.04	0.50	high
cultural factors	3.94	0.45	high
recreation and shopping facilities	3.84	0.61	high
accessibility	3.93	0.64	high
infrastructure	3.86	0.72	high
reception	4.04	0.51	high
services	3.98	0.48	high
cost/price	4.00	0.61	high
Overall	**3.95**	**0.56**	**high**

4.04, SD = 0.51), and cost/price (M = 4.00, SD = 0.61) received the highest satisfaction ratings. These findings highlight the city's natural attractions, welcoming reception by locals, and affordability as key strengths in enhancing tourists' experiences. Such attributes are integral to creating a competitive tourism profile, particularly in attracting both local and international visitors. These results align with Arif et al. (2022), Eusébio et al. (2022), Trelohan, François-Lecompte and Gentric (2022) and Lanfranchi et al. (2014), whose studies emphasize the importance of nature-based attractions and environmental preservation for tourism success. Similarly, high ratings in cultural factors reflect tourists' satisfaction with the city's rich heritage, artistic elements, and respect for cultural diversity, supporting the assertion of Martínez-Pérez et al. (2019) that cultural tourism is a key driver of global tourism growth.

Conversely, the attribute with the lowest mean score, although still within the "High" category, is recreation and shopping facilities (M = 3.84, SD = 0.61). This result suggests an area for potential improvement to better meet the recreational and retail expectations of tourists. Similarly, attributes such as accessibility (M = 3.93, SD = 0.64) and infrastructure (M = 3.86, SD = 0.72), while rated positively, indicate opportunities for further development to optimize the overall tourist experience. These findings present an opportunity for improvement to further enhance the visitor experience, echoing concerns raised by Wang and Hao (2023) regarding the integration of recreational offerings with tourism sustainability. Meanwhile, accessibility, infrastructure, services, and cost/price also contributed significantly to tourist satisfaction. Tourists noted the convenience of interconnected attractions, round-the-clock infrastructure services, and the availability of essential amenities such as banking, security, and medical support. These findings resonate with Dalimunthe et al. (2020) and Gillovic and McIntosh (2020), highlighting the critical role of accessibility and infrastructure in sustainable tourism development. Lastly, the high ratings in services and cost/price affirm the importance of well-maintained facilities and reasonable costs, consistent with the

propositions of Bhuiyan and Darda (2020) and Zulkifli (2023). Collectively, these results emphasize the need for a strategic focus on strengthening weaker attributes, such as recreation, while maintaining the city's strengths to ensure sustained tourist satisfaction and competitiveness.

Significant Differences on Tourist Destination Satisfaction Attributes of Digos City

Succeeding tables present results of the tests which showed significant differences on the tourist destination satisfaction attributes in Digos City when grouped according to tourists' demographic profile.

The results presented in Table 2 indicate that there are no statistically significant differences between male and female tourists in their satisfaction with the various destination attributes of Digos City. Across all eight attributes analyzed—natural factors, cultural factors, recreation and shopping facilities, accessibility, infrastructure, reception, services, and cost/price—the t-ratios yielded p-values greater than 0.05, supporting the non-rejection of the null hypothesis. For example, in the dimension of natural factors, the mean scores of males (M = 4.07) and females (M = 4.02) resulted in a t-ratio of 1.014 and a p-value of 0.311. Similarly, for cultural factors, the mean scores of males (M = 3.96) and females (M = 3.92) produced a t-ratio of 0.939 and a p-value of 0.348. These results suggest that both male and female tourists share comparable levels of satisfaction regarding these attributes.

Table 2. *Significant differences on the tourist destination satisfaction attributes in Digos City when analyzed according to tourists' sex*

Dimensions	Groups		t	*p*-value
	Male	Female		
natural factors	4.07	4.02	1.014	0.311
cultural factors	3.96	3.92	0.939	0.348
recreation and shopping facilities	3.87	3.80	1.110	0.268
accessibility	3.93	3.93	-0.117	0.907
infrastructure	3.87	3.85	0.286	0.775
reception	4.05	4.02	0.486	0.627
services	3.96	4.00	-0.752	0.451
cost/price	4.05	3.96	1.402	0.162

In addition, the dimensions of accessibility and infrastructure also showed no significant gender differences, with t-ratios of -0.117 (p = 0.907) and 0.286 (p = 0.775), respectively. Likewise, the attributes of reception, services, and cost/price yielded non-significant results, as exemplified by cost/price, where males (M = 4.05) and females (M = 3.96) had a t-ratio of 1.402 and a p-value of 0.162. These findings collectively highlight that male and female tourists evaluate the destination attributes of Digos City in a similar manner, emphasizing a uniformly positive perception of the city's tourism offerings. This uniformity

suggests that tourism development initiatives should focus on maintaining overall satisfaction levels rather than tailoring improvements based on gender differences.

Moreover, the results presented in Table 3 indicate that there are no statistically significant differences in tourist destination satisfaction across various age groups for any of the eight dimensions analyzed. Using one-way analysis of variance (ANOVA), the mean satisfaction scores for age groups ranging from 18 to 23 years to 65 years and above were found to yield F-values with non-significant p-values exceeding the 0.05 level of significance. For example, in the dimension of natural factors, the F-value was 1.486 with a p-value of 0.151, indicating no significant difference among the age groups. Similarly, cultural factors resulted in an F-value of 0.760 and a p-value of 0.653, further supporting the lack of significant differences across the age categories.

The lack of significant differences in satisfaction levels suggests that tourists of different age brackets generally share similar perceptions of the attributes of Digos City's tourist destinations. This uniformity extends to recreation and shopping facilities (F = 1.132, p = 0.339), accessibility (F = 1.347, p = 0.211), infrastructure (F = 1.657, p = 0.098), reception (F = 1.015, p = 0.428), services (F = 1.582, p = 0.119), and cost/price (F = 1.079, p = 0.377). These findings emphasize that the satisfaction levels across age groups are consistent, reinforcing the inclusivity of Digos City's tourist offerings for visitors across a wide demographic range.

A one-way analysis of variance (ANOVA) was conducted to evaluate whether the attributes of tourist destination satisfaction significantly differ among tourists with varying marital statuses. As presented in Table 4, significant differences were observed in four attributes: recreation and shopping facilities, accessibility, reception, and cost/price, indicating that marital status plays a role in shaping tourists' satisfaction in these dimensions. For recreation and shopping facilities, single tourists reported a mean satisfaction score of 3.76, which was significantly lower than the scores of married (mean = 3.98) and widow(er) tourists (mean = 3.93). The F-value of 4.548 (p = 0.011) confirms the rejection of the null hypothesis for this dimension. Similarly, in terms of accessibility, single tourists also reported a lower mean score of 3.85 compared to married tourists (mean = 4.16) and widow(er) tourists (mean = 4.01), with an F-value of 5.376 (p = 0.005), further affirming the presence of significant differences.

In the dimension of reception, married tourists demonstrated the highest satisfaction (mean = 4.24) compared to single tourists (mean = 3.99) and widow(er) tourists (mean = 4.06). The F-value of 3.785 (p = 0.024) confirms that marital status significantly affects satisfaction levels in this dimension. Lastly, for cost/price, single tourists rated their

Table 3. *Significant Differences on the tourist destination satisfaction attributes in Digos City when analyzed according to tourists' age*

Attributes	18 to 23 years	24 to 29 years	30 to 34 years	35 to 39 years	40 to 44 years	45 to 49 years	50 to 54 years	55 to 59 years	60 to 64 years	65 and above	F	p	Significant Pairs
natural factors	4.04	4.08	4.02	4.12	3.92	4.11	4.11	4.10	4.50	4.13	1.486	0.151	-
cultural factors	3.95	3.92	3.87	3.93	3.99	3.96	4.03	3.91	4.06	4.03	0.760	0.653	-
recreation and shopping facilities	3.79	3.73	3.83	3.80	3.97	4.01	4.07	4.10	3.57	3.92	1.132	0.339	-
accessibility	3.88	3.85	3.93	3.98	4.00	4.03	4.05	4.07	4.15	4.08	1.347	0.211	-
infrastructure	3.86	3.79	3.78	3.90	4.03	4.06	4.07	4.10	4.25	4.05	1.657	0.098	-
reception	4.03	3.93	3.93	4.07	4.05	4.04	4.06	4.08	4.21	4.04	1.015	0.428	-
services	3.96	3.96	3.98	4.00	4.02	4.00	4.11	4.11	4.20	4.08	1.582	0.119	-
cost/price	3.98	3.90	3.88	4.18	4.00	4.11	4.14	4.08	4.20	4.02	1.079	0.377	-

Table 4. *Significant differences in tourist satisfaction by marital status*

Attributes	Single[1]	Married[2]	Widow(er)[3]	F	p	Significant Pairs
natural factors	4.00	4.21	4.07	2.953	0.053	-
cultural factors	3.92	4.04	3.95	1.181	0.308	-
recreation and shopping facilities	3.76	3.98	3.93	4.548	0.011	1 and 3
accessibility	3.85	4.16	4.01	5.376	0.005	1 and 2
infrastructure	3.80	3.97	3.93	1.919	0.148	-
reception	3.99	4.24	4.06	3.785	0.024	1 and 2
services	3.96	4.11	3.97	1.515	0.221	-
cost/price	3.92	4.11	4.11	4.908	0.008	1 and 3

satisfaction lower (mean = 3.92) compared to married and widow(er) tourists (mean = 4.11 for both groups), with an F-value of 4.908 (p = 0.008), signifying significant differences. These findings highlight the nuanced impact of marital status on tourists' perceptions of specific attributes of destination satisfaction in Digos City, while no significant differences were noted in other dimensions such as natural factors, cultural factors, infrastructure, and services.

A one-way analysis of variance (ANOVA) was conducted to test whether the dimensions of tourist destination satisfaction attributes significantly differ among tourists with varying annual incomes. As presented in Table 5, four dimensions—natural factors, accessibility, infrastructure, and cost/price—exhibited statistically significant differences, with F-values accompanied by p-values below the 0.05 threshold. These results suggest that tourists' annual income influences their satisfaction levels concerning these specific attributes.

Table 5. *Significant differences on tourist destination satisfaction attributes by income*

Attribute	Less than Php 250,000[1]	Php 250,000 to Php 400,000[2]	Php 400,000 to Php 800,000[3]	Above Php 800,000[4]	F	p	Significant Pairs
natural factors	4.02	4.03	4.36	4.02	3.795	0.011	1 and 3
cultural factors	3.94	3.93	4.04	3.92	0.097	0.962	-
recreation and shopping facilities	3.86	3.90	3.91	3.33	2.356	0.071	-
accessibility	3.91	3.89	4.29	3.89	2.999	0.031	1 and 3
infrastructure	3.82	3.87	4.33	3.61	4.440	0.004	1 and 3 2 and 3
reception	4.02	4.04	4.12	4.06	0.223	0.881	-
services	3.99	3.94	4.05	3.95	1.242	0.294	-
cost/price	3.99	4.01	4.28	3.59	3.300	0.020	3 and 4

For natural factors, tourists earning less than Php 250,000, Php 250,000 to Php 400,000, Php 400,000 to Php 800,000, and above Php 800,000 reported mean scores of 4.02, 4.03, 4.36, and 4.02, respectively, yielding an F-value of 3.795 (p = 0.011). This indicates that tourists in the Php 400,000 to Php 800,000 bracket rated natural factors significantly higher compared to the other groups. Similarly, for accessibility, tourists across income groups provided mean scores ranging from 3.89 to 4.29, with an F-value of 2.999 (p = 0.031), demonstrating significant differences particularly among lower and mid-income earners. Infrastructure was another dimension with significant variation, where tourists earning Php 400,000 to Php 800,000 reported the highest mean score of 4.33, resulting in an F-value of 4.440 (p = 0.004). Finally, cost/price showed significant differences, with tourists earning Php 400,000 to Php 800,000 again giving the highest rating (mean = 4.28), yielding an F-value of 3.300 (p = 0.020). These results underscore the varying levels of satisfaction with Digos City's tourism attributes based on annual income, reflecting different expectations and experiences across

income brackets.

A one-way ANOVA was performed to examine whether the dimensions of tourist destination satisfaction attributes significantly differed across employment groups, namely employed, self-employed, retired, and students. As shown in Table 6, most dimensions yielded non-significant results, suggesting that tourists' levels of satisfaction across the various destination attributes do not significantly differ based on their employment group. For instance, the mean scores for natural factors were 3.99 (employed), 4.07 (self-employed), 4.19 (retired), and 4.10 (students), with an F-value of 1.570 and a p-value of 0.196, which is higher than the 0.05 significance level. Similarly, other attributes like cultural factors, recreation and shopping facilities, accessibility, infrastructure, reception, and cost/price showed non-significant differences, confirming the null hypothesis for these dimensions.

Table 6: *Significant differences on tourist destination satisfaction attributes when analyzed according to tourists' employment group*

Attribute	Employed	Self-Employed	Retired	Student	F	p	Significant Pairs
natural factors	3.99	4.07	4.19	4.10	1.570	0.196	-
cultural factors	3.93	3.91	4.06	3.98	0.717	0.543	-
recreation and shopping facilities	3.83	3.92	3.95	3.75	1.374	0.250	-
accessibility	3.92	4.00	3.89	3.90	0.503	0.680	-
infrastructure	3.82	4.00	3.93	3.79	1.690	0.169	-
reception	3.99	4.05	4.16	4.12	1.685	0.170	-
services	3.91	4.05	3.90	4.07	3.565	0.014*	-
cost/price	3.99	4.07	3.90	3.97	0.568	0.636	-

However, a notable exception was observed in the services dimension, which showed significant differences among employment groups. The mean scores for this dimension were 3.91 (employed), 4.05 (self-employed), 3.90 (retired), and 4.07 (students), with an F-value of 3.565 and a p-value of 0.014, indicating statistical significance. This suggests that the employment status of tourists may influence their satisfaction with services in Digos City. While most attributes reflected consistency in satisfaction across employment groups, the significant result for services highlights the nuanced ways in which employment status may affect tourists' perceptions and experiences in the destination.

Finally, a one-way ANOVA was conducted to determine whether the dimensions of tourist destination satisfaction attributes significantly differed among tourists with varying levels of educational attainment (primary, secondary, tertiary, graduate school, and postgraduate). As shown in Table 7, significant differences were observed only in the

Table 7. *Significant differences on tourist destination satisfaction attributes when analyzed according to tourists' educational level*

Attribute	Primary	Secondary	Tertiary	Graduate	Postgraduate	F-value	p-value	Significant Pairs
natural factors	3.88	3.95	4.08	4.11	4.04	1.751	0.138	-
cultural factors	3.92	3.88	3.99	3.96	3.93	0.944	0.439	-
recreation and shopping facilities	3.88	3.79	3.85	3.90	3.74	0.657	0.622	-
accessibility	3.94	3.84	3.93	4.01	3.98	0.969	0.424	-
infrastructure	3.75	3.85	3.81	3.94	3.88	0.510	0.728	-
reception	4.19	3.88	4.12	4.10	4.02	4.362	0.002**	2 and 3 3 and 4
services	3.93	3.91	4.08	3.93	3.94	2.595	0.036*	-
cost/price	4.29	4.05	3.95	4.02	3.91	1.089	0.361	-

reception and services dimensions, while other attributes such as natural factors, cultural factors, recreation and shopping facilities, accessibility, infrastructure, and cost/price yielded no significant differences across educational groups. For example, the mean scores for natural factors ranged from 3.88 (primary) to 4.11 (graduate school), with an F-value of 1.751 and a p-value of 0.138, indicating no significant differences. Similarly, cultural factors (F-value = 0.944, p = 0.439) and recreation and shopping facilities (F-value = 0.657, p = 0.622) showed consistent satisfaction levels among tourists regardless of their educational background. These findings suggest that educational attainment does not significantly influence satisfaction in these attributes.

However, the reception dimension exhibited significant differences among the groups, with mean scores ranging from 3.88 (secondary) to 4.19 (primary), an F-value of 4.362, and a p-value of 0.002. Post-hoc analysis revealed that secondary-level tourists rated this dimension significantly lower than those with tertiary and graduate-level education. This indicates that perceptions of reception, such as the hospitality and helpfulness of local residents and information services, may vary based on educational background. Similarly, the services dimension also showed significant differences, with mean scores ranging from 3.91 (secondary) to 4.08 (tertiary), an F-value of 2.595, and a p-value of 0.036. These differences suggest that expectations for service-related factors, such as security, accessibility to medical services, and infrastructure reliability, may be influenced by the educational background of tourists. Overall, the findings emphasize the importance of tailoring tourism strategies to address varying perceptions of reception and services across different educational groups.

The findings reveal a consistent pattern in tourist satisfaction across several demographic groups, suggesting that satisfaction with various destination attributes is largely

uniform, irrespective of differences in sex, age, marital status, income level, employment, or educational background. This broad consistency aligns with studies (e.g., Deng & Liu, 2021; Fang et al., 2021; Qi et al., 2022; Reisinger, Michael & Hayes, 2019) emphasizing the universal appeal of core tourism attributes such as natural beauty, cultural significance, and infrastructure reliability, which tend to transcend demographic differences. For instance, attributes like natural factors, cultural factors, and accessibility often receive similar evaluations among diverse groups of tourists, highlighting the inclusive appeal of these elements in creating a universally satisfying tourism experience (Pisoni et al., 2021). These results support the notion that Digos City's tourist destinations cater effectively to a wide range of visitors, reflecting the general inclusivity of its tourism offerings.

However, certain demographic factors introduce nuanced variations in satisfaction with specific attributes, revealing opportunities for targeted improvements. For example, differences in satisfaction based on marital status suggest that individual life stages influence preferences, with single tourists often prioritizing recreational facilities and married tourists placing greater emphasis on affordability and reception (Bhadra, 2020; Dahanayake, Wanninayake & Ranasinghe, 2023; Leyla, 2021). Similarly, variations in satisfaction by income level highlight the role of economic capacity in shaping tourists' experiences, particularly in attributes like cost/price and infrastructure, where affordability and accessibility become key concerns (Rasoolimanesh et al., 2023). Educational background also plays a role in shaping perceptions of certain attributes, such as reception, which may reflect differing expectations tied to exposure and cultural awareness (Ghorbanzadeh et al., 2022; Li & Chan, 2020; Stylidis, Woosnam & Tasci, 2022). These findings align with broader tourism research that highlights the interplay of demographic factors in shaping destination satisfaction, reinforcing the importance of tailoring tourism strategies to meet the diverse needs of visitors while maintaining the inclusive appeal of the destination.

CONCLUSION

The study employed an eight-dimension framework to measure tourists' satisfaction with destination attributes, providing a comprehensive evaluation of Digos City's tourism offerings. Overall, tourists expressed high levels of satisfaction across all dimensions, with notable strengths in natural factors, such as scenic spots and favorable climate, and reception, which reflects the hospitality and congeniality of the local host community. These results underscore the city's ability to deliver a generally positive and inclusive tourism experience.

While satisfaction levels were largely uniform across demographic groups such as sex,

age, and employment status, the study identified significant differences in specific dimensions based on marital status, annual income, and educational background. For instance, marital status influenced satisfaction with recreation and shopping facilities, accessibility, reception, and cost/price. Similarly, income levels were associated with variations in accessibility, infrastructure, and cost/price, reflecting the economic capacity of tourists. Furthermore, educational background influenced perceptions of reception, indicating nuanced differences in expectations tied to tourists' educational attainment. Finally, the study highlights the importance of both maintaining broad-based inclusivity and addressing specific needs to enhance the satisfaction of diverse tourist segments.

REFERENCES

Ali, A. (2023). Estimating the recreational value of mountain tourism to shape sustainable development in Gilgit-Baltistan, Pakistan. *Journal of Cleaner Production, 426*, 138990.

Arif, M., Behzad, H. M., Tahir, M., & Changxiao, L. (2022). Nature-based tourism influences ecosystem functioning along waterways: Implications for conservation and management. *Science of the Total Environment, 842*, 156935.

Bhadra, D. K. (2020). Analysis of factors influencing the growing motivation of Asian youths for adventure tourism. In *Tourism product development in China, Asian and European countries* (pp. 63–92).

Bhuiyan, M. A. H., & Darda, M. A. (2020). Tourists' satisfaction on heritage sites of Dhaka city in Bangladesh. *International Journal of Culture, Tourism and Hospitality Research, 14*(1), 34–43.

Chan, W. C., Wan Ibrahim, W. H., Lo, M. C., Mohamad, A. A., Ramayah, T., & Chin, C. H. (2022). Controllable drivers that influence tourists' satisfaction and revisit intention to Semenggoh Nature Reserve: The moderating impact of destination image. *Journal of Ecotourism, 21*(2), 147–165.

Dahanayake, S., Wanninayake, B., & Ranasinghe, R. (2023). Unveiling the essence: Constructs of memorable wellness tourism experiences. *Tourism and Hospitality Research*.

Dalimunthe, D. Y., Valeriani, D., Hartini, F., & Wardhani, R. S. (2020). The readiness of supporting infrastructure for tourism destination in achieving sustainable tourism development: Kesiapan infrastruktur pendukung pada destinasi wisata dalam mewujudkan sustainable tourism development. *Society, 8*(1), 217–233.

Dangi, T. B., & Petrick, J. F. (2021). Augmenting the role of tourism governance in addressing destination justice, ethics, and equity for sustainable community-based tourism.

Tourism and Hospitality, 2(1), 15–42.

Danylyshyn, B., Olshanska, O., Zabaldina, Y., Mazurets, R., Khlopiak, S., & Pivnova, L. (2021). Designing a marketing strategy for the development of industrial tourism in the region. *Journal of Optimization in Industrial Engineering, 14*(Special Issue), 1–8.

Deng, N., & Liu, J. (2021). Where did you take those photos? Tourists' preference clustering based on facial and background recognition. *Journal of Destination Marketing & Management, 21*, 100632.

Eusébio, C., Carneiro, M. J., Rodrigues, V., Robaina, M., Madaleno, M., Gama, C., ... & Monteiro, A. (2022). Factors influencing the relevance of air quality in the attractiveness of a tourism destination: Differences between nature-based and urban destinations. *Tourism Management Perspectives, 44*, 101045.

Fang, R., Zhang, J., Xiong, K., Woo, K. S., & Zhang, N. (2021). Influencing factors of residents' perception of responsibilities for heritage conservation in world heritage buffer zone: A case study of Libo Karst. *Sustainability, 13*(18), 10233.

Funduk, M., Biondić, I., & Simonić, A. L. (2023). Revitalizing rural tourism: A Croatian case study in sustainable practices. *Sustainability, 16*(1), 31.

Genc, V., & Gulertekin-Genc, S. (2023). The effect of perceived authenticity in cultural heritage sites on tourist satisfaction: The moderating role of aesthetic experience. *Journal of Hospitality and Tourism Insights, 6*(2), 530–548.

Ghorbanzadeh, D., Shabbir, M. S., Mahmood, A., & Kazemi, E. (2021). Investigating the role of experience quality in predicting destination image, perceived value, satisfaction, and behavioural intentions: A case of war tourism. *Current Issues in Tourism, 24*(21), 3090–3106.

Gillovic, B., & McIntosh, A. (2020). Accessibility and inclusive tourism development: Current state and future agenda. *Sustainability, 12*(22), 9722.

Hanafiah, M. H., Hasan, M. R., & Mat Som, A. P. (2022). Managing modern Muslim travellers: Emerging trends and issues for Islamic tourism destinations. *Tourism and Hospitality, 3*(4), 908–918.

Ivars-Baidal, J. A., Vera-Rebollo, J. F., Perles-Ribes, J., Femenia-Serra, F., & Celdrán-Bernabeu, M. A. (2023). Sustainable tourism indicators: What's new within the smart city/destination approach? *Journal of Sustainable Tourism, 31*(7), 1556–1582.

Khairi, M., & Darmawan, D. (2021). The relationship between destination attractiveness, location, tourism facilities, and revisit intentions. *Journal of Marketing and Business Research (MARK), 1*(1), 39–50.

Leyla, N. (2021). A comparative study of pre-and post-visit destination image variations of

Jeju among foreign residents in South Korea (Doctoral dissertation, Graduate School of Jeju National University).

Li, T. E., & Chan, E. T. H. (2020). Diaspora tourism and well-being over life-courses. *Annals of Tourism Research, 82*, 102917.

Libre, A., Manalo, A., & Laksito, G. S. (2022). Factors influencing Philippine tourists' revisit intention: The role and effect of destination image, tourist experience, perceived value, and tourist satisfaction. *International Journal of Quantitative Research and Modeling, 3*(1), 1–12.

Luongo, S., Sepe, F., & Del Gaudio, G. (2023). Regional innovation systems in tourism: The role of collaboration and competition. *Journal of Open Innovation: Technology, Market, and Complexity, 9*(4), 100148.

Luštický, M., & Štumpf, P. (2021). Leverage points of tourism destination competitiveness dynamics. *Tourism Management Perspectives, 38*, 100792.

Martínez-Pérez, Á., Elche, D., García-Villaverde, P. M., & Parra-Requena, G. (2019). Cultural tourism clusters: Social capital, relations with institutions, and radical innovation. *Journal of Travel Research, 58*(5), 793–807.

Melese, K. B., & Belda, T. H. (2021). Determinants of tourism product development in Southeast Ethiopia: Marketing perspectives. *Sustainability, 13*(23), 13263.

Nag, A., & Mishra, S. (2023). Unlocking the power of stakeholder perception: Enhancing competitive heritage planning and place-making. In *Exploring culture and heritage through experience tourism* (pp. 196–226). IGI Global.

Perkins, R., Khoo, C., & Arcodia, C. (2022). Stakeholder contribution to tourism collaboration: Exploring stakeholder typologies, networks and actions in the cluster formation process. *Journal of Hospitality and Tourism Management, 52*, 304–315.

Pisoni, G., Díaz-Rodríguez, N., Gijlers, H., & Tonolli, L. (2021). Human-centered artificial intelligence for designing accessible cultural heritage. *Applied Sciences, 11*(2), 870.

Qi, J., Zhou, Y., Zeng, L., & Tang, X. (2022). Aesthetic heterogeneity on rural landscape: Pathway discrepancy between perception and cognition. *Journal of Rural Studies, 92*, 383–394.

Rasoolimanesh, S. M., Iranmanesh, M., Seyfi, S., Ari Ragavan, N., & Jaafar, M. (2023). Effects of perceived value on satisfaction and revisit intention: Domestic vs. international tourists. *Journal of Vacation Marketing, 29*(2), 222–241.

Rebelo, S., Patuleia, M., & Dias, Á. (2022). Inclusive tourism: Assessing the accessibility of Lisbon as a tourist destination. *Tourism and Hospitality, 3*(2), 466–495.

Reisinger, Y., Michael, N., & Hayes, J. P. (2019). Destination competitiveness from a tourist

perspective: A case of the United Arab Emirates. *International Journal of Tourism Research, 21*(2), 259–279.

Stylidis, D., Woosnam, K. M., & Tasci, A. D. (2022). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism, 30*(6), 1219–1239.

Tang, H., Wang, R., Jin, X., & Zhang, Z. (2022). The effects of motivation, destination image and satisfaction on rural tourism tourists' willingness to revisit. *Sustainability, 14*(19), 11938.

Tien, N. H., Viet, P. Q., Duc, N. M., & Tam, V. T. (2021). Sustainability of tourism development in Vietnam's coastal provinces. *World Review of Entrepreneurship, Management, and Sustainable Development, 17*(5), 579–598.

Torabi, Z. A., Shalbafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability, 14*(5), 2721.

Torres-Delgado, A., López Palomeque, F., Elorrieta Sanz, B., & Font Urgell, X. (2023). Monitoring sustainable management in local tourist destinations: Performance, drivers, and barriers. *Journal of Sustainable Tourism, 31*(7), 1672–1693.

Trelohan, M., François-Lecompte, A., & Gentric, M. (2022). Tourism development or nature protection? Lessons from a cluster analysis based on users of a French nature-based destination. *Journal of Outdoor Recreation and Tourism, 39*, 100496.

Vanhove, N. (2017). *The economics of tourism destinations: Theory and practice.* Routledge.

Vojtko, V., Štumpf, P., Rašovská, I., McGrath, R., & Ryglová, K. (2022). Removing uncontrollable factors in benchmarking tourism destination satisfaction. *Journal of Travel Research, 61*(1), 136–149.

Wang, C., & Hao, Y. (2023). Empirical analysis of tourist satisfaction of leisure farms: Evidence from Qing Jing Farms, Taiwan. *Humanities and Social Sciences Communications, 10*(1), 1–9.

Zulkifli, A. A. (2023). Optimizing the cleanliness management of coastal lodgings and homestays. *Journal La Bisecoman, 4*(1), 9–16.