

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2023, Vol. 4, No. 3, 964 – 975

<http://dx.doi.org/10.11594/ijmaber.04.03.26>

Research Article

Tourists' Service Satisfaction of the Selected Amusement Parks in Subic Bay Freeport Zone

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Article history:

Submission March 2023

Revised March 2023

Accepted March 2023

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ABSTRACT

This descriptive-survey research determined the tourists' service satisfaction of the selected amusement parks in Subic Bay Freeport Zone, Olongapo City. A total of 90 respondents served as the participants of the study. The researchers assessed the levels of satisfaction of amusement parks guests based on their perceptions. Guests were asked on how they can describe their satisfaction levels based on entertainments offered by the parks, staffs, safety and security, and cleanliness of each park. Entertainment wise, Amusement Park C was perceived by its guests as the most entertaining parks among the selected the amusement parks in the Freeport. Its adventurous and thrilling activities and wide vast forest area makes it more entertaining. The staffs of the Amusement Park A were given the highest rating by its guests compared to other selected amusement parks in the Freeport. Their staffs were considered by most of its guests as accommodating, informative and are always ready to serve the guests with all their requests. Safety and security were highly prioritized by the Amusement Park B management and it was confirmed by its guests based on their perception. This research find out that Amusement Park B and all its parks inside its area were considered by its guests as safe and secured as compared to its competitors in the Freeport. Few machines and technical rides inside the Amusement Park B made it safer for its guests. It was able to fully maximize nature for tourism and entertainment purposes. The highest rating for cleanliness, one of the several important factors that affects the levels of satisfaction of the guests, was given by the respondents to Amusement Park B. This gave the said amusement park the highest overall rating. The study recommends to conduct benchmarking or comparative studies of Freeport amusement parks with other amusement parks in the country. This shall focus on enhancing the tourism industry in the Freeport by learning new ways to make its tourism industry a truly world class.

How to cite:

Abrajano, R. M. C., Fernandez, G., & Salazar, G. (2023). Tourists' Service Satisfaction of the Selected Amusement Parks in Subic Bay Freeport Zone. *International Journal of Multidisciplinary: Applied Business and Education Research*. 4(3), 964 – 975. doi: 10.11594/ijmaber.04.03.26

Keywords: *Amusement park, Hospitality industry, Philippines, Service satisfaction, tourist destination*

Introduction

Amusement parks are the happiest place on earth. Amusement parks feature various attractions and events mainly for entertainment purposes. There are lots of kinds of amusement parks such as theme parks, funfairs, and carnivals. Amusement parks were created for people's recreation, socialization, and entertainment. Amusement parks are modernized and improved fun fairs and artificial parks. Nowadays, the amusement park industry is known as one of the driving force of the tourism industry. This industry had experienced a substantial growth after the introduction of mechanized rides popularized by amusement parks such as the Disneyland.

Amusement parks constitute a substantial proportion of the world's global tourism. They are crucial in tourism promotion and development (James, 2022; Mannopova, & Mannapov, 2021; Ngozi, & Adewale, 2019; Shinde, 2021). Globalization and the improved infrastructure for communication and transportation enable the insurmountable growth of the tourism sector, specifically of the amusement park industry. The continuous development of the amusement industry has a great impact in the size, product, capacity and entertainment offered in various amusement hubs and tourism sites. These attractions created astonishing images of destinations, cultural enrichment, and prosperity. Enhanced tourism industry has contributed to economic growth, improved the educational sector tremendously through experiential approach, and provided recreation and entertainment privileges to people from all walks of life.

The amusement park industry has experienced steady growth for many years, and it has developed into a global phenomenon. The continuous innovations in this industry, from the use of technology up to the scientific and behavioral approaches of management, sustain the growth of this industry (Martínez-Pérez et al., 2019; Romero & Tejada, 2020; Sun et al., 2021).

Monitoring visitor's satisfaction is critical to help ensure a satisfying overall experience, customer value, and repeat visits. According to Nye (1981), amusement parks play a vital role in providing experience as a pleasure and has provided many things to many people—escape, fantasy, illusion, drama, total theater, a safety zone of enjoyment, absurdity and release from the habits, norms and rules of everyday life.

Asia is the house to thousands of amazing and state of the arts amusement parks. In the Philippines alone, the arts, entertainment, and recreation industry amounted to an estimated Php98.9 Billion total income in the year 2012. The said industry employs 33,581 individuals and believed to receive Php13.8 billion estimated amounts of compensation.

Most of the amusement parks in the country are located in the National Capital Region (29.2%), CALABARZON (17.6%) and in Central Luzon (15.3%). In this context, the researchers have chosen the Central Luzon as the focused location of this research. Specifically, the researchers have chosen the Subic Bay Freeport Zone (SBFZ) as the research locale. The proximity of the area, and the recognitions received by SBFZ, former US Naval Base, from various local and international award giving bodies in relation to its successful tourism efforts, inspired the researchers to conduct this research in the said area.

The Subic Bay Freeport Zone was named as one of the Fastest Growing Free Trade Zone in Asia by the International Finance Awards in 2017. It was also hailed as the Best Sports Tourism Destination in Asia by the Sports Industries Awards and Conference Asia on November 7, 2017 in Bangkok, Thailand. The SBFZ was recognized by the Department of Tourism as the number 1 tourist destination in Central Luzon in 2013, and on 2015, the SBFZ emerged as the 4th most popular attraction in the country, topping the entire Luzon.

The SBFZ is an ideal place for people to enjoy amusement park with sustainable green environment and the perfect combination of sun,

beaches, and mountains. There are some amusement parks that offer thrilling ride, historical feature, jungle trek and more. The SBFZ was home to 16 amusement parks or themed parks, to name a few are Ocean Adventure, JEST Camp, Turtle Tree Top, Zoobic Safari, Magaul Bird Park, and Marina Water Park.

All locators or enterprises registered in SBFZ as an amusement park were asked to participate in this research but only three amusement parks participated. The three amusement parks that voluntarily welcome to researchers in their site are the JEST Camp, Tree Top Adventure and Funtastic Park. These amusement parks are located in the heart of Subic Bay Freeport Zone which is strategically surrounded with Mountain View, Marine Park, flora and fauna and eco-tourism Park.

Due to the parks proximity, tourists need to use their private vehicles or rent a taxi to get there. The said amusement parks cater its entertainment services to both local and international tourists. These amusement parks were already featured by most local travel magazines and travel shows.

This study focuses on assessing the level of satisfaction of each amusement park visitors and to properly identify the strength of each amusement parks in terms of establishing customer relationship and in enhancing the level of satisfaction of their clients through a world class entertainment and good customer relationship management.

Providing and sustaining client satisfaction is one of the greatest difficulties of management in the service industry today. In the struggle for competitive differentiation and client retention, service quality and customer happiness have emerged as more crucial elements (Holjevac et al., 2010). According to Lam and Zhang (1999), experts in the tourist and hotel business have been more aware of the soaring consumer demand for quality goods and services in recent years. Serving people is the foremost activity in hospitality and being expertly served is the reasonable expectation of the guests. Satisfying a customer and offering quality service must be the targets of all service providers in the tourism industry.

Statement of the Problem

The purpose of the study is to determine the level of satisfaction of tourists on the services of the amusement parks in Subic Bay Freeport Zone.

Methods

Research Design

The descriptive research design was used in this study. According to Best and Kahn (2007) as cited in Rogayan and Villanueva (2019), descriptive research employs the process of disciplined inquiry through the gathering and analysis of empirical data, and each attempts to develop knowledge. Qualitative analysis was applied to describe the profiles of the amusement parks and how their services are being offered, while quantitative analysis was used to check whether there is a significant difference between the ratings of the services offered by the selected amusement parks as perceived by the respondents.

Respondents and Location

The research was conducted in Subic Bay Freeport Zone, specifically in Jest Camp, Tree Top Adventures, and Funtastic Park. A total of 90 tourists were interviewed, 30 respondents per amusement park. And, the management of the said parks. The said respondents were chosen using a convenient sampling technique from the guests of the said amusement parks during the researchers' onsite observation and data gathering.

Profile of the Amusement Parks

The three amusement parks that took part in this research are Jest Camp, Tree Top Adventure, and Funtastic Park.

Jest Camp. JEST Camp or the Jungle Environment Survival Training Camp is one of the original amusement parks in Subic Bay Freeport Zone. It is where guests will have a chance to learn indigenous skills of the indigenous people residing in the Freeport, the Aeta Community. Guests will also can experience the wilderness and have a direct encounter with animals, critters, and tropical plants. JEST Camp is the only survival school in the country that of-

fers "Survival Boot Camp" for more adventurous persons, "Wild Child" for children, and "Tribe" for corporate team buildings and events.

Survival Boot Camp or also known as the Extreme Jungle Survival, is a three-day course. This is considered to be the longest and the toughest survival course offered by an amusement park in the country. This was inspired by military trainings that aims to let the guests experience the hardships and the disciplines of the military school. The Wild Child is an overnight course intended for the youth groups and scouts. This contains all the jungle survival training less the hardships. The Tribe focuses on team capacity building that could be customized based on the needs and requirements of the requesting corporate accounts of companies. Today, JEST Camp houses new attractions: the Magaul Bird Park, The Bird House, Kawayan Kitchen, Angry Birds Arena, and Sumo Soccer. The Magaul Bird Park's Wings of the World is the first and the only half a thousand birds show in the country. It will let the guests experience hundreds of birds fly over and walk in its aviary.

The JEST Camp has its two unique cafes or restaurants: The Bird House and the Kawayan Kitchen. The Bird House is now in JEST Camp. The bird house is the newest pet café craze from Japan. Guests will have a one on one session with the owls and budgies. The Kawayan Kitchen gives the guests the unique dining experience wherein foods are being cooked in "kawayan" or bamboos. Two of the contemporary movies, Hunger Games and Angry Birds, inspired the JEST Camp to put up their own versions of these movies, the Angry Birds Arena and JEST Camp Hunger Games. In Angry Birds Arena guests will have a chance to play with their 8-foot tall slingshot, while the JEST Camp Hunger Games is a customized team-building course wherein teams will be acting as "tributes" and survive to become victors. In partnership with Sumo Soccer Philippines, JEST Camp offers its guest the wildest sports game on earth. The Sumo Soccer game is played using a bubble-like costume customarily designed for this game.

Tree Top Adventure. Tree Top Adventure is situated in Upper Mau, Cubi, Subic Bay Free-

port Zone. It has its branches in Subic and in Baguio City. It is considered as one of the tourism destination in Northern Luzon. Tree Top Adventure is a specialized zip line theme park in the country. It brings to their guest the safety comforts of engineering and thrilling fun of heights and the wilderness.

Funtastic Park. Funtastic Park is the new educational Fun Park located in Bldg. 2070, Corregidor Highway, Ilanin Forest Area, Subic Bay Freeport Zone. The park offers unique and fun activities which are first in Subic Bay. The following are some of the activities and services offered by Funtastic Subic: Mirror Maze, 3D Trick Art, Enchanted Forest, Dark Room, Science Zone, Ames Room, Optical Illusion Wall, Kids Learning Nook, Costume Area, Subic Bay History Corner, Grass Slide, Garden Maze Adventure, and Trampoline. Truly, Funtastic Park combines arts, education, engineering, and fun in their services.

Research Instrument

The instrument used is a researcher-made questionnaire as a tool in gathering data to find out how satisfied the tourists are in services offered by the amusement parks. An interview with the management of the three amusement parks was also conducted for the researchers to better present the profile of each amusement park. The tourists' respondents rated the amusement parks staff, entertainment, security and safety, and cleanliness based on their perceived level of satisfaction using the following scale: 5 (very satisfied), 4 (somewhat satisfied), 3 (neither satisfied nor dissatisfied), 2 (somewhat dissatisfied), and 1 (very dissatisfied). The questionnaire was subjected to content validity and reliability.

A comparative mean analysis was made to assess whether there is a significant difference among amusement parks' ratings of their services offered as perceived by the respondents or guests.

Data Gathering Procedure

The research followed the following steps in data gathering. The researchers sought the approval of all the amusement parks in Subic Bay Freeport Zone for the conduct of this re-

search. Floating of Questionnaires. The researcher floated the questionnaires to be answered by identified respondents. They gave two days for the respondents to accomplish the said instrument. The staffs of the participating amusement parks are the one that gave the questionnaire to their respective guests. Retrieval of the Questionnaires. The researchers obtained the floated questionnaires. They ensured that all parts of a questionnaire were properly accomplished by the respondents. A short informal interview was also made by the researchers with the management and some staff of the parks. Collection of data and interpretation. The researcher interprets and analyze the data collected.

Data Analysis

The researchers used central tendency measures to properly describe the profile of the amusement parks, frequency table and tally sheets. The data collected was then properly

analyzed to understand the tourists' preferences when it comes to the amusement park and how the availed services satisfy them. The researchers use the comparative mean analysis to assess if there is a significant difference between amusement parks' levels of satisfaction as perceived by their guests.

Results and Discussion

Table 1 shows the profile of the selected amusement parks in terms of number years in operation, number of branches, and employees – regular and contractual employees of each forest amusement parks. The three selected amusement parks are operating in the Freeport below five years, five to eight years, and from nine to twelve years. In terms of the number of branches, only one of the three selected amusement parks have two branches, and the other two amusement parks have only one site or branch.

Profile of the Selected Amusement Parks

Table 1. Profiles of the Selected Amusement Parks

Profile	Frequency	Percent
Number of Years in Operation		
9 – 12 years	1	33.33
5 – 8 years	1	33.33
below 5 years	1	33.33
TOTAL	3	100.0
Number of Branches		
2	1	33.33
1	2	66.67
TOTAL	3	100.0
Number of Regular Employees		
above 31	2	66.67
1 – 10	1	33.33
TOTAL	3	100.0
Number of Contractual Employees		
Above 31	1	33.33
11 – 20	1	33.33
1 – 10	1	33.33
TOTAL	3	100.0

Two of the selected amusement parks are employing more than 31 regular employees, while the other remaining selected amusement

park is employing one to ten regular employees. According to Garcia (2015), a corporate business profile is a brief overview of a firm

that provides varied audiences with an overview of the company's goods or services, target market, distinctive strengths, track record, and suitability as a business partner. In addition to providing data about a firm, corporate profiles should go farther.

And to serve as buffer of staffs during peak seasons, amusement parks are hiring contractual workers. Based on the study, 33.33% hires more than 31 contractual employees, 33.33% hires 11 to 20 contractual employees, and the remaining 33.33% employs 1 to 10 contractual employees.

Profile of Forest Adventure Parks Tourists

The forest amusement parks in the Freeport are considered as one of the locators that reported an increase in profit and employment. This is increase in income and employment was

due to the continuous increase of tourists' arrivals in the Freeport. The Subic Bay Metropolitan Authority (SBMA) projected an estimated 1.2 million local and international tourists in the Freeport starting 2014. The said numbers of tourists were 21% higher than the previous years. The Freeport was identified by the Department of Tourism in 2015 up to the present as the number one tourist destination in Central Luzon in terms of tourists' arrivals.

Looking at the national level, in 2017 the Philippines posted over 5 million foreign tourists in the country, 11.54 percent higher than in 2016. The researchers presented on the Table 2, the profile of the randomly selected guests to have an idea on the general profile of the guests of the selected forest amusement parks.

Table 2. Tourists Based on Location

Amusement Park	Local Tourists	Percent
A	30	33.33%
B	30	33.33%
C	30	33.33%
TOTAL	90	100%

All the randomly and conveniently selected guests of the selected amusement parks are all local tourists. Based on the interview made by the researchers with the management of each amusement park, foreign tourists could be accounted to at least 10 percent of their annual guests. Most of foreigners are coming in Subic during summer and Christmas season. Reports

from the SBMA Tourism Department confirmed that amusement parks have an average of 200 guests during their down seasons, June to November, and 500 to 5,000 during their peak seasons. Since the research was made during their off season, management confirmed that during this season, most of their guests are local tourists.

Table 3. Tourists According to Purpose of Visit

Purpose Of Visit	Frequency			Total	Percent
	A	B	C		
Family Outing	21	21	30	72	80
Friends Outing	7	9	0	16	18
Solo Backpacking	2	0	0	2	2
TOTAL	30	30	30	90	100.0

The Table 3 shows that tourists and travelers have different reasons or purpose of visiting a certain place. Some of the major reasons for their visits are for family/relatives outing, friends outing/bonding, school educational

tour, couples date or outing, and solo backpacking or adventure.

The researchers found out that 80% of the respondents have visited the selected amusement parks with their families, 18% went there

with their friends, and the remaining 2% are solo backpacking. According to Mat Romli et al. (2015), visitors traveling in groups such as families, friends, relatives, clubs and associations, and colleagues participating in workplace programs such as Family Day prefer to spend longer time in the theme park, since they spend almost a whole day there. Yet, guests traveling alone or in smaller groups spend less time at the amusement park. This may be due to the fact that they may be going to lunch together, engaging in group activities that demand longer time, and several other things. Combinations of students and working adults include groups of friends and family members that travel together.

All Amusement Park C guests went there with their families, this could be because of a more adventurous and action-packed amusement services that it offers. Meanwhile, it is only in Amusement Park A that researchers have encountered solo travelers or called as backpackers. When asked, the two solo backpackers said that compared to other amusement parks, Amusement Park A is enclosed and a lot more relaxing for solo travelers who wished to do soul searching. The park for them requires less stamina and hence, more friendly and safe for solo travelers. Activities in Amusement Park A as compared to Amusement Parks B and C are more individualistic and usually could be done by solo.

Table 4. Tourists According to Sex

Sex	Frequency	Percent
Male	51	57
Female	39	43
Total	90	100.0

Table 4 shows the different gender, or each sex has their own sets of preferences in terms of activities and events in amusement parks. In this research, 57% are male and 43% are female. Most of the respondents are male because services or activities offered are more strenuous activities. Andreu et al. (2005) as cited in Jonsson and Devonish (2008) claimed that overall, it was said that ladies had greater travel motivations than men. In addition, they discovered substantial gender variations in travel motivations, with male visitors preferring more leisure and activity in the location and female tourists being more motivated by relaxation and escape.

Ratings of Services Offered

Respondents from each amusement parks were asked to assess or to rate the staffs, entertainment, safety and security, and the cleanliness based on their perceived or assumed level of satisfaction. The absence of standardized rule on how to measure levels of satisfaction, the researchers relied on the perspectives of each respondent as a qualitative basis of the assessed performance or rating for each category.

Table 5 shows the four categories were used as a foundation or basis for assessing the overall performance of the parks in managing their customers and on how they maintain quality service. Guests of Amusement Park A said that they are somewhat satisfied with a rating of 3.99 with all the amenities and services offered by the park. Its staffs, entertainment, safety and security, and cleanliness were all rated as somewhat satisfying but its staffs got the highest rating of 4.4. Meanwhile, the cleanliness is something that the park could improve as it was rated as somewhat satisfying but was the lowest among the four categories. Cleanliness was rated at 3.65, with availability of washing areas, toiletries, and green spaces and corridors as major concerns by the respondents since they are neither satisfied nor dissatisfied with those amenities.

Amusement Park A's guests are very satisfied with the staffs of the park as they feel that staffs always put the needs of their guests first. Staffs are strategically positioned all over the park that makes it more accessible for the guests to request for any assistance.

Table 5. Perceived Ratings of Amusement Parks

Criteria	Amusement Park							
	A		B		C		Total	
	M	Rating	M	Rating	M	Rating	M	Rating
STAFFS								
The staffs are friendly.	4.37	SS	4.23	SS	3.70	SS	4.10	SS
The staffs always put their guests first.	4.53	VS	4.27	SS	3.63	SS	4.14	SS
The staffs are accommodating.	4.43	SS	4.37	SS	4.13	SS	4.31	SS
The staffs are generous	4.33	SS	4.07	SS	3.77	SS	4.06	SS
There are staffs available all the time.	4.37	SS	4.03	SS	3.53	SS	3.98	SS
The staffs are knowledgeable and informative.	4.37	SS	4.07	SS	3.60	SS	4.01	SS
ENTERTAINMENT								
The rides are fun and exciting.	3.77	SS	4.17	SS	4.43	SS	4.12	SS
The park is amusing.	4.0	SS	4.33	SS	4.20	SS	4.18	SS
The rides are thrilling.	4.10	SS	4.03	SS	4.10	SS	4.08	SS
The park and the rides are adventurous	3.97	SS	4.33	SS	4.37	SS	4.22	SS
SAFETY AND SECURITY								
Availability of signages	4.5	VS	4.33	SS	4.10	SS	4.31	SS
Availability of fire extinguishers	4.0	SS	4.37	SS	3.70	SS	4.02	SS
There is a clinic available	3.83	SS	4.17	SS	3.10	SS	3.70	SS
Availability of safety belts and harness	3.90	SS	4.13	SS	3.53	SS	3.85	SS
Availability of smoke detectors/fire alarms	3.90	SS	3.80	SS	3.83	SS	3.84	SS
Availability of fire exits	3.90	SS	4.40	SS	3.60	SS	3.97	SS
Visibility of security personnel	4.07	SS	4.0	SS	3.97	SS	4.01	SS
The park is free from debris.	4.03	SS	3.93	SS	4.10	SS	4.02	SS
CLEANLINESS								
The toilets are clean.	3.70	SS	3.93	SS	3.93	SS	3.85	SS
Availability of washing areas.	3.40	NSD	4.33	SS	4.03	SS	3.92	SS
Availability of toiletries	3.40	NSD	4.0	SS	4.03	SS	3.81	SS
Availability of trash bins	4.07	SS	4.03	SS	3.43	NSD	3.84	SS
Executed waste segregation/management	4.03	SS	4.20	SS	3.67	SS	3.97	SS
Green spaces and corridors.	3.30	NSD	4.50	VS	4.50	VS	4.10	SS

Note: VS – Very Satisfied; SS – Somewhat Satisfied; NSD – Neither Satisfied nor Dissatisfied; SD – Somewhat Dissatisfied; VD – Very Dissatisfied; M – Mean

The guests of Amusement Park A feel very safe inside the premises of the park. The signages and warnings that were properly posted within the areas provide guests relevant information for their safety. All sections of the park were properly named with safety warnings and

signages which are all readable and artistically designed.

Guests of Amusement Park B said that they are somewhat satisfied with the services of the park, specifically with its staffs, entertainment, safety and security, and cleanliness. With the four categories, Amusement Park B received its

highest rating for its entertainment. The guests find the unique combination of nature camping, cultural traditions, and the contemporary teambuilding activities using military discipline as the park's key advantage over other parks.

The guests of the Amusement Park B rated the park's safety and security the lowest, with 4.07 rating. The rating is statistically the same with other categories as somewhat satisfying, but this is something that the park could improve further. Park management informed the researchers that since most of the activities inside the park are personal choice and were usually done with minimal intervention from the park personnel, most of the injuries were result of accidents that were either self-inflicted. The Amusement Park B management assured that they have well trained medical personnel and clinic staffs that are ready to do first aid when necessary.

Meanwhile, guests were very satisfied with the available green spaces and corridors in the park, with a rating of 4.5. The park's green environment compliments with the activities and services offered by the park, specifically with its cafes or restaurants. The Amusement Park C received a rating of 3.91, somewhat satisfied from its guests. The park received its highest rating for its entertainment with a rating of 4.28, lowest for its safety and security.

The guests find all its thrilling and heart-pounding activities as a great source of satisfaction. The guests who went there to be thrilled were mostly satisfied and came with a short to

heart attack experience. The satisfaction of the guests with the kind of adventure offered by the park is coupled with the satisfying beauty of the forest. Guests were very satisfied with a rating of 4.5, with the availability of green spaces and corridors in the park. The high trees and the vast forest area add up to the thrilling effect of heights and speed making all rides in the park a total experience. But guests, based on this research, find the availability of clinics as neither satisfying nor dissatisfying. This is something that Amusement Park C should investigate how they could make their clients feel safer and secured while enjoying their rides.

The Amusement Park C has their clinic and medical staffs since it is one of the requirements for all amusement parks who would operate inside the Freeport. But the guests find it difficult to locate and is somewhat far from other ride stations. The management assured their guests that staffs are strategically located inside the parks for immediately respond to any emergencies. The management also informed that researchers that all their staffs are properly trained with first aid and know how to properly respond with all emergencies that might happen inside the park. Also, the mechanical engineers of the park conduct regular checking of all rides to ensure the safety of the guests. Staffs were required to test run all rides as part of their initiation. The said ritual was made to show the public how safe their rides are. As a summary, Table 5 shows the ratings of each amusement park as perceived by their guests.

Table 6. Summary of Ratings of Selected Amusement Parks

Criteria	Amusement Park			Total
	A	B	C	
Staff	4.40	4.17	3.73	4.10
Entertainment	3.96	4.22	4.28	4.15
Safety And Security	3.94	4.07	3.69	3.90
Cleanliness	3.65	4.17	3.93	3.91
Overall Rating	3.99	4.16	3.91	4.01

Table 6 shows that the respondents' perceptions on amusement parks entertainment, staff, safety and security, and cleanliness were used by the researchers as point of assessing the perceived level of satisfaction of all guests.

Though all amusement parks have the same level of satisfaction in terms of entertainment, Amusement Park C got the highest perceived rating. It's thrilling adventures cause heart rush in its guests.

Each park offers different services and activities but shares the same concept. All their offered services and activities are educational, adventurous, and most are interactive. The Amusement Park C has the highest rating in entertainment, with a 4.28 rating. Jamie Lo states that the major motivation for visiting theme parks include the followings. First and foremost, it is a good option to get thrill, excited and entertained. It is important to note that the three aforesaid motivations have critical difference. Staffs of Amusement Park A were perceived to be the most accommodating and friendly based on this research. The enclosed area of the park made it easier for them to relate and serve their guests. Closer proximity and enclosed environment affect the level of relationship between staffs and guests. It is believed by many that the closer the distance between the staff and the guests would mean better service especially for oriental guests. The research by Tsang et al. (2012), as cited in Lo and Leung (2015), indicated that the attitude and performance of workers in the theme park were the most influential factors in achieving a high level of customer satisfaction. When tourists have issues, they always anticipate that the employees would be accessible and attentive. At the theme park, the human element predominates due to the staff's active participation in the whole service delivery process. The staff's attitude and performance affect the theme park's reputation (Haahti & Yavas, 2004 in Lo & Leung, 2015).

Safety and security refers to the perceived feeling of guests whether they are safe or secured inside the premises of the parks while enjoying its activities and rides. Amusement Park B got the highest rating among the selected amusement parks with a rating of 4.07 in terms of their security and safety procedures. The nature of the park as a boot camp site which highly considers discipline as very important was the main reason for the management to put the highest degree of importance on security and safety measures. As with any theme park parade, there are several safety concerns that need the addition of personnel and the restriction of access to onstage and backstage park areas. In addition to ensuring

the parade path is cleaned and cordoned off before to the parade performance, additional personnel are required to limit traffic backstage while procession floats come into place (Luter, 2022). Cleanliness is important for all amusement parks. This is one of the highly considered determinants of a well-maintained leisure park. Amusement Park B got the highest rating in cleanliness, with a rating of 4.17.

Respondents' perceptions on amusement parks entertainment, staff, safety and security, and cleanliness were used by the researchers as point of assessing the perceived level of satisfaction of all guests. Though all amusement parks have the same level of satisfaction in terms of entertainment, Amusement Park C got the highest perceived rating. It's thrilling adventures cause heart rush in its guests. Each park offers different services and activities but shares the same concept. All their offered services and activities are educational, adventurous, and most are interactive. The Amusement Park C has the highest rating in entertainment, with a 4.28 rating.

Difference on the Rating of the Respondents when Grouped According to Amusement Park Profile

Significant difference on the rating of the respondents when grouped according to amusement park profile are presented in the following tables.

Number of Years in Operation. Based on the one-way analysis of variance, there is a significant difference between the rating of the respondents with their years of operation, since p value <0.05 level [$F=3.762$, $p=0.027$]. The amusement park with the 5 to 8 years leads with the mean value of 4.16, while the amusement park with the 9 to 12 years got the lowest mean value of 3.91, both are somewhat satisfied.

Number of Branches. Based on the one-way analysis of variance, there is a significant difference between the rating of the respondents with their branches, since p value <0.05 level [$F=4.102$, $p=.046$]. The number of branches of amusement parks with the mean of 4.07 being the highest and not so favored in terms of 3.91, both are somewhat satisfied.

Number of Regular Employees. Vased on the one-way analysis of variance, there is no significant difference between the rating of the respondents with the number of regular employees, since p value <0.05 level [$F=.283$, $p=.596$]. Two of the selected amusement parks are employing more than 31 regular employees with the highest mean value with 4.03 while the other remaining selected amusement park is employing one to ten regular employees got the mean value of 3.99, both rated somewhat satisfied.

Number of Contractual Employees. Based on the one-way analysis of variance, there is a significant difference between the rating of the respondents with the number of contractual employees, since p value <0.05 level [$F=3.762$, $p=.027$]. The amusement park that has 31 and above contractual employees got the highest mean value with 3.99 somewhat satisfied, while the amusement parks that has 11 to 20 contractual employees with the mean value of 3.91, both rated somewhat satisfied.

Conclusion

The selected amusement parks were new in the industry with Amusement Park C being the exemption since it has its other branch. All the amusement parks hire contractual and regular employees, with Amusement Park B having the highest number of employees. Most of the tourists went in the Freeport amusement parks with their families, friends, and at some occasions with their classmates for an educational tour. Only few backpackers of solo travelers prefer to go to the selected amusement parks in the Freeport because of its activities that are best played or experienced with friends or larger number of people.

All the respondents who participated in this research are local tourists, but the researchers are not generalizing that the said parks are only marketable to the local tourists. It was explained that the result was due to the limitations of this research paper. The period when the research was conducted was considered by amusement park operators as their off season wherein fewer tourists, specifically foreigners, are expected. Statistically speaking, all the selected amusement parks were considered as

equal among themselves in terms of their overall rating, after coming with a conclusive finding that there is no significant difference among the selected amusement parks in their received overall rating from their guests. On the other hand, there is a significant difference in the ratings of the respondents when grouped according to profile of the amusement parks, however, in the ratings of the respondents when grouped according to number of regular employees of the amusement parks, there is no significant difference.

Recommendations

After conducting this research, the researchers would like to recommend the following for future researchers and other stakeholders. Conduct a whole year-round study to include other the effect of seasons, off and peak seasons, in the perception of the respondents. This will somehow investigate the possible change in the quality of services offered depending on business seasons. Include other relevant factors affecting the levels of satisfaction of the respondents such as the accessibility of the parks, digital or online services, and other management standards. Include other amusement parks in the Freeport to verify the findings on whether or not all amusement parks in the Freeport are offering same levels of quality service. Discuss further the best practices of the Freeport, specifically its Tourism Department, and all amusement parks inside the Freeport for future guidelines in establishing a reliable and sustainable tourism plan. And lastly, to conduct benchmarking or comparative studies of Freeport amusement parks with other amusement parks in the country. This shall focus on enhancing the tourism industry in the Freeport by learning new ways to make its tourism industry a truly world class.

Acknowledgement

The researchers would like to express their gratitude to the respondents of the amusement parks for the willingness to take part in this research project, and to the President Ramon Magsaysay State University for the support in this research endeavour.

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