

**PUBLIC TRANSPORTATION AVAILABILITY ON TOURISTS’  
SATISFACTION AND REVISIT INTENTION IN RURAL  
TOURIST DESTINATIONS IN MISAMIS OCCIDENTAL**

**A Thesis Presented to  
the Faculty of the College of Business and Management  
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Ozamiz City**

**In Partial Fulfillment of the Requirements for the Degree  
Bachelor of Science in Hospitality Management**

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## APPROVAL SHEET

In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, "**PUBLIC TRANSPORTATION AVAILABILITY ON TOURISTS' SATISFACTION AND REVISIT INTENTION IN RURAL TOURIST DESTINATIONS IN MISAMIS OCCIDENTAL**" has been prepared and submitted by **Jason L. Dela Peña, Shella Marie T. Durano, and Cristine Joy D. Gatal** has been examined and is recommended for acceptance and approval for the oral examination.

  
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**THESIS ABSTRACT**

Title : PUBLIC TRANSPORTATION AVAILABILITY ON TOURISTS' SATISFACTION AND REVISIT INTENTION IN RURAL TOURIST DESTINATIONS IN MISAMIS OCCIDENTAL

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Public transportation is a crucial component of the tourism industry, particularly in rural destinations where accessibility challenges may affect tourist satisfaction and revisit intention. This study explored the significant relationship between public transportation availability on tourist satisfaction and revisit intention in rural tourist destinations in Misamis Occidental, Philippines. This study utilized a descriptive-correlational research design. It was conducted in the 3 cities of Misamis Occidental. A random sampling technique was used among 384 respondents. Public Transportation Availability, Tourist Satisfaction, and Revisit Intention Questionnaires were used to gather the data. Mean and standard deviation and Pearson's correlation coefficient were used as statistical tools. The study revealed that public transportation availability in rural destinations of Misamis Occidental was generally evident, indicating that the tourists generally perceived transportation services in the area. Meanwhile, tourist satisfaction was moderate, which denotes that the tourists generally had acceptable experiences while visiting the area, yet key areas that could be improved to enhance their overall enjoyment were identified. While revisit intention was rated high, it indicated that tourists were generally inclined to return to the destinations, which suggests that their prior experiences, including transportation, attractions, and the destination image of the area, positively influenced their return. Findings show that when tourists can easily reach their destinations with minimal hassle, their travel becomes more enjoyable, encouraging repeat visits. These factors directly affect their overall perception and willingness to revisit. Thus, improving transportation services, especially in comfort and safety, can lead to greater tourist satisfaction and higher chances of tourists' return.

**Keywords:** *accessibility, affordability, public transportation, revisit intention, tourist satisfaction*

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**The Researchers**

## DEDICATION

This research is wholeheartedly dedicated to our beloved parents, who have been our inspiration and strength throughout this study. We also dedicate this research to our Almighty God for giving us the strength, wisdom, and knowledge, all of which we offer to you. Lastly, we dedicate this research to our adviser, who never gets tired of reminding us that we can do it. We thank her for her patience and efforts to guide us throughout the research study.

*Jason L. Dela Peña*

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|  | <p style="text-align: center;"><b>INTRODUCTION</b></p> <p>Transportation is one of the most strategic elements in the tourism system, essential for facilitating mobility to tourist attractions. The availability of public transportation significantly affects tourist satisfaction and revisit intention, particularly in rural destinations. Although these areas attract many tourists, limited public transportation can hinder access to attractions, leading to frustration and lower satisfaction among visitors (Mulec &amp; Potočník Topler, 2021). Inadequate transportation services limit mobility and restrict tourists from fully engaging with local experiences, reducing the likelihood of returning to the destination (Zhou et al., 2023). Moreover, reliance on private vehicles in rural settings exacerbates accessibility issues and environmental sustainability, especially in communities with limited access to cars (Borges et al., 2020).</p> <p>The need for improved public transportation systems that are affordable, reliable, and capable of connecting tourists to key attractions enhances the tourist's overall experience and encourages repeat visits (Rahman et al., 2021). Public transportation plays a vital role in improving the accessibility and attractiveness of rural destinations (Zhou et al., 2023). Efficient public transport systems enable tourists to explore attractions without needing private vehicles, which can be a barrier in less accessible regions (Duarte et al., 2020). Globally, cities with robust public transportation networks, such as Tokyo and Barcelona, demonstrate how efficient transit systems enhance tourist experiences by providing affordable and convenient access to key sites (Guiver et al., 2022). In contrast, rural destinations often struggle with limited transport services, reducing satisfaction and lowering revisit intentions (Mulec &amp; Potočník Topler, 2021). In the Philippines, particularly in provinces like Misamis Occidental, inadequate</p> |                                                                                       |
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|  | <p>transportation options hinder tourist access to popular sites, affecting their experience and willingness to return (Flores et al., 2021). Addressing these challenges through improved infrastructure and transportation services could enhance the appeal of rural destinations and support sustainable tourism growth.</p> <p>Public transportation availability is a critical component influencing accessibility, affordability, and comfort for rural tourists. Accessibility refers to the ease with which tourists can reach various attractions, often limited by poor transport services (Zhou et al., 2023). Demand-Responsive Transportation (DRT) offers a promising solution through flexible routing that meets the needs of tourists and residents (Guiver et al., 2022). Affordability is also vital; studies show that lower public transport fares positively influence tourist satisfaction and usage (Rahman et al., 2021). Additionally, comfort during travel—including clean, safe, and well-maintained vehicles—significantly shapes tourist perceptions and overall satisfaction (Duarte et al., 2020). Thus, improving public transportation through these constructs can facilitate access to attractions and enhance the overall travel experience for visitors, ultimately leading to higher satisfaction and increased revisit intentions.</p> <p>Tourist satisfaction is significantly influenced by accessibility to attractions and perceptions of safety and security, both critical for fostering positive experiences in rural destinations. Accessibility encompasses the ease with which tourists can reach key attractions, and studies have shown that improved access correlates with higher satisfaction levels. A survey conducted in rural tourism settings indicated that tourists who found it easy to navigate to attractions reported satisfaction scores averaging 4.5 out of 5. At the same time, those facing accessibility challenges rated their experiences much lower (Zhang et al., 2022).</p> |                                                                                       |
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|  | <p>Meanwhile, safety and security are paramount; tourists are more likely to feel satisfied and express intentions to revisit destinations with a low risk of crime or accidents. Research indicates that safety perceptions can account for up to 30% of the variance in tourist satisfaction scores (Geng et al., 2023). In Misamis Occidental, enhancing public transportation options can significantly improve accessibility and safety perceptions. A well-coordinated public transport system that includes regular routes and real-time tracking not only facilitates easier access to attractions but also reassures tourists about their safety while travelling (Rahman et al., 2021)</p> <p>Revisit intention is significantly influenced by tourists' satisfaction with transportation services and the overall image of the destination. Research has shown that a positive destination image, characterized by favourable perceptions and emotional responses, correlates with higher tourist satisfaction levels (Bigné et al., 2001). Tourists who perceived their destination positively were more likely to report satisfaction scores of 4.5 out of 5, which in turn increased their likelihood of revisiting (Chi &amp; Qu, 2008). In rural destinations like Misamis Occidental, the quality of public transportation plays a crucial role in shaping this image. When transportation services are reliable and accessible, they enhance the overall experience and contribute to a favourable perception of the destination (Geng et al., 2023). Tourists are more inclined to return to destinations where they feel satisfied with their travel experiences, including safety and comfort during transit (Zhang et al., 2022). Therefore, improving public transport services not only enhances accessibility but also bolsters the destination's image, ultimately encouraging repeat visits and fostering sustainable tourism development.</p> <p>This study examines how public transportation affects tourist satisfaction and whether they will likely return to Misamis Occidental. It highlights gaps in current</p> |                                                                                       |
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|  | <p>research, particularly the lack of studies on rural public transportation, as most research has focused on city or local systems (Duarte et al., 2020). This research aims to show how improving public transportation could increase tourist satisfaction and encourage repeat visits, which would support sustainable tourism in Misamis Occidental. By focusing on rural tourist spots, this study explores how the availability and quality of transportation shape tourists' experiences. While the findings may not apply to all areas, they provide useful insights for similar places with transportation challenges. This research also emphasizes the important link between transportation services and the image of a destination. It aims to improve rural transport systems, which are critical for boosting accessibility and providing data-driven recommendations to help transport planners and local governments design more responsive transit solutions.</p> <p>This research is significant because most public transportation and tourism studies focus on urban settings, leaving a gap in knowledge regarding rural tourism. The findings could guide local governments and tourism operators in enhancing transport services, making rural areas more attractive and accessible for tourists. Improvements suggested by the study, like better seating, clear schedules, and improved safety measures, could significantly boost tourist satisfaction, increase repeat visits, and foster positive word-of-mouth, all of which are vital for the long-term success of rural tourism destinations.</p> |                                                                                       |
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## THEORETICAL FRAMEWORK

The theoretical framework for the study entitled "Public Transportation Availability on Tourists' Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental" is grounded in the Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985.

The TPB posits that individual behaviour is primarily driven by intentions, which are influenced by three key constructs: attitudes, subjective norms, and perceived behavioural control. In this context, tourists' attitudes toward public transportation are shaped by their perceptions of its convenience, reliability, and comfort, directly influencing their overall satisfaction. Positive attitudes towards public transport will likely enhance tourist satisfaction and increase the likelihood of revisiting the destination. Additionally, subjective norms refer to the perceived social pressure to use public transportation; if tourists believe that their peers view public transport favourably, they may be more inclined to utilize these services.

Lastly, perceived behavioural control reflects tourists' perceptions of their ability to access and effectively use public transportation. It is influenced by factors such as service availability and affordability. The TPB provides a comprehensive framework for understanding how public transportation availability influences tourist satisfaction and revisits intention in rural areas like Misamis Occidental. This framework allows researchers to explore the motivational factors driving tourists' decisions regarding transportation usage and how these decisions ultimately affect their overall travel experiences (Ajzen, 1991; TheoryHub, 2023).

Several studies have effectively utilized the Theory of Planned Behavior (TPB) to examine tourist satisfaction and revisit intention, particularly in rural and

transportation contexts. For instance, a study by Xie et al. (2023) expanded the TPB by incorporating social media and electronic word-of-mouth, revealing that these factors significantly influenced post-pandemic travel intentions to rural areas. Similarly, research by Malebana and Nieuwenhuizen (2023) demonstrated that event quality directly impacted satisfaction and revisit intention among sports tourists when integrated into the TPB framework. In the context of transportation, Pham et al. (2022) applied an extended TPB in Kanazawa, Japan, and found that access, environmental concerns, and personal norms influenced public transport usage intentions.

Meanwhile, Kim et al. (2023) highlighted how personal factors such as environmental concern and cultural interest, when added to TPB, accounted for over 60% of the variance in revisit intentions in slow tourism cities. Additionally, Chen et al. (2024) found that perceived interest and experiential marketing significantly influenced tourists' intention to revisit traditional villages, with well-being as a key motivator. These findings reinforce TPB's relevance in understanding tourist behaviour, particularly how attitudes, social influences, and perceived control shape satisfaction and return intentions.

## CONCEPTUAL FRAMEWORK

**Public transportation availability** is a crucial factor influencing the overall travel experience for tourists, particularly in rural areas. Buehler et al. (2019) highlight the importance of planning and organizing regional public transport networks to enhance availability and accessibility. The study emphasizes that coordinated public transport systems, which include integrated fares and ticketing, can significantly improve service quality and attract more passengers, thereby reducing reliance on private vehicles. This coordination is particularly vital in rural areas where low population densities make public transport less economically viable (Buehler et al., 2019). Moreover, the study by Chen and Peng (2017) emphasizes the role of public transportation in improving accessibility to educational institutions, which can be extended to tourism contexts. The authors argue that reliable and affordable public transit options are essential for ensuring equitable access to opportunities, thereby enhancing overall satisfaction among users.

Furthermore, tourists who perceive their transportation experience as comfortable are more likely to report higher satisfaction levels and express intentions to revisit (Geng et al., 2023). For instance, a study conducted in rural tourist areas found that comfort-related factors, such as cleanliness and ride smoothness, significantly impacted tourists' overall satisfaction with their travel experience (Guiver, 2022)

*Accessibility* refers to the ease with which tourists can access and utilize public transportation services. Zolotarev et al. (2023) reveal that transport accessibility plays a crucial role in tourist decision-making when selecting rural destinations, as tourists prefer places that are easily accessible by any means of transport. In another study conducted by Adebayo et al. (2022), it was established that tourist' passenger services have a strong positive relationship with tourism satisfaction, thus stressing the need for

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|  | <p>available transport systems that enhance tourist visitation. Additionally, Mao et al. (2022) support that improving public transportation infrastructure can enhance accessibility, thereby increasing tourist satisfaction. Locally, Pineda-Jaramillo et al. (2023) demonstrate that enhancing public transportation infrastructure in rural areas of the Philippines can significantly boost accessibility, leading to higher tourist satisfaction.</p> <p>Moreover, perceived accessibility is crucial in understanding how tourists evaluate public transportation. A study by Jumaev et al. (2021) shows that tourists' evaluation of public transport correlates with the convenience of touring the services for daily tasks, demonstrating the usefulness of perception in transport planning. Transport options available during off-peak hours are also important because research has revealed that with increased service supply, the tourists' experience improves (Li et al., 2022).</p> <p><i>Affordability</i> is another crucial aspect of public transportation availability, impacting tourists' willingness to use these services. People's prices for public transport may also be influenced by distance, time of day and the means of transport. It was revealed by Mao et al. (2022) that cheap public transport motivates tourists to explore attractions, hence improving tourists' experience. Furthermore, the literature also focuses on the concept of 'availability in off-peak,' which pertains to the extent, regularity, punctuality and consistency of public transportation services beyond the usual rush hours. Public transportation is perceived to be more available, especially during such times, which can help improve the time taken to get services to tourists (Zolotarev et al., 2023). However, the scope of accessibility largely depends on the extent to which public transport services are provided to different areas of a country. Thus, the coverage also positively relates to accessibility, meaning a larger area covered</p> |                                                                                       |
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facilitates more people being offered transport services to improve their mobility instead of using their own cars (Li et al., 2022).

*Comfort* is a critical factor influencing tourists' experiences with public transportation. High-quality services characterized by well-maintained vehicles, adequate seating, and user-friendly operations contribute positively to perceptions of public transport systems (PPIAF, 2020). Research indicates that tourists who perceive their transportation experience as comfortable are more likely to report higher satisfaction levels and express intentions to revisit (Geng et al., 2023). For instance, a study conducted in rural tourist areas found that comfort-related factors, such as cleanliness and ride smoothness, significantly impacted tourists' overall satisfaction with their travel experience (Guiver, 2022).

Additionally, research by Jumaev et al. (2021) supports the notion that perceived comfort in public transport correlates with how tourists evaluate their overall travel experience. The study demonstrated that tourists who found public transport convenient and comfortable were more likely to report positive experiences and higher satisfaction levels. Therefore, the comfort level of transport services significantly impacts tourists' perceptions and their likelihood of returning to a destination.

**Tourist satisfaction** is a phenomenon that defines the totality of tourists' satisfaction with the services they receive during a visit to a particular place. It is often defined as the degree to which a tourist's expectations are met or exceeded by the actual experiences during their visit (Sanchez-Rebull, Rudchenko, & Martin, 2020). This satisfaction can reflect an individual's need and feeling or the quality of service and the characteristic of the destination (Javed, Tučková, & Jibril, 2020).

Tourist satisfaction, especially with regard to *accessibility to attractions*, is also another variable crucial in evaluating the overall travel experience. Globally, Chi & Qu's (2020) study shows that accessibility factors influence tourist satisfaction because when getting to the attractions is easier, more enjoyable impressions are obtained. A study done in the tourism sector on tourists visiting Samarkand city in Uzbekistan pointed out that the tourists were more satisfied with their tours when public transport enabled ease of access to various attractiveness and significance of transport infrastructure (Jumaev et al., 2021). Moreover, a study conducted by Bansal and Eiselt (2020) found that tourists who get easy access to attractions via public transport had higher satisfaction levels, hence the importance of efficient transport systems. Locally, an empirical study conducted in the Philippines found that accessibility to the attractions explained tourist's perceptions about the destination and transport that improved the satisfaction level.

*Safety and security* are critical factors influencing tourist satisfaction, as they directly impact tourists' perceptions of a destination and their overall experience. According to Chauhan et al. (2018) explored the relationship between safety and security measures and foreign tourist satisfaction. The research revealed that factors such as the availability of information booths, 24/7 tourist assistance services, and night patrolling significantly improved tourists' perceptions of safety.

Additionally, Adebayo et al. (2022) explored safety factors affecting foreign tourist satisfaction in Karnataka, India. Their findings indicated that visible security measures—such as police presence, surveillance systems, and 24/7 tourist assistance—significantly improved tourists' perceptions of safety. The study concluded that enhancing these safety features is essential for increasing overall tourist satisfaction. Moreover, the UNWTO emphasizes that providing a safe environment is crucial for the

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|  | <p>success of tourism destinations. Their guidelines advocate for comprehensive planning at both national and local levels to ensure tourist safety (UNWTO, 2011). This includes implementing surveillance systems, establishing tourist information centers, and ensuring effective communication channels for emergencies.</p> <p><b>Revisit intention</b> is a critical concept in tourism research, reflecting a tourist's willingness or readiness to return to a destination after their initial visit. This intention is regarded by most people as a type of post consumption behavior, which gives the probability that a visitor will revisit the same location again (Cole &amp; Scott, 2019). It is crucial to identify reasons that affect revisit intention as these travellers are more likely to generate more revenue and demand less attention compared to first-time visitors (Lehto et al., 2019 &amp; Zhang et al., 2020).</p> <p>A significant aspect of revisit intention is <i>satisfaction with transportation</i> services. Internationally, research by Zhang et al. (2023) shows that perceived transportation satisfaction results in tourists' behavioural intentions to revisit their destination. The same was evidenced by Cheprasov (2021), where users' satisfaction with services offered in public transportation influences the aspect of their recurring use of such, stressing the importance of efficient transport systems. Pineda-Jaramillo et al. (2023) argue that improved transportation aids in rural areas would enhance revisit intentions since satisfied tourists will always have the tendency to revisit. Besides, the study done on tourists in Lagos, Nigeria, also concluded that satisfaction with public transport defined the perceived satisfaction of the tourists towards transport service as the most important factor influencing the intention of tourists to revisit the place (Adebayo et al., 2022).</p> |                                                                                       |
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*Destination image* plays a crucial role in shaping tourists' revisit intentions, influencing their decisions to return to a particular location. A study by Thao et al. (2022) emphasizes that cognitive images—comprised of tourists' beliefs and knowledge about a destination—significantly affect their intention to revisit. The research found that positive cognitive images foster greater satisfaction, which in turn enhances the likelihood of repeat visits. This aligns with the findings of Chen and Tsai (2007), who argue that a favourable destination image is a key predictor of revisit intention, as it shapes tourists' expectations and experiences.

Additionally, a meta-analysis by Prayag (2021) consolidates various empirical studies demonstrating that destination image significantly impacts tourist satisfaction, which is directly linked to revisit intention. The analysis underscores the necessity for tourism stakeholders to invest in building and maintaining a positive destination image through effective marketing strategies and quality service delivery. Furthermore, the research conducted in Egypt by Ahmed (2023) demonstrates that both cognitive-affective destination images and perceived value significantly influence tourists' intentions to return. The study utilized structural equation modelling to analyze data from international tourists, revealing that a positive destination image enhances satisfaction and serves as a strong motivator for revisits.

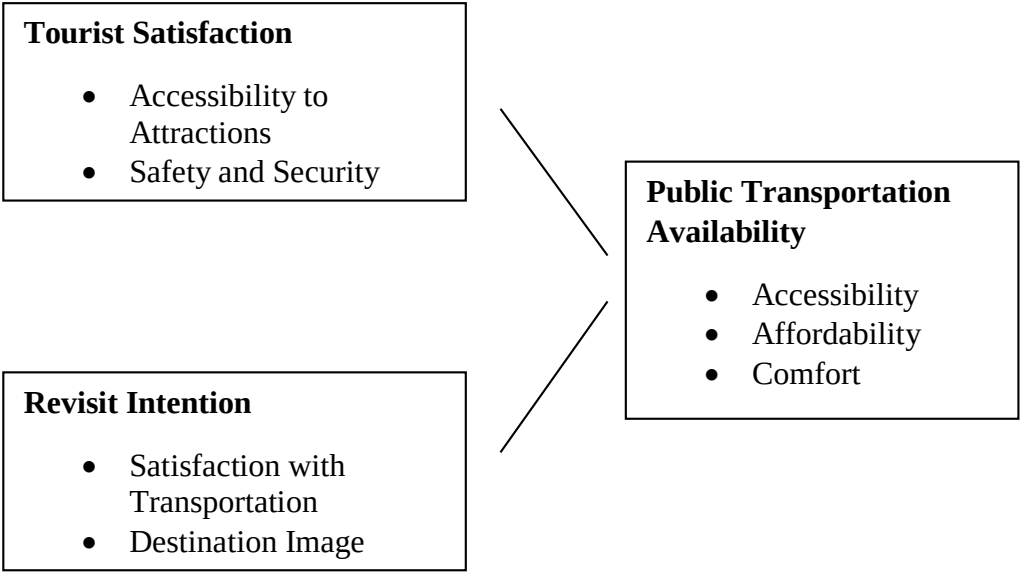


Figure 1. Schematic Diagram of the Study

**OBJECTIVES OF THE STUDY**

The present study will explore the relationship between public transportation availability and tourist satisfaction and revisit intention to the rural destinations in Misamis Occidental. This study sought to address the following specific objectives:

1. Determine the level of public transportation availability as perceived by travellers in terms of accessibility, affordability, and comfort;
2. Determine the level of tourist satisfaction in terms of accessibility to attractions and safety and security;
3. Determine the level of revisit intention in terms of satisfaction with transportation and destination image and
4. Explore the significant relationship between public transportation availability, tourist satisfaction, and revisit intention.

**NULL HYPOTHESIS:**

**$H_0$ :** There is no significant relationship between public transportation availability on tourist satisfaction and revisit intention.

### SIGNIFICANCE OF THE STUDY

**Local Government Units (LGUs).** The findings of this study can guide LGUs in improving transportation systems in rural tourist spots. This can help them make better decisions in planning and budgeting for transportation projects that support tourism development and community growth.

**BSHM Students.** This research can provide BSHM students with a clearer picture of how public transportation influences tourist behaviour. It can also help them understand how transportation affects tourist satisfaction and their willingness to revisit, which is important for planning and managing tourism services.

**Educational Institutions.** Schools and universities offering tourism and hospitality programs can use the results of this study to improve their teaching strategies. They can also use the insights to train students to become more aware of how infrastructure affects tourism success, especially in rural areas.

**Future Researchers.** This study will serve as a helpful reference for future studies related to tourism, transportation, and visitor behaviour. It can provide a basis for further research in other regions or explore more factors that affect tourist satisfaction and revisit intention.

## RESEARCH METHODOLOGIES

### Design

This study utilized a descriptive correlational research design, which combines the strengths of both descriptive and correlational approaches. A descriptive design was used to determine the levels of public transportation availability, tourist satisfaction, and revisit intention, while the correlational aspect explored the relationships among these variables. This design is appropriate for the study as it allows the researchers to examine naturally occurring variables without manipulation. It is ideal for tourism research, where ethical and practical limitations prevent experimental control. By applying statistical tools like Pearson's correlation coefficient, the study was able to assess whether public transportation availability significantly influences tourist satisfaction and revisit intention in rural destinations.

### Setting

The study was conducted in the three cities of Misamis Occidental: Ozamiz City, Oroquieta City, and Tangub City. Each of these cities serves as a gateway to various natural, cultural, and historical destinations that attract both local and domestic tourists. Public transportation in these areas plays a key role in tourist mobility, making them ideal locations to assess its impact on tourist satisfaction and revisit intention.

### Respondents of the Study

The respondents of the study were selected through a random sampling technique and have been to the three cities in Misamis Occidental. The criteria employed in selecting the tourists were those who had used public transport during their visit to ensure that the data collected corresponded with the objectives of the study. Given the unknown population size, the researchers applied Cochran's formula to determine an appropriate sample size, resulting in a target of 384 respondents. This follows the approach of the study by Memon et al. (2017), which utilizes a sample size of 384 when Cochran's formula is applied to studies with an unknown population.

### Instruments

The following instruments were used in gathering data from the respondents:

- A. Public Transportation Availability Questionnaire. This is a five-point Likert scale questionnaire that was adapted and modified questionnaire from the works of Lumsdon, L. M., & Page, S. J. (2004). The questionnaire consists of three key indicators which includes the Accessibility, Affordability and Comfort, with each indicator comprising 5 statements (Appendix B).

In determining the level of perceived service quality, the following scale was used:

| Responses             | Continuum  | Interpretation     |
|-----------------------|------------|--------------------|
| 5 - Strongly Agree    | 4.24-5.0   | Very Evident       |
| 4 - Agree             | 3.43-4.23  | Evident            |
| 3 - Neutral           | 2.62- 3.42 | Moderately Evident |
| 2 - Disagree          | 1.81-2.61  | Slightly Evident   |
| 1 - Strongly Disagree | 1.0-1.80   | Not Evident at All |

B. Tourist Satisfaction Questionnaire. This is a five-point Likert scale questionnaire that was adapted and modified questionnaire from the works of Chen, C. F., & Chen, F. S. (2010). The questionnaire consists of two key indicators, which include the Accessibility to Attractions and Safety and Security, with each indicator comprising 5 statements (Appendix B).

In determining the level of perceived service quality, the following scale was used:

| Responses             | Continuum  | Interpretation |
|-----------------------|------------|----------------|
| 5 - Strongly Agree    | 4.24-5.0   | Very High      |
| 4 - Agree             | 3.43-4.23  | High           |
| 3 - Neutral           | 2.62- 3.42 | Moderate       |
| 2 - Disagree          | 1.81-2.61  | Low            |
| 1 - Strongly Disagree | 1.0-1.80   | Very Low       |

C. Revisit Intention Questionnaire. This is a five-point Likert scale questionnaire that was adapted and modified questionnaire from the works of C Zeng, L., & Li, R.Y.M. (2022). The questionnaire consists of two key indicators which includes the Satisfaction with Transportation and Destination Image, with each indicator comprising 5 statements (Appendix B).

In determining the level of perceived service quality, the following scale was used:

| Responses             | Continuum  | Interpretation |
|-----------------------|------------|----------------|
| 5 - Strongly Agree    | 4.24-5.0   | Very High      |
| 4 - Agree             | 3.43-4.23  | High           |
| 3 - Neutral           | 2.62- 3.42 | Moderate       |
| 2 - Disagree          | 1.81-2.61  | Low            |
| 1 - Strongly Disagree | 1.0-1.80   | Very Low       |

**Data Gathering Procedure**

The data-gathering procedure for this study involved administering a survey questionnaire directly to local tourists in targeted cities within Misamis Occidental. The researchers informed potential respondents about the study's objectives, emphasizing their role in enhancing understanding of public transportation availability, tourists' satisfaction, and their likelihood of revisiting the region. To reach the target number of respondents, the researchers followed several best practices: they provided a clear description of the study, ensured that respondents understood the importance of their feedback, and conducted the survey at convenient times preferred by the tourists. Each questionnaire took approximately 10–15 minutes to complete, promoting an efficient and smooth data collection process.

**Ethical Considerations**

The study adheres to the ethical principles stipulated by Bell and Bryman (2007), ensuring the rights and welfare of all participants are safeguarded. Confidentiality will be maintained by securely storing personal information and anonymizing data in reports, preventing the identification of any individual. Informed consent will be obtained from all participants, providing them with clear information about the study's purpose, their involvement, and the option to withdraw at any stage without any negative consequences. The research will also aim to avoid harm by treating participants respectfully, avoiding intrusive questions, and minimizing any discomfort. Finally, transparency in reporting and analysis will be upheld to ensure accuracy, honesty, and integrity throughout the research process.

**Data Analysis**

The following statistical tools were utilized in analyzing the data:

- **Mean and Standard Deviation.** These tools were utilized to determine the level of public transportation availability, tourist satisfaction, and revisit intention.
- **Pearson Product Moment Correlation Coefficient.** This tool was used to explore the significant relationship between public transportation availability on tourist satisfaction and revisit intention.

## RESULTS AND DISCUSSION

### *Level of Public Transportation Availability*

Table 1 shows the level of public transportation availability in rural tourist destinations in Misamis Occidental. The overall result shows that public transportation availability is rated as Evident ( $M = 3.593$ ;  $SD = 0.5887$ ). This revealed that tourists generally perceived transportation services in the area to be accessible, affordable, and somewhat comfortable. The existing transportation infrastructure moderately meets tourists' expectations. These findings imply that while services are functional and satisfactory in most aspects, there are still areas, especially related to comfort, that need improvement to enhance the tourist experience and destination competitiveness.

Affordability received the highest rating among the constructs ( $M = 3.702$ ;  $SD = 0.6617$ ), indicating that public transportation fares were perceived as reasonable and well-aligned with service quality. This result shows that cost considerations significantly influence tourists' satisfaction, especially in rural destinations where budget-conscious travel decisions are more prevalent. Tourists found fare structures transparent and within budget, enhancing their willingness to utilize public transport options during their visit. As affordability increases, more travellers are encouraged to explore different destinations without financial strain, which in turn supports local tourism economies.

On the other hand, Accessibility followed closely ( $M = 3.655$ ;  $SD = 0.8228$ ), which was also interpreted as evident. This finding illustrates that public transportation in the province is relatively convenient and available near accommodations and major attractions. Clear signage, accessible stops, and reliable connections made it easier for tourists to reach various destinations, thus supporting smoother travel experiences. Accessibility is crucial in rural tourism as it directly impacts the ability of tourists to

explore a wide range of locations, encouraging them to stay longer and potentially spend more.

Comfort received the lowest score among the constructs ( $M = 3.422$ ;  $SD = 0.7187$ ), interpreted as moderately evident. This suggests that while transport options were available and affordable, they lacked optimal comfort. Factors such as vehicle cleanliness, noise levels, ventilation, and seating space may have contributed to this lower score. Discomfort during travel may deter tourists from using public transportation again, thus negatively affecting overall satisfaction and revisit intentions. Enhancing comfort could create a more pleasant experience, fostering loyalty and return visits.

The findings across constructs show that while affordability and accessibility met tourists' expectations, there remains room for improvement in terms of travel comfort, which may affect tourists' perception of transportation quality. Mao et al. (2022) affirmed that affordability is a key factor influencing rural tourists' engagement, as lower transport costs increase their mobility and destination coverage. Additionally, Foo and Truong (2021) highlighted that economic-friendly fares attract budget travellers, a common demographic in rural tourism. Furthermore, Zolotarev et al. (2023) emphasized that easy-to-navigate public transport significantly improves rural destination appeal, reinforcing the value of accessibility. These studies collectively affirm the role of affordability and accessibility as foundational components of effective tourism transportation systems.

Meanwhile, Grube and Anderson (2020) found that perceived comfort, especially in terms of seating and cleanliness, directly influenced tourists' satisfaction with their travel experiences. Additionally, Liftango (2020) further advocated that public transportation in rural regions must evolve to incorporate comfort-related features to

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                       |
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|  | Misamis University                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 24                                                                                    |
|  | <p>remain competitive and support tourism development. Moreover, Kim and Choi (2020) noted that factors like temperature, crowding, and noise significantly affect users' perceptions of public transport services. Hence, low comfort scores in Misamis Occidental call for targeted improvements in vehicle conditions and service environments.</p> <p>Furthermore, Dumitraşcu et al. (2023) identified accessibility as a strong predictor of satisfaction in rural Romanian destinations, aligning with the results in Misamis Occidental. Additionally, Adebayo et al. (2022) also confirmed that effective transport access leads to increased site visitation, thereby reinforcing satisfaction levels. Moreover, Mao et al. (2022) emphasized the value of consistent and wide-reaching public transport coverage to improve access and attract tourists to more remote areas. These results underscore that beyond affordability, consistent investment in accessibility infrastructure can significantly elevate tourist mobility and satisfaction.</p> <p>Buehler et al. (2019) highlighted the importance of fare integration and organized transport networks in promoting public transport usage. Additionally, Santos et al. (2020) further noted that economic accessibility in tourism destinations significantly increased spending and overall satisfaction. Meanwhile, Liu and Li (2020) found that cost-effective transit options improved travel decisions, particularly for tourists seeking value-for-money experiences. These reinforce that affordability remains a critical driver of public transportation usage in rural tourism settings.</p> <p>Meanwhile, Chan et al. (2019) emphasized that ambient conditions in transport, such as air quality and noise control, shape tourists' comfort perceptions. Additionally, Guiver (2022) also found that rural visitors rated their experience lower when vehicles lacked cleanliness and smooth operation. Moreover, Grisé and El-Geneidy (2019)</p> |                                                                                       |
|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |

discussed how well-maintained and comfortable transit vehicles increase users' confidence and perception of quality. These findings suggest that improvements in comfort can uplift public transport's image, thereby influencing tourists' intent to revisit and recommend the destination.

Thus, the availability of public transportation in rural tourist destinations in Misamis Occidental was generally perceived as evident. Tourists appreciated its affordability and accessibility, which facilitated travel within the province. However, moderate comfort ratings indicated areas for service improvement. This has significant implications for tourism stakeholders, suggesting the need to enhance transport services by focusing on cleanliness, seating, and overall ride quality. Doing so will boost tourists' experiences, improve destination image, and increase revisit intentions. Investment in transportation infrastructure is thus a strategic move toward strengthening rural tourism development and sustainability.

**Table 1.** Summary Table on Public Transportation Availability

| <b>Constructs</b>                         | <b>M</b>     | <b>SD</b>    | <b>Interpretation</b> |
|-------------------------------------------|--------------|--------------|-----------------------|
| Accessibility                             | 3.655        | .8228        | Evident               |
| Affordability                             | 3.702        | .6617        | Evident               |
| Comfort                                   | 3.422        | .7187        | Moderately Evident    |
| <b>PUBLIC TRANSPORTATION AVAILABILITY</b> | <b>3.593</b> | <b>.5887</b> | <b>Evident</b>        |

*Legend: 4.24-5.0 (Very Evident); 3.43-4.23 (Evident); 2.62- 3.42 (Moderately Evident); 1.81-2.61 (Slightly Evident); 1.0-1.80 (Not Evident at All)*

*Level of Tourist Satisfaction*

Table 2 presents the level of tourist satisfaction in rural tourist destinations of Misamis Occidental. The overall satisfaction level was rated as moderate ( $M = 3.416$ ;  $SD = 0.6774$ ). This suggests that tourists generally had acceptable experiences while visiting the area yet identified key areas that could be improved to enhance their overall enjoyment. Satisfaction in this context was measured based on two constructs: accessibility to attractions and safety and security. The moderate rating indicates a fair level of alignment between tourist expectations and the actual transportation services experienced, particularly in how these services influenced their engagement with tourist spots.

Among the two constructs, Accessibility to Attractions received the highest mean score ( $M = 3.560$ ;  $SD = 0.7668$ ), interpreted as high. This indicates that tourists generally agreed that public transportation helped them reach various attractions with convenience. Efficient routing, reasonable frequency, and strategically placed stops may have enabled smoother transitions between destinations. Respondents reported that transportation options allowed them to enjoy more locations within the limited duration of their visit, reflecting a functional travel system that supported tourist movement. This suggests that the public transportation system in Misamis Occidental is effective in helping tourists navigate key points of interest within rural settings.

Meanwhile, the Safety and Security construct garnered a moderate rating ( $M = 3.272$ ;  $SD = 0.8190$ ). While tourists did not express significant dissatisfaction, the results indicate that concerns related to safety and perceived security still exist. These concerns may stem from inadequate lighting, limited visibility of security personnel, or insufficient emergency response procedures, especially during evening trips. The

presence or absence of such safety features can significantly impact a tourist's sense of ease when using public transportation. Hence, while travel access is commendable, addressing safety issues remains essential to improving the tourist experience in these rural destinations.

The relatively high score for accessibility aligns with the expectation that public transportation should reduce travel barriers and enable seamless access to attractions. This high accessibility enabled tourists to optimize their itineraries, particularly in remote areas where walking or private transport may not be feasible. As tourism becomes more decentralized and attractions diversify across less urbanized landscapes, easy mobility through available transport systems becomes a crucial factor in sustaining visitor interest and improving destination satisfaction.

According to Chi and Qu (2020), accessibility plays a critical role in shaping the satisfaction of tourists visiting rural locations. Their study found that ease of transportation access to scenic sites positively correlated with reported satisfaction scores. Additionally, Dumitraşcu et al. (2023) concluded that high levels of mobility within rural tourist zones contributed to a positive perception of a region, particularly when attractions were linked by coherent public transit. Moreover, Jumaev et al. (2021) also confirmed that tourists' perceived convenience when commuting through public transport influences their overall evaluation of a destination's appeal.

Safety and security are strong determinants of tourist satisfaction, contributing up to 30% of the variance in satisfaction ratings (Geng et al., 2023). The psychological comfort of tourists is derived from visible security measures, such as patrolling, surveillance, and well-marked emergency exits. The perceptions of safety influenced travellers' confidence in public transportation. Additionally, tourists in Karnataka, India,

rated transportation satisfaction higher when transport vehicles appeared well-maintained and safe, highlighting the importance of physical and environmental reassurance in public transit (Chanhan et al., 2018).

The safety within rural destinations enhances not just satisfaction but also revisit intentions (Zhang et al., 2022). Their survey across several rural tourist areas indicated that safety-related experiences, including unthreatening travel environments and well-regulated public transport, significantly contributed to tourists' emotional satisfaction. Additionally, the identified emotional comfort—rooted in feelings of security—as a foundational element in the holistic tourist satisfaction model asserts that without adequate safety measures, it could fail tourist expectations (Sanchez-Rebull et al., 2020).

Moreover, ease of navigation via public transportation boosted tourists' likelihood of rating their experiences positively (Bansal & Eiselt, 2020). The clarity of signage, logical route planning, and reduced travel time were major contributors to satisfaction in remote tourism settings. Additionally, perceived transport accessibility strongly shapes tourist decision-making, especially in rural destinations (Zolotarev et al., 2023). In this view, strengthening rural transportation systems improved perceived accessibility and facilitated a more favourable tourist experience (Mao et al., 2022).

Therefore, the rural public transportation systems in Misamis Occidental are fairly effective in facilitating tourist movement, but improvements in safety infrastructure and policies are needed. Stakeholders in tourism and transportation may collaborate to implement more comprehensive safety measures and enhance service reliability. By addressing these concerns, the overall travel experience can be significantly elevated, fostering not just satisfaction but loyalty and repeated visitation among tourists.

**Table 2.** Summary Table on Tourist Satisfaction

| Constructs                  | M            | SD           | Interpretation  |
|-----------------------------|--------------|--------------|-----------------|
| Accessibility to Attraction | 3.560        | .7668        | High            |
| Safety and Security         | 3.272        | .8190        | Moderate        |
| <b>TOURIST SATISFACTION</b> | <b>3.416</b> | <b>.6774</b> | <b>Moderate</b> |

*Legend: 4.24-5.0 (Very xHigh); 3.43-4.23 (High); 2.62- 3.42 (Moderate); 1.81-2.61 (Low); 1.0-1.80 (Very Low)*

#### *Level of Revisit Intention*

Table 3 shows the level of revisit intention among tourists in rural destinations in Misamis Occidental. The overall result reveals that revisit intention was rated as high ( $M = 3.836$ ;  $SD = 0.6601$ ). This indicated that tourists were generally inclined to return to the destinations, which suggests that their prior experiences, including transportation, attractions, and the perceived image of the area, positively influenced their loyalty. Revisit intention is considered a critical measure of destination success as it reflects the tourists' willingness to return and their likelihood of recommending the destination to others.

Among the two constructs, Destination Image received the highest mean score ( $M = 3.871$ ;  $SD = 0.7572$ ), interpreted as high. This result shows that tourists perceived the rural destinations in Misamis Occidental favourably, particularly regarding the environmental appeal, cultural richness, and destination cleanliness. Tourists valued the authenticity and aesthetic qualities of rural sites, which enhanced their positive memories and emotional attachment to the place. The scenic views, cultural experiences, and cleanliness contributed to building a destination image that tourists deemed worthy of revisiting.

On the other hand, Satisfaction with Transportation also received a high rating ( $M = 3.802$ ;  $SD = 0.7230$ ). Tourists agreed that their positive experiences with public transportation, such as convenience, schedule efficiency, and comfort, were instrumental in shaping their decision to return. This suggests that well-managed transportation systems played a significant role in enhancing the perceived value of the overall travel experience. Tourists appreciated the role that transport played in enabling them to access attractions and navigate the destination with ease.

These findings support the understanding that a strong and appealing destination image, when coupled with high-quality transportation services, forms a powerful driver of revisit intentions. As tourists found the destinations enjoyable and their transport experiences satisfactory, the synergy between these constructs contributed significantly to their loyalty. Both constructs reinforce each other: when transportation is effective, it boosts the perception of the destination, and when the destination is enjoyable, tourists become more appreciative of the systems that enable them to explore it.

A positive image formed through scenic attractions and memorable experiences is strongly linked to higher levels of tourist satisfaction and loyalty (Prayag, 2021). Additionally, the cognitive and affective destination images such as perceptions of natural beauty and friendliness of locals predict revisit behavior (Thao et al., 2022). Moreover, a well-maintained and environmentally clean destination significantly increases the intention to return, especially in rural tourism contexts (Ahmed, 2023).

In addition, the importance of transportation satisfaction in shaping revisit behaviour is well-established in scholarly discourse. Tourists perceive public transportation as efficient and stress-free, and they are more likely to develop repeat visitation behaviour (Zhang et al., 2023). Additionally, the transportation services in

rural destinations can shape both the overall satisfaction and the intention to revisit, particularly when comfort, safety, and access are maintained (Cheprasov, 2021). Hence, tourists in rural Philippine destinations are more likely to return when reliable and clean public transport enhances their mobility and comfort (Pineda-Jaramillo et al., 2023)

The transportation services are a vital component of destination evaluations and play a mediating role between tourist satisfaction and revisit intention (Chen and Tsai, 2007). Additionally, the tourists' memorable travel experiences largely influenced by accessibility and transport efficiency contribute to positive destination memories and revisit decisions (Lee and Xie, 2019). As such, transportation contributes to the formation of holistic destination experiences that extend beyond mere convenience.

Thus, tourists' revisit intentions to rural destinations in Misamis Occidental were significantly influenced by their satisfaction with transportation and the favourable image of the destination. The high mean scores in both constructs emphasize that destination loyalty is not solely based on scenic or cultural factors but also on the convenience and quality of transportation. These findings suggest that destination managers and local government units should prioritize maintaining both the quality of transportation services and the positive branding of rural destinations to attract visitors and foster sustainable tourism development.

**Table 3.** Summary Table on Revisit Intention

| Constructs                       | M            | SD           | Interpretation |
|----------------------------------|--------------|--------------|----------------|
| Satisfaction with Transportation | 3.802        | .7230        | High           |
| Destination Image                | 3.871        | .7572        | High           |
| <b>REVISIT INTENTION</b>         | <b>3.836</b> | <b>.6601</b> | <b>High</b>    |

*Legend: 4.24-5.0 (Very High); 3.43-4.23 (High); 2.62- 3.42 (Moderate); 1.81-2.61 (Low); 1.0-1.80 (Very Low)*

*Significant Relationship Between Public Transportation Availability and Tourist Satisfaction, and Revisit Intention*

Table 4 presents the significant relationship between public transportation availability, tourist satisfaction, and revisit intention in rural tourist destinations in Misamis Occidental. The results indicated that public transportation availability has a strong and statistically significant relationship with revisit intention ( $r = .357$ ;  $p < .01$ ). Moreover, tourist satisfaction also revealed a strong and highly significant relationship with revisit intention ( $r = .523$ ;  $p < .01$ ). This suggests that as tourists perceive public transportation to be more accessible, affordable, and comfortable, and as their satisfaction with the travel experience increases, so does their intention to return to the destination.

The construct of public transportation availability showed a positive correlation with revisit intention ( $r = .357$ ;  $p < .01$ ), signifying a strong relationship. This means that when tourists perceive transportation systems in rural destinations as accessible, affordable, and comfortable, they are more inclined to revisit them. Tourists considered transportation availability not merely as a logistical concern but as a vital element of their overall experience, which shaped their intention to return.

Tourist satisfaction exhibited a stronger correlation with revisit intention ( $r = .523$ ;  $p < .01$ ), highlighting it as a more dominant predictor. This emphasized that tourists who were satisfied with their travel experiences—especially in terms of accessibility to attractions and safety during transit—were more likely to plan future visits. The feeling of safety, in particular, played a vital role in fostering emotional comfort, while convenient access to key attractions enhanced the overall experience, both driving repeat travel behaviour.

Although both variables were significant, the findings underscored that tourist satisfaction holds more influence over revisit behaviour than transportation availability alone. This suggested that the quality of public transport experience—not just its existence—matters more to tourists. Even with available public transportation, poor experiences may limit tourists' desire to return. Therefore, improvements in service quality, cleanliness, and responsiveness could elevate satisfaction and ultimately encourage loyalty to rural destinations.

The interplay of transportation availability and satisfaction suggests a layered relationship. Tourists may initially be drawn by the promise of accessible and low-cost transit options, but their decision to return hinges on how satisfying and memorable their journey is. The presence of user-friendly services, safe environments, and convenient scheduling could enhance the overall image of rural Misamis Occidental, motivating tourists not only to revisit but to recommend the destination to others.

Cheprasov (2021) asserted that quality public transport in rural areas increases repeat visits by improving tourists' travel experiences. Additionally, Zhang et al. (2023) found that positive experiences with transportation infrastructure enhance tourists' behavioural intentions. Moreover, Kim et al. (2023) emphasized that favourable transportation conditions shape a destination's image, which is a core driver of loyalty and revisit intention.

Meanwhile, Chen and Tsai (2007) argued that tourist satisfaction mediates the link between transportation and loyalty behaviour. They highlighted that when transport services exceed expectations, tourists tend to form a favourable image and intend to return. Xie et al. (2023) applied the Theory of Planned Behavior (TPB) in rural tourism

contexts and confirmed that satisfaction and perceived control, like access to public transport, jointly predict future travel intentions.

According to Bigné et al. (2020), a favourable destination image developed through enjoyable and satisfying travel experiences directly correlates with repeat visits. Additionally, Chi and Qu (2019) emphasized that tourists who are satisfied with accessibility and service quality tend to demonstrate higher revisit intentions. It also indicated that tourists who feel secure and valued during their journey are more likely to recommend the destination and return, reinforcing the importance of satisfaction as a behavioural driver (Geng et al., 2023).

Furthermore, Li et al. (2022) revealed that efficient, affordable, and pleasant transportation services collectively shape the tourist experience and destination image. Additionally, Pineda-Jaramillo et al. (2023) emphasized that enhanced rural transport infrastructure leads to increased satisfaction and revisit intention. Moreover, Lee and Xie (2019) also confirmed that memorable and convenient public transport journeys form part of the positive memory framework that drives tourists' desire to return to their destination.

Thus, both public transportation availability and tourist satisfaction were found to significantly influence revisit intention, with tourist satisfaction serving as a stronger predictor. This underscores the importance of enhancing not just the availability but the quality of transport services to improve tourists' overall experiences. For tourism stakeholders and local governments in Misamis Occidental, the implication is clear: investments in safe, comfortable, and efficient public transport systems are critical to cultivating repeat tourism and sustaining rural tourism development.

**Table 4.** Significant Relationship between Revisit Intention and Public Transportation Availability and Tourist Satisfaction

| Revisit Intention                        | r-value | p-value | Interpretation                                       |
|------------------------------------------|---------|---------|------------------------------------------------------|
| PUBLIC<br>TRANSPORTATION<br>AVAILABILITY | .357**  | .000    | Strong Positive<br>Correlation/Highly<br>Significant |
| TOURIST SATISFACTION                     | .523**  | .000    | Strong Positive<br>Correlation/Highly<br>Significant |

*Legend: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), Weak Negative Correlation (-0.01 to -0.10), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00); 2). \*\* $p < 0.01$  (Highly Significant); \* $p < 0.05$  (Significant);  $p > 0.05$  (Not Significant)*

## CONCLUSION

This study explored the relationship between public transportation availability, tourist satisfaction, and revisit intention in rural destinations of Misamis Occidental, with the following key findings:

- Public transportation availability was perceived as evident in terms of affordability and accessibility, although comfort was rated as only moderately evident. This means tourists generally found public transport usable and cost-effective but less enjoyable due to issues such as vehicle conditions and limited amenities.
- Tourist satisfaction was moderate, with high ratings for accessibility to attractions but lower ratings for safety and security. While tourists appreciated the ease of getting to destinations, concerns regarding safety during travel, especially at night, remained.
- Revisit intention was rated high, indicating that tourists were likely to return to Misamis Occidental due to their favourable experience, especially with the destination's image and the effectiveness of public transportation services.
- There is a statistically significant relationship between public transportation availability, tourist satisfaction, and revisit intention. Tourist satisfaction was found to be a stronger predictor of revisit intention than transport availability alone. This implies that enhancing the overall travel experience, including comfort and perceived safety, is essential in encouraging return visits.

### RECOMMENDATIONS

To enhance the tourist experience in Misamis Occidental, several key improvements to public transportation are necessary. Enhancing vehicle comfort through better seating, increased space, and regular maintenance is crucial to make journeys more enjoyable and encourage higher usage. Prioritizing safety and security, especially for nighttime travel, by increasing lighting, providing security personnel, and establishing clear emergency response procedures is essential to instill confidence in tourists. Optimizing public transportation schedules and accessibility, particularly during peak tourist seasons, can significantly improve the overall tourist experience.

Additionally, conducting further research to explore the specific impact of these improvements on tourist satisfaction and revisit intentions in rural destinations can provide valuable insights for future planning. Understanding the role of transportation in promoting sustainable tourism in rural areas is also essential for ensuring the long-term viability of the tourism industry in Misamis Occidental. By addressing these areas, the region can create a more appealing and accessible destination, attracting more tourists and contributing to its economic growth.

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## APPENDIX A

### Survey Questionnaire

#### PUBLIC TRANSPORTATION AVAILABILITY

The questionnaire was adapted and modified questionnaire from the works of Lumsdon, L. M., & Page, S. J. (2004), which includes the Accessibility, Affordability and Comfort

#### Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

#### OPENING QUESTION

Do you use public transportation when visiting rural tourist destinations in Misamis Occidental? (Please check if applicable)

☐ Yes

| INDICATORS                                                                               | RESPONSES |   |   |   |   |
|------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| A. Accessibility                                                                         | 5         | 4 | 3 | 2 | 1 |
| 1. Finding public transportation options in the area I visited was easy.                 |           |   |   |   |   |
| 2. Public transportation provided good access to the different areas of the destination. |           |   |   |   |   |
| 3. The signs and information for public transportation stops or stations were clear.     |           |   |   |   |   |
| 4. Public transportation was accessible from my accommodation or starting point.         |           |   |   |   |   |
| 5. Public transportation made it easy to travel between popular places.                  |           |   |   |   |   |

| <b>B. Affordability</b>                                                                        | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
|------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1. Public transportation fares were reasonable in relation to my budget.                       |          |          |          |          |          |
| 2. I was satisfied with the cost of public transportation relative to the quality of service.  |          |          |          |          |          |
| 3. The pricing and any additional fees associated with public transportation were transparent. |          |          |          |          |          |
| 4. Public transportation was affordable compared to other destinations I have visited.         |          |          |          |          |          |
| 5. The availability of affordable public transportation options met my satisfaction.           |          |          |          |          |          |

| <b>C. Comfort</b>                                                                     | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1. The air quality in the vehicle contributes positively to my experience.            |          |          |          |          |          |
| 2. The noise level during my journey is comfortable.                                  |          |          |          |          |          |
| 3. The level of cleanliness on board enhances my comfort.                             |          |          |          |          |          |
| 4. There is enough space and seating available to accommodate passengers comfortably. |          |          |          |          |          |
| 5. The comfort level of the transportation meets my expectations.                     |          |          |          |          |          |

### TOURIST SATISFACTION

The questionnaire was adapted and modified questionnaire from the works of Chen, C. F., & Chen, F. S. (2010), which includes the Accessibility to Attractions and Safety and Security

#### Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

| INDICATORS                                                                                        | RESPONSES |   |   |   |   |
|---------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| <b>A. Accessibility to Attractions</b>                                                            | 5         | 4 | 3 | 2 | 1 |
| 1. The accessibility of major attractions from public transportation stops met my satisfaction.   |           |   |   |   |   |
| 2. Public transportation helped me visit all the attractions I wanted to see.                     |           |   |   |   |   |
| 3. The public transportation schedules provided satisfactory access to attractions.               |           |   |   |   |   |
| 4. The connections between different attractions using public transportation met my satisfaction. |           |   |   |   |   |
| 5. Public transportation made it easy to access all the places I planned to visit.                |           |   |   |   |   |

| <b>B. Safety and Security</b>                                                                      | 5 | 4 | 3 | 2 | 1 |
|----------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1. I feel safe and secure while using public transportation.                                       |   |   |   |   |   |
| 2. The public transportation vehicles are well-maintained and appear safe for travel               |   |   |   |   |   |
| 3. I am confident in the emergency response procedures of public transportation services           |   |   |   |   |   |
| 4. I feel confident in using public transportation at different times of the day, including night. |   |   |   |   |   |

5. I have not experienced or witnessed any security threats while using public transportation.

### REVISIT INTENTION

The questionnaire was adapted and modified questionnaire from the works of C Zeng, L., & Li, R.Y.M. (2022), which includes the Satisfaction with Transportation and Destination Image

#### Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

| INDICATORS                                                                                                   | RESPONSES |   |   |   |   |
|--------------------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
| A. Satisfaction with Transportation                                                                          | 5         | 4 | 3 | 2 | 1 |
| 1. The overall quality of public transportation during my visit met my expectations.                         |           |   |   |   |   |
| 2. The quality of public transportation influences my likelihood of revisiting this destination.             |           |   |   |   |   |
| 3. Public transportation had a positive impact on my overall travel experience.                              |           |   |   |   |   |
| 4. Public transportation positively influenced my intention to recommend this destination to others.         |           |   |   |   |   |
| 5. Public transportation played a satisfactory role in influencing my decision to return to the destination. |           |   |   |   |   |

| <b>B. Destination Image</b>                                                                        | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
|----------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1. The destinations that I've visited have a positive overall image.                               |          |          |          |          |          |
| 2. The natural landscapes and scenery in these destinations are attractive and visually appealing. |          |          |          |          |          |
| 3. I view the rural tourist destinations as clean and environmentally friendly.                    |          |          |          |          |          |
| 4. The cultural and historical attractions in these rural areas are rich and interesting.          |          |          |          |          |          |
| 5. The overall tourism facilities in these rural areas meet my expectations.                       |          |          |          |          |          |

*Thank you for participating in this survey. Your responses will help us understand how public transportation affects tourist satisfaction and their intention to revisit rural tourist destinations in Misamis Occidental. God Bless!*

## APPENDIX B

### Sample of the Filled-Out Questionnaire

# PUBLIC TRANSPORTATION AVAILABILITY

The questionnaire was adapted and modified questionnaire from the works of Lumsdon, L. M., & Page, S. J. (2004), which includes the Accessibility, Affordability and Comfort

## Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

## OPENING QUESTION

Do you use public transportation when visiting rural tourist destinations in Misamis Occidental? (Please check if applicable)

☐ Yes

| INDICATORS                                                                               | RESPONSES |   |   |   |   |
|------------------------------------------------------------------------------------------|-----------|---|---|---|---|
|                                                                                          | 5         | 4 | 3 | 2 | 1 |
| <b>A. Accessibility</b>                                                                  |           |   |   |   |   |
| 1. Finding public transportation options in the area I visited was easy.                 |           | / |   |   |   |
| 2. Public transportation provided good access to the different areas of the destination. | /         |   |   |   |   |
| 3. The signs and information for public transportation stops or stations were clear.     |           |   | / |   |   |
| 4. Public transportation was accessible from my accommodation or starting point.         |           | / |   |   |   |
| 5. Public transportation made it easy to travel between popular places.                  |           | / |   |   |   |

| <b>B. Affordability</b>                                                                        | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
|------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1. Public transportation fares were reasonable in relation to my budget.                       |          | /        |          |          |          |
| 2. I was satisfied with the cost of public transportation relative to the quality of service.  |          | /        |          |          |          |
| 3. The pricing and any additional fees associated with public transportation were transparent. |          | /        |          |          |          |
| 4. Public transportation was affordable compared to other destinations I have visited.         |          |          | /        |          |          |
| 5. The availability of affordable public transportation options met my satisfaction.           |          | /        |          |          |          |

| <b>C. Comfort</b>                                                                     | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> |
|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1. The air quality in the vehicle contributes positively to my experience.            |          | /        |          |          |          |
| 2. The noise level during my journey is comfortable.                                  |          | /        |          |          |          |
| 3. The level of cleanliness on board enhances my comfort.                             |          | /        |          |          |          |
| 4. There is enough space and seating available to accommodate passengers comfortably. |          | /        |          |          |          |
| 5. The comfort level of the transportation meets my expectations.                     |          | /        |          |          |          |

### TOURIST SATISFACTION

The questionnaire was adapted and modified questionnaire from the works of Chen, C. F., & Chen, F. S. (2010), which includes the Accessibility to Attractions and Safety and Security

#### Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale:

(5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

| INDICATORS                                                                                        | RESPONSES |   |   |   |   |
|---------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
|                                                                                                   | 5         | 4 | 3 | 2 | 1 |
| <b>A. Accessibility to Attractions</b>                                                            |           |   |   |   |   |
| 1. The accessibility of major attractions from public transportation stops met my satisfaction.   |           | / |   |   |   |
| 2. Public transportation helped me visit all the attractions I wanted to see.                     | /         |   |   |   |   |
| 3. The public transportation schedules provided satisfactory access to attractions.               |           | / |   |   |   |
| 4. The connections between different attractions using public transportation met my satisfaction. |           | / |   |   |   |
| 5. Public transportation made it easy to access all the places I planned to visit.                |           | / |   |   |   |

| INDICATORS                                                                                         | RESPONSES |   |   |   |   |
|----------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
|                                                                                                    | 5         | 4 | 3 | 2 | 1 |
| <b>B. Safety and Security</b>                                                                      |           |   |   |   |   |
| 1. I feel safe and secure while using public transportation.                                       |           | / |   |   |   |
| 2. The public transportation vehicles are well-maintained and appear safe for travel               |           | / |   |   |   |
| 3. I am confident in the emergency response procedures of public transportation services           |           | / |   |   |   |
| 4. I feel confident in using public transportation at different times of the day, including night. |           |   | / |   |   |
| 5. I have not experienced or witnessed any security threats while using public transportation.     |           |   | / |   |   |

### REVISIT INTENTION

The questionnaire was adapted and modified questionnaire from the works of C Zeng, L., & Li, R.Y.M. (2022), which includes the Satisfaction with Transportation and Destination Image

#### Instruction:

Please answer the following questions based on your recent visit. Your responses will remain confidential and are intended only for research purposes. Be guided by the following scale: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree

| INDICATORS                                                                                                   | RESPONSES |   |   |   |   |
|--------------------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
|                                                                                                              | 5         | 4 | 3 | 2 | 1 |
| <b>A. Satisfaction with Transportation</b>                                                                   |           |   |   |   |   |
| 1. The overall quality of public transportation during my visit met my expectations.                         |           | / |   |   |   |
| 2. The quality of public transportation influences my likelihood of revisiting this destination.             |           | / |   |   |   |
| 3. Public transportation had a positive impact on my overall travel experience.                              |           |   | / |   |   |
| 4. Public transportation positively influenced my intention to recommend this destination to others.         |           | / |   |   |   |
| 5. Public transportation played a satisfactory role in influencing my decision to return to the destination. |           |   | / |   |   |

| INDICATORS                                                                                         | RESPONSES |   |   |   |   |
|----------------------------------------------------------------------------------------------------|-----------|---|---|---|---|
|                                                                                                    | 5         | 4 | 3 | 2 | 1 |
| <b>B. Destination Image</b>                                                                        |           |   |   |   |   |
| 1. The destinations that I've visited have a positive overall image.                               |           | / |   |   |   |
| 2. The natural landscapes and scenery in these destinations are attractive and visually appealing. |           | / |   |   |   |
| 3. I view the rural tourist destinations as clean and environmentally friendly.                    |           | / |   |   |   |
| 4. The cultural and historical attractions in these rural areas are rich and interesting.          |           | / |   |   |   |
| 5. The overall tourism facilities in these rural areas meet my expectations.                       |           | / |   |   |   |

*Thank you for participating in this survey. Your responses will help us understand how public transportation affects tourist satisfaction and their intention to revisit rural tourist destinations in Misamis Occidental. God Bless!*

## APPENDIX C

### Sampling Computations

| City           | Number of Respondents | Sampling Method |
|----------------|-----------------------|-----------------|
| Oroquieta City | 128                   | Random Sampling |
| Ozamiz City    | 128                   | Random Sampling |
| Tangub City    | 128                   | Random Sampling |
| <b>TOTAL</b>   | <b>384</b>            |                 |

**APPENDIX D****Request Letter to Adapt the Instrument**



**MISAMIS UNIVERSITY**  
OZAMIZ CITY

September 3, 2024

**Dr. Les Lumsdon & Dr. Stephen J. Page**  
University of Central Lancashire (UCLan)  
Evans School of Public Policy & Governance, University of Washington

Dear Dr. Lumsdon and Dr. Page,

Good day!

We are undergraduate students from Misamis University, currently taking up the Bachelor of Science in Hospitality Management program. We are conducting a study entitled "*Public Transportation Availability on Tourists' Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental.*"

We are writing to respectfully ask permission to adapt and modify the Public Transportation Availability Questionnaire (Lumsdon & Page, 2004) you developed. We believe it is highly suitable and relevant to our research. The adapted version will be used solely for academic purposes, and full credit will be given in our thesis.

We hope for your kind approval. Thank you very much for your consideration.

Sincerely,

Jason L. Dela Peña

Sheila Marie T. Durano

Cristine Joy D. Gatal

BS Hospitality Management Students

Noted by:

**Ivan Marie R. Beley**  
Research Adviser

Received and Approved by:

**Name:** \_\_\_\_\_

**Affiliation:** \_\_\_\_\_

College of Business and Management  
Misamis University  
Ozamiz City, Misamis Occidental, Philippines  
(088)-521-0367 / (088)-521-0431  
www.mu.edu.ph





**MISAMIS UNIVERSITY**  
**OZAMIZ CITY**

September 3, 2024

**Dr. Chen Ching-Fu & Dr. Chen Fu-Sheng**  
National Cheng Kung University (NCKU), Taiwan

Dear Dr. Chen and Dr. Chen,

Good day!

We are undergraduate students from Misamis University taking the Bachelor of Science in Hospitality Management. We are currently conducting a study titled *"Public Transportation Availability on Tourists' Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental."*

We would like to kindly ask for your permission to adapt and slightly revise your *Tourist Satisfaction Questionnaire* (Chen & Chen, 2010) for academic use in our research. Rest assured, proper acknowledgment will be made, and the instrument will only be used for this scholarly project.

We would truly appreciate your approval. Thank you for your time and support.

Sincerely,

Jason L. Dela Peña

Received and Approved by:

Shella Marie T. Durano

Name: \_\_\_\_\_

Cristine Joy D. Gatal

Affiliation: \_\_\_\_\_

BS Hospitality Management Students

Noted by:

**Ivan Marie R. Belev**  
Research Adviser

College of Business and Management  
Misamis University  
Ozamiz City, Misamis Occidental, Philippines  
(088)-521-0367 / (088)-521-0431  
www.mu.edu.ph





**MISAMIS UNIVERSITY**  
OZAMIZ CITY

September 3, 2024

**Dr. Zeng Lin-Chi & Dr. Li Raymond Y. M.**  
Southern University of Science and Technology (SUSTech), China

Dear Dr. Zeng and Dr. Li,

Warm greetings!

We are fourth-year Hospitality Management students from Misamis University, currently working on our undergraduate research titled *"Public Transportation Availability on Tourists' Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental."*

We would like to respectfully request your permission to adapt your *Revisit Intention Questionnaire* (Zeng & Li, 2022). We found your instrument relevant and valuable for our research objectives. We assure you that it will be used strictly for academic purposes, and your work will be properly cited in our study.

Thank you for considering our request.

Sincerely,

Jason L. Dela Peña

Sheila Marie T. Durano

Cristine Joy D. Catal

BS Hospitality Management Students

Noted by:

**Ivan Marie R. Beley**  
Research Adviser

Received and Approved by:

**Name:** \_\_\_\_\_

**Affiliation:** \_\_\_\_\_

**College of Business and Management**  
Misamis University  
Ozamiz City, Misamis Occidental, Philippines  
(088)-521-0367 / (088)-521-0431  
www.mu.edu.ph



## APPENDIX E

### Informed Consent

**INFORMED CONSENT**

MISAMIS UNIVERSITY – OZAMIZ CITY

Bachelor of Science in Hospitality Management

Dear Respondents,

We are conducting research entitled **“Public Transportation in Tourist’s Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental”**. This is a requirement for the program of Bachelor of Science in Hospitality Management in Misamis University. With this, we would like to ask your cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance with R.A 10173 of the Data Privacy Act of 2012, all personal and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses will be securely stored and only accessible to the research team and will be used solely for research purposes.

By continuing to the questionnaire, you acknowledge that you have read and understood the above information and consent to participate in this study. Thank you for your time and cooperation. Your input is greatly appreciated.

Respectfully yours,

Jason L. Dela Peña

Lead Researcher

**APPENDIX F****Approved Letter of Consent**



**Misamis University**  
Philippines  
**College of Business and Management**  
**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**



**October 4, 2024**

**Hon. Atty. Henry F. Oaminal Jr.**  
Mayor, Ozamiz City  
Mayor's Office, Ozamiz City Hall  
Misamis Occidental, Philippines

Dear Mayor Oaminal,

Greetings!

The 4<sup>th</sup> year students of the Bachelor of Science in Hospitality Management program at Misamis University are conducting a research study entitled "Public Transportation Availability on Tourists' Satisfaction and Revisit Intention in Rural Tourist Destinations in Misamis Occidental." The study aims to investigate how the availability of public transportation influences tourists' satisfaction and their intention to revisit rural destinations in Misamis Occidental. This research is being conducted as part of the students' thesis requirement at Misamis University.

In line with this, the researchers would like to request your permission to access relevant data and information from the Department of Tourism, specifically the total number of tourist arrivals in Misamis Occidental from January to June 2024. The researchers assure you that all information collected will be used solely for academic purposes and handled with strict confidentiality.

The data you provide will be essential to the researchers, as it will help to determine the appropriate number of respondents to the study and allow the researchers to proceed with the data gathering phase. Your cooperation in providing this information would be greatly appreciated.

Should you have any concerns regarding this query, please contact us through these contact details: 0938-279-5230, 0977-623-9784, and 0912-687-5273. Also, here are the email addresses: cristinejoygatal@gmail.com, jason.delapena2003@gmail.com, shellamariedurano62@gmail.com.

Hoping for your positive response, as this information is crucial for the success of the research.

Respectfully,

  
JASON DELA PEÑA

  
SHELLA MARIE DURANO

  
CRISTINE JOY GATAL  
BSHM – 4 Researchers

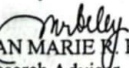


Received and Approved by:

Name: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Noted by:

  
IVAN MARIE BELEY  
Research Adviser

## APPENDIX G

### Statistical Computations

1. Determine the level of public transportation availability as perceived by travelers in terms of accessibility, affordability, and comfort;

Descriptive Statistics

|                                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|------------------------------------|-----|---------|---------|-------|----------------|
| ACC                                | 384 | 1.6     | 5.0     | 3.655 | .8228          |
| AFF                                | 384 | 2.0     | 5.0     | 3.702 | .6617          |
| COM                                | 384 | 1.6     | 5.0     | 3.422 | .7187          |
| Public Transportation Availability | 384 | 2.3     | 5.0     | 3.593 | .5887          |
| Valid N (listwise)                 | 384 |         |         |       |                |

|                                    |      |
|------------------------------------|------|
| ACC3                               | 3.61 |
| ACC4                               | 3.61 |
| ACC1                               | 3.66 |
| ACC2                               | 3.68 |
| ACC5                               | 3.70 |
| ACC                                | 3.66 |
| AFF2                               | 3.61 |
| AFF1                               | 3.64 |
| AFF5                               | 3.71 |
| AFF3                               | 3.71 |
| AFF4                               | 3.84 |
| AFF                                | 3.70 |
| COM4                               | 3.30 |
| COM5                               | 3.41 |
| COM2                               | 3.43 |
| COM3                               | 3.46 |
| COM1                               | 3.51 |
| COM                                | 3.42 |
| Public Transportation Availability | 3.59 |

| Constructs                                | M            | SD           | Interpretation |
|-------------------------------------------|--------------|--------------|----------------|
| ACC                                       | 3.655        | .8228        |                |
| AFF                                       | 3.702        | .6617        |                |
| COM                                       | 3.422        | .7187        |                |
| <b>Public Transportation Availability</b> | <b>3.593</b> | <b>.5887</b> |                |

Note: Interpretation: 4.24-5.0 (Very High); 3.43-4.23 (High); 2.62- 3.42 (Moderate); 1.81-2.61 (Low); 1.0-1.80 (Very Low)

2. Determine the level of tourist satisfaction in terms of accessibility to attractions and safety and security;

Descriptive Statistics

|                      | N   | Minimum | Maximum | Mean  | Std. Deviation |
|----------------------|-----|---------|---------|-------|----------------|
| ATT                  | 384 | 1.4     | 5.0     | 3.560 | .7668          |
| SAS                  | 384 | 1.0     | 5.0     | 3.272 | .8190          |
| Tourist Satisfaction | 384 | 2.0     | 5.0     | 3.416 | .6774          |
| Valid N (listwise)   | 384 |         |         |       |                |

|                      |      |
|----------------------|------|
| ATT5                 | 3.51 |
| ATT3                 | 3.51 |
| ATT4                 | 3.52 |
| ATT1                 | 3.61 |
| ATT2                 | 3.65 |
| ATT                  | 3.56 |
| SAS4                 | 3.06 |
| SAS3                 | 3.28 |
| SAS5                 | 3.32 |
| SAS1                 | 3.34 |
| SAS2                 | 3.38 |
| SAS                  | 3.27 |
| Tourist Satisfaction | 3.42 |

| Constructs                  | M            | SD           | Interpretation |
|-----------------------------|--------------|--------------|----------------|
| ATT                         | 3.560        | .7668        |                |
| SAS                         | 3.272        | .8190        |                |
| <b>Tourist Satisfaction</b> | <b>3.416</b> | <b>.6774</b> |                |

Note: Interpretation: 4.24-5.0 (Very High); 3.43-4.23 (High); 2.62- 3.42 (Moderate); 1.81-2.61 (Low); 1.0-1.80 (Very Low)

3. Determine the level of revisit intention in terms of satisfaction with transporation and destination image; and

Descriptive Statistics

|                    | N   | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|-----|---------|---------|-------|----------------|
| SWT                | 384 | 1.8     | 5.0     | 3.802 | .7230          |
| DES                | 384 | 2.0     | 5.0     | 3.871 | .7572          |
| Revisit Intention  | 384 | 2.0     | 5.0     | 3.836 | .6601          |
| Valid N (listwise) | 384 |         |         |       |                |

|                   |      |
|-------------------|------|
| SWT1              | 3.59 |
| SWT2              | 3.79 |
| SWT3              | 3.83 |
| SWT5              | 3.85 |
| SWT4              | 3.95 |
| SWT               | 3.80 |
| DES5              | 3.77 |
| DES3              | 3.78 |
| DES4              | 3.85 |
| DES2              | 3.97 |
| DES1              | 3.98 |
| DES               | 3.87 |
| Revisit Intention | 3.84 |

| Constructs               | M            | SD           | Interpretation |
|--------------------------|--------------|--------------|----------------|
| SWT                      | 3.802        | .7230        |                |
| DES                      | 3.871        | .7572        |                |
| <b>Revisit Intention</b> | <b>3.836</b> | <b>.6601</b> |                |

Note: Interpretation: 4.24-5.0 (Very High); 3.43-4.23 (High); 2.62- 3.42 (Moderate); 1.81-2.61 (Low); 1.0-1.80 (Very Low)

4. Explore the significant relationship between public transportation availability, tourist satisfaction, and revisit intention.

|                |                                    |                         | Correlations |        |        |                                    |        |        |                      |                   |
|----------------|------------------------------------|-------------------------|--------------|--------|--------|------------------------------------|--------|--------|----------------------|-------------------|
|                |                                    |                         | ACC          | AFF    | COM    | Public Transportation Availability | ATT    | SAS    | Tourist Satisfaction | Revisit Intention |
| Spearman's rho | ACC                                | Correlation Coefficient | 1.000        | .604** | .321** | .839**                             | .427** | .535** | .537**               | .174**            |
|                |                                    | Sig. (2-tailed)         |              | .000   | .000   | .000                               | .000   | .000   | .000                 | .001              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | AFF                                | Correlation Coefficient | .604**       | 1.000  | .411** | .828**                             | .575** | .547** | .621**               | .304**            |
|                |                                    | Sig. (2-tailed)         | .000         |        | .000   | .000                               | .000   | .000   | .000                 | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | COM                                | Correlation Coefficient | .321**       | .411** | 1.000  | .687**                             | .469** | .394** | .488**               | .449**            |
|                |                                    | Sig. (2-tailed)         | .000         | .000   |        | .000                               | .000   | .000   | .000                 | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | Public Transportation Availability | Correlation Coefficient | .839**       | .828** | .687** | 1.000                              | .598** | .615** | .679**               | .357**            |
|                |                                    | Sig. (2-tailed)         | .000         | .000   | .000   |                                    | .000   | .000   | .000                 | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | ATT                                | Correlation Coefficient | .427**       | .575** | .469** | .598**                             | 1.000  | .465** | .827**               | .530**            |
|                |                                    | Sig. (2-tailed)         | .000         | .000   | .000   | .000                               |        | .000   | .000                 | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | SAS                                | Correlation Coefficient | .535**       | .547** | .394** | .615**                             | .465** | 1.000  | .855**               | .386**            |
|                |                                    | Sig. (2-tailed)         | .000         | .000   | .000   | .000                               | .000   |        | .000                 | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | Tourist Satisfaction               | Correlation Coefficient | .537**       | .621** | .488** | .679**                             | .827** | .855** | 1.000                | .523**            |
|                |                                    | Sig. (2-tailed)         | .000         | .000   | .000   | .000                               | .000   | .000   |                      | .000              |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |
|                | Revisit Intention                  | Correlation Coefficient | .174**       | .304** | .449** | .357**                             | .530** | .386** | .523**               | 1.000             |
|                |                                    | Sig. (2-tailed)         | .001         | .000   | .000   | .000                               | .000   | .000   | .000                 |                   |
|                |                                    | N                       | 384          | 384    | 384    | 384                                | 384    | 384    | 384                  | 384               |

\*\* Correlation is significant at the 0.01 level (2-tailed).

| Revisit Intention                  | r-value | p-value | Interpretation                                   |
|------------------------------------|---------|---------|--------------------------------------------------|
| ACC                                | .174**  | .001    | Moderate Positive Correlation/Highly Significant |
| AFF                                | .304**  | .000    | Moderate Positive Correlation/Highly Significant |
| COM                                | .449**  | .000    | Strong Positive Correlation/Highly Significant   |
| Public Transportation Availability | .357**  | .000    | Strong Positive Correlation/Highly Significant   |
| ATT                                | .530**  | .000    | Strong Positive Correlation/Highly Significant   |
| SAS                                | .386**  | .000    | Strong Positive Correlation/Highly Significant   |
| Tourist Satisfaction               | .523**  | .000    | Strong Positive Correlation/Highly Significant   |

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), Weak Negative Correlation (-0.01 to -0.10), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). \*\*p<0.01 (Highly Significant); \*p<0.05 (Significant); p>0.05 (Not Significant)

APPENDIX H

Documentation

Survey



*Proposal Defense*



*Final Defense*



APPENDIX I

Plagiarism Test Result

Page 2 of 60 - Integrity Overview

Submission ID trm:oid::2844793216757

### 24% Overall Similarity

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#### Filtered from the Report

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A flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

Page 2 of 60 - Integrity Overview

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APPENDIX J

Grammarly Test Result

Report: BSHM\_PaperGroup\_E

BSHM\_PaperGroup\_E

by Misamis University

General metrics

|            |        |           |               |               |
|------------|--------|-----------|---------------|---------------|
| 90,881     | 12,100 | 987       | 48 min 24 sec | 1 hr 33 min   |
| characters | words  | sentences | reading time  | speaking time |

Score



This text scores better than 96% of all texts checked by Grammarly

Writing Issues

|             |          |          |
|-------------|----------|----------|
| 220         | 31       | 189      |
| Issues left | Critical | Advanced |

Plagiarism

This text hasn't been checked for plagiarism



## APPENDIX K

### Curriculum Vitae

#### JASON L. DELA PEÑA

Cogon, Ozamiz City,

Misamis Occidental

0977-623-9784

jason.delapena2003@gmail.com



#### CAREER OBJECTIVE

Dedicated and motivated student aiming to apply academic knowledge in real-world settings. Eager to grow professionally, learn from industry experts, and contribute to the success of an organization through a strong work ethic, adaptability, and a genuine passion for the hospitality industry.

#### PERSONAL INFORMATION

|                       |              |                     |                       |
|-----------------------|--------------|---------------------|-----------------------|
| <b>Nickname</b> :     | Sonj         | <b>Religion</b> :   | Roman Catholic        |
| <b>Birth Date</b> :   | May 27, 2003 | <b>Father</b> :     | Jonathan J. Dela Peña |
| <b>Birth Place</b> :  | Ozamiz City  | <b>Occupation</b> : | Nurse Attendant I     |
| <b>Civil Status</b> : | Single       | <b>Mother</b> :     | Alma L. Dela Peña     |
| <b>Sex</b> :          | Male         | <b>Occupation</b> : | Housewife             |
| <b>Nationality</b> :  | Filipino     |                     |                       |

#### EDUCATION BACKGROUND

|                  |                                                                                                        |                |
|------------------|--------------------------------------------------------------------------------------------------------|----------------|
| <b>Tertiary</b>  | Misamis University<br>Bachelor of Science in Hospitality Management<br>Ozamiz City, Misamis Occidental | 2021 – present |
| <b>Secondary</b> | Misamis University<br>Accountancy, Business and Management<br>Ozamiz City, Misamis Occidental          | 2019 – 2021    |

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## SKILLS AND KNOWLEDGE

- Communication Skills
  - Computer Skills (MS Word, Ppt)
  - Organizational Skills
  - Teamwork
  - Resourceful
  - Adaptable
- 

## SEMINARS/WORKSHOPS/TRAININGS

- |                                                                                |                                                                                                       |
|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| • <b>On the Job Training</b>                                                   | December 2024 - March 2025<br>Waterfront Cebu City Hotel & Casino,<br>Salinas Drive, Lahug, Cebu City |
| • <b>NC II Housekeeping</b>                                                    | October 2024                                                                                          |
| • <b>Pump, Twist, Create:<br/>Balloon Seminar-Workshop</b>                     | April 2023<br>MU Manor, Ozamiz City, Philippines                                                      |
| • <b>Career Orientation Seminar in the<br/>Cruise Line Industry</b>            | April 2023<br>MIHCA Cebu, Cebu City, Philippines                                                      |
| • <b>Lecture &amp; Demonstrating on Basic<br/>House Keeping and Bed Making</b> | April 2023<br>Mezzo Hotel, Cebu City, Philippines                                                     |
| • <b>Educational Tour</b>                                                      | April 2023<br>Cebu City, Philippines                                                                  |
- 

## REFERENCE

**Catherine D. Rosauro, MBA, MIHM**  
BSHM OJT Coordinator  
Misamis University 0951-885-5461  
catherine.rosauro@mu.edu.ph

**SHELLA MARIE T. DURANO**

Polao, Tangub City,  
Misamis Occidental  
0912-687-5273

[shellamariedurano62@gmail.com](mailto:shellamariedurano62@gmail.com)



**CAREER OBJECTIVE**

A fresh graduate of Bachelor of Science in Hospitality Management with hands-on experience in kitchen operations gained during my on the job training. Eager to contribute to a service oriented team and grow within the hospitality industry

**PERSONAL INFORMATION**

|                       |                    |                     |                   |
|-----------------------|--------------------|---------------------|-------------------|
| <b>Nickname</b> :     | Shengkay           | <b>Religion</b> :   | Roman Catholic    |
| <b>Birth Date</b> :   | September 23, 2000 | <b>Father</b> :     | Mario C. Durano   |
| <b>Birth Place</b> :  | Tangub City        | <b>Occupation</b> : | Foreman           |
| <b>Civil Status</b> : | Single             | <b>Mother</b> :     | Pablita T. Durano |
| <b>Sex</b> :          | Female             | <b>Occupation</b> : | Deceased          |
| <b>Nationality</b> :  | Filipino           |                     |                   |

**EDUCATION BACKGROUND**

|                  |                                                                                                        |                |
|------------------|--------------------------------------------------------------------------------------------------------|----------------|
| <b>Tertiary</b>  | Misamis University<br>Bachelor of Science in Hospitality Management<br>Ozamiz City, Misamis Occidental | 2020 - present |
| <b>Secondary</b> | Tangub City National High School<br>General Academic Strand<br>Tangub City, Misamis Occidental         | 2017 – 2019    |

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### SKILLS AND KNOWLEDGE

- Computer Skills
  - Time Management
  - Teamwork
  - Adaptability
- 

### ACHIEVEMENTS

- **WITH HONORS (2018-2019)** Tangub City National High School
- 

### SEMINARS/WORKSHOPS/TRAININGS

- |                                                                    |                                                                                                         |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| • On the Job Training                                              | December 2024 – March 2025<br>Waterfront Cebu City Hotel and Casino,<br>Salinas Drive, Lahug, Cebu City |
| • Career Orientation Seminar in the<br>Cruise Line Industry        | April 2023<br>MIHCA Cebu, Cebu City, Philippines                                                        |
| • Lecture & Demonstrating on Basic<br>House Keeping and Bed Making | April 2023<br>Mezzo Hotel, Cebu City, Philippines                                                       |
| • Educational Tour                                                 | April 2023<br>Cebu City, Philippines                                                                    |
- 

### REFERENCE

**Catherine D. Rosauero, MBA, MIHM**  
BSHM OJT Coordinator  
Misamis University 0951-885-5461  
catherine.rosauero@mu.edu.ph

**CRISTINE JOY D. GATAL**

Upper Loboc, Oroquieta City,

Misamis Occidental

0948- 238- 9169

[cristinejoygatal@gmail.com](mailto:cristinejoygatal@gmail.com)

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**CAREER OBJECTIVE**

To gain valuable experience as a food server while enhancing my communication, multitasking, and service skills in a professional and customer-centered setting.

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**PERSONAL INFORMATION**

|                     |   |                    |                   |   |                 |
|---------------------|---|--------------------|-------------------|---|-----------------|
| <b>Nickname</b>     | : | Tine               | <b>Religion</b>   | : | Roman Catholic  |
| <b>Birth Date</b>   | : | September 14, 2001 | <b>Father</b>     | : | Ruben P. Gatal  |
| <b>Birth Place</b>  | : | Oroquieta City     | <b>Occupation</b> | : | Tricycle Driver |
| <b>Civil Status</b> | : | Single             | <b>Mother</b>     | : | Elsie D. Gatal  |
| <b>Sex</b>          | : | Female             | <b>Occupation</b> | : | Domestic Helper |
| <b>Nationality</b>  | : | Filipino           |                   |   |                 |

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**EDUCATION BACKGROUND**

|                  |                                                                                                          |                |
|------------------|----------------------------------------------------------------------------------------------------------|----------------|
| <b>Tertiary</b>  | Misamis University<br>Bachelor of Science in Hospitality Management<br>Ozamiz City, Misamis Occidental   | 2021 - present |
| <b>Secondary</b> | Misamis Occidental National High School<br>General Academic Strand<br>Oroquieta City, Misamis Occidental | 2019 – 2020    |

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**SKILLS AND KNOWLEDGE**

- Interpersonal skills
  - Adaptability
  - Positive Attitude
  - Patience
  - Resilient
-

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## ACHIEVEMENTS

- **BRONZE SERVICE AWARDEE (2023)** Hoteliers of Tomorrow Organization  
Misamis University

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## ORGANIZATIONS

Hoteliers of Tomorrow Auditor 2023 - 2024

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## SEMINARS/WORKSHOPS/TRAININGS

- **Coffee Making Seminar-Workshop** May 2023  
MU Manor, Ozamiz City, Philippines
  - **Career Orientation Seminar in the Cruise Line Industry** April 2023  
MIHCA Cebu, Cebu City, Philippines
  - **Lecture & Demonstrating on Basic House Keeping and Bed Making** April 2023  
Mezzo Hotel, Cebu City, Philippines
  - **Educational Tour** April 2023  
Cebu City, Philippines
  - **NCII Housekeeping** October 2024
  - **On-the-Job Training** December 2024 - March 2025  
Waterfront Cebu City Hotel & Casino, Cebu City, Philippines
- 

## REFERENCE

Catherine D. Rosauro, MBA, MIHM  
BSHM OJT Coordinator  
Misamis University  
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