

ASSESSING VISITOR SATISFACTION WITH THE FACILITIES AND SERVICES AT SILANGAN BLANKSPACE CAMPSITE IN SILANG, CAVITE

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Abstract: Camping tourism is an example of an emerging feature in the context of tourism and hospitality. In another light, there's a small number of studies that investigated how visitor demographics influence satisfaction with campsite facilities and services. This study surpassed that gap by studying visitor satisfaction at Silangan Blankspace Campsite in Silang, Cavite, with a contrast on its facilities and services. Furthermore, the researchers utilized a quantitative descriptive design, which consisted of 70 visitors that are chosen through convenience sampling. To gather the data, the researchers used a validated structured questionnaire incorporating demographic information, a four-point Likert scale on sections of satisfaction for facilities and services, and, lastly, an open-ended question to unfold the problems encountered at the campsite. In analyzing the quantitative results, the researchers utilized frequency counts, weighted mean, and ANOVA. For analyzing qualitative results, NVivo software was applied. The results demonstrated that Silangan Blankspace's facilities and services gained very satisfactory feedback from the respondents. Lastly, no significant relationship was displayed between satisfaction and demographic variables. Nonetheless, enhancements in entertainment systems, restrooms, pest control, and pathways are recommended to make Silangan Blankspace competitive among campsites in Cavite. The study serves as a guide to the management of Silangan Blankspace Campsite in improving facilities and services, ensuring higher visitor satisfaction.

Keywords: Camping tourism, facilities, services, Silangan Blankspace, visitor satisfaction.

I. INTRODUCTION

Camping tourism is a growing component in the industry that allows tourists to do recreational activities in caravans, motor homes, tents, or other kinds of relaxed accommodations. However, it has been overlooked in tourism and hospitality literature (Heerden, 2020). Based on (Haywood, 2020), tourists look for destinations engaged with different cultures, newness, and a change in atmosphere. Therefore, the current population appreciates camping to escape, immerse in nature, be at peace, socialize, and minimize stress. Satisfaction is the fulfillment of an individual's desires, anticipations, necessities, or the resulting pleasure (Asinas and Fampo, 2024). It finds out the implementation of products and services in a tourist destination. (Liu, 2022) stated that to guarantee revisit intentions, businesses in the tourism sector need to deliver quality to potential visitors and enhance the service standard provided. According to (Cao et al., 2024), the key indicator of loyalty is satisfaction. Those tourist destinations that have met their visitors' expectations are most likely to gain word-of-mouth recommendations and loyalty from individuals (Cegur Radović et al., 2021). Providing satisfaction during the stay of camping tourists will manifest loyalty to the campsite.

Therefore, a profound assessment of facilities is necessary to ensure cleanliness and establish new structures and quality, as tourist facilities contribute to visitors' satisfaction (Riwu, L et al., 2024). Moreover, tourist facilities take hold of the recreational activities. A blog from (Booking Ninjas, 2023) titled “Campground Amenities: The Role They Play in Marketing and Customer Satisfaction” stated a significant value in campground amenities and guest satisfaction. Well-kept facilities and amenities are crucial for the success of the campsite. It may include hygienic restrooms, shower rooms, laundry, water and electrical systems, trash stations, and areas for picnics. According to (Grande et al., 2023), to attract and maintain tourists, campsite facilities, amenities, and services are crucial. (Sommer, 2020) revealed that camping tourism is an example of rising tourism and hospitality activity. However, the gap in comprehending the relationship between the visitor demographics and their level of satisfaction is visible. The study of analyzing visitor satisfaction in Silangan Blankspace in Silang, Cavite, aims to fill the gaps. It also aligns with De La Salle University - Dasmariñas’ institutional research agenda, part of Eco-Tourism and Enterprise development. The study aspires to assess guests’ satisfaction in campsite’s facilities and services, while also seeking to provide recommendations for the future improvement of the campsite. The results of this study will support to the emerging camping tourism in Cavite by expanding the literature, which can also serve as a source for future studies about camping tourism. The study aims to answer the following research questions:

1. What are the customers' demographic characteristics in terms of:
 - 1.1. Age;
 - 1.2. Sex;
 - 1.3. Marital Status;
 - 1.4. Highest educational attainment;
 - 1.5 Employment status.
2. What is the level of visitor satisfaction in terms of:
 - 2.1. The campsite’s facilities;
 - 2.2. The services offered at Silangan Blankspace.
3. What are the problems faced at the campsite?
4. Is there a significant relationship between the respondents’ demographic profile and the satisfaction with the facilities and services of Silangan Blankspace in Silang, Cavite?

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

A. How other tourism sectors’ facilities and services affect visitor satisfaction

Campsites have different amenities and facilities for visitors in order to cater to their needs throughout their stay. According to (Baquero, 2023), hotel infrastructures are physical facilities that vary from aesthetics, furniture, decor, bedrooms, hallways, entrance areas, and the actual structure of the building. To ensure visitors’ welfare, there should be safety monitoring services implemented at the campsite, as the guests’ safety must be the top priority. According to (Oloso et al., 2024), they stated that hotel infrastructures also had other components, from room amenities, technology, surveillance, and safety management systems. Furthermore, based on (Torralba and Ylagan, 2021), resorts provide not only entertainment and lodging to visitors but also relaxation. Therefore, safety and security are essential to be observed.

Assessing these measures is crucial because they reflect the visitors' satisfaction during their stay. As stated in the results, establishments that make their visitors carefree while visiting the place with the sight of security personnel and tourist guides who engage with guests will manifest a heightened trust and comfort. Adding safety monitoring devices, such as CCTV cameras, also supports the safety and security of customers. This type of surveillance hinders crimes instantly. Emergency services and medical assistance are critical to provide care and safe evaluation in case of an urgent situation. Likewise, the presence of emergency services or medical assistance inside the resort is considered a vital aspect of keeping visitors away from harm or accidents. High risks from resorts could vary from drowning, slips, falls, electrical hazards, foodborne illness, and infestations from pests. Moreover, one of the campsite’s facilities is the parking area to ensure accessibility for the visitors. According to the results of “Assessment of Users’ Satisfaction Levels in Selected Hotels in Lagos State, Nigeria,” there is a significant impact of the hotel parking facilities and the respondents’ moderate level of

satisfaction. It indicates that further improvements are needed to heighten satisfaction in that specific amenity (Iyanuoluwa Gbenga Pedro et al., 2024).

To provide convenience and efficiency for the customers, online reservation services are the best option to book their stay from the comfort of their home. A study by (Ahlawat et al., 2024) specified that online reservation systems in hotels play a crucial role in navigating efficiency to operations and guest satisfaction, as the system supports reservation queries, oversees complaints, gives convenience to customers, manages data, and reviews analytics. Cleanliness and sustainability are some of the important aspects for camping activities; therefore, it is necessary to have a sufficient number of trash bins for trash disposal. Moreover, comfort rooms are also essential for the visitors' health, hygiene, and comfort during their stay at the campsite. From a mangrove park perspective, based on a study by (Che Man et al., 2024), "Unveiling Visitors' Delight in Mangrove Point Park as an Ecotourism Spot", the survey revealed that specific design, cleanliness, quality, safety, and accessibility features of public toilets and trash bins are a significant concern to visitor satisfaction. Managing these problems will allow the park management to maintain revisit intentions and positive perceptions among visitors. Electricity supply and technical assistance allow campsite visitors to utilize their appliances and other technological equipment during their stay. Based on (Torralba and Ylagan, 2021), having a sufficient electricity supply and technical assistance concerning Wi-Fi connections in resorts will allow customers to remain updated in communications, be secure, and be entertained. services that will enhance visitor satisfaction in the long run. Affordability is another important aspect that visitors are looking for when choosing a suitable campsite for themselves. A significant and positive effect of the entrance fee payment price is determined in a study by (Anindita Imam Basri and Tita Rosita, 2023), scoping resorts. If the price is affordable, it has a positive effect on visitors. They would be urged to purchase and be satisfied. In a campsite, water supply facilities and cooking areas are necessary to ensure accessibility to cleanliness and sanitation. According to (Marjun et al., 2024), the results from their study revealed that well-maintained water supply facilities and cooking areas heightened visitors' satisfaction during their stay.

B. Significance of demographic profile to visitor satisfaction

In analyzing socio-economic factors on visitors' satisfaction with campsite's facilities and services, studying the visitors' demographic profile can be impactful. Revealed in the study by (Oloso et al., 2024), customized amenities that are fit for diverse demographic groups, such as age groups, sex, income frames, educational attainment, and marital status, are significant. Based on their survey, there's a notable impact on satisfaction levels when it comes to age-related satisfaction. Amenities with a modern touch tended to be valued by younger individuals, rather than older individuals who prioritize their comfort and accessibility. On the other hand, sex is not a notable factor in measuring visitors' satisfaction with hotel infrastructure. It could be the effect of gender-neutral concepts in most hotel facilities and the uniformly entertaining services recommended to both sexes. However, in the study by (Chen et al., 2025), multi-group tests for sex revealed a significant relationship in perceived quality, aesthetics, spiritual experience, and environmental concern regarding tourist satisfaction and pro-environmental behavior in the context of nature-based tourism. Females are more involved in responding to this matter. In connection with the study of (Balinska et al., 2024), the findings highlight that women from Generation Z are most keen on recreational spaces and observing regulations during tourist trips, which proves that women are much more active in participating in quality assessment of service quality and environmental issues.

The influence of marital status on levels of satisfaction is also significant, as per (Oloso, 2024). Single individuals feel less content compared to married couples or families. Marital status is also significant in studies of (Haverila et al., 2022) and (Pratama et al., 2023). It was demonstrated that married couples, with their children, tend to value nature-based activities that are customer-centric, highlight value for money perceptions, leisure, accessibility, natural aesthetics, and family-friendly environments. Moreover, (Oloso, 2024) proved that there is no significant relationship between the educational attainment of the visitor and their satisfaction levels. However, according to (Alam et al., 2021), there is a strong impact of educational attainment in light of educational and environmental activities like camping. An example of a market segment that shows value in education, sustainability, and environmental awareness for tourism experiences are college-level respondents. Employment status, on the other hand, has an effect on satisfaction levels, as proved in the study of (Oloso, 2024). Profitable earners depict a sense of happiness because they have the means to avail upscale products or services that low-income earners cannot. This aligns with (Kotollaku, 2024), as employment status affects travelling decisions. The findings from this study revealed that individuals will avail themselves of tourism products based on their employment status and allocated budget. Employed individuals are more likely to be a market group for leisure activities like camping due to their ability to have a stable income and value for leisure breaks.

C. How campsite features and facilities affect visitor satisfaction

Based on the "Effects of Recreational Camping on the Environmental Values of National Parks in Sri Lanka" by (Mallikage et al., 2021), there are two categories of campsites. Undeveloped campsites include basic facilities such as a clear and spacious area and a toilet facility. On the other hand, developed campsites also came with a toilet facility, but with additional features such as elevated camping platforms on the ground, a cooking area with seating, and a table made of cement and bricks. The researchers from the study "The Level of Visitor Satisfaction of the Facilities Use and Services in Camping Tourism: Case Study Murog Purog Camp Site, Tambatuon Village, Kota Belud, Sabah" consider that measuring camper satisfaction within the campsite's facilities and services can drive the management to have wiser decision-making, constant improvement, and build a more competitive campsite. According to the results, Murog Purog Campsite's camping tourism facilities have attained high satisfaction from the visitors.

Among the facilities, camping spaces gained the highest minimum score (4.36), which only means that the visitors are pleased with how clean, safe, and comfortable their camping spaces are. This is in line with the results of (Daorong Fakthong and Wongladda Weerapaiboon, 2023), "Camping Experiences Affecting Tourist Destination Loyalty: The Mediating Role of Novelty Seeking and Fun." It was found that camping spaces provide solace and enjoyment to visitors, heightening satisfaction levels. The visitors are also highly satisfied with other campsite facilities such as vehicle parking, safety facilities, water supply, equipment rentals, waste disposal, cooking spaces, and toilet facilities. Those campsites that focus on the maintenance and quality of these facilities are most likely to offer an unwinding experience to visitors. In the same study, respondents also marked their campsite services as high. MPCST's online reservation services reached the highest minimum score (4.36) as their prices are viewed as affordable. The immediate response from operators had a positive effect on the satisfaction of the guests. The performance of the emergency services, technical assistance, visitor safety monitoring, and entrance fees did not differ significantly. Prioritizing these aspects can create a more organized and safer place for visitors, which could build loyalty and trust towards the campsite.

D. Conceptual framework

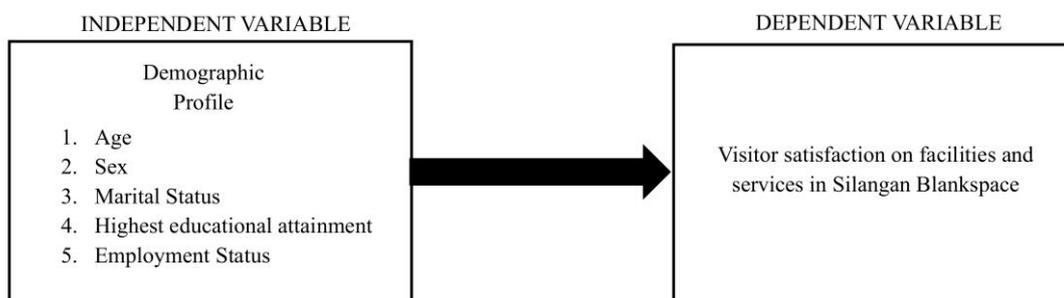


Figure 1. Conceptual Framework Illustrating the Link Between Visitor Demographics and Satisfaction with Silangan Blankspace Campsite’s Facilities and Services

Figure 1 present the relationship between the visitor’s demographic profile and their satisfaction with the campsite’s facilities and services. The researchers used a conceptual framework in assessing the common relationships. A conceptual framework is a way in empirical research studies to illustrate and determine the common relationships between independent and dependent variables (Swaen and George, 2022). Figure 1 shows the main variables of this study, which are the demographic profiles of the respondents in terms of sex, age, marital status, highest educational attainment, and employment status. On the other hand, the dependent variables are the visitors’ satisfaction with the facilities and services of the campsite. Different demographic factors have a significant effect on the satisfaction of customers with regard to the amenities (Oloso et al., 2024). Identifying the demographic profile of the customers will be beneficial for this study in order to assess their satisfaction with the campsite’s amenities. The facilities of accommodation are one of the crucial parts of a tourism establishment, for it is one of the determinants of whether the customer will have a positive and satisfying experience (Baquero, 2023). In the case of the facilities of Silangan Blankspace, this study seeks to assess visitor satisfaction with the campsite’s facilities, which include the camping area, cooking area, equipment rentals, water supply facilities, electric supply facilities, toilet facilities, trash disposal facilities, and parking facilities. In terms of the services of the campsite, the researchers seek to assess how the efficiency of services provided by Silangan Blankspace affects the satisfaction of the visitors. These services include online reservation services, entrance fee payment, technical assistance, visitor safety monitoring services, and emergency facility services.

III. RESEARCH METHOD

The study utilized the research design of the study titled “The Level of Visitor Satisfaction of the Facilities Use and Services in Camping Tourism: Case Study Murog Purog Campsite, KG. Tambatuon, Kota Belud, Sabah, Malaysia,” which adapted a quantitative descriptive approach. Likewise, this research design was most applicable in examining visitor satisfaction with Silangan Blankspace's facilities and services. With the quantitative method, researchers measure satisfaction levels and demonstrate statistical relationships between respondents' demographic profiles and their assessments of the campsite's facilities and services. The respondents who participated in the survey were previous campers of Silangan Blankspace, in which they personally encountered the facilities and services that the campsite offers. With the use of the convenience sampling method, the researchers chose respondents who were available and voluntarily willing to answer the survey while in the data-gathering process. The targeted number of respondents was 70 to guarantee adequate representation of the campsite's customers. The researchers considered convenience sampling suitable because only actual visitors could give valid feedback based on their satisfaction.

For the research instrument of the study, a structured survey questionnaire is established based on validated studies and existing literature on visitor satisfaction and service quality. The instrument was separated into three parts: the demographic profile to see age, sex, civil status, educational attainment, and employment status, level of satisfaction to examine visitor satisfaction with Silangan Blankspace's facilities and services using a 4-point Likert scale (1= Very Dissatisfied, 2 = Dissatisfied, 3 = Satisfied, 4 = Very Satisfied), and an open-ended question to determine problems experienced by visitors during their stay in the campsite. The questionnaire was validated by two experts in tourism and hospitality to guarantee the relevance of the items. For the data-gathering procedure, a formal consent was obtained from the owner of Silangan Blankspace. To ensure a seamless survey process, the researchers opt for an online survey channel, Google Forms, and printed copies, which include a consent form that corresponds with the Data Privacy Act of 2012. This portion is crucial to notify all the respondents of their privileges and voluntary participation. With the assistance of a licensed statistician, she confirmed the validity of all the statistical treatments. To outline the respondents' demographic profile, frequency and percentage was used. Next, to analyze the level of satisfaction with the facilities and services, the statistician calculated the weighted mean. Moreover, to sample the significant link between the demographic profiles and satisfaction ratings, ANOVA (Analysis of Variance) was used. To help encode the open-ended responses, NVivo software helps to specify the most mentioned issues and patterns.

IV. RESULTS AND DISCUSSION

A. The respondents' demographic characteristics

The results showed that respondents in the 31-40 age range were the most numerous (37.1%). Most of the respondents are 31-40 years old. It was the age range of individuals who are already at the peak of their careers and financial stability, giving them more time for recreational activities such as camping. Age-related preferences give significant influence in leisure and tourism activities based on (Oloso et al., 2024). Younger individuals often choose adventurous and modern activities. Middle-aged people choose accessibility and comfort in their leisure activities. As shown in the results, it proves that the majority of the respondents (31-40 years old), express more appeal in relaxing activities such as camping, which offers accessibility, comfort, and nature-based activities.

Table 1: Respondents' Age

| Criteria | <i>f</i> | % |
|--------------|----------|------|
| 18-30 | 25 | 35.7 |
| 31-40 | 26 | 37.1 |
| 40 and above | 19 | 27.1 |
| Total | 70 | 100 |

As shown in the data, most respondents are female (65.7%). This proves the study of (Chen et al., 2025), where females who participate in nature-based tourism often choose places with natural aesthetics and have a high concern for the quality of a facility. In connection, (Balinska et al., 2024) demonstrated that females are most likely to engage in environmental and service quality-based surveys. Hence, this shows consistency in the present study's results, where female visitors are both engaged with joining nature-based tourism but also generous in sharing their feedback, expressing their awareness of the experience and quality of campsite activities.

Table 2: Respondents' Sex

| Criteria | <i>f</i> | % |
|----------|----------|------|
| Female | 46 | 65.7 |
| Male | 24 | 34.3 |
| Total | 70 | 100 |

The results revealed that the majority of the respondents are married (52.9%), which aligns with the studies of (Haverila et al., 2022) and (Pratama et al., 2023). Married people are those who opt for leisure opportunities that offer relaxation and time with loved ones. Also, a secure and family-friendly environment where nature, tranquility, and affordability are present appeals to married individuals.

Table 3: Respondents' Marital Status

| Criteria | <i>f</i> | % |
|----------|----------|------|
| Married | 37 | 52.9 |
| Single | 33 | 47.1 |
| Total | 70 | 100 |

For respondents' highest educational attainment, there were 48 respondents (68.6%) who were at the college level. (Alam et al., 2021) imply that well-educated individuals are likely to value both educational and recreational elements of outdoor activities like camping tourism. It depicts that Silangan Blankspace appeals to a market that is immersed in values learning, and environmental awareness.

Table 4: Respondents' Highest Educational Attainment

| Criteria | <i>f</i> | % |
|------------------|----------|------|
| Highschool Level | 6 | 8.6 |
| College Level | 48 | 68.6 |
| Post-Graduate | 16 | 22.9 |
| Total | 70 | 100 |

Based on the data, there are majority number of employed respondents (66.67%). Based on (Kotollaku, 2024), employed people have the capacity to allocate their budget to leisure and recreational activities like camping. Employment status influences tourists' behavior in tourism engagement. Camping and other nature-based and recreational activities offer a breather from work.

Table 5: Respondents' Employment Status

| Criteria | <i>f</i> | % |
|------------------------------|----------|-------|
| Employed | 46 | 66.7 |
| Self-Employed | 8 | 11.59 |
| Unemployed/Housewife/Student | 15 | 21.74 |
| Total | 70 | 100 |

B. The level of visitor satisfaction in terms of the facilities at Silangan Blankspace Campsite in Silang, Cavite

As shown in the results, Silangan Blankspace attained a mean score of 3.65 with a standard deviation of 0.369, meaning a high level of satisfaction among the guests and exceeded their expectation. The parking facilities had the highest satisfaction rating from the survey. Nonetheless, in terms of cleanliness, accessibility, and comfort, toilet facilities attained the lowest mean score, but with a "Satisfied" category. Well-maintained parking areas and restrooms are crucial to heightening visitor satisfaction, especially in outdoor-based tourism. To support the results from the survey, the study of (Marjun et al., 2024) revealed that sustaining parking, water supply, and cooking facilities are crucial in enhancing guest satisfaction, as cleanliness and convenience are necessary factors in engaging with recreational activities.

Likewise, (Che Man et al., 2024) contrasted that the quality and cleanliness of toilets and trash bins are the most vital factors in impacting visitor impressions, mostly in ecotourism sites. Additionally, camping spaces that give safety, cleanliness, and relaxation strongly aid in overall visitor loyalty and enjoyment, which corresponds with the present study's results that camping areas and parking facilities attained the highest satisfaction ratings. Contrarily, the toilet cleanliness and comfort

criteria at the campsite reflect the same problem raised in the study of (Che Man et al., 2024), in which restrooms are likely to be a point of displeasure when not sustained.

Table 6: Visitor Satisfaction with Campsite Facilities

| Facility | Mean | Standard Deviation (SD) | Verbal Interpretation | Ranking |
|--|------|-------------------------|---------------------------------|---------|
| 1. Camping Area | 3.73 | 0.479 | Very Satisfied | 3 |
| 2. Cooking Area | 3.5 | 0.654 | Very Satisfied | 7 |
| 3. Rental Equipment(e.g., tents, tables, and chairs) | 3.64 | 0.483 | Very Satisfied | 5.5 |
| 4. Water Supply Facilities | 3.64 | 0.638 | Very Satisfied | 5.5 |
| 5. Electrical Supply Facilities | 3.74 | 0.502 | Very Satisfied | 2 |
| 6. Toilet Cleanliness, Accessibility, and Comfort | 3.44 | 0.651 | Satisfied | 8 |
| 7. Trash Disposal Facilities | 3.71 | 0.486 | Very Satisfied | 4 |
| 8. Parking Facility | 3.76 | 0.55 | Very Satisfied | 1 |
| Overall Facilities Satisfaction | 3.65 | 0.369 | Very High Level of Satisfaction | |

Legend: 1.00-1.49 (Very Dissatisfied), 1.50-2.49 (Dissatisfied), 2.50-3.49 (Satisfied), 3.50-4.00 (Very Satisfied)

C. The level of visitor satisfaction in terms of the services at Silangan Blankspace Campsite in Silang, Cavite

The findings in Table 7 reveal that visitors expressed a very high level of satisfaction with the services provided at Silangan Blankspace, as reflected in the overall mean score of 3.71 and a standard deviation of 0.411. It means that Silangan Blankspace is meeting every expectation of its guests. The online reservation service attained the highest rating, which depicts that the booking process is seamless and user-friendly. Digital convenience in tourism minimizes hassle for guests and also heightens their satisfaction, based in the study of (Ahlawat et al., 2024). Moreover, safety and security categorized as “Very Satisfied” but had the lowest mean score. Tourism sectors must highlight strong monitoring and safety assistance to manifest relaxation and ease of mind for guests during their stay based on (Torralba and Ylagan, 2021).

Table 7: Visitor Satisfaction with Campsite Services

| Service | Mean | Standard Deviation (SD) | Verbal Interpretation | Ranking |
|---|------|-------------------------|---------------------------------|---------|
| 1. Efficiency of Online Reservation Service | 3.89 | 0.32 | Very Satisfied | 1 |
| 2. Entrance Fee | 3.71 | 0.542 | Very Satisfied | 2 |
| 3. Technical Assistance (e.g., Wi-Fi, staff assistance for electronics) | 3.7 | 0.548 | Very Satisfied | 3 |
| 4. Safety and Security Monitoring Services (e.g., security staff) | 3.61 | 0.666 | Very Satisfied | 5 |
| 5. Readiness and Availability of Emergency Assistance | 3.64 | 0.615 | Very Satisfied | 4 |
| Overall Facilities Satisfaction | 3.71 | 0.411 | Very High Level of Satisfaction | |

Legend: 1.00-1.49 (Very Dissatisfied), 1.50-2.49 (Dissatisfied), 2.50-3.49 (Satisfied), 3.50-4.00 (Very Satisfied)

D. The problems faced at Silangan Blankspace Campsite in Silang, Cavite

The open-ended feedback from visitors was used to reveal concerns revolving around Silangan Blankspace, whether it’s through their facilities or services. 23.81% of respondents had a seamless stay, but there are recurring issues. A major quantity of respondents’ concern was weather-related (11.90%) because it affects the roads and pathways. Muds and slips are most likely to occur during this season. In connection, inclement weather was classified as one of the top 3 problems experienced by campers at the Murog Purog Campsite in Sabah, Malaysia, based on the study of (Marjun et al., 2024).

Pathway conditions (5.95%) have raised concerns among guests, caused by the rainy weather. Another notable concern was toilet maintenance (7.14%), expressing feedback about improvements in clogged toilets. This connects with the satisfaction score attained by toilet facilities in Table 6, suggesting the significance of proper monitoring and sanitation. Another issues are noise disturbances from passing vehicles near the road (8.33%) and the presence of insects in campers’ tent areas (5.95%). Respondents also give suggestions for improvement (7.14%), such as installing hooks in restrooms, enhancing

lighting in dishwashing areas, and sink setup. Moreover, less frequent concerns but still pertinent such as technical issues, particularly movie setup buffering (4.76%), water supply interruptions (2.38%), and security-related observations concerning exposed wiring (2.38%), are given by the guests. This also goes for other isolated comments about accessibility challenges, limited rental equipment, ongoing construction, and minor disturbances with beds and restaurant offerings (1.19% each).

E. The significant relationship between the respondent’s demographic profile and Silangan Blankspace Campsite’s Facilities and Services

To determine whether age has a significant influence on visitor satisfaction with the facilities and services at Silangan Blankspace, a Chi-Square test was conducted. The results showed that there is no statistically significant relationship between age and satisfaction levels. For facility satisfaction, the Chi-Square value was 0.595 with 2 degrees of freedom and a p-value of 0.743. For service satisfaction, the Chi-Square value was 2.11 with 2 degrees of freedom and a p-value of 0.349. Since both p-values are greater than the commonly used level of significance of 0.05, the findings indicate that age does not significantly affect how visitors perceive the quality of the campsite’s facilities and services. It means that Silangan Blankspace gives off a pleasurable experience regardless of the age group.

Table 8: Significant Relationship of Respondents’ Age and Silangan Blankspace Campsite’s Facilities and Services

| Chi-Square Test Results | | | | |
|-------------------------|-------|----|---------|-----------------|
| Test | Value | df | p-value | Interpretation |
| Facilities Satisfaction | 0.595 | 2 | 8.6 | not significant |
| Services Satisfaction | 2.11 | 2 | 68.6 | not significant |

To assess whether there is a significant relationship between the respondents’ sex and their satisfaction with the campsite’s facilities and services, contingency tables and Chi-Square tests were used. For facility satisfaction, the Chi-Square value was 0.0356 with 1 degree of freedom and a p-value of 0.85. For service satisfaction, the Chi-Square value was 0.0225 with 1 degree of freedom and a p-value of 0.881. Since both p-values are greater than the commonly accepted level of significance of 0.05, the results demonstrate that sex has no significant influence on how visitors rated their satisfaction. Male and female visitors had similar experiences and perceptions of the quality of the campsite offerings. This aligns with the inclusive nature of hospitality and tourism environments.

Table 9: Significant Relationship of Respondents’ Sex and Silangan Blankspace Campsite’s Facilities and Services

| Chi-Square Test Results | | | | |
|-------------------------|--------|----|---------|-----------------|
| Test | Value | df | p-value | Interpretation |
| Facilities Satisfaction | 0.0356 | 1 | 0.85 | not significant |
| Services Satisfaction | 0.0225 | 1 | 0.881 | not significant |

To examine whether marital status influences visitor satisfaction with the campsite’s facilities and services, contingency tables and Chi-Square tests were conducted. For facility satisfaction, the Chi-Square value was 3.24 with 1 degree of freedom and a p-value of 0.072. For service satisfaction, the Chi-Square value was 0.112 with 1 degree of freedom and a p-value of 0.738. Since both p-values are greater than the commonly accepted level of significance of 0.05, it demonstrates that marital status has no significant effect on how visitors rated their satisfaction. It still does not meet the criteria for significance, regardless of the p-value for facility satisfaction (0.072). Single and married visitors had similar experiences and perceptions regarding the quality of the campsite’s facilities and services, based on the results.

Table 10: Significant Relationship of Respondents’ Marital Status and Silangan Blankspace Campsite’s Facilities and Services

| Chi-Square Test Results | | | | |
|-------------------------|-------|----|---------|-----------------|
| Test | Value | df | p-value | Interpretation |
| Facilities Satisfaction | 3.24 | 1 | 0.072 | not significant |
| Services Satisfaction | 0.112 | 1 | 0.738 | not significant |

To determine whether visitors’ highest educational attainment influences their satisfaction with the campsite’s facilities and services, contingency tables and Chi-Square tests were conducted. For facility satisfaction, the Chi-Square value was 1.1 with 2 degrees of freedom and a p-value of 0.576. For service satisfaction, the Chi-Square value was 0.714 with 2 degrees

of freedom and a p-value of 0.7. Since both p-values are greater than the level of significance of 0.05, the results revealed that educational attainment has no significance in guests' satisfaction levels. Regardless of the educational level the guests had attained, they had shared similar perceptions of the quality of the campsite's facilities and services.

Table 11: Significant Relationship of Respondents' Highest Educational Attainment and Silangan Blankspace Campsite's Facilities and Services

| Chi-Square Test Results | | | | |
|-------------------------|-------|----|---------|-----------------|
| Test | Value | df | p-value | Interpretation |
| Facilities Satisfaction | 1.1 | 2 | 0.576 | not significant |
| Services Satisfaction | 0.714 | 2 | 0.7 | not significant |

To evaluate whether employment status affects visitor satisfaction with the campsite's facilities and services, contingency tables and Chi-Square tests were performed. For facility satisfaction, the Chi-Square value was 0.351 with 2 degrees of freedom and a p-value of 0.839. For service satisfaction, the Chi-Square value was 4.51 with 2 degrees of freedom and a p-value of 0.105. Since both p-values are greater than the level of significance of 0.05, it was demonstrated that employment status had no statistically significant relationship with guest satisfaction. Regardless of whether a guest was employed, self-employed, or unemployed, which also includes housewives and students, their level of satisfaction with Silangan Blankspace's facilities and services stayed consistent.

Table 12: Significant Relationship of Respondents' Employment Status and Silangan Blankspace Campsite's Facilities and Services

| Chi-Square Test Results | | | | |
|-------------------------|-------|----|---------|-----------------|
| Test | Value | df | p-value | Interpretation |
| Facilities Satisfaction | 0.351 | 2 | 0.839 | not significant |
| Services Satisfaction | 4.51 | 2 | 0.105 | not significant |

V. CONCLUSION

One of the objectives of the researchers is to provide recommendations for the campsite's future enhancements and long-term visibility among tourists. The following summarizes the overall results during the investigation process at Silangan Blankspace. Visitors interpreted high levels of satisfaction with parking facilities and online reservation services. While a "satisfactory" score for the toilet facility and safety and security monitoring services that support a seamless camping experience. Furthermore, according to Chi-Square tests, it expressed no significant relationship between demographic variables and satisfaction levels. All results demonstrated that Silangan Blankspace in Silang, Cavite, offers consistency in satisfying visitors' experience throughout distinct visitor profiles. To conclude, the present study both scores the research objectives and discovers emerging factors in the context of tourism and hospitality.

VI. RECOMMENDATIONS

To manage the revealed areas for improvement within Silangan Blankspace, a proposed visitor satisfaction plan was designed. This is also to maintain, and in a good scenario, to heighten further satisfaction among the visitors. The intention behind the proposed plan is to put in place a fulfilling camping experience by acquiring management strategies that revolve in visitors' needs and expectations. Each strategy corresponds to the SMART framework to make sure that improvements are customer and results-oriented. As a result of accomplishing these strategies, the campsite, Silangan Blankspace in Silang, Cavite, can place itself as a competitive campsite that, besides being a growing tourism area. The proposed visitor satisfaction plan will help sustain long-term decisions in operations and assure repeat visits and high satisfaction from the visitors.

A. Objectives

The researchers aim to heighten visitor satisfaction by handling the frequent problems mentioned among the facilities and services of Silangan Blankspace. The proposed plan intends:

1. To conduct online surveys similar to the present study to examine visitors' satisfaction with the campsite's facilities and services.
2. To ensure manual and frequent sanitation of waste disposal areas, also restrooms, and other common areas.
3. To operate a cleaning system schedule to maintain hygiene and minimize health risks.

4. To offer accessible and well-sustained facilities for all types of campers, as well as persons with disabilities.
5. To hold 24/7 monitoring systems to ensure the campers' well-being and the whole vicinity's safety.
6. To initiate pathway improvements that serves as a way to minimize the heavy rain.

B. Cleanliness of Facilities

To achieve 90% positive camper feedback in monthly surveys, regarding cleanliness of facilities, a proper sanitation of restrooms, waste disposal, and common areas must be conducted. This can be possible with the support of a maintenance team to implement strict scheduled cleaning and manage disposals. This initiative is achievable within three months and is also relevant to lessening health risks, which leads to visitor satisfaction.

C. Accessibility and Comfort

To achieve a 20% increase in facility use and satisfaction ratings through monthly survey results, regarding accessibility and comfort, an improvement in pathways and the addition of benches and ramps must be implemented. With the help of the existing maintenance team, allocating the campsite administration's budget, undergoing minor construction, and placing benches with particular areas can guarantee heightened visitor satisfaction. When comfort and accessibility are in the picture, it impresses the visitors, especially persons with disability. This initiative can be reached within six months

D. Safety and Security Monitoring

To achieve a 50% decline in safety incident reports within the first year, placing staff patrols and emergency contact points, and installation of CCTV must be observed. This can be accomplished by allocating the campsite administration's budget properly. This initiative is directed at safeguarding campers and their belongings, which is foreseen to be executed within four months.

E. Weather-Related Issues (Muddy Pathways)

In addressing weather-related issues, strengthening pathways with gravel decreases mud pileup, especially during the rainy season. The measurable outcome is a 70% decrease in campers' feedback concerning muddy pathways. This goal is achievable by organizing Silangan Blankspace's maintenance staff and allocating funds for the enhancement plan. It is necessary to sustain accessibility and safety no matter the weather conditions. This initiation is scheduled to be concluded within six months before the next rainy season.

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APPENDIX

Appendix A.

Problems Faced at Silangan Blankspace Campsite In Silang, Cavite

| Category | Frequency | Percentage | Example Comment |
|---------------------------------|-----------|------------|---|
| No problems | 20 | 23.81% | No problems encountered so far |
| Weather-related Issues | 10 | 11.90% | Muddy road if raining. |
| Noise Issues | 7 | 8.33% | It's probably not a problem but minsan may noise lang ng mga cars... |
| Toilet Maintenance | 6 | 7.14% | Level 3 po sa toilet... barado yung isang toilet.. |
| Suggestion for Improvement | 6 | 7.14% | Would be nice to have hooks in the restrooms... |
| Ants/Insects | 5 | 5.95% | Too much ants in the area where we set up our tents |
| Pathway Conditions | 5 | 5.95% | The pathway needs improvement 5.95% specially during rainy season because it's slippery. |
| Movie Setup Issues | 4 | 4.76% | The movie wasn't working that well because it kept on buffering... |
| Sink/Dishwashing Area | 4 | 4.76% | Kindly improve the sink/ dishwashing area... |
| Reception Area | 3 | 3.57% | Improvements for Reception Area, and little problem in the pathway... |
| Water Supply | 2 | 2.38% | Water supply is cut off from 10 pm onwards... |
| Lighting | 2 | 2.38% | Suggest to add more lights in the wash sink area at night time |
| Security | 2 | 2.38% | The electric wiring from the main house was kind of just laying... |
| Accessibility | 2 | 2.38% | The campsite is hard to reach |
| Rental Equipment | 2 | 2.38% | Lack of rental equipment |
| Construction | 1 | 1.19% | There was a construction when we camped there |
| Beds | 1 | 1.19% | Slight improvement for beds for more comfortable experience... |
| Restaurant | 1 | 1.19% | Perhaps, availability of coffee in the restaurant |
| Other | 1 | 1.19% | Nothing major except for the stray dogs and cats |
| Overall Facilities Satisfaction | 84 | 100% | |