

**ASSESSING DESTINATION ATTRIBUTES PREFERENCES OF THE  
RESIDENTS OF SAN JOSE CITY TOWARDS THE  
DEVELOPMENT OF BARANGAY VILLA  
FLORESTA AS A NATURE-BASED  
DESTINATION**

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An Undergraduate Thesis Submitted to the Faculty of the Department of Hospitality and  
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## **BIOGRAPHICAL SKETCH**

**Jamina Blancas** was born on September 16, 2001, in the Science City of Muñoz, Nueva Ecija. She is the youngest daughter of Mr. Victor Blancas and Mrs. Rosalina Blancas. Her academic journey began at Muñoz Central School, where she completed her Elementary Education in year 2013. Continuing her studies, she attended Muñoz National High School for her junior year and become a junior completer in year 2017, and during her senior year in high school, she pursued the TVL-Tourism Operation strand at STI College San Jose and finished it in year 2019. Her exceptional academic performance during her secondary education earned her academic distinction.

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## ABSTRACT

**BLANCAS, JAMINA A., LUNAS, JOSHUA Q., MACATANGAY, RHEA MAE M., SEBASTIAN, HYDEE J.,** Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Munoz, Nueva Ecija, Philippines, **May 2023, ASSESSING DESTINATION ATTRIBUTES PREFERENCES OF THE RESIDENTS OF SAN JOSE CITY TOWARDS THE DEVELOPMENT OF BARANGAY VILLA FLORESTA AS A NATURE-BASED DESTINATION**

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Destination attributes are the characteristics or features of a particular destination that make it appealing or distinctive as a destination for travelers or tourists. This study focused to know the destination attributes preferences of the residents of San Jose City for the development of Barangay Villa Floresta. The Barangay consist of three attractions which can be developed and introduced as a tourism circuit, these are Mt. Williams, Barakbak Falls, and Laod Falls. The Department of Tourism along with the Local Government Unit of San Jose City specifically the City Tourism is also planning to develop the destination. The researchers saw this as an opportunity and conducted this study.

This study aimed to answer the following question (1) How may the socio-demographic profile of the respondents be described in terms of: Age, Sex, and Employment (2) How may the preferences of the residents in the destination attributes for the development of Barangay Villa Floresta as a nature based destination be described in terms of: Activities, Facilities, and Supporting Facilities (3)How may the destination attribute preferences of the residents of San Jose City be described when grouped according to the generational cohorts?.

The study used a descriptive survey research design to describe the representation of a specific group of people which aligns to the objectives of this study. Convenience Sampling was used in selecting the respondents and self-construct survey questionnaire was used in gathering data. The findings of this study show that younger generation prefer strenuous activities and older generation prefer light activities, while recreational/ leisure activities are strongly preferred by almost all of the generational cohorts. Gen X and Baby Boomers have strong preferences on accommodation located in nature-based destination compared to other generational cohorts. They are also the generations who showed strong preferences on accommodation facilities and supporting facilities. In terms of the food establishments, Baby boomers prefer local food while Gen Z prefer foreign food.

Based on the findings of the study the researchers created marketing materials which can be used to promote Villa Floresta as a nature-based destination in San Jose City as an output of this study.

*Keywords: destination attributes, nature-based destination, tourism circuit, preferences, generational cohorts, and marketing materials.*

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