

**“EFFECTS OF DESTINATION PERCEPTION ON SATISFACTION OF
VISITORS IN TAYABO NATURE PARK”**

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ABSTRACT

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This research study examines the relationship between destination perception and visitor satisfaction at Tayabo Nature Park. Through a questionnaire-based survey of visitors aged 18 and above, the study reveals several important findings that can inform decision-making and enhance the visitor experience. The results indicate a strong connection between destination perception and visitor satisfaction, with positive views expressed regarding recreational activities, man-made attractions, and natural attractions. While overall satisfaction levels are high, improvements in infrastructure and transportation are needed. The study emphasizes the importance of understanding visitor preferences, providing engaging experiences, maintaining a comfortable environment, and delivering excellent customer service. The recommendations include enhancing tourist attractions, ensuring safety at man-made attractions, promoting nature conservation, fostering positive interactions with local citizens and staff, strengthening transportation and infrastructure, and improving service quality. By implementing these recommendations, Tayabo Nature Park can enhance visitor satisfaction and establish itself as a top-notch destination.

Keywords: *destination perception; visitor satisfaction; Tayabo Nature Park*

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