

**FACTORS AFFECTING DESTINATION CHOICE OF TOURISM  
MANAGEMENT STUDENTS IN CENTRAL LUZON STATE  
UNIVERSITY: BUILT VS NATURAL ATTRACTION  
IN NUEVA ECIJA**

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**ACCEPTANCE SHEET**

This undergraduate thesis entitled **“FACTORS AFFECTING DESTINATION CHOICE OF TOURISM MANAGEMENT STUDENTS IN CENTRAL LUZON STATE UNIVERSITY: BUILT VS NATURAL ATTRACTION IN NUEVA ECIJA”** prepared and submitted by **ARIEM, JULIE ROSE A., ESTEBAN, RIZZENE DOMINIQUE M., POLICARPIO, RONA MARIE V., SARACANLAO, MARIE JOY C.**, in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**, is hereby accepted:



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## **BIOGRAPHICAL SKETCH**

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## TABLE OF CONTENTS

	<b>PAGE</b>
<b>TITLE PAGE</b>	i
<b>ACCEPTANCE SHEET</b>	ii
<b>BIOGRAPHICAL SKETCH</b>	iii
<b>ACKNOWLEDGEMENT</b>	v
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	ix
<b>LIST OF APPENDICES</b>	x
<b>ABSTRACT</b>	xiii
<b>INTRODUCTION</b>	1
Background of the Study	1
Statement of the Problem	6
Objectives of the Study	7
Statement of Null Hypothesis	8
Significance of the Study	8
Scope and Limitation of the Study	9
Theoretical Framework	10
Conceptual Framework	11
Operational Definition of Terms	12
<b>REVIEW OF RELATED LITERATURE</b>	14
Built Attraction	14
Natural Attraction	16
Factors Affecting the Destination Choice	17
Nueva Ecija as Tourist Destination	22
<b>METHODOLOGY</b>	25
Research Design	25
Research Instrument	26
Sampling Techniques	26
Data Gathering Procedures	27
Ethical Consideration	28
Statistical Tool	29
Reliability Test	29

<b>RESULT AND DISCUSSION</b>	30
Demographic Profile of Respondents	30
Preferred attraction in Nueva Ecija of BSTM students of CLSU	33
Factors affecting the destination choice BSTM of CLSU	38
Significant relationship between the respondent's socio-demographic profile and the factors that affect their choice of destination	43
<b>SUMMARY, CONCLUSION, AND RECOMMENDATION</b>	51
Summary	51
Conclusion	53
Recommendation	54
<b>LITERATURE CITED</b>	62
<b>APPENDICES</b>	68
Appendix 1	69
Appendix 2	75
Appendix 3	79
Appendix 4	87

## LIST OF TABLES

TABLE NO.		PAGE
1	List of attractions in Nueva Ecija from ListPh	3
2	Descriptive statistics on the age of the respondents	30
3	Descriptive statistics on the gender, year level and civil status of the respondents	31
4	Descriptive statistics on the preferred attraction of the respondents	33
5	Descriptive statistics on the preferred natural attractions of the respondents	34
6	Descriptive statistics on the preferred built attractions of the respondents	35
7	Descriptive statistics on the factors affecting the destination choice of respondents	38
8	X 2 test on the perceived factors affecting the preference for tourist attraction and Gender	43
9	Correlation test on the perceived factors affecting the preference on tourist attraction and Year Level	45
10	Correlation test on the perceived factors affecting the preference on tourist attraction and Age.	47
11	X 2 test on the perceived factors affecting the preference on tourist attraction and Civil Status.	48
12	Tourism Development Plan	56

## LIST OF FIGURES

FIGURE NO.		PAGE
1	Conceptual Framework of the Study	11
2	Formula in getting the sample size	27
3	Computation in getting the sample size	27

## LIST OF APPENDICES

APPENDIX NO.		PAGE
I	Placard for Apolinario Mabini Marker	69
II	Placard for Burburayok Falls	69
III	Placard for Burburayok Spring	70
IV	Placard for Cabanatuan Cathedral	70
V	Placard for Highland Bali Resort and Spa	71
VI	Placard for Mt. Olivete	71
VII	Placards of Least Preferred Attraction	72
VIII	Tarpaulin of Least Preferred Attractions	73
IX	Thumbnail of Infomercial of Least Preferred Attraction	74
X	Informed Consent and General Instruction of the Research Questionnaire	75
XI	Research Questionnaire	76
XII	Research Questionnaire	77
XIII	Research Questionnaire	78
XIV	Summary response of the BSTM in CLSU in terms of Age	79
XV	Summary response of the BSTM in CLSU in terms of Gender	79
XVI	Summary response of the BSTM in CLSU in terms of Year Level	80

XVII	Summary response of the BSTM in CLSU in terms of Civil Status	80
XVIII	Summary response of the BSTM in CLSU in terms of their Preferred Attraction	81
XIX	Bar graph representation of the BSTM in CLSU's preferred natural attraction	81
XX	Bar graph representation of the BSTM in CLSU's preferred built attraction	82
XXI	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 1)	82
XXII	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 2)	83
XXIII	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 3)	83
XXIV	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 4)	84
XXV	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 5)	84
XXVI	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 6)	85
XXVII	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 7)	85

XXVIII	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 8)	86
XXIX	Bar graph representation of the BSTM in CLSU in terms of the factors affecting their destination choice (Factor 9)	86
XXX	Letter from the Ethical Review Committee – CLSU	87
XXXI	Statistical Assistance Certification Form	88
XXXII	Certificate of English Critic	89

## ABSTRACT

**ARIEM, JULIE ROSE A., ESTEBAN, RIZZENE DOMINIQUE M., POLICARPIO, RONA MARIE V., SARACANLAO, MARIE JOY C.,** Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, **May 2023,**  
**FACTORS AFFECTING DESTINATION CHOICE OF TOURISM MANAGEMENT STUDENTS IN CENTRAL LUZON STATE UNIVERSITY: BUILT VS. NATURAL ATTRACTIONS IN NUEVA ECIJA**

Adviser: Asst. Prof. KRISTELLE S. LAMSON, MSHRM

The purpose of this study is to identify the preferred destination of the Bachelor of Science in Tourism Management (BSTM) student at Central Luzon State University (CLSU) in Nueva Ecija whether it is built or natural attraction and to determine the factors affecting their choice. Tourism sector plays a major role in developing a country. This study will only focus on the natural attraction and built (man-made) attraction. The researchers conclude that this study determines the strengths and weaknesses of each destination, which affect the tourists' choice of destination. The study was conducted using a self-administered questionnaire, and the respondents were given 16 different natural and built attractions in Nueva Ecija. The results showed that the majority of the respondents answered that between built and natural attraction, they preferred the latter, considering the factors that will affect their preferred attractions. Moreover, based on the results of the study, it is shown that there was a relationship or a significant association between the respondent's civil status, grade level, gender, and factors that affect their chosen attractions. While there is no relationship between the respondent's age. In addition, this

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