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Insight for Progress: Enhancing Landing Point in Nagcarlan Laguna to Improve Tourists' Experience

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ABSTRACT

This research focuses on enhancing the tourism experience at Landing Point, a prominent attraction in Nagcarlan, Laguna, by addressing infrastructure gaps and improving visitor satisfaction. Targeting both physical and experiential factors, the study gathers insights from 30 tourists who visited the site. Data collected through semi-structured interviews were thematically analyzed to identify main challenges and opportunities for improvement.

Findings highlight that while the site is valued for its natural beauty, tranquility, and cultural heritage, several issues hinder a fully positive experience. Tourists reported poor road conditions, limited lighting, inadequate seating, and a lack of restroom facilities as detracting factors. Safety concerns, especially for those visiting at night due to insufficient street lighting, were also raised. Additionally, visitors emphasized the need for better waste management to preserve the area's cleanliness and natural beauty.

Based on these insights, the study proposes specific recommendations to enhance infrastructure and visitor amenities. Suggestions include road improvements, the installation of adequate lighting, and the addition of seating and restrooms. To make the site more engaging, tourists recommended introducing outdoor recreational activities such as zip-lining and camping, which may attract younger visitors seeking adventure.

The research also underscores the importance of sustainable tourism practices, advocating for eco-friendly waste management solutions and preservation efforts for the natural landscape. These measures aim to ensure long-term ecological health while maintaining the area's appeal. The study offers valuable recommendations for Nagcarlan's local government to improve accessibility, sustainability, and overall appeal at Landing Point. By addressing both infrastructural needs and visitor experiences, these initiatives aim to foster tourism growth while protecting Nagcarlan's cultural and environmental heritage, positioning Landing Point as a more attractive and enjoyable destination for future tourists.

Keywords: *Sustainable Tourism, Visitor Satisfaction, Tourist Experience, Infrastructure Improvement, Eco-Tourism, Nagcarlan, Laguna*

INTRODUCTION

Landing Point, situated in Nagcarlan, Laguna, is a notable Tourist destination within the Philippines, renowned for its picturesque landscapes and rich cultural heritage. Located near the base of the mystical Mount Banahaw, this serene location features a freshwater lake surrounded by lush greenery, offering visitors a tranquil escape from the bustle of urban life. Its natural beauty is further enriched by its historical significance, as it is believed to be the landing site of Filipino revolutionaries during the Spanish colonial era.

The development of Landing Point as a prominent tourist destination aligns with a broader trend of leveraging natural and historical sites to boost local tourism. Over the years, the site has attracted both domestic and international visitors, contributing significantly to the local economy and promoting cultural exchange. However, as tourism continues to evolve and the number of visitors increases, there is a growing need to enhance the overall visitor experience to ensure that Landing Point remains a competitive and sustainable destination. Despite the site's appeal, challenges persist in terms of infrastructure, visitor amenities, and the maintenance of its natural beauty. Issues such as poor road conditions, insufficient lighting, and a lack of proper seating and restroom facilities have been identified as factors that detract from the overall experience of tourists.

In addition, there is limited research that comprehensively explores how tourists perceive and interact with the site, which is essential for addressing these concerns and fostering sustainable development. This study seeks to address these gaps by employing qualitative research methods to gain deeper insights into the tourists' experiences at Landing Point. Through interviews and thematic analysis, the study aims to identify specific areas for improvement that will enhance both the infrastructure and the tourist experience. By providing actionable recommendations, this research intends to contribute to the development of Landing Point, ensuring its continued appeal and long-term sustainability as a tourist destination.

Conceptual Background

The study focuses on understanding the relationship between the demographic profile of tourists, their lived experiences at the Landing Point in Nagcarlan, Laguna, and the actionable plans that could be provided to improve the location. It is important to recognize that the demographic profile of visitors, which includes variables like age, gender, educational attainment, and occupation, is crucial in shaping the experiences of tourists. These demographic factors help identify differences in preferences, needs, and expectations, which directly affect how visitors perceive the Landing Point. Tourists' lived experiences at the Landing Point, whether positive or negative, provide significant insights into their overall satisfaction.

Their feedback, often gathered through surveys, interviews, or other methods, can highlight areas that require improvement and offer suggestions to enhance the visitor experience. Moreover, the actionable plan proposed for the municipal government aims to align the Landing Point with the needs and expectations of its visitors. This plan focuses on understanding the specific desires of the tourists and ensuring that any improvements made are practical, sustainable, and relevant to the evolving nature of tourism. By systematically gathering and analyzing feedback, the plan seeks to make the necessary improvements to create a better environment for visitors while fostering the growth of tourism in the region.

PROBLEM STATEMENT

Despite Landing Point's attractiveness as a quiet and beautiful location in Nagcarlan, Laguna, a better knowledge of tourists' experiences is required to assure its long-term viability and enhancement. While the place is known for its natural beauty and historical significance, there is little qualitative information about how visitors perceive and interact with the location.

This Research study aimed to address the research problem for the Insight for Progress: Enhancing Landing Point in Nagcarlan, Laguna to Improve Tourists' Experience.

1. What is the demographic profile of the respondents in terms of the following:

1.1 Age

1.2 Gender

1.3 Educational Attainment

1.4 Occupation

2. What are the lived experiences of Tourists visiting the Landing Point in Nagcarlan, Laguna

2.1 What did you enjoy the most about your visit to Landing point?

2.2 What challenges did you overcome during your visit?

2.3 Would you recommend this place to other tourists?

3. What actionable plans can be proposed to the Municipal Government of Nagcarlan, Laguna to enhance Landing point as a Tourist destination.

3.1 Are there any activities or improvements that you believe could be introduced at Landing Point to make it more engaging for tourists and enhance their overall experience?

RESEARCH METHODOLOGY

This study explores tourists' experiences at Landing Point, Nagcarlan, Laguna, using a descriptive qualitative research design. Data were gathered through semi-structured, open-ended questionnaires and in-person interviews with purposively selected visitors. Thematic analysis was employed to identify key themes from transcribed responses, providing insights into tourist experiences and site improvement suggestions. Ethical considerations, including confidentiality and voluntary participation, were strictly observed. Findings aim to enhance the site's appeal while preserving its historical and natural significance.

RESULTS

The demographic profile of the respondents in terms of age in the study shows a clear concentration of visitors from the 18-29 age group, which represents the majority of participants at Landing Point in Nagcarlan, Laguna. Specifically, 77.3% of respondents fall within this age range, while smaller proportions are spread across other age groups: 6.67% are 17 and below, 10% are between 30-44 years old, 6.67% are 45-59 years old, and 3.33% are over 60 years old. The findings indicate that young adults, particularly those aged 18-29, are the primary visitors to the site.

Tourism research consistently highlights the tendency of younger individuals, particularly those aged 18-29, to engage more in recreational activities and travel. De Guzman (2020) notes that younger tourists seek novel and energetic experiences, while Maghrifani et al. (2024) emphasize their strong inclination toward adventure and exploration. Similarly, Vujičić et al. (2020) highlight young tourists' preference for interactive and adventurous

experiences, which aligns with the unique offerings at Landing Point. Recognizing this concentration of young visitors allows for tailored tourism strategies that enhance engagement and satisfaction while maintaining inclusivity for other age groups.

In terms of gender, the study found that 76.67% of visitors to Landing Point are male, a trend consistent with tourism research indicating that men are more inclined toward exploratory and vehicle-intensive travel experiences (Maghrifani et al., 2024; Kara & Mkwizu, 2020). Given the popularity of motorcycles and four-wheelers at the site, tourism development efforts could focus on infrastructure improvements such as parking and vehicle maintenance facilities. At the same time, expanding gender-inclusive attractions would ensure broader appeal.

The educational profile of visitors reveals that 50% are college graduates, consistent with research by Mohino, Solis, and Urena (2019), who found that individuals with higher education levels are more likely to engage in tourism due to their exposure to cultural and recreational opportunities. Libre et al. (2022) further support the idea that higher education correlates with a preference for intellectually enriching experiences. Consequently, Landing Point could enhance its tourism appeal by incorporating educational and cultural activities such as guided tours and eco-tourism initiatives.

Additionally, 53.33% of visitors were found to be unemployed, a factor that significantly influences tourism participation. Caotivo et al. (2021) and Kara & Mkwizu (2020) suggest that unemployed individuals, including students and job seekers, have more flexible schedules, allowing for increased tourism engagement. Local attractions like Landing Point may appeal to this demographic due to their affordability. Tourism strategies could thus emphasize cost-effective experiences while fostering economic activity through collaborations with local businesses.

These findings provide valuable insights into visitor demographics at Landing Point, Nagcarlan, Laguna, offering a basis for targeted tourism development that enhances accessibility, inclusivity, and overall visitor satisfaction.

Table 1 Shows the results of the Lived Tourist Experiences

Table 1. Tourist Experience at Landing Point

QUESTION	INTERPRETATION OF THEME	FREQUENCY	PERCENTAGE
<i>What did you enjoy most about your visit at Landing point?</i>	Aesthetic Appreciation of Nature	15	50%
	Relaxation and Stress-Relief	11	36.7%
	Environmental quality	4	13.3%
Average		30	100.00%

Source: Authors

The study of Landing Point highlights several key aspects that contribute to its appeal as a tourist destination. The aesthetic appreciation of nature emerged as a significant theme, as respondents noted the area's ability to provide sensory and emotional fulfillment through its natural beauty. Matthews (2002) emphasized that aesthetic appreciation offers depth and meaning, which contributes to nature's intrinsic and preservationist value. The respondents' enjoyment of Landing Point, rooted in its picturesque landscapes and serene environment, confirms the importance of visual and sensory appeal in fostering positive tourist experiences. This finding aligns with research that suggests aesthetically pleasing natural environments enhance visitors' sense of connection to nature, which in turn promotes well-being and supports conservation efforts. Another key theme identified was relaxation and stress relief. Visitors described Landing Point as a tranquil retreat, emphasizing the therapeutic value of natural environments in alleviating stress. This aligns with the respondents' experiences at Landing Point, further supported by studies from Sapolsky (2004) and Ulrich et al. (1991), which demonstrate that exposure to natural settings reduces stress markers and promotes relaxation. Thus, Landing Point not only serves as a recreational destination but also as a mental health resource for those seeking relief from urban and work-related pressures.

The importance of environmental quality was also emphasized by respondents, who pointed out the significance of well-maintained and pollution-free surroundings. Gibson et al. (2018) highlight that high environmental quality sustains ecosystems and improves human well-being, which resonates with the clean and natural ambiance of Landing Point. The pristine conditions of the area align with the findings of Cohen et al. (2019) and the WHO (2021), both of which associate environmental purity with positive health outcomes. The high environmental quality of Landing Point enhances tourists' satisfaction and deepens their connection to the locale, making it a key factor in the overall positive experience.

The themes identified in the study support previous research, such as that by Libre et al. (2022), which emphasizes the role of tourist experiences in fostering satisfaction and revisit intentions. Additionally, Brillo and Simondac-Peria (2021) discuss the importance of preserving natural and cultural assets in ecotourism, which mirrors Landing Point's focus on maintaining its natural beauty and environmental quality. The results of the study have several implications for tourism development at Landing Point. To preserve its aesthetic value, it is crucial to ensure continued conservation efforts and infrastructure improvements that maintain the area's beauty. Creating designated spaces and amenities to support relaxation and mental restoration would further enhance the visitor experience, helping to facilitate stress relief. Finally, maintaining cleanliness, reducing pollution, and integrating eco-friendly practices will sustain the area's natural charm and ecological health. By addressing these aspects, the municipal government can further elevate the tourist experience, increase satisfaction levels, and promote sustainable tourism at Landing Point in Nagcarlan, Laguna.

Table 2 shows the results of the Lived Tourist Experiences

Table 2.Challenges that tourists overcome during the visit

QUESTION	INTERPRETATION OF THEME	FREQUENCY	PERCENTAGE
<i>What challenges did you overcome during your visit?</i>	Enhancing pavement quality for safety	15	50%
	Improvement of light system	10	33.3%
	Improving public transportation	5	16.7%
Average		30	100.00%

Source: Authors

The study identified several key areas for improvement based on the experiences of tourists. Enhancing Pavement quality for safety emerged as a primary concern, with 15 respondents highlighting its importance for ensuring safety. This aligns with research showing that well-maintained infrastructure is crucial for creating a positive tourist experience. According to RD Maria Lourdes L. Agustin, improving infrastructure, such as roads and pavements, is vital for supporting local tourism growth and enhancing visitor satisfaction.

The Improvement of the light system was another significant area for improvement, identified by 10 respondents. Inadequate lighting poses safety risks and reduces the aesthetic appeal of a destination, particularly at night. Enhanced lighting not only improves safety but also increases the attractiveness of a destination, contributing to overall visitor satisfaction. Additionally, 5 respondents noted the need to improve public transportation. Accessible and reliable public transport plays a critical role in tourism development, as studies by Kanwal et al. (2020) and Mazrekaj (2020) emphasize. Improving transportation systems can reduce congestion, enhance connectivity, and provide convenience for tourists, leading to higher satisfaction and repeat visits.

To address these challenges, several actions are proposed. First, infrastructure upgrades should be prioritized, using tools like the Local Road Management Performance Assessment Tool (LRMPAT) to assess and address gaps in pavement quality and safety. Resources should be allocated for constructing and maintaining safe, durable pavements to prevent accidents and improve the tourist experience. Second, the lighting system should be upgraded by installing energy-efficient and strategically placed lighting fixtures to ensure uniform illumination and enhance security. Additionally, aesthetic lighting designs can improve the ambiance and extend visiting hours safely into the evening.

Finally, public transportation services should be enhanced by developing efficient networks that connect key tourist areas and nearby towns. Eco-friendly transport options should be encouraged to promote sustainability and reduce congestion. By addressing these areas, Nagcarlan, Laguna, can significantly improve the tourist experience, foster local tourism, and align with broader goals of sustainable and inclusive tourism development, ultimately positioning itself as a more competitive and attractive destination for future visitors.

Table 3 shows the result of Tourists Lived Experiences

Table 3. Tourists recommendations and insights for future visitors in Landing Point

QUESTION	INTERPRETATION OF THEME	FREQUENCY	PERCENTAGE
Would you recommend this place to other tourists?	Positive Recommendation	29	96.67%
	Negative Recommendation	1	3.33%
Average		30	100%

Source: Authors

The majority of respondents (29 out of 30) indicated a positive recommendation for Landing Point, reflecting a high level of satisfaction with their visit. This result underscores the overall appeal of the site, with many tourists noting the beauty of the environment, the peaceful atmosphere, and the well-maintained facilities as key factors in their positive experiences. This aligns with findings from Chen et al. (2007), who found that destination image significantly impacts tourists' behavioral intentions. Positive experiences, particularly those that meet or exceed expectations in terms of cultural authenticity and services, lead to a higher likelihood of recommendations to others. The fact that 29 respondents would recommend the site to others strongly suggests that the experience at Landing Point met these key expectations, making it a desirable destination for potential visitors. However, one respondent issued a negative recommendation, citing issues such as accessibility, amenities, or crowd management. Although this response contrasts with the overwhelmingly positive feedback, it is an essential finding that should not be overlooked. As noted by Bepalov et al. (2019), both positive and negative responses provide valuable insights for improving a destination. Negative feedback offers opportunities for self-correction and progress, highlighting areas that require attention for further enhancement. In this case, addressing concerns such as accessibility and amenities could improve the overall experience, leading to even higher satisfaction and more widespread recommendations. Thus, the combination of mostly positive feedback,

alongside a single negative recommendation, demonstrates the potential for both celebrating the strengths of Landing Point and identifying specific areas for improvement.

Table 4 shows the results of Actionable plans that can be proposed to the Municipal Government of Nagcarlan, Laguna to enhance Landing point as a Tourist Destination

Table 4. Activities or Improvements that could be introduced at Landing Point

QUESTION	INTERPRETATION OF THEME	FREQUENCY	PERCENTAGE
<i>Are there any activities or improvements that you believe could be introduced at Landing Point to make it more engaging for Tourists and enhance their overall experience?</i>	Opportunities for outdoor adventures	6	20%
	Improving infrastructure and facilities for accessibility	18	60%
	Enhancing Cleanliness and promoting eco-friendly practices	6	20%
Average		30	100.00%

Source: Authors

The results of the survey reveal three prominent themes in the feedback from the 30 respondents regarding their suggestions for improving the Landing Point in Nagcarlan, Laguna. The majority of respondents, 18 out of 30, emphasized the importance of improving infrastructure and facilities for accessibility. They highlighted the need for better roads, signage, seating, and restroom facilities, reflecting a common concern for enhancing safety, comfort, and ease of access. This aligns with previous studies, such as Mandić, Mrnjavac, and Kordić (2019), who emphasize the vital role that infrastructure improvements play in boosting tourism satisfaction and sustainability. These upgrades not only increase a destination's attractiveness but also help accommodate a diverse range of visitors, ensuring a more accessible and enjoyable experience.

Additionally, six respondents suggested providing more opportunities for outdoor adventures. These responses reflect a growing interest in engaging with nature through activities like hiking, biking, and other outdoor recreational options. Zwart and Ewert (2022) found that outdoor adventure recreation (OAR) activities contribute to significant health and recreational benefits. Respondents believe that the introduction of such opportunities at the Landing Point could enhance their overall experience, encouraging visitors to explore the natural surroundings and engage in physical activities that promote well-being.

The final theme, which also garnered six responses, focuses on enhancing cleanliness and promoting eco-friendly practices. Visitors expressed a strong desire for better waste management, the installation of more trash bins, recycling options, and regular clean-up initiatives. Many respondents stressed the importance of preserving the natural beauty of the site for future generations. The emphasis on eco-friendly waste management aligns with Mokhtar et al. (2023), who argue that cleanliness significantly impacts tourist satisfaction and ecological sustainability. By integrating these practices, Landing Point can align with global sustainable tourism initiatives, such as the UNWTO's guidelines for eco-tourism. These measures could also enhance long-term economic benefits for Nagcarlan by promoting the area as a model for sustainable tourist destinations.

In conclusion, the feedback from respondents highlights the need for comprehensive improvements to infrastructure, the introduction of outdoor adventure activities, and the promotion of sustainable practices at the Landing Point. Addressing these priorities will enhance the overall tourist experience, ensuring both satisfaction and the long-term sustainability of the destination.

CONCLUSIONS

In the light of the findings of this study entitled: Insight for Progress: Enhancing Landing Point in Nagcarlan, Laguna to improve Tourists' Experience the following conclusions are drawn:

1. The enhancement of the Landing Point in Nagcarlan, Laguna has the potential to significantly elevate the tourist experience, aligning the site with modern visitors' needs while preserving its historical and cultural heritage. This study, through qualitative analysis of tourists' feedback, revealed that while the site is appreciated for its natural beauty and tranquil atmosphere, there are several areas for improvement. Key concerns include the need for better infrastructure, improved waste management, and additional outdoor activities to engage tourists.
2. The findings highlight that the site's accessibility, particularly road conditions and lighting, must be addressed to ensure safety and convenience for visitors. Moreover, infrastructure upgrades such as more seating, clearer signage, and enhanced outdoor activity facilities would contribute to a more comfortable and enjoyable experience. Enhancing cleanliness through eco-friendly waste management practices also emerged as a critical factor for both maintaining the site's aesthetic appeal and supporting sustainable tourism development.

3. By addressing these improvements, the local government of Nagcarlan can ensure that the Landing Point remains a competitive and sustainable tourist destination. It will not only satisfy current visitor expectations but also attract new demographics, ultimately supporting the local economy and promoting the region's rich natural and cultural resources. The study's conclusion, based on tourists' lived experiences, provide actionable insights that can guide strategic planning and development for the Landing Point, ensuring that it remains a vibrant and engaging destination for years to come.

This conclusion ties together the study's purpose, findings, and future implications, offering a brief wrap-up of the research.

RECOMMENDATIONS

Based on the findings for Insight for Progress: Enhancing landing point in Nagcarlan, Laguna to enhance the tourists' experience, the following recommendations are highly recommended:

1. Improving the infrastructure and facilities at the landing point to provide tourists with better services and overall comfort. This can be done through:
 - 1.1. Installation of modern amenities such as clean restrooms, comfortable seating areas, and shaded waiting zones.
 - 1.2. Implementation of clear and visible signage to assist tourists with navigation and provide information about local attractions.
 - 1.3. Ensuring safety measures like well-lit areas, secure railings, and emergency contact points to enhance visitor safety.
2. Addressing key stakeholders for the implementation of the proposed improvements:
 - 2.1. The local government, tourism agencies, and relevant stakeholders should collaborate to facilitate these upgrades and ensure effective development.
 - 2.2. Prioritize the creation of partnerships with private investors and local businesses to fund and support these enhancements.
3. Recommendations for future research to expand on the scope of the current study:
 - 3.1. Future researchers should consider examining the impact of digital tools such as mobile applications and websites in improving tourists' access to information and services.
 - 3.2. A broader study on the long-term effects of the proposed enhancements on local tourism and the economic growth of the Nagcarlan area should be undertaken.
 - 3.3. Explore the potential for integrating community-based initiatives to involve local residents in the tourism industry and create sustainable economic benefits.

To address the identified challenges and capitalize on the opportunities for improvement at Landing Point in Nagcarlan, Laguna, a focused action plan has been developed. This plan aims to enhance infrastructure, amenities, and visitor experiences while promoting sustainable practices and community engagement. By implementing these strategic initiatives, the site can evolve into a more accessible, engaging, and environmentally conscious tourist destination. The table below outlines the proposed actionable steps, stakeholders involved, and anticipated outcomes.

Table 5. Proposed actionable steps, stakeholders involved, and anticipated outcomes

Objective	Action Plan	Stakeholders Involve	Timeline	Expected Outcome
Improve Road and Infrastructure	Repair and pave the roads leading to Landing Point. Add Road safety signs.	Local Government, Public Works Department	3-6 Months	Improved Accessibility and safer travel.
Enhance Lighting system	Install solar-powered street lights along pathways and roads.	Local Government, Private Contractors	2-4 Months	Enhanced safety and usability at night.
Upgrade Amenities and Facilities	Add clean restrooms, Seating areas, and shaded spots for tourists.	Tourism Department, Local Businesses	4-6 Months	Increased Comfort and Visitor Satisfaction
Promote Outdoor Activities	Introduced zip-lining, camping, and hiking trails.	Tourism Operators, Local Investors	6-12 Months	Broadened appeal to adventure-seeking tourists.

Implement Eco-friendly Practices	Place Recycling bins, Conduct clean-up drives, and enforce anti-litter policies.	Environmental Groups, Volunteers	Continuous	Maintained Cleanliness and preserved beauty
Improve Public Transportation	Collaborate with local Transport operators to provide shuttle services.	Transport Associations, Local Government	3 Months	Easier and affordable access for tourists.
Increase Community Engagement	Organize workshops to involve locals in tourism related activities.	Community Leaders, NGO's	2-6 Months	Strengthened Community Participation.
Develop Marketing Strategies	Launch Promotional Campaigns Emphasizing the site's natural beauty and activities.	Tourism Office, Media Partners	6 Months	Increased Tourist revenue

Figure 1. Propose Action Plan

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