

Ecotourism Market Preferences in Region XI: A Conjoint Analysis Study

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Abstract:

This study explores the market preferences for ecotourism among tourists in Region XI, employing a conjoint analysis to determine the utility values and relative importance of various ecotourism attributes. The research surveyed 400 respondents to assess preferences across five key attributes: Natural Resources, Accessibility, Range of Activities, Accommodation, and Cultural Experiences.

Frequency analysis revealed a significant demographic segment of young, budget-conscious travelers, while cluster analysis further identified two distinct market groups - "Young, Budget-Conscious Travellers" and "Established, Professional Tourists." Findings from the conjoint analysis highlighted Accessibility, Accommodation, and Natural Resources as the most influential attributes, with preferences favoring easily accessible locations, basic eco-lodges, and preserved natural environments.

The study's results have significant implications for ecotourism development in Region XI, aligning with the Theory of Planned Behavior and Market Segmentation, which underscores intentions influencing travel choices. Recommendations for local tourism stakeholders include the promotion of eco-friendly lodging options, improved accessibility to natural sites, and the integration of cultural experiences that resonate with the unique values of each market segment. This research contributes to sustainable tourism planning in Region XI by offering actionable insights into tourist preferences, supporting the Region's goal to become a leading ecotourism destination in the Philippines.

Keywords:

Ecotourism market preferences, attributes, conjoint analysis, Region XI.