

Marketability, Service Quality, And Sustainability of Recreation Tourism Businesses

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Abstract - This study examined the marketability, service quality, and sustainability of recreation tourism businesses in the province of Iloilo, Philippines, for the year 2024. A total of 143 purposively selected business owners participated, representing diverse age groups, educational attainment, ownership types, years of operation, and congressional districts. A validated and pilot-tested instrument was used to collect data, and a descriptive correlational design was employed utilizing frequency counts, percentages, the Mann–Whitney U Test, Kruskal–Wallis H Test, and Spearman’s rho at a 0.05 level of significance. Findings revealed that recreation tourism businesses were consistently rated Very High in marketability and service quality, while sustainability received a high rating. Significant differences in marketability and service quality were observed across educational attainment, years of operation, type of ownership, and district, but not by age. Sustainability showed significant differences by years of operation, ownership type, and district, while no significant differences were found by age or educational attainment. Correlation analysis confirmed significant relationships among marketability, service quality, and sustainability, indicating that improvements in one dimension reinforced positive outcomes in the others. The study found that recreation tourism in Iloilo is highly competitive, demonstrating strong marketability and service quality. While sustainability practices are present, areas such as energy efficiency, food waste management, and responsiveness still need improvement.

Keywords: *Marketability, Service Quality, Sustainability, Recreation Tourism Businesses*

I. INTRODUCTION

Background of the Study

Recreation tourism businesses play a vital role in integrating leisure, adventure, and cultural activities. They help shape destinations and foster community development. The long-term viability of these businesses’ rests on three key dimensions: marketability, service quality, and sustainability.

Marketability refers to how tourism and hospitality programs align with industry expectations and visitor perceptions, often assessed through the marketing mix and SWOT analysis. A strong market orientation enables destinations to attract diverse clientele and remain competitive (Pabelona & Alcantara, 2023).

Service quality is the ability of providers to meet or exceed client expectations. In recreation tourism, this includes hospitality, safety, accessibility, and personalized experiences, all of which enhance satisfaction, efficiency, and loyalty (Reddy & Bharath, 2024).

Sustainability ensures that tourism growth balances enjoyment with conservation, protecting natural and cultural resources for future generations. Recreation tourism business, while boosting economies and cultural exchange, also faces challenges such as overuse and ecological strain, making sustainable practices essential (Lee, 2025).

While marketability, service quality, and sustainability are widely acknowledged as critical elements in tourism, their combined influence on recreation tourism businesses remains insufficiently studied, particularly in the Province of Iloilo. Existing research often addresses these dimensions in isolation, leaving a gap in understanding how their interaction shapes destination competitiveness, visitor satisfaction, and long-term resilience.

This study addresses the research gap by examining how marketability, service quality, and sustainability collectively shape recreation tourism businesses in the province of Iloilo, providing insights for educators to design industry-aligned programs, guiding policymakers in developing effective strategies, and helping stakeholders enhance visitor experiences, while ultimately benefiting local communities through economic opportunities and

cultural preservation and ensuring visitors enjoy high-quality, sustainable recreation.

II. STATEMENT OF THE PROBLEM

This study aimed to determine the marketability, service quality, and sustainability of recreation tourism businesses in the province of Iloilo, Philippines for the Year 2024.

Specifically, this study sought to answer the following questions:

1. What is the profile of the respondents in terms of age, educational attainment, type of ownership, years of operation, and congressional district?
2. What is the level of marketability of recreation tourism businesses when taken as a whole and when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
3. What is the level of service quality of recreation tourism businesses as assessed by the respondents when taken as a whole and when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
4. What is the level of sustainability of recreation tourism businesses when taken as a whole and when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
5. Are there significant differences in the level of marketability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
6. Are there significant differences in the level of service quality of recreation tourism businesses as assessed by the respondents when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
7. Are there significant differences in the level of sustainability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
8. Are there significant relationships among marketability, service quality, and sustainability of recreation tourism?

Hypotheses

1. There are no significant differences in the level of marketability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district.
2. There are no significant differences in the level of service quality of recreation tourism businesses as assessed by the respondents when classified according to age, educational attainment, type of ownership, years of operation, and congressional district.
3. There are no significant differences in the level of sustainability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district.
4. There are no significant relationships among marketability, service quality, and sustainability of recreation tourism.

Theoretical Framework

This study was anchored on three interrelated theories that collectively provided a comprehensive lens for examining how marketability, service quality, and sustainability shaped recreation tourism businesses in the Province of Iloilo.

For Marketability, the study utilized Marketing Mix Theory (4Ps) by Martin Luenendonk's (2020), which emphasizes placing the right product in the right place, at the right price, and at the right time. Although seemingly simple, this requires careful planning and research, as failure in any element can hinder competitiveness.

Applied to recreation tourism, this theory highlighted the importance of proper marketing strategies, distribution channels, and evolving market knowledge to reach both local and international audiences.

For Sustainability, the study was anchored on Theory of Planned Behaviour (TPB) by Hamid and Salmi's (2015), which predicts how intentions shape actions. TPB explains that attitudes, subjective norms, and perceived behavioral control influence behavior directly and indirectly.

In tourism, this framework was useful for understanding how managers, entrepreneurs, and tourists adopted sustainable practices across

economic, social, and environmental pillars. It provided a basis for analyzing motivations and behaviors toward sustainable recreation tourism business.

For Service Quality, the study employed the SERVQUAL Model developed by Parasuraman, Zeithaml, and Berry (1988), which measured service quality by comparing client expectations with actual experiences across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Applied to recreation tourism, SERVQUAL provided insights into how service quality enhanced customer satisfaction, loyalty, and destination reputation.

By integrating these theories, the study constructed a conceptual framework in which marketability, service quality, and sustainability served as strategic inputs that collectively shaped recreation tourism business. The Marketing Mix Theory provided the foundation for competitiveness, the Theory of Planned Behaviour explained sustainable practices, and the SERVQUAL Model emphasized the importance of service quality. Together, these frameworks offered a solid basis for analyzing how recreation tourism in the province of Iloilo can achieve long-term growth, visitor satisfaction, and sustainable development.

Conceptual Framework

The aim of this study was to explain the relationship among variables using the conceptual framework presented in Figure 1. The independent variables included the respondents' demographic profile, specifically age, educational attainment, type of ownership, years of operation, and congressional district, while the dependent variables were marketability, service quality, and sustainability of recreation tourism businesses.

In terms of age, respondents were classified as 'young' (19-40 years old) and 'old' (41 years old and above). It was presumed that older respondents, with more years of experience and deeper familiarity with tourism practices, were more likely to emphasize structured marketing approaches, service quality, and sustainable practices. Younger respondents, on the other hand, offered fresh perspectives and adaptability to innovation, contributing to modernized marketing strategies and evolving service delivery.

In terms of educational attainment, respondents were grouped as bachelor's, master's, and doctorate degree holders. It was presumed that individuals with higher educational qualifications were more likely to value strategic marketing, actively engage in service quality improvement, and advocate for sustainability in tourism operations. Their academic background enhanced their ability to align tourism practices with industry and community goals.

In terms of type of ownership, recreation tourism businesses were categorized as sole proprietorship, partnership, limited liability, and corporation. Sole proprietorships were presumed to focus on competitiveness and profitability through marketability and service quality. Partnerships and corporations emphasized structured management and sustainability, while limited liability establishments balanced profitability with risk management.

In terms of years of operation, establishments were classified into three categories: 1–5 years, 6–10 years, and 11 years and above. Those with longer tenure were presumed to have deeper industry knowledge and stronger involvement in sustainable practices, contributing to consistent service quality and market stability. Newer establishments offered innovative ideas and adaptability, shaping the evolution of marketing and service strategies.

In terms of congressional district, respondents were located across Iloilo Province's five districts: First, Second, Third, Fourth, and Fifth. It was assumed that recreation tourism businesses in more developed districts had access to better resources, structured marketing programs, and higher levels of service quality, while those in less developed districts relied more on community-driven sustainability practices.

Lastly, the researcher posited that marketability, service quality, and sustainability were positively interconnected. When recreation tourism businesses implemented effective marketing strategies, delivered high-quality services, and adopted sustainable practices, they strengthened destination competitiveness, enhanced visitor satisfaction, and promoted long-term development.

These concepts are illustrated in Figure 1.

III. RESEARCH PARADIGM

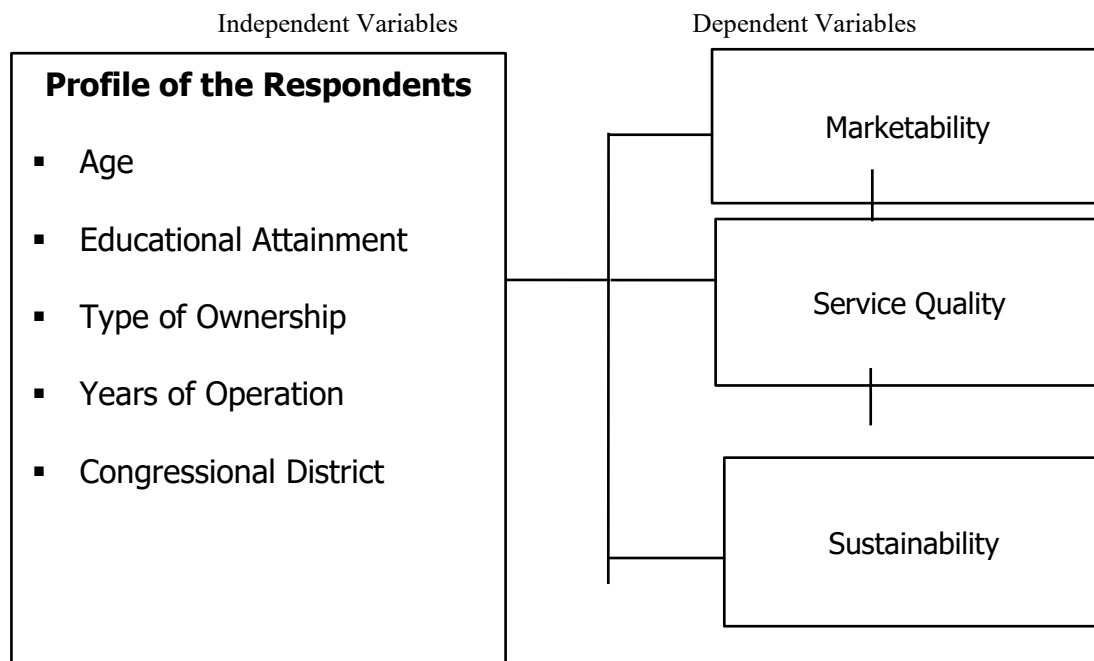


Figure 1. Schematic Diagram Showing the Relationship between the Independent and the Dependent Variables of the Study

Significance of the Study

This research on the marketability, service quality, and sustainability of recreation tourism enterprises in Iloilo Province holds significant importance for a wide range of stakeholders.

Tourism Administrators. The findings may guide local leaders and tourism managers in designing more strategic and inclusive programs. By understanding how demographic and organizational factors influence marketability, service quality, and sustainability, administrators can implement targeted interventions that foster competitiveness, visitor satisfaction, and long-term resilience.

Entrepreneurs. Independent tourism entrepreneurs may gain insights into how innovation, creativity, and adaptability contribute to marketability and service quality. The study could encourage them to adopt sustainable practices that enhance their competitiveness while supporting community development.

Recreation Tourism Business Owners. Owners of recreation tourism businesses, whether operating as sole proprietors, partnerships, limited liability companies, or corporations, may benefit from evidence-based strategies for improving marketing approaches, maintaining service quality, and integrating sustainability into operations. The

findings can help them balance profitability with long-term resilience.

Managers. Tourism managers responsible for daily operations may use the study to strengthen service delivery, improve customer satisfaction, and ensure that sustainability principles are embedded in organizational practices. The research highlights how managerial leadership directly influences visitor experiences and destination reputation.

Tourism Employees. Employees working in recreation tourism businesses may benefit from evidence-based approaches to service quality. The findings can help staff enhance hospitality, safety, accessibility, and personalized experiences, thereby strengthening customer loyalty and destination reputation.

Policy Makers. By examining demographic and organizational factors that influence tourism practices, the study offers insights for crafting inclusive, data-driven policies. It supports governance strategies that promote sustainable tourism development, equitable resource allocation, and stronger collaboration across districts in Iloilo Province.

Local Communities. As the ultimate beneficiaries of tourism, communities stand to gain from improved economic opportunities, cultural preservation, and environmental protection. Sustainable recreation

tourism can translate into stronger livelihoods, enhanced cultural pride, and greater trust between citizens and tourism institutions.

Researchers. The researcher may leverage the findings to conduct comparative studies across tourism sectors, investigate patterns of marketability and service quality, and assess the impact of sustainability practices on destination success. The study also opens new avenues for interdisciplinary inquiry, bridging tourism management, economics, and environmental studies.

Future Researchers. This research serves as a foundation for future inquiries into tourism development. It invites scholars to expand on the current variables, explore additional organizational and demographic factors, and apply alternative methodologies to deepen understanding and refine best practices in sustainable recreation tourism business.

Definition of Terms

The following terms are defined conceptually and operationally to ensure clear understanding of the study.

Marketability. marketability refers to how tourism and hospitality programs align with industry expectations and visitor perceptions, often assessed through the marketing mix and SWOT analysis (Pabelona and Alcantara, 2023).

In this study marketability pertained to the strategies employed by recreation tourism businesses in the province of Iloilo for the year 2024 to attract clientele and remain competitive. Respondents rated marketability using a five-point Likert scale, where '5 – Strongly Agree,' '4 – Agree,' '3 – Moderately Agree,' '2 – Disagree,' and '1 – Strongly Disagree' served as indicators. For interpretation, the responses were categorized as Very High, High, Moderate, Low, and Very Low.

Service Quality. service quality is the ability of providers to meet or exceed client expectations. In recreation tourism, this includes hospitality, safety, accessibility, and personalized experiences that enhance satisfaction, efficiency, and loyalty (Reddy and Bharath, 2024).

In this study service quality referred to the extent to which recreation tourism businesses in the province of Iloilo for the year 2024 delivered services that matched or surpassed visitor expectations. Respondents rated service quality using a five-point Likert scale, where '5 – Strongly Agree,' '4 – Agree,'

'3 – Moderately Agree,' '2 – Disagree,' and '1 – Strongly Disagree' served as indicators. For interpretation, the responses were categorized as Very High, High, Moderate, Low, and Very Low.

Sustainability. sustainability refers to the principle of ensuring that tourism growth balanced enjoyment with conservation, thereby protecting natural and cultural resources for future generations (Lee, 2025). In this study sustainability referred to the practices adopted by recreation tourism businesses in the province of Iloilo for the year 2024 to maintain economic viability, safeguard the environment, and preserve cultural heritage. Respondents rated sustainability using a five-point Likert scale, where '5 – Strongly Agree,' '4 – Agree,' '3 – Moderately Agree,' '2 – Disagree,' and '1 – Strongly Disagree' served as indicators. For interpretation, the responses were categorized as Very High, High, Moderate, Low, and Very Low.

Recreation Tourism. recreation tourism is a multidimensional aspect of travel that blends adventure, cultural engagement, and eco-friendly practices, contributing to local economies, environments, and cultural exchange while also posing challenges such as overuse and ecological strain (Lee, 2025).

In this study recreation tourism businesses refers to the leisure and cultural activities offered by establishments in Iloilo Province that were evaluated in terms of their marketability, service quality, and sustainability.

IV. SCOPE AND LIMITATIONS OF THE STUDY

This study focused on assessing the marketability, service quality, and sustainability of recreation tourism businesses in the Province of Iloilo, Philippines, for the year 2024. The respondents consisted of 143 owners of recreation tourism businesses, operating as sole proprietors, partnerships, limited liability companies, or corporations, across the province's five congressional districts: 1st, 2nd, 3rd, 4th, and 5th. Respondents were selected through purposive sampling, a non-probability sampling technique in which respondents were deliberately chosen based on their relevance to the study.

A researcher-designed questionnaire, adapted from relevant literature on tourism marketability, service quality, and sustainability, served as the primary

data-gathering instrument. The questionnaire was divided into four parts: Part I collected the demographic profile of the respondents (age, educational attainment, type of ownership, years of operation, and congressional district); Part II assessed service quality; Part III evaluated marketability; and Part IV measured sustainability.

The instrument underwent expert validation and reliability testing using the Good and Scates criteria. To ensure reliability, a pilot test was conducted among selected recreation tourism businesses in Iloilo Province. Data were collected, organized, and analyzed using appropriate statistical tools, namely: frequency count, percentage, mean, Mann-Whitney U-Test, Kruskal-Wallis H-Test, and Spearman's rho. All computations were performed using the Statistical Package for the Social Sciences (SPSS), with a margin of error set at the 0.05 alpha level. The study was limited to recreation tourism businesses within Iloilo Province only. Findings reflected conditions during 2024 and may not account for future changes in tourism trends, policies, or practices, nor for variations in other provinces or regions.

V. REVIEW OF RELATED LITERATURE AND STUDIES

This part deals with the literature and studies relevant to the present research. This chapter was divided into four major parts: conceptual literature, foreign studies, local studies and relevance of literature and studies.

Conceptual Literature

On Marketability of Recreation Tourism

Recreation tourism is a multidimensional component of the industry encompassing adventure tourism, cultural recreation, and eco-tourism, each contributing to local economies, environments, and societies (World Travel & Tourism Council, 2019; International Union for Conservation of Nature, 2020; Journal of Sustainable Tourism, 2021; World Tourism Organization, 2022; Fair Trade Tourism, 2023). Adventure tourism offers physical challenges, cultural recreation engages heritage, and eco-tourism promotes conservation. While recreation tourism generates economic gains, it also creates environmental and social risks. Sustainable practices are therefore vital to balance benefits with resilience,

linking directly to marketability, which defines how destinations attract and retain visitors.

Marketability in tourism has been defined in multiple contexts. Pabelona and Alcantara (2023) described it in terms of tourism and hospitality programs, emphasizing the alignment of educational offerings with industry expectations and student perceptions to ensure competitiveness. Zakari, Abd Majid, and Sahid (2022) extended the concept to employability, viewing marketability as the possession of attributes, skills, and competencies that enhance competitiveness an idea that translates into destinations and businesses demonstrating qualities that appeal to diverse audiences. Jones et al. (2026) further expanded marketability to products and services, highlighting user needs, market size, competition, feasibility, cost, and positioning. Applied to recreation tourism, this underscores the necessity of market research, customer feedback, and competitor analysis to ensure differentiation and viability.

Tourism destination marketing, as explained by Soteriades (2020), is a systematic and continuous process involving planning, research, implementation, and evaluation. It requires collaboration among stakeholders to balance interests, minimize negative impacts, and maximize benefits for communities and visitors. George (2021) added that tourism and hospitality marketing face unique challenges due to intangibility, inseparability, variability, and perishability, which demand specialized strategies. For recreation tourism, these traits necessitate a focus on service quality, customer experience, and innovation to overcome heterogeneity and the inability to store services.

Practical applications of marketability are evident in ecotourism and small business contexts. Mate and Estores (2020) demonstrated how marketability and financial performance in ecotourism depend on the effective application of the 7Ps of the marketing mix-product, price, place, promotion, people, process, and physical evidence. Their study of the Suyac Mangrove Eco Park illustrated how community-based destinations can attract visitors while ensuring sustainable revenue generation and equitable benefits. Similarly, Al Azri (2020) introduced the Tourism Small Business Marketability Model (TSMARK), linking owner attributes such as marketing philosophy, operational

knowledge, and industry expertise to customer satisfaction and loyalty. This framework is particularly relevant to small recreation tourism businesses in Iloilo, where owner involvement and experience directly shape marketability outcomes.

Kaleychev (2022) emphasized the role of marketing research in tourist destinations, describing it as a systematic process of collecting and analyzing information to support strategic decisions. For recreation tourism, this ensures that destinations remain competitive despite external challenges such as global crises. Finally, Alcalá and Menez (2024) examined brand image and marketability in hotels, noting that perceived quality, brand awareness, and reputation strongly influence guest loyalty and behavioral intentions. In the context of recreation tourism, this underscores the critical role of strategic branding and positioning in sustaining competitiveness and ensuring long-term success.

On Service Quality of Recreation Tourism

Recreation in tourism blends adventure, cultural engagement, and eco-friendly practices, each contributing to local economies, environments, and cultural exchange. Adventure tourism emphasizes physical challenges, cultural recreation fosters heritage engagement, and eco-tourism promotes conservation. While recreation generates economic benefits, it also creates environmental and social challenges; therefore, adopting sustainable approaches is essential to balance enjoyment, conservation, and long-term development (Lee, 2025).

Service quality in tourism refers to the consistent delivery of services and engaging experiences that meet or exceed tourist expectations, placing the visitor at the center of organizational efforts. It relies on quality management processes that harmonize products and services to enhance satisfaction and create memorable experiences. Since the 1980s, service quality has become a strategic priority for tourism organizations, integrated into both organizational and destination-level strategies to strengthen competitiveness and ensure sustainable success (Mendes & de Matos, 2024).

Park and Jeong (2019) emphasized that service quality is a critical determinant of tourist satisfaction, loyalty, and behavioral intentions. It influences customer perceptions, sustainable tourism practices,

and economic growth, while shaping tourist behavior such as repeat visits and recommendations. Similarly, Shyu et al. (2021) highlighted the interrelationship between service quality and customer satisfaction (SQCS), noting that these constructs form the foundation of guest loyalty, destination competitiveness, and long-term industry success. Emerging themes include destination loyalty, customer value, customer experience, and emotional labor, positioning SQCS as a central research domain in tourism and hospitality.

TimesPro (2026) defined service quality as the measure of excellence in meeting or exceeding customer expectations, encompassing dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Measurement is typically conducted through customer surveys, feedback analysis, benchmarking, and established models like SERVQUAL and SERVPERF. Ramya et al. (2019) similarly described service quality as the evaluation of how well a delivered service meets or exceeds client expectations, emphasizing the importance of these five dimensions in shaping customer perceptions and experiences.

On Sustainability of Recreation Tourism

Sustainable recreation and tourism balance ecological integrity, economic viability, and social equity, reflecting the three pillars of sustainability outlined in the Brundtland Report. Contemporary perspectives emphasize socio-ecological systems, recognizing the interconnectedness of environmental, cultural, institutional, and social processes. Tourism sustainability is therefore dynamic, shaped by geography, priorities, and external forces, and increasingly understood as multi-layered rather than solely environmental (Cervený, 2022).

Recreational activities in sustainable tourism are more than leisure; they serve as tools for ecological awareness, cultural preservation, and inclusive participation. Practices such as hiking, birdwatching, craft-making, and agritourism connect visitors with host communities, supporting biodiversity and safeguarding heritage. Grounded in cultural capital and environmental psychology, these activities enrich experiences while advancing goals of ecological integrity, cultural resilience, and community development (Ozturk, 2019).

Sustainability is broadly defined as conserving resources and ecosystems to ensure long-term viability. Structured around the three pillars environment, society, and economy it addresses challenges intensified by industrialization. In business, this includes recyclable packaging, greener supply chains, and technologies that reduce emissions and waste, demonstrating corporate responsibility and resilience (Clima, 2024).

In corporate contexts, sustainability extends beyond environmental concerns to include social and economic dimensions. It involves renewable energy, waste reduction, fair labor practices, and transparent supply chains. Rooted in the Brundtland Commission's definition, it functions both as a responsibility and a strategic framework for resilience, equity, and long-term growth (Biela-Weyenberg, 2023).

Executives increasingly view sustainability as a competitive necessity. Defined as meeting present needs without compromising future generations, it is expressed through the triple bottom line- People, Planet, and Profit. Companies embedding sustainability into strategies build trust, attract talent, drive innovation, and ensure long-term viability (Ricee, 2020, 2021).

Sustainability also emphasizes continuous support for economic, environmental, and social processes without depleting resources. It highlights long-term resource management, resilience, and prevention of depletion, ensuring systems remain viable for future generations (Mollenkamp, 2025).

From an ethical perspective, sustainability embodies intergenerational responsibility, ensuring present actions do not diminish future opportunities. Emerging from the environmental movement, it critiques unsustainable resource use and integrates economic, social, and environmental considerations into decision-making, linking to corporate responsibility and the triple bottom line (Meadowcroft, 2026).

Framed through environmental protection, social equity, and economic viability, sustainability also incorporates concepts like planetary boundaries, which set ecological limits for safe human activity. These frameworks position sustainability as both a normative goal and a practical strategy for balancing

development with long-term integrity (Browne, 2022).

Sustainability requires balancing development, stewardship, and responsibility. It emphasizes reducing depletion, pollution, and ecological harm through innovative technologies, responsible practices, and forward-thinking policies. These ripple effects foster resilience, equity, and livability across industries and communities (Coursera Staff, 2025).

The Environmental Protection Agency (2025) defines sustainability as the practice of creating conditions where humans and nature coexist in productive harmony, ensuring the well-being of present and future generations. It emphasizes balancing ecological integrity, economic development, and social responsibility while addressing challenges such as resource depletion, pollution, and climate change. Achieving sustainability requires innovative policies, greener operations, and stakeholder collaboration to build resilient systems that promote equity, prosperity, and long-term livability.

Finally, sustainability represents both an ethical commitment and a practical strategy. Rooted in the Brundtland Commission's definition, it integrates ecological balance, human prosperity, and technological progress. It emphasizes harmony with natural systems, addressing ecological overshoot, and rethinking energy, agriculture, and urban design to align with nature (Mason, 2026).

Related Studies

Foreign Studies

Marketability is the starting point for understanding how recreation tourism destinations attract and retain visitors. It encompasses adventure, cultural, and eco-tourism, each contributing to local economies and communities while facing environmental and social risks. Pabelona and Alcantara (2023) emphasized that aligning tourism and hospitality programs with industry expectations enhances competitiveness, while Zakari et. al, (2022) linked marketability to employability, highlighting the importance of skills and attributes that make destinations appealing. Jones et al. (2026) expanded the concept to products and services, stressing market research, customer feedback, and competitor analysis as vital for differentiation. Soteriades (2020)

described destination marketing as a systematic process requiring stakeholder collaboration, while George (2021) noted tourism's unique challenges of intangibility and variability, demanding innovation and service quality. Practical applications include Mate and Estores (2020), who showed how the 7Ps of the marketing mix supported ecotourism success at Suyac Mangrove Eco Park, and Al Azri (2020), who introduced the TSMARK model linking owner expertise to customer loyalty. Kaleychev (2022) emphasized marketing research for competitiveness amid crises, and Alcalá and Menez (2024) highlighted brand image as a driver of loyalty and long-term success.

While marketability ensures destinations remain competitive and attractive, the actual delivery of experiences depends on service quality, which transforms visitor expectations into satisfaction and loyalty. Service quality is the cornerstone of tourism success, shaping visitor satisfaction, loyalty, and competitiveness. Mendes and de Matos (2024) stressed that tourists are at the heart of service organizations, and quality management aligns products and services to create memorable experiences. Park and Jeong (2019) found that service quality significantly influences tourist behavior, with themes such as satisfaction, sustainability issues, and customer perceptions. Shyju et al. (2021) revealed steady growth in service quality and customer satisfaction (SQCS) research, identifying destination loyalty, customer value, and emotional labor as key areas. Amissah et al. (2021) further explored links between service quality, perceived value, and destination loyalty, concluding that competition among destinations requires continuous improvement to sustain attractiveness. TimesPro (2026) and Ramya et al. (2019) defined service quality through dimensions of reliability, responsiveness, assurance, empathy, and tangibles, while Medallia (2022) and Qualtrics (2020) emphasized measurement tools such as SERVQUAL and SERVPERF to identify gaps and improve delivery.

Strong service quality not only enhances competitiveness but also supports sustainability, since satisfied tourists are more likely to value and participate in practices that protect destinations for future generations. Sustainability provides the foundation for long-term resilience in recreation tourism, ensuring that present benefits do not

compromise future opportunities. Cerveny (2022) showed that definitions of sustainable recreation vary by geography and institution, shifting from purely environmental objectives toward socio-ecological frameworks that integrate ecological, cultural, and institutional processes. Streimikiene et al. (2020) emphasized balancing environmental, economic, and social objectives while raising awareness and adopting new technologies, particularly in response to crises like COVID-19. Marshood, Abu Talib, and Albattat (2024) identified determinants of sustainable practices such as environmental awareness, government policies, cultural engagement, and demographics, while also highlighting emerging factors like social media and stakeholder collaboration. Ozturk (2025) argued that recreational activities such as hiking, birdwatching, and agritourism are strategic instruments for ecological sensitivity, cultural preservation, and community development. Together, these studies underscore that sustainability in recreation tourism requires integrated approaches that enhance ecosystems, strengthen communities, and safeguard cultural heritage while ensuring competitiveness and visitor satisfaction.

Local Studies

Marketability is vital for ensuring that local products and enterprises remain competitive and attractive to consumers. San Juan (2023) demonstrated strong commercialization prospects for Lipote Vinegar, with sellers, vendors, and cooks rating its sensory qualities highly and judging its marketability as highly potential. Itubay (2025) highlighted pre-loved clothing and local fashion businesses in Aklan, showing adaptability through loyalty programs, flexible pricing, and social media promotion despite challenges in supplier reliability and staff retention. Morados (2024) examined ginger farmers in Northern Mindanao, finding consistent production practices but moderate marketing adoption, with low prices and high input costs underscoring the need for stronger marketing support. Edralin, Tibon, Poblador, & Yu (2019) explored Filipino entrepreneurs in handicrafts, revealing that creativity and regulations drive product innovation, with creativity twice as influential. Product and organizational innovations were found to impact sustainability, leading to recommendations for training and supportive policies.

While marketability ensures products and destinations remain appealing, service quality determines how well customer expectations are met, shaping loyalty and long-term success. Service quality is a cornerstone of tourism and allied industries, directly influencing satisfaction and loyalty. Torralba & Ylagan (2023) examined Batangas resorts, finding that tangibility, reliability, responsiveness, assurance, and empathy strongly influenced intentions to revisit or recommend, confirming that higher service quality strengthens guest loyalty. Crisologo (2025) assessed Ilagan City's LGU, noting high scores in reliability, responsiveness, assurance, and empathy but average tangibility due to facility gaps, recommending modernization and digitalization. Gutierrez et al. (2022) reinforced this by showing that service quality significantly influenced patient satisfaction and loyalty at De La Salle University Medical Center, with satisfaction partially mediating the relationship. Ocampo et al. (2018) extended the discussion to government agencies, integrating SERVQUAL, AHP, and TOPSIS to identify responsiveness as the most critical dimension, offering a structured framework for improving service delivery. Ituriaga, Mariñas, & Saflor (2024) evaluated government services to rice farmers, finding that perceived security, reliability, and responsiveness improved satisfaction and trust, and recommending stronger collaboration and sustainable practices. These studies highlight that consistent service quality is essential for competitiveness, satisfaction, and trust across tourism, healthcare, and government services.

Beyond service quality, sustainability ensures that tourism and local enterprises thrive long-term, balancing economic gains with cultural preservation and environmental responsibility. Sustainability provides the foundation for resilience in tourism and community enterprises, ensuring benefits for both present and future generations. Abari & Malibiran (2024) analyzed Philippine tourism, highlighting sustainability practices, cultural preservation, and community engagement as essential for resilience, while noting challenges such as environmental degradation, over-tourism, and socio-economic disparities. Brillo (2021) examined TANAW Park in Rizal, Laguna, finding that while leadership was initially top-down, long-term sustainability required bottom-up community involvement, diversified activities, and financial integration. A parallel case study by Brillo & Simondac-Peria (2021) reinforced

that sustainability hinges on community participation and adaptive strategies to prevent stagnation. These studies emphasize that sustainability in tourism and related sectors requires community participation, adaptive governance, and integration of cultural and environmental priorities to ensure long-term viability.

Relevance of Related Literature and Studies

The conceptual literature and empirical studies reviewed in this research were highly relevant and directly aligned with the investigation, which examined marketability, service quality, and sustainability in recreation tourism businesses. These themes consistently emerged across the works of Pabelona and Alcantara (2023), Zakari, Abd Majid, and Sahid (2022), Jones et al. (2026), Torralba and Ylagan (2023), Park and Jeong (2019), Shyju et al. (2021), Cervený (2022), Streimikiene et al. (2020), and Ozturk (2025), offering both theoretical grounding and practical insights.

The reviewed literature provided key perspectives on marketability as a driver of competitiveness and visitor attraction. Pabelona and Alcantara (2023) emphasized the alignment of tourism and hospitality programs with industry expectations to enhance competitiveness, while Zakari, Abd Majid, and Sahid (2022) linked marketability to employability, underscoring the importance of skills and attributes that make destinations appealing. Jones et al. (2026) expanded the concept to products and services, stressing market research, customer feedback, and competitor analysis as vital for differentiation. These findings guided the study in understanding how destinations and enterprises sustain attractiveness in dynamic tourism markets.

On service quality, Torralba and Ylagan (2023) demonstrated that tangibility, reliability, responsiveness, assurance, and empathy strongly influenced intentions to revisit or recommend Batangas resorts, confirming that higher service quality strengthened guest loyalty. Park and Jeong (2019) reinforced this by showing that service quality significantly impacted tourist behavior and evaluation, with themes such as satisfaction, sustainability issues, and customer perceptions. Shyju et al. (2021) revealed steady growth in service quality and customer satisfaction research, identifying destination loyalty, customer value, and emotional labor as key areas of focus. These studies

provided essential insights into how service quality shapes competitiveness and long-term success in recreation tourism.

Sustainability was addressed by Cerveny (2022), who showed that definitions of sustainable recreation varied by geography and institution, shifting from purely environmental objectives toward socio-ecological frameworks that integrated ecological, cultural, and institutional processes. Streimikiene et al. (2020) emphasized balancing environmental, economic, and social objectives while raising awareness and adopting new technologies, particularly in response to crises such as COVID-19. Ozturk (2025) argued that recreational activities such as hiking, birdwatching, and agritourism were strategic instruments for ecological sensitivity, cultural preservation, and community development. These findings highlighted the importance of integrated approaches that enhance ecosystems, strengthen communities, and safeguard cultural heritage.

The selected literature, both local and international, identified a range of factors competitiveness through marketability, satisfaction through service quality, and resilience through sustainability that influenced the success of recreation tourism. These findings contributed meaningful perspectives to the research, revealing both universal principles and context-specific challenges. Ultimately, this body of literature established a strong foundation that enabled the researcher to refine the research problem, strengthen the analytical framework, and ensure that the investigation into recreation tourism was grounded in credible, relevant, and timely scholarship.

VI. RESEARCH METHODOLOGY

This section provided and discussed the details about the research design, respondents of the study, data gathering instruments, validity and reliability of the instruments, data gathering procedure and statistical tools to be used.

Research Design

To assess the marketability, service quality, and sustainability of recreation tourism businesses in Iloilo Province for the year 2024, this study employed a descriptive correlational research design. This design was appropriate for capturing the prevailing

conditions of leisure and recreation tourism and for examining the relationships among demographic factors and the dependent variables of marketability, service quality, and sustainability.

Descriptive research, as emphasized by Borro (2020), provided factual information on which professional judgment could be based. It described phenomena as they existed, offering a clear snapshot of the characteristics of leisure and recreation tourism without manipulating variables. Jgate (2017) further noted that descriptive studies answer the question of “what” rather than “why,” focusing on the observable features of a subject.

The correlational component complemented this approach by examining the extent and type of relationships between demographic profiles such as age, educational attainment, type of ownership, years of operation, and congressional district and the dependent variables. As Fraenkel, Wallen, and Hyun (2017) explained, correlational research determined how variables were related and explored their implications, while acknowledging that such relationships did not necessarily imply causation.

By integrating descriptive and correlational methods, the study provided a robust framework for analyzing recreation tourism in Iloilo Province. The descriptive aspect offered a comprehensive overview of current practices and conditions, while the correlational analysis revealed significant associations among variables, yielding deeper insights into their interactions without asserting direct cause-and-effect relationships.

Respondents of the Study

The respondents of this study consisted of 143 owners of recreation tourism businesses operating as sole proprietorships, partnerships, limited liability companies, or corporations across the five congressional districts of Iloilo Province: 1st, 2nd, 3rd, 4th, and 5th. The respondents were purposively chosen, specifically those business owners who were available during the conduct of the study and who signified their willingness to be assessed.

Purposive and convenience sampling were employed to ensure that only owners directly engaged in the operations of leisure and recreation tourism enterprises were included, while also considering their availability at the time of data collection. This

approach allowed the researcher to gather insights from individuals with the necessary experience and perspectives to provide meaningful information on marketability, service quality, and sustainability. The detailed distribution of respondents across the districts is presented in Table 1.

Table 1. The Distribution of Respondents

District	N	%
First	43	30.1
Second	46	32.2
Third	32	22.4
Fourth	13	9.1
Fifth	12	8.4
Total	143	100.0

Data Gathering Instruments

To collect data for this study, a researcher-developed questionnaire, grounded in relevant literature, was administered to recreation tourism business owners across the five congressional districts of Iloilo Province. The instrument was divided into four parts. Part I gathered demographic information, including age, educational attainment, type of ownership, years

of operation, and congressional district. These variables provided context for analyzing relationships between demographic profiles and the dependent variables.

Part II focused on marketability. Respondents rated statements using a five-point Likert scale: 5 – Strongly Agree, 4 – Agree, 3 – Moderately Agree, 2 – Disagree, 1 – Strongly Disagree. For interpretation, scores were categorized as Very High, High, Moderate, Low, and Very Low.

Part III assessed service quality. Ratings followed the same five-point Likert scale, with responses likewise interpreted from Very High to Very Low.

Part IV evaluated sustainability. Respondents again used the five-point Likert scale, with interpretations aligned to the categories of Very High, High, Moderate, Low, and Very Low.

The instrument was designed to capture both descriptive data and relational insights on marketability, service quality, and sustainability of recreation tourism businesses. To interpret the scores, scales of means with corresponding qualitative descriptions were employed, ensuring consistency in analysis and clarity in presenting results.

Level of Marketability

Scale of Means	Description	Interpretation
4.21 – 5.00	Very High	All recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.
3.41 – 4.20	High	Most recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.
2.61 – 3.40	Moderate	Some recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.
1.81 – 2.60	Low	Few recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.
1.00 – 1.80	Very Low	Very few recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.

Service Quality

Scale of Means	Description	Interpretation
4.21 – 5.00	Very High	All recreation tourism services are excellent, fully satisfying customers and meeting their expectations.
3.41 – 4.20	High	Most recreation tourism services are excellent, fully satisfying customers and meeting their expectations.
2.61 – 3.40	Moderate	Some recreation tourism services are acceptable, but customer satisfaction is average and improvements are needed.
1.81 – 2.60	Low	Few recreation tourism services are satisfactory, with many customers left unsatisfied.

1.00 – 1.80	Very Low	Very few recreation tourism services are excellent, fully satisfying customers and meeting their expectations.
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Level of Sustainability

Scale of Means	Description	Interpretation
4.21 – 5.00	Very High	All recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability
3.41 – 4.20	High	Most recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability
2.61 – 3.40	Moderate	Some recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability
1.81 – 2.60	Low	Few recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability
1.00 – 1.80	Very Low	Very few recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability

Validity of the Instrument

The questionnaire was submitted for expert review by a panel composed of a tourism practitioner, research specialists, a statistician, and an English language expert.

The validation process followed the Good and Scates Criteria, which emphasized clarity, relevance, substance, representation, appropriateness, and comprehensiveness. Feedback from the panel was carefully evaluated and systematically incorporated to refine the wording of questions, improve the structure of the instrument, and strengthen its ability to generate accurate and meaningful data.

These revisions ensured that the tool effectively supported the study's objectives by capturing valid insights into the marketability, service quality, and sustainability of recreation tourism businesses across the Province of Iloilo.

Reliability of the Instrument

To determine the reliability of the questionnaire designed to measure marketability, service quality, and sustainability of recreation tourism businesses, the instrument was pilot tested among thirty (30) owners of recreation tourism businesses in Negros Occidental who were not part of the actual study

population. This initial testing was conducted to refine the questionnaire for clarity, ease of completion, and accurate recording of responses during the main data collection phase.

The data gathered from the pilot test were tallied and subjected to reliability analysis using Cronbach's alpha, a statistical method that evaluates the internal consistency of responses across related items within each construct. According to Bruin (2020), alpha values range from 0 to 1, with a coefficient of 0.70 or higher considered acceptable in most research situations. Furthermore, George and Mallery (2003) suggest that values above 0.90 indicate excellent reliability.

The reliability results of the instrument demonstrated very high internal consistency across all three constructs. The Marketability scale yielded a Cronbach's alpha of 0.938, the Service Quality scale registered 0.913, and the Sustainability scale produced a coefficient of 0.951. These results confirmed that the questionnaire was a highly reliable tool for assessing the intended dimensions of the study.

Hence, the instrument used in this research can be considered consistent and dependable for evaluating marketability, service quality, and sustainability of recreation tourism businesses in Iloilo Province.

Data Gathering Procedure

After the validity and reliability of the questionnaire were established, the instrument was reproduced and prepared for distribution. Formal permission was secured from the appropriate authorities to conduct the study among recreation tourism business owners in Iloilo Province. A list of qualified respondents was identified and properly profiled to ensure that the required number of participants was reached across the five congressional districts.

The researcher personally administered the questionnaire to ensure proper conduct throughout the research process. The instrument was distributed to gather the necessary data and information on marketability, service quality, and sustainability of recreation tourism enterprises. Respondents' names were not recorded in any part of the study, and respondents were assured that they would not be subjected to any emotional or physical harm.

The collected responses were carefully documented, tallied, tabulated, analyzed, and statistically treated using appropriate tools such as SPSS and Microsoft Excel. Proper documentation of dates and materials used in the study was maintained to ensure transparency and avoid issues of plagiarism or misrepresentation. A communication letter was also presented to individuals who assisted in the validation and verification of the questionnaire items, ensuring that the final instrument was well-organized, ethically sound, and suitable for the study's objectives.

Statistical Tools Used

This study employed several statistical tools to analyze the data gathered from the respondents. These tools included frequency count, percentage, mean, Mann-Whitney U test, Kruskal-Wallis H test, and Spearman's rho. Each tool was applied to address specific aspects of the research problem and to ensure accurate interpretation of the results.

Frequency Count. This was used to determine the distribution of respondents based on their demographic profile, such as age, educational attainment, type of ownership, years of operation, and congressional district. It also identified the frequency of responses for each item in the questionnaire.

Percentage. This was applied to present the proportion of respondents within each demographic category, offering a comparative view of the sample composition and the rate index of the given variables.

Mean. This was employed to determine the overall assessment of the respondents' perspectives when taken as a whole and when classified according to demographic variables such as age, educational attainment, type of ownership, years of operation, and congressional district.

Mann-Whitney U Test. This was used to determine whether there were significant differences in the respondents' assessments when classified according to demographic variables with two groups, such as type of ownership.

Kruskal-Wallis H Test. This was applied to assess significant differences in the respondents' assessments when classified according to demographic categories with more than two groups, such as age, educational attainment, years of operation, and congressional district.

Spearman's rho. This was utilized to measure the significant relationships among the study's key variables, specifically marketability, service quality, and sustainability of recreation tourism businesses.

All statistical analyses were conducted at the 0.05 level of significance to ensure statistical reliability.

VII. RESULTS AND DISCUSSIONS

This part presents the results summary of the study, the the discussions of conclusions drawn based on the findings, and the recommendations offered for future action and policy direction for the study on marketability, service quality, and sustainability of recreation tourism businesses.

Summary

This study aimed to determine the marketability, service quality, and sustainability of recreation tourism businesses in the province of Iloilo, Philippines for the Year 2024.

Specifically, this study sought to answer the following questions:

1. What is the profile of the respondents in terms of age, educational attainment, type of ownership, years of operation, and congressional district?
2. What is the level of marketability of recreation tourism businesses when taken as a whole and when classified according to age, educational

- attainment, type of ownership, years of operation, and congressional district?
3. What is the level of service quality of recreation tourism businesses as assessed by the respondents when taken as a whole and when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
 4. What is the level of sustainability of recreation tourism businesses when taken as a whole and when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
 5. Are there significant differences in the level of marketability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
 6. Are there significant differences in the level of service quality of recreation tourism businesses as assessed by the respondents when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
 7. Are there significant differences in the level of sustainability of recreation tourism businesses when classified according to age, educational attainment, type of ownership, years of operation, and congressional district?
 8. Are there significant relationships among marketability, service quality, and sustainability of recreation tourism?

The respondents of the study were 143 owners of recreation tourism businesses selected through purposive sampling. Data were gathered using a validated researcher-designed questionnaire from relevant literature and analyzed with statistical tools (Mann-Whitney U, Kruskal-Wallis H, and Spearman's rho) at the 0.05 alpha level. The scope was limited to recreation tourism businesses within Iloilo Province, and the findings reflect conditions in 2024 only, without accounting for future changes or other regions.

VIII. FINDINGS

1. The profile of the 143 respondents from DOT-accredited recreation tourism businesses in the Province of Iloilo showed that 53.1% were aged 19-40 years old, while 46.9% were 41 years and above. Most respondents held a bachelor's degree (49.0%),

followed by master's degree holders (30.1%) and doctorate holders (21.0%). In terms of years of operation, 50.3% reported 1-5 years, 20.3% had 6-10 years, and 29.4% had 11 years and above. By type of ownership, 49.7% were associated with corporations, 19.6% with sole proprietorships, 14.0% with partnerships, and 16.8% with limited liability companies. Representation came from all five congressional districts: 2nd District (32.2%), 1st District (30.1%), 3rd District (22.4%), 4th District (9.1%), and 5th District (8.4%).

2. The marketability of recreation tourism businesses in the province of Iloilo was rated "Very High" with an overall mean of 4.27. Higher ratings came from older respondents aged 41 and above ($M = 4.28$, Very High) compared to younger respondents aged 19-40 ($M = 4.27$, Very High). By educational attainment, bachelor's degree holders gave the highest rating ($M = 4.41$, Very High), while master's ($M = 4.20$, High) and doctorate holders ($M = 4.05$, High) rated lower. In terms of years of operation, those with 1-5 years reported the highest rating ($M = 4.40$, Very High), followed by 11 years and above ($M = 4.26$, Very High), while 6-10 years recorded the lowest ($M = 3.99$, High). By type of ownership, corporations obtained the highest rating ($M = 4.50$, Very High), while sole proprietorships ($M = 4.09$, High), partnerships ($M = 3.98$, High), and limited liability companies ($M = 4.06$, High) rated lower. Across districts, the 2nd District recorded the highest mean ($M = 4.45$, Very High), followed by the 1st District ($M = 4.40$, Very High), while the 3rd ($M = 4.02$, High), 5th ($M = 4.02$, High), and 4th Districts ($M = 3.92$, High) had lower ratings.

3. The service quality of recreation tourism businesses, as assessed by the respondents in the Province of Iloilo, was rated "Very High" with an overall mean of 4.25. Older respondents aged 41 and above assessed a slightly higher rating ($M = 4.27$, Very High) compared to younger respondents aged 19-40 ($M = 4.24$, Very High). By educational attainment, bachelor's degree holders assessed the highest rating ($M = 4.43$, Very High), while master's ($M = 4.09$, High) and doctorate holders ($M = 4.06$, High) assessed lower ratings. In terms of years of operation, respondents with 1-5 years assessed the highest rating ($M = 4.39$, Very High), followed by those with 11 years and above ($M = 4.19$, High), while those with 6-10 years assessed the lowest ($M = 3.99$, High). By type of ownership, corporations assessed the highest rating ($M = 4.51$, Very High), while sole proprietorships ($M = 4.03$, High),

partnerships (M = 3.95, High), and limited liability companies (M = 3.99, High) assessed lower ratings. Across districts, respondents from the 2nd District assessed the highest mean (M = 4.43, Very High), followed by the 1st District (M = 4.38, Very High), while the 3rd (M = 3.96, High), 4th (M = 3.95, High), and 5th Districts (M = 4.02, High) assessed lower ratings.

4. The sustainability of recreation tourism businesses in the province of Iloilo was rated “High” with an overall mean of 4.14. Higher ratings came from older respondents aged 41 and above (M = 4.21, Very High) compared to younger respondents aged 19–40 (M = 4.07, High). By educational attainment, bachelor’s degree holders gave the highest rating (M = 4.15, High), followed by doctorate holders (M = 4.14, High) and master’s degree holders (M = 4.11, High). In terms of years of operation, those with 11 years and above reported the highest rating (M = 4.23, Very High), followed by 1–5 years (M = 4.13, High), while 6–10 years recorded the lowest (M = 4.00, High). By type of ownership, corporations obtained the highest rating (M = 4.23, Very High), while sole proprietorships (M = 4.12, High), partnerships (M = 4.05, High), and limited liability companies (M = 3.95, High) rated lower. Across districts, the 2nd District recorded the highest mean (M = 4.35, Very High), followed by the 1st District (M = 4.03, High), while the 4th (M = 4.07, High), 5th (M = 3.99, High), and 3rd Districts (M = 3.97, High) had lower ratings.

5. There were no significant differences in the level of marketability of recreation tourism businesses in the province of Iloilo when classified by age ($p = 0.827$). Younger respondents (mean rank = 71.30) and older respondents (mean rank = 72.80) assessed marketability similarly, with only minor variations that did not reach statistical significance. However, significant differences were found when classified according to educational attainment ($p = 0.013$), years of operation ($p = 0.002$), type of ownership ($p = 0.000$), and congressional district ($p = 0.000$). By educational attainment, bachelor’s degree holders (mean rank = 81.13) assessed marketability higher than master’s (68.77) and doctorate holders (55.33). By years of operation, respondents with 1–5 years (81.83) and 11 years and above (70.55) assessed higher compared to those with 6–10 years (49.71). In terms of ownership, corporations (87.03) recorded the highest mean rank, while sole proprietorships (61.20), limited liability companies (57.71), and partnerships (50.93) assessed

lower. Across districts, the 2nd District (86.86) and 1st District (79.68) recorded higher mean ranks compared to the 3rd (54.12), 5th (55.46), and 4th Districts (42.82).

6. There were no significant differences in the level of service quality of recreation tourism businesses, as assessed by the respondents in the Province of Iloilo, when classified by age ($p = 0.398$). Younger respondents (mean rank = 69.30) and older respondents (mean rank = 75.06) assessed service quality similarly, with only minor variations that did not reach statistical significance. However, significant differences were found when classified according to educational attainment ($p = 0.000$), years of operation ($p = 0.000$), type of ownership ($p = 0.000$), and congressional district ($p = 0.000$). By educational attainment, bachelor’s degree holders (mean rank = 88.32) assessed service quality higher than master’s (57.24) and doctorate holders (55.07). By years of operation, respondents with 1–5 years (83.42) and 11 years and above (68.25) assessed higher compared to those with 6–10 years (49.07). In terms of ownership, corporations (94.51) obtained the highest mean rank, while partnerships (43.93), sole proprietorships (52.59), and limited liability companies (51.46) assessed lower. Across districts, the 2nd District (87.54) and 1st District (84.29) recorded higher mean ranks compared to the 3rd (45.38), 4th (45.21), and 5th Districts (53.63).

7. There were no significant differences in the level of sustainability of recreation tourism businesses in the Province of Iloilo when classified by age ($p = 0.134$). Younger respondents (mean rank = 67.17) and older respondents (mean rank = 77.48) rated sustainability similarly, with only minor variations that did not reach statistical significance. However, significant differences were found when classified according to years of operation ($p = 0.050$), type of ownership ($p = 0.003$), and congressional district ($p = 0.001$). By years of operation, businesses with 11 years and above (mean rank = 79.80) rated sustainability higher than those with 1–5 years (73.85) and 6–10 years (56.10). In terms of ownership, corporations (83.58) obtained the highest mean rank, while sole proprietorships (68.75), partnerships (61.48), and limited liability companies (50.29) rated lower. Across districts, the 2nd District (90.95) recorded the highest mean rank, followed by the 1st District (66.88), while the 4th (63.04), 5th (55.63), and 3rd Districts (54.15) had lower ratings. By educational attainment, no significant difference was observed ($p = 0.552$), with bachelor’s degree

holders (75.71), doctorate holders (69.97), and master's degree holders (67.38) showing only minor variations.

8. There were significant relationships among marketability, service quality, and sustainability of recreation tourism businesses in the Province of Iloilo. The correlation between marketability and service quality was moderate and significant ($r = 0.568$; $p = 0.000$), indicating that higher levels of marketability were associated with stronger evaluations of service quality. Likewise, marketability and sustainability showed a moderate and significant relationship ($r = 0.591$; $p = 0.000$), showing that recreation tourism businesses with stronger marketability were also considered more sustainable. Finally, service quality and sustainability were found to have a weaker but still significant relationship ($r = 0.350$; $p = 0.000$).

IX. CONCLUSIONS

1. The majority of owners of DOT-accredited recreation tourism businesses in the Province of Iloilo are young, hold bachelor's degrees, and operate corporate-owned business. They are represented across all five congressional districts, reflecting a diverse and educated business sector.
2. All recreation tourism services are very attractive to customers, fully meet their needs, and show strong potential to succeed in the market.
3. All recreation tourism services are excellent, fully satisfying customers and meeting their expectations.
4. Most recreation tourism businesses are able to operate over the long term by managing resources responsibly, protecting the environment, and supporting the community while maintaining profitability.
5. Marketability of recreation tourism businesses is broadly effective across diverse profiles of business owners, corporate-owned resorts and specific districts demonstrate stronger performance, indicating that organizational structure and location contribute to higher levels of marketability in recreation tourism businesses.
6. Service quality is generally upheld across recreation tourism businesses, but stronger ratings are linked to higher educational attainment, newer establishments, corporate

ownership, and businesses in the 1st and 2nd Districts indicating that these factors education, ownership type, and location play a key role in enhancing service quality.

7. Sustainability is widely practice in recreation tourism businesses in the province of Iloilo such as eco-friendly options, cultural education, and community involvement, with stronger ratings from older customers, long-term patrons, corporate ownership, and the 2nd District.
8. Marketability, service quality, and sustainability are statistically interconnected, with significant relationships among all three dimensions. Recreation tourism businesses benefit from a holistic approach, investing in one aspect, such as marketing, customer service, or sustainability initiatives, creates a ripple effect that enhances overall performance. This highlights the importance of integrated management practices, where marketability, service quality, and sustainability collectively drive competitiveness and long-term success.

X. RECOMMENDATIONS

Based on the findings and conclusions, the following recommendations are offered to key stakeholders to strengthen marketability, service quality, and sustainability of DOT-accredited recreation tourism businesses in Iloilo Province.

1. Department of Tourism (DOT) Officials may reinforce accreditation standards by integrating sustainability benchmarks, service quality protocols, and marketability strategies. They should also provide training programs to enhance digital platforms, cultural authenticity, and eco-friendly practices.
2. Local Government Unit (LGU) Officials may support tourism development by aligning local policies with sustainability goals, ensuring equitable resource allocation across districts, and promoting infrastructure projects that enhance accessibility and customer satisfaction.
3. Entrepreneurs may adopt innovative marketing approaches, invest in modern service delivery systems, and integrate sustainability initiatives to remain competitive in a diverse and evolving tourism market.
4. Recreation Tourism Business Owners may strengthen their enterprises by leveraging education, corporate resources, and

district-specific advantages to improve marketability, service quality, and sustainability outcomes.

5. Managers may implement continuous staff training, enforce professionalism and customer support standards, and monitor eco-friendly practices to ensure consistent service quality across classifications.
6. Tourism Employees may engage in capacity-building programs to enhance customer service, cultural sensitivity, and environmental awareness, thereby reinforcing the overall quality and sustainability of tourism services.
7. Policy Makers may design policies that incentivize sustainable tourism practices, encourage corporate social responsibility, and ensure balanced tourism growth across all districts, while supporting education and training initiatives.
8. Local Communities may actively participate in tourism programs by promoting cultural heritage, supporting eco-friendly practices, and collaborating with businesses to strengthen community involvement and customer loyalty.
9. Researchers may continue to study the interconnections among marketability, service quality, and sustainability to provide evidence-based insights that guide tourism development strategies.
10. Future Researchers may explore emerging trends such as digital tourism platforms, climate resilience, and customer behavior to expand the understanding of sustainable tourism practices in Iloilo and beyond.

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