

Preference Analysis on Vacation Destinations Among Tourists in Coron, Palawan

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ABSTRACT

The research delves into the preferences of tourists in Coron, Palawan, shedding light on their vacation destinations and the influential factors shaping their choices. The historical evolution of tourism traces its origins from the 17th-century Grand Tour to the 19th-century establishment of travel agencies like Thomas Cook & Son. Notable global tourist attractions, such as Italy and France, underscore the enduring allure of rich history, architecture, and cultural experiences. Meanwhile, the narrative expands to Asia, citing the Tiger Nest Temple in Bhutan, Siem Reap in Cambodia, and Bokeo Nature Reserve in Laos as top destinations. Particularly in the Philippines, Coron, Palawan, one of the renowned destinations in the globe, acknowledges its popularity with Kayangan Lake, Barracuda Lake, and the Twin Lagoon recognized as key attractions. The diverse demographic of respondents, predominantly aged 25-34 and representing varying income groups, adds depth to the study. Internal factors strongly influencing travel decisions include rest, adventure-seeking, and cultural exploration. Externally, factors such as friendliness of people, personal safety, and destination image hold substantial influence. Twin Lagoon emerges as the preferred destination, while Beach 91 ranks lower, underscoring variability in popularity. Age significantly influences destination preferences, warranting further investigation, while income disparities highlight the need for targeted marketing strategies or improvements in less popular destinations. Additionally, ethnicity/nationality proves to be a significant factor in determining preferred vacation destinations, emphasizing the dependency on cultural backgrounds.

Keywords: *Preference Analysis, Vacation Destinations, Coron, Palawan, Destination Marketing, Tourism Industry in the Philippines*

Introduction

The 17th century saw the beginning of the modern idea of tourism when young nobility from Western and Northern European nations undertook what was known as the Grand Tour. A trip around Europe (France, Germany, Italy, and Greece) was the major goal of understanding the culture, art, and history of a certain country (Rodriguez, 2020). In the 18th century, the practice became widespread among wealthier classes and spread over the part of the world, such as America. During this era, religious pilgrimages were popular to visit. Only trains and ships were the most used modes of transport during this time. Thomas Cook & Son was one of the founders of the first travel agency, which was founded in the 19th century. It provided group trips and vacations that included transportation, lodging, and meal tickets to lower costs. This marked the start where package vacations today got started. The topmost visited tourist attraction in the world was Italy. The country's rich history, architecture, museums, and food made people travel. Italy was followed by France as the second most famous tourist spot in the world. Third on the list was the Vatican City of Rome, filled with some of the most amazing art in the world.

The top 3 amazing places to visit in Asia according to (Bukasa, 2021) was the Tiger Nest Temple in Bhutan, also known as Taktsang, located at 3,000 feet on a rocky cliff above the Paro Valley. According to legend, Guru

Rinpoche converted the Bhutanese to Buddhism here some 1,300 years ago while riding on the back of a flying tigress. Siem Reap, Cambodia, was the second most visited tourist spot in Asia. Siem Reap was the provincial capital of Cambodia. The Angkor Wat temple was one of their most popular tourist attractions. The Old Market, the Cambodian Culture Village, and numerous other temples could also be found there. Third, Bokeo Nature Reserve, Laos, located in the province of Laos, was a nature reserve intended to protect the black-cheeked gibbon.

According to (Yañez, 2023), Boracay was the top visited place in the Philippines. Travelers described visiting the island as serene, quiet, and best for relaxing vibes during the daytime. Chocolate Hills in Bohol was second on the list of places to visit. Bohol province was composed of one main island and 75 islands surrounding it. Chocolate Hill was the most visited tourist attraction in Bohol, composed of a total of 1,800 hills. The province also offers beautiful beaches, e.g., Panglao Island, Aloha Beach, the beaches of Anda, and Damaluan Beach. Other than that, the province was home to the world's smallest primates, named tarsier.

Coron, Palawan, located in the province of Palawan, was one of the most popular tourist destinations. Coron was a member of the Calamianes, a group of rough islands dotting the Northern Palawan waters. It served as the region's center for tourism. Hotels, hostels, and guesthouses can be found all over the map. Kayangan Lake is considered the most popular tourist destination. It was hailed as one of "the cleanest lakes in the Philippines." Kayangan Lake was followed by Barracuda Lake, named after a giant barracuda fish whose skeleton was discovered in the depths of the lake. Similar to Kayangan Lake, it had brackish water, which is a mix of saltwater and freshwater. But, what made it more intriguing, particularly for divers, was the thermocline, which was a layer of cold, warm, and hot waters. It was stated that the Twin Lagoon was considered the third most popular tourist spot. For visitors, this was a double treat. Two paradises could be found at one location, divided by a short karst wall. The first lagoon where the boats were docked could become very crowded. Depending on the tide, there were two ways to get to the second lagoon: during the high tide, climb the ladder over the rock, and during the low tide, swim through a hole in the rock.

This study explored the preferences of tourists who traveled to Coron Palawan, particularly the vacation destinations they loved to visit. Similarly, this uncovered the factors that influenced their preferences, which were very vital, especially for tourism marketers in crafting marketing strategies and promoting the destinations in Coron, Palawan.

Methodology

Research Design

The researcher used a descriptive survey research design to determine the preference of tourists in choosing a travel destination. A descriptive survey is the collection of information through the survey. Quantitative research is the type being used in this study that describes the preference analysis on tourists' choice of destination. It involved the independent and dependent variables of the study. This framework becomes the central theme: it was focused on and serves as a guide in conducting this research study. The airport was involved in this study to gather information, satisfy the readers and gain more information about the respondents. In this method, all information that was gathered was accurate and relevant to the data that are needed for this study.

Research Locale

The study was conducted at Domestic Airport - Francisco B. Reyes Airport is in Barangay Decalachao, Coron in the province of Palawan. This airport is shared by the two municipalities (Busuanga & Coron).

Research Participants

The researcher used a convenience sampling method in selecting the respondents. In determining the total number of respondents. Calculation from the G*power statistical software is used. G*Power is a tool for calculating studies of statistical power. G*Power is also useful for graphically displaying power analysis findings and computing effect sizes (Buchner et. al 2023). A total of 128 local tourists and international tourists were required to be surveyed based on G*power statistical software.

Research Instrument

The research instrument used in this research study is a survey questionnaire. The questionnaire is composed of three (3) parts. The first part of the questionnaire is the demographic profile of respondents such as age, gender, income, and ethnicity/ nationality. The second part is a checklist questionnaire composed of 22 attributes from internal and external factors of tourist motivation for traveling to a destination. The third part of the questionnaire is composed of a checklist to determine the preferred destinations of tourists. In this part, popular tourist spots will be exhibited. Respondents will rate what are the preferred travel destinations in Coron, Palawan. Furthermore, the questionnaire underwent pilot testing with a small sample of pilot respondents to find any problems with question wording, response options, or survey structure overall. A scale's or test item's internal consistency was evaluated using Cronbach's alpha coefficient. A metric called Cronbach's alpha is employed to evaluate the internal consistency, or reliability, of a collection of scale or test items. The Cronbach Alpha for the instrument measuring internal factors is 0.755 while for the instrument measuring

external factors is 0.820. A value above 0.7 is generally considered acceptable, although the threshold can vary depending on the context. (Goforth, C. 2015).

Data Collection and Analysis

The survey instrument was conducted on-site, and the collected data underwent statistical analysis utilizing various tools. For sections I-III of the questionnaire, the frequency of each response was computed by tallying the number of respondents selecting specific options. The demographic profile of the participants was analyzed using descriptive statistics, including mean, standard deviation, skewness, frequency, percentage, and rank. In the case of Part IV of the questionnaire, the relationships between variables were scrutinized using statistical tests such as ANOVA, Kruskal-Wallis, and Lambda. These tests were employed to assess the significance and variations in the data about the specified variables.

Results and Discussion

Demographic Profile of the Respondents

As depicted in Table 1, the study encompassed a total of 128 participants, comprising 58 males, constituting 45.3% of the sample, and 66 females, representing 51.6%. Additionally, four participants chose the category labeled as "others." These demographic insights are crucial in understanding the composition of the tourist population in Coron, Palawan, and can be integral for tailoring tourism services and marketing strategies to cater to the varied preferences and needs of different demographic groups.

Table 1: Gender Distribution

Gender	f	%	Rank
Male	58	45.3	2
Female	66	51.6	1
Others	4	3.1	3

N = 128

In terms of age groups (see Table 2), 17 individuals (13.28%) fell within the 18-24 years old category, 58 participants (45.31%) aged 25-34, 29 individuals (22.66%) in the 35-44 age bracket, 13 respondents (10.16%) aged 45-54, and 11 participants (8.59%) aged 55 and above. These findings illustrate a diverse age distribution within the sample, with a notable concentration in the 25-34 age group.

Table 2: Age Distribution

Age (years)	f	%	Rank
18 – 24	17	13.28	3
25 – 34	58	45.31	1
35 – 44	29	22.66	2
45 – 54	13	10.16	4
55 and above	11	8.59	5

N = 128

The prevalence of participants in this demographic suggests that Coron, Palawan, holds appeal for individuals in the prime of their adulthood. This insight into the age distribution is pivotal for tourism stakeholders and marketers, as it guides the development of targeted strategies that resonate with the preferences and interests of distinct age cohorts, ultimately enhancing the overall tourist experience on the island.

Table 3 revealed a diverse economic profile among the respondents. Most of the participants fell within the middle-income category, comprising 31.25% of the sample. Additionally, 20.31% identified as upper middle class, while 10.94% classified themselves as rich. The presence of individuals across various income brackets underscores the accessibility of Coron, Palawan, to a broad spectrum of economic backgrounds. This insight is essential for tourism stakeholders and policymakers, enabling them to tailor offerings and amenities that cater to the diverse financial capacities of the tourist demographic.

Table 3: Monthly Income Distribution

Income	f	%	Rank
Poor (less than Php 9, 100)	0	0.00	8
Low income but not poor (Php 9, 100 - Php 18, 200)	6	4.69	6
Lower middle income (Php 18, 200 - Php 36, 400)	15	11.72	4
Middle class (Php 36, 400 - Php 63, 700)	40	31.25	1
Upper middle class (Php 63, 700 - Php 109, 200)	26	20.31	2
Upper middle class but not rich (Php 109,200 - Php 182,000)	5	3.91	7
Rich (at least Php 182, 000)	14	10.94	5
No Response	22	17.19	3

N = 128

As shown in Table 4, among the 128 participants, 39.84% were local tourists, with the majority identified as Tagalog guests. The prevalence of local tourists, particularly those of Tagalog origin, suggests that Coron is a favored destination among domestic travelers. Concurrently, 60.16% of the participants were foreign guests, revealing a considerable international presence. Notably, among the foreign guests, Americans constituted the largest group (25.97%), followed by Spanish (18.75%) and British tourists (13.28%). These findings underscore the global appeal of Coron, Palawan, as an attractive vacation destination. The diversity in the nationalities of foreign guests emphasizes the international recognition and popularity of Coron across various cultural backgrounds.

Table 4: Ethnicity or Nationality

Ethnicity/Nationality	f	%
Tagalog	31	24.22
Cebuano	5	3.91
Ilocano	5	3.91
Bicolano	5	3.91
Kapampangan	2	1.56
Ilonggo	3	2.34
American	20	15.63
British	10	7.81
French	4	3.13
Australian	6	4.69
Canadian	6	4.69
Spanish	14	10.94
Dutch	1	0.78
German	7	5.47
Malaysian	1	0.78
Denish	1	0.78
Portugal	1	0.78
Poland	1	0.78
No response	5	3.91

Preferred Vacation Destinations in Coron, Palawan

In the investigation of tourist preferences for vacation destinations in Coron, Palawan, the study revealed distinctive patterns in the popularity of various sites. As shown in Table 5, Twin Lagoon emerged as the most favored destination, garnering the highest number of responses (n=110). This suggests that the allure of the intertwined lagoons resonates strongly with tourists, possibly due to their breathtaking natural beauty and unique geological features. Following closely, Kayangan Lake (n=88) and Barracuda Lake (n=80) secured the second and third positions, respectively, indicating a consistent interest in Coron's renowned freshwater lakes. The underwater attractions, such as Coral Garden (n=68) and Skeleton Wreck (n=42), also garnered notable attention, showcasing the significance of marine experiences in influencing tourists' preferences.

These top five destinations are all found in Coron Islands suggesting high interest in the said destinations. Additionally, Maquinit Hotspring (n=25) and Banana or Ditaytayan Beach (n=17) garnered interest, highlighting the diverse appeal of both natural and cultural attractions. However, it's worth noting that some destinations, like Beach 91 (n=1) and Kingfisher Park (n=4), received relatively fewer responses, suggesting a lower level of popularity or awareness among the surveyed tourists. These findings provide valuable insights for tourism stakeholders, enabling them to tailor marketing efforts, infrastructure development, and conservation initiatives to enhance the overall visitor experience and sustain the attractiveness of Coron, Palawan, as a premier vacation destination.

Table 5: Preferred Vacation Destinations in Coron, Palawan

Vacation Destinations	f	Rank
Kayangan Lake	88	2
Twin Lagoon	110	1
Smith/ Dimanglet Beach	8	15
Skeleton Wreck	42	5
CYC Beach	20	7
Las Isla De Coral	14	11
Coral Garden	68	4
Barracuda Lake	80	3
Malcapuya Island	16	9
Kingfisher Park	4	17
Lusong Gunboat	13	12
Lusong Coral Garden	6	16
East Tangat Wreck	9	14
Atwayan Beach	11	13
Banana or Ditaytayan Beach	17	8
Bulog Dos or Coco Beach	9	14
Calauit Safari Park	11	13
Maquinit Hotspring	25	6
Mount Tapyas	17	8
Siete Pecados	15	10
Beach 91	1	18

According to the study of Setyoputri et. al. (2020) the most alluring tourist destinations worldwide are those along the coast. Enjoying the benefits of "Sea, Sun, and Sand" ("3S") tourism, as well as the beauty of coastal landscapes and other tourist activities, are the main reasons people travel to coastal locations, especially beaches.

Factors Influencing the Selection of Tourist Destination in Coron, Palawan

In the analysis of vacation destination preferences among tourists in Coron, Palawan, the study employed a 5-point Likert scale to assess internal forces influencing their choices. The analysis reveals notable patterns in the mean scores (see Table 6), providing insights into the perceived importance of various factors. Rest and relaxation emerged as the most significant motivator, with a high mean score of 4.51, indicating that tourists highly value the tranquil and rejuvenating aspects of the destination. Adventure Seeking closely follows with a mean score of 4.58, suggesting a strong inclination toward activities that evoke excitement and exploration. Culture Exploration also garnered a substantial mean score of 4.25, underscoring the appeal of cultural experiences among tourists. Conversely, factors such as Medical Treatment and Visiting Friends and/or Relatives received lower mean scores (2.49 and 2.41, respectively), suggesting that these considerations may be less influential in driving tourists to Coron.

Table 6: Internal Factors Influencing the Tourists' Travel Decision

Indicators	f	Mean	Std	Skewness	Interpretation
Rest & Relaxation	125	4.51	0.86	-2.53	Strongly Agree
Medical treatment	109	2.50	1.38	0.35	Disagree
Health & Fitness	113	3.09	1.24	-0.22	Neither Agree nor Disagree
Visiting friends and relatives	110	2.41	1.45	0.53	Disagree
Culture Exploration	118	4.25	1.17	-1.67	Strongly Agree
Adventure Seeking	125	4.58	0.93	-2.62	Strongly Agree
Enjoying nightlife & shopping	116	3.56	1.16	-0.61	Agree
Others	14	3.36	1.69	-0.54	Neither Agree nor Disagree

Note: 1.00 - 1.80 Strongly disagree; 1.81 - 2.60 Disagree; 2.61 - 3.40 Neither agree nor disagree; 3.41 - 4.20 Agree; 4.21 - 5.00 Strongly agree (Pimentel, 2010)

The variability in responses, as indicated by standard deviations, signifies differing opinions among participants. Skewness values provide insights into the distributional characteristics, with negatively skewed variables indicating a concentration of higher scores. These findings illuminate the diverse preferences of tourists in Coron, emphasizing the significance of natural beauty, adventure, and cultural exploration in shaping their destination choices.

Tourism stakeholders can leverage these insights to tailor offerings and marketing strategies that align with the predominant motivators, enhancing the overall appeal of Coron, Palawan, as a sought-after vacation destination. The outcome of this table is comparable to Rivera-Torres (2023), which revealed that respondents' main motivations worldwide were rest. According to the research, respondents' primary motivations for traveling are relaxation in both mind and body.

In the examination of external factors shaping tourist preferences for vacation destinations in Coron, Palawan, the study implemented a 5-point Likert scale, uncovering insightful patterns and perceptions (see Table 7).

Table 7: External Factors Influencing the Tourists' Travel Decision

Indicators	f	Mean	Std	Skewness	Interpretation
Transportation Facilities	123	4.03	1.03	-1.11	Agree
Friendliness of people	125	4.66	0.71	-2.93	Strongly Agree
Quality and variety of food	121	4.03	0.99	-1.27	Agree
Accommodation facilities	125	4.19	0.90	-1.28	Agree
Personal safety	126	4.37	0.80	-1.55	Strongly Agree
Price	124	4.11	1.00	-1.22	Agree
Cultural & historical resources	123	4.11	0.93	-1.11	Agree
Environmental safety & quality	123	4.15	1.00	-1.37	Agree
Destination image	124	4.45	0.80	-1.87	Strongly Agree
Benefits expectations	120	4.25	0.93	-1.42	Strongly Agree
Others	19	4.37	0.68	-0.63	Strongly Agree

Note: 1.00 - 1.80 Strongly disagree; 1.81 - 2.60 Disagree; 2.61 - 3.40 Neither agree nor disagree; 3.41 - 4.20 Agree; 4.21 - 5.00 Strongly agree (Pimentel, 2010)

Among the external factors, Friendliness of People emerged as the most influential, with a remarkably high mean score of 4.66. This suggests that the warmth and friendliness of the local populace play a pivotal role in attracting tourists to Coron. Other significant factors include destination image (Mean = 4.45), personal safety (Mean = 4.37), and others (Mean = 4.37), underscoring the importance of overall safety and diverse considerations in visitors' decision-making processes. The consistency in high mean scores across various factors, such as quality and variety of food, accommodation facilities, and environmental safety and quality, indicates the well-rounded appeal of Coron, encompassing both tangible and intangible attributes. Conversely, the skewness values suggest a generally negatively skewed distribution, indicating a concentration of higher scores and a positive perception toward the external factors influencing destination preferences. The findings suggest that Coron's allure extends beyond its natural beauty, encompassing aspects of hospitality, safety, and cultural richness. Tourism stakeholders can leverage these insights to refine infrastructure, enhance hospitality, and bolster safety measures, collectively contributing to the sustained popularity and positive image of Coron, Palawan, among tourists. According to the study of Ortaleza et al. (2021), the result of the study showed the attributes of tourists in choosing travel destinations such as accommodation, articulated stories, affordability, accessibility, and attribution are the attributes of tourists in choosing travel destinations. The result of the study contrasted with where the friendliness of people, destination, and personal safety gained the highest mean score.

Relationship Between the Demographic Characteristics and Preferred Vacation Destination

The analysis of variance (see Table 8) was conducted to explore the potential relationship between the age of tourists and their preferred vacation destinations. The results revealed a statistically significant difference in mean ages across different preferred destination groups ($F(4, 123) = 238.178, p < .001$).

Table 8: The analysis of variance (ANOVA) for the potential relationship between the age of tourists and their preferred vacation destinations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2452.101	4	613.025	238.178	<.001
Within Groups	316.579	123	2.574		
Total	2768.680	127			

Note: $p\text{-value} = 0.05$

The between-groups analysis, representing the variability in age across the various preferred destination categories, yielded a sum of squares of 2452.101. The associated degrees of freedom (df) were 4, indicating that the data were partitioned into five groups based on preferred destinations. The mean square, which is obtained by dividing the sum of squares by its degrees of freedom, was 613.025. Simultaneously, the within-groups analysis, reflecting the variability in age within each preferred destination category, resulted in a sum of squares of 316.579 and 123 degrees

of freedom. The mean square within groups, calculated by dividing the sum of squares within groups by its degrees of freedom, was 2.574.

The F-statistic, computed by dividing the mean square between groups by the mean square within groups, was 238.178. The obtained p-value ($< .001$) is below the conventional significance level of 0.05, indicating that there is a significant difference in mean ages among tourists with different preferred vacation destinations. The total sum of squares (2768.680) represents the total variability in preferred vacation destinations across all age groups.

The findings of this research correspond with the Tang, et al. (2020) case study. The study's conclusion indicates that respondents' age has a major influence on their preferred travel destination. The results of the study are further strengthened in this study's showing that people between the ages of 24 and 44 like traveling to suburban areas, supporting the idea that age could impact travel destination choice.

The Kruskal-Wallis test was employed to examine the potential differences in preferred vacation destinations among tourists across various income levels (see Table 9). The test yielded a statistically significant result ($H = 118.557$, $df = 6$, $p < .001$), indicating that there are significant variations in the distribution of preferred destinations across different income groups among the sampled tourists.

Table 9: Kruskal-Wallis test for the potential relationship between the income and their preferred vacation destinations

Kruskal-Wallis H	118.557
df	6
Asymp. Sig.	<.001
a. Kruskal Wallis Test	
b. Grouping Variable: Income	

Note: p-value = 0.05

This suggests that at least one income group significantly differs from the others concerning their preferred vacation destinations. The degrees of freedom (df) associated with the test indicate the number of groups compared, which, in this case, is six income categories. The obtained p-value ($< .001$) is below the commonly used significance threshold of 0.05, providing strong evidence to reject the null hypothesis of no difference in preferred destinations among income groups. Consequently, the findings from the Kruskal-Wallis test underscore the presence of a significant relationship between tourists' income levels and their preferred vacation destinations. In the research study of LKHK Yuni, 2020, among the 300 respondents, 71.3% said that finances and travel costs were extremely important factors in their choice of destination for tourist travel. There is a considerable correlation between visitors' income levels and their chosen vacation destinations, as indicated by the study's comparable results to the research findings from Kruskal-Wallis's test.

In investigating the significant relationship between ethnicity/nationality and the preferred vacation destinations of tourists (see Table 10), a nominal-by-nominal association analysis was conducted, employing various directional measures. The overall measure of association, Lambda, yielded a statistically significant value of .372 (SE = .042, $T = 6.658$, $p < .001$), indicating a moderate association between ethnicity/nationality and destination preferences. Further exploration of Lambda's components revealed that ethnicity/nationality has a dependent relationship with a Lambda value of .144 (SE = .036, $T = 3.965$, $p < .001$), while destination preferences also exhibit dependence with a higher Lambda value of .925 (SE = .042, $T = 7.214$, $p < .001$).

Table 10: Potential relationship between ethnicity/nationality and their preferred vacation destinations

			Value	Asymptotic Standard Error	Approximate	Approximate Significance
Nominal by	Lambda	Symmetric	0.372	0.042	6.658	<0.001
Nominal		Ethnicity/Nationality	0.144	0.036	3.965	<0.001
		Destination	0.925	0.042	7.214	<0.001

Note: p-value = 0.05

These directional measures collectively suggest a meaningful and statistically significant association between ethnicity/nationality and preferred vacation destinations among the surveyed tourists in a symmetric manner. The findings underscore the importance of considering cultural and demographic factors in understanding tourists' choices of vacation destinations, providing valuable insights for tourism management and marketing strategies in diverse and multicultural settings. According to the study of Suñga et al. (2022), the findings showed that the travel behavior of Filipinos to the USA was influenced by their racial identity. the findings are like the result of this study indicating that a person's chosen vacation destination is significantly influenced by their nationality.

Conclusion

The in-depth analysis of research findings yields valuable insights into the demographic composition of respondents, factors motivating tourists to choose Coron, Palawan as their destination, and their preferred vacation spots. The gender distribution is balanced, with a slight predominance of females, and the majority of respondents fall within the 25 to 34 age group, reflecting a younger demographic. The middle-class category emerges as the dominant economic bracket, although the absence of respondents in the "Poor" category underscores a potential limitation in representing lower-income individuals.

Coron's tourist population exhibits cultural diversity, with a notable presence of American tourists. The study identifies rest, relaxation, cultural exploration, adventure-seeking, and enjoyment of nightlife and shopping as influential internal factors drawing tourists to Coron. External factors, including the friendliness of locals, personal safety, destination image, and meeting expectations of benefits, significantly shape tourists' choices. Transportation facilities, food quality, accommodation, and cultural and historical resources also wield substantial influence.

Among the top preferences for tourist spots are Twin Lagoon, Kayangan Lake, Barracuda Lake, Coral Garden, and Skeleton Wreck, while Beach 91, Kingfisher Park, Bulog Dos or Coco Beach, Lusong Coral Garden, and Smith/Dimanglet Beach garner comparatively less popularity. Age emerges as a significant factor influencing preferred vacation destinations, necessitating further analysis to pinpoint specific age groups with distinct preferences. Notably, significant differences in destination preferences exist across income groups, highlighting the importance of targeted marketing or enhancements for less popular destinations. Ethnicity/nationality also emerges as a crucial factor in determining preferred vacation spots.

These findings offer a comprehensive understanding of respondent demographics, factors influencing tourism, and tourist preferences in Coron, Palawan. The data proves invaluable for informed tourism planning, and strategic marketing initiatives, and as a foundation for future research endeavors in the region.

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