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Perceived Tourism Brand Equity, Trust, And Memorable Visitor Experience in a Mountain Resort and Wildlife Sanctuary in the Philippines

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Abstract:

A mature economy's growth heavily depends on tourism, necessitating a thorough understanding of factors influencing destination choices to improve offerings. A descriptive-comparative and correlational design, using the median and interquartile range, this study evaluated the perceived tourism brand equity, trust, and memorable visitor experiences at a resort and wildlife sanctuary. Surveying 377 respondents through quota sampling indicates high ratings for tourism brand equity, trust, and memorable visitor experiences. Significant differences were found in trust when grouped by sex, and memorable visitor experiences differed by age, which were analyzed using the Kruskal Wallis Test. Likewise, employment status groups significantly differed in brand equity, as determined by the Mann-Whitney U and Dunn's Test. Trust also varied based on travel purpose, employment status, and travel companions. Similarly, memorable visitor experiences also differed by employment status and travel companions. Moderate, positive, and significant relationships were identified between brand equity and trust, brand equity and memorable experiences, and unforgettable experiences and trust. The resort and sanctuary were perceived as a high-quality destination with appealing landscapes, accessible facilities, tourism-friendly policies, and hospitable staff. The study highlights the importance of enhancing brand equity to improve trust and visitor satisfaction. It recommends developing an improvement plan based on these insights and conducting further research, including regression analysis, to identify predictive variables.

Keywords: *Hospitality Management, Perceived Tourism Brand Equity, Trust, Memorable Visitor Experiences, Descriptive-Comparative and Correlational Research Design, Central Philippines*

Introduction:

Tourism has become a linchpin of economic development, generating employment, driving GDP growth, and fostering regional prosperity (Díaz & Espino-Rodríguez, 2016; Dwyer et al., 2002; Kumail et al., 2022). In an era where destinations compete globally for visitors, investors, students, and trade, the strategic cultivation of a compelling place brand is indispensable (Bose et al., 2022). Destination branding extends beyond logos and slogans to encompass a holistic set of tangible and intangible attributes—natural landscapes, cultural heritage, service quality, and emotional associations—that differentiate one locale from another (Ghafari et al., 2017; Keller & Swaminathan, 2020).

Equally crucial is the role of trust, understood as tourists' belief in the reliability, safety, and credibility of a destination's attractions, infrastructure, and service providers. Trust underpins key outcomes such as satisfaction, revisit intentions, word-of-mouth advocacy, and long-term loyalty (Artigas et al., 2017; Liu et al., 2019). In parallel, memorable visitor experiences—those that evoke strong emotions, provide novelty, and foster meaningful engagement with local culture—serve as powerful drivers of positive behavioral intentions and destination competitiveness (Chen et al., 2020; Wang et al., 2020).

Within the Philippine archipelago, Negros Occidental has emerged as a dynamic case study of tourism-driven growth. The province surpassed its 2022 target of 350,000 tourists by hosting 510,022 visitors—a 60 percent increase over the previous year—and is on track to welcome at least 600,000 overnight tourists in 2023, with 115,248 already recorded by May 31 (Provincial Government of Negros Occidental, 2023; Guadalquivir, 2022). To sustain this momentum, the provincial government has embarked on an ambitious eco-development initiative: the transformation of the selected Mountain Resort into a Resort and Wildlife Sanctuary, rebranded under Republic Act 9147 to emphasize conservation of endemic species (e.g., bats), while integrating adventure activities such as hiking, trail running, biking, horseback riding, and zip lines (Guadalquivir, 2024).

Despite these forward-looking efforts, existing research offers limited insight into how destination brand equity, trust, and the constituent dimensions of memorable experiences coalesce to shape tourist perceptions and behaviors in emerging Philippine destinations. Specifically, there is a lack of localized empirical evidence identifying which facets of brand equity and trust are most salient to visitors of eco-cultural attractions, and how these constructs interact to produce lasting, positive memories.

To address the identified research gaps, the study pursued three primary objectives. First, it assessed the perceived tourism brand equity, trust, and memorable visitor experiences of tourists who visited the Mountain Resort and Wildlife Sanctuary. Second, it examined whether significant differences existed in these variables when grouped according to demographic and travel characteristics, such as age, sex, purpose of travel, travel companions, and employment status. Third, the study explored the relationships among the key constructs—tourism brand equity, trust, and memorable visitor experiences.

The study aimed to generate insights that could inform policy development, enhance destination branding strategies, and improve experience design for eco-cultural tourism sites in Negros Occidental and other similar emerging destinations.

Review of Related Literature

In tourism studies, brand equity is conceptualized as the value derived from visitors' knowledge and perceptions of a destination, incorporating dimensions such as awareness, image, perceived quality, satisfaction, and value. Building on Keller's Customer-Based Brand Equity (CBBE) framework, Cervova and Vavrova (2021) argue that strong brand equity emerges when brand identity and meaning are effectively aligned to evoke positive emotions and foster resonance among consumers. Applied to destinations, this approach has been operationalized through multiple dimensions—awareness, uniqueness, value, quality, image, reputation, satisfaction, and loyalty—tailored to specific research contexts (Hosseini et al., 2023; Huerta-Álvarez et al., 2020; Keller & Swaminathan, 2020; Kumail et al., 2022). For the selected Resort and Wildlife Sanctuary, the five dimensions of brand images, brand awareness, perceived quality, brand satisfaction, and perceived value are particularly salient, as they capture both the cognitive and affective components that shape visitors' overall brand evaluations.

Concurrently, the evolution of place branding reflects the intensifying competition among regions not only for tourists, but also for investment, talent, and exports. Bose et al. (2022) highlight that successful place branding now requires a holistic strategy integrating authentic cultural and ecological assets, stakeholder collaboration, and consistent messaging. In emerging eco-cultural destinations, such as the selected Mountain Resort's transformation into a wildlife sanctuary, branding efforts must balance the promotion of adventure activities (e.g., hiking, zip lines, horseback riding) with a clear commitment to conservation under Republic Act 9147 (Guadalquivir, 2024). This dual focus enables destinations to differentiate themselves on the basis of sustainability and unique natural heritage, thereby appealing to environmentally conscious travelers while supporting biodiversity protection.

Trust, defined as tourists' belief in the reliability and credibility of destination elements, underpins key outcomes including satisfaction, revisit intentions, and word-of-mouth advocacy. Artigas et al. (2017) and Liu et al. (2019) demonstrate that higher levels of trust reduce perceived risk and amplify positive behavioral intentions. Measurement scales in tourism typically encompass trust in scenic spots, administration, agencies, employees, residents, and fellow tourists (Marinao et al., 2012; Nunkoo & Smith, 2013; Wang et al., 2020). In the context of a resort-wildlife sanctuary, focusing on trust in scenic spots, administrative management, frontline employees, and other tourists captures the critical touchpoints of a visitor's journey, reflecting the operational realities and service interactions that most directly influence trust perceptions (Liu et al., 2019).

Beyond brand equity and trust, the concept of a Memorable Tourism Experience (MTE) underscores the importance of emotional and cognitive engagement in forging enduring visitor memories. Kim et al. (2012) identify seven dimensions of MTE—hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge—and Sthapit and Coudounaris (2018) validate that experiences rated as memorable consistently score highly across these dimensions. Chen et al. (2020) and Wang et al. (2020) further note that such experiences serve as powerful drivers of revisit intentions and positive recommendations, making the design of MTEs a strategic priority for destination managers seeking to enhance competitive advantage.

Integrating these constructs through the lens of Social Exchange Theory (SET) provides a robust framework for understanding how visitors evaluate tourism offerings. SET posits that individuals assess the benefits and costs of social exchanges—in this case, tourism experiences—with trust acting as a key mediator in the perceived fairness and reciprocity of the interaction (Liu et al., 2019). Despite extensive research on brand equity, trust, and MTE in isolation, there remains a significant gap in empirical studies that examine the interrelationships among these constructs within emerging Philippine destinations. This study addresses this gap by exploring how brand equity and trust jointly influence the dimensions of memorable experiences at the selected Resort and Wildlife Sanctuary, thereby offering actionable insights for enhancing destination competitiveness in Negros Occidental.

Methodology

The study adopted a descriptive–comparative and correlational quantitative design to investigate how visitors' perceptions of brand equity, trust, and memorable experiences interrelate at a selected mountain resort and wildlife sanctuary in Negros Occidental. Drawing on customer-based brand equity theory, social exchange theory, and the Memorable Tourism Experience framework, the research sought both to describe each construct in detail and to compare them across key demographic and travel-profile groups while exploring their interdependencies.

Nestled at 1,200 feet above sea level beside a Natural Park, the 23.6-hectare sanctuary features sulfur pools (including a Japanese-style rotenburo), waterfalls accessible by well-tracked trails, a boating lagoon, swimming pools, and habitat zones for protected species such as the giant golden-crowned flying fox and the Negros bleeding-heart pigeon. Its blend of geothermal attractions, biodiversity, and lodging for up to 526 guests provided a rich, real-world laboratory for examining destination branding and visitor experience.

Because the total population of daily and overnight guests was unknown, the researcher used the Raosoft online calculator to determine a minimum sample size of 377 for a 95% confidence level and 5% margin of error. Quota sampling procedures ensured proportional representation across peak and off-peak days, capturing a diverse mix of day-trippers, domestic tourists, local residents, couples, families, friends groups, and corporate clients.

Data were gathered via a four-part questionnaire, each section adapted from validated instruments. Part I collected demographic and travel-profile variables—sex, age bracket, visitor type (local vs. domestic), purpose of travel, length of stay, employment status, and travel companions—providing the basis for comparative analyses. Part II measured five dimensions of tourism brand equity (destination brand image, brand awareness, perceived quality, brand satisfaction, and perceived value) using 24 items adapted from Ghafari et al. (2017) and Kumail et al. (2022). Part III assessed trust in five dimensions (scenic spots, administration, employees, residents, other tourists) via 22 items drawn from Liu et al. (2019) and Wang et al. (2020). Part IV probed seven facets of memorable tourism experience (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge) through 32 statements based on Kim et al. (2012) and Sthapit and Coudounaris (2018). All items employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Prior to distribution, content validity was secured through a panel of 15 experts holding master's or doctoral degrees in tourism research. Using Lawshe's Content Validity Ratio method, each item was rated as "essential," "useful but not essential," or "not necessary," yielding an overall CVR of 0.89—well above the minimum threshold—and supporting retention of all items. A subsequent pilot test with 30 resort guests established excellent internal consistency (Cronbach's $\alpha = 0.957$ for brand equity, 0.917 for trust, 0.931 for memorable experiences, and overall $\alpha = 0.968$).

With administrative permission from necessary authorities, including the resort manager, the researcher and a trained assistant distributed printed questionnaires at lodging check-in areas, poolside lounges, and trailheads. Participants received an explanation of the study's purpose, assurances of confidentiality, and a clear statement of voluntary participation; data collection continued until each quota cell was filled. Completed surveys were checked on-site for completeness, then coded and entered into SPSS for analysis.

Given the ordinal nature of Likert data and quota sampling, nonparametric techniques were employed. Medians and interquartile ranges summarized central tendencies. Mann–Whitney U tests compared two-group variables (sex, age, length of stay), while Kruskal–Wallis H tests—with Dunn's post-hoc corrections—examined multi-category factors (tourist origin, travel purpose, employment status, travel companions). Spearman's rho correlations assessed interrelationships among the composite constructs. Significance was set at $\alpha = 0.05$.

Ethical safeguards—respect for persons, beneficence, and justice—were rigorously applied. Informed consent was secured via a confidentiality clause, participation was voluntary, and respondents could withdraw at any time. All data were anonymized, stored securely, and destroyed upon study completion.

Results

The perceived tourism brand equity among all visitors revealed a generally strong brand positioning for the selected Resort and Wildlife Sanctuary. When taken collectively, the composite brand equity "Md" (Median) and "IQR" (Interquartile Range) scores were firmly within the "high" range (Md = 3.41, IQR = 0.430). Within this overall score, brand image emerged as the sanctuary's most robust asset (Md = 3.86, IQR = 0.710), indicating that visitors overwhelmingly recognize and resonate with the destination's visual identity, thematic messaging, and symbolic cues. Brand awareness likewise scored very high (Md = 3.75, IQR = 0.750), reflecting successful outreach and marketing efforts that have lodged the sanctuary firmly in the minds of its target audiences. In contrast, brand quality (Md = 3.29, IQR = 0.570), brand satisfaction (Md = 3.00, IQR = 0.570), and brand value (Md = 3.41, IQR

= 0.430)—while still rated favorably—lagged slightly behind, suggesting room for improvement in service consistency, perceived value for money, and on-site experiential delivery.

When dissected by visitor demographics, perceived brand equity did not differ significantly by sex ($p = .500$), age ($p = .381$), type of tourist (domestic vs. local; $p = .766$), or length of stay (one vs. two days; $p = .055$), indicating that the sanctuary's brand appeal is broad-based across these segments. However, current employment status exerted a meaningful influence ($\chi^2 = 23.094$, df = 4, $p < .001$). Post-hoc comparisons showed that homemakers reported lower brand equity than self-employed individuals, full- and part-time employees, and students, pinpointing a niche whose expectations or travel motivations may not yet be fully addressed. Similarly, travel companions shaped equity perceptions ($\chi^2 = 17.045$, df = 5, $p = .004$), with those traveling with friends scoring equity lower than visitors accompanied by spouses, family members, business groups, or schoolmates—suggesting that social dynamics and group purposes influence how well the brand resonates.

With regard to trust, visitors indicated a uniformly high level of confidence in the sanctuary's core components (overall Md = 3.48, IQR = 0.720). The strongest trust was placed in the scenic spots and employees (each Md = 3.50, IQR = 1.000), underscoring the perceived integrity of natural attractions and the professionalism of frontline staff. Trust in other tourists was somewhat lower (Md = 3.25, IQR = 1.000), pointing to variability in peer behaviors or crowding effects. Statistical tests revealed significant variation by sex ($p = .048$)—with women reporting greater trust than men—as well as by purpose of travel ($\chi^2 = 16.888$, df = 4, $p = .002$), employment status ($\chi^2 = 12.289$, df = 4, $p = .015$), and travel companions ($\chi^2 = 12.587$, df = 5, $p = .028$). For instance, pleasure-seeking visitors exhibited lower trust compared to business and relaxation travelers, and homemakers reported lower trust than other employment groups, indicating that both the nature of the trip and visitors' personal contexts affect confidence levels.

In terms of Memorable Visitor Experience (MVE), the sanctuary scored "high" overall (Md = 3.33, IQR = 0.630). The dimensions of local culture (Md = 3.50, IQR = 1.000) and knowledge (Md = 3.50, IQR = 1.000) received the highest marks, highlighting the importance of immersive cultural encounters and informational value in creating lasting impressions. By contrast, hedonism, novelty, and refreshment scored more modestly (Md = 3.00), signaling potential to diversify and invigorate the sensory and leisure facets of the visitor journey. Significant group differences in MVE emerged for age ($p = .035$), with younger guests reporting more intense experiences than older ones, as well as for employment status ($\chi^2 = 16.947$, df = 4, $p = .002$) and travel companions ($\chi^2 = 15.715$, df = 5, $p = .008$). Post-hoc analyses showed that homemakers and family groups experienced fewer memorable moments compared to business cohorts, spouses, and students, suggesting that tailored programming—such as interactive workshops or group-based activities—could enhance memorability for these segments.

Finally, Spearman correlation analyses demonstrated that brand equity, trust, and MVE are mutually reinforcing. Brand equity and trust shared a moderate positive association ($\rho = .421$, $p < .001$), as did brand equity and MVE ($\rho = .450$, $p < .001$), and trust and MVE ($\rho = .497$, $p < .001$). These interrelationships confirm that a strong, coherent brand fosters visitor confidence, which in turn amplifies the likelihood of crafting deeply memorable experiences.

Discussion

The findings of this study underscored the multidimensional nature of visitor experience, where brand equity, trust, and memorable experiences operate in an interrelated cycle that shapes destination perception. Rather than simply re-stating statistical outcomes, the interpretation of results emphasizes that a strong brand identity is not an end in itself—it must translate into consistent service quality and meaningful engagement to generate lasting value. For example, while the sanctuary enjoys high brand awareness and image recognition, lower satisfaction and value scores point to gaps in service delivery or pricing strategy that, if addressed, could elevate visitor loyalty and advocacy.

Demographic nuances offer actionable insights for segmentation strategies. The lower ratings from homemakers and friend groups suggest an opportunity for differentiated programming, such as socially engaging group activities or value-oriented family bundles. Trust-related concerns among pleasure travelers also imply a need to enhance pre-arrival communication and on-site reassurance, such as through clear safety protocols or orientation materials. Importantly, the strong association between trust and memorable experiences confirms that emotional security and perceived care are central to visitor satisfaction—an insight that should inform training for frontline staff and messaging in promotional materials.

Rather than viewing brand equity, trust, and experience as isolated metrics, destination managers should adopt a systems-thinking approach that aligns branding, operations, and program design. This means ensuring that the brand promise—of a sanctuary that blends conservation with adventure—is consistently reflected in each touchpoint of the visitor journey. Ultimately, the goal is not just to deliver services, but to foster emotional resonance that cultivates long-term loyalty and destination advocacy.

The finding that brand equity perceptions are broadly uniform across sex, age, and stay length underscores the sanctuary's universal appeal; however, the lower equity among homemakers reveals an underserved niche. As homemakers often balance family responsibilities and budget considerations, crafting family-friendly amenities—such as children's educational trails or flexible "family-bundle" rates—could better align with their needs and uplift their brand perceptions. Likewise, the diminished equity among friend groups suggests that the sanctuary's social spaces or group activities might not fully engage this cohort; dedicated "friend-focused" programming like group zip-lining challenges or team-oriented conservation projects could remedy this.

Trust in the sanctuary's natural and human resources remains a critical asset. High confidence in scenic spots and staff integrity reflects strong operational management and environmental stewardship. Yet lower trust among pleasure-seekers and homemakers indicates that safety briefings, visitor orientation sessions, or enhanced crowd-management protocols might reassure these segments. The gender disparity—women reporting higher trust than men—aligns with Nuseir's (2022) insights on women's greater sensitivity to relational and service dimensions, suggesting that emphasizing the sanctuary's caring and supportive environment may resonate particularly well with female visitors.

The prominence of local culture and knowledge in creating memorable experiences highlights the sanctuary's unique strength in offering authentic, meaningful engagement—an increasingly sought attribute in modern tourism (Chen et al., 2020; Wang et al., 2020). Younger visitors' stronger MVE responses suggest that they are especially drawn to educational and interactive elements; enhancing interpretive signage, deploying augmented-reality wildlife guides, or hosting cultural-storytelling evenings could further captivate this demographic. Conversely, the relatively lower novelty and refreshment scores indicate an opportunity to innovate recreational offerings—such as night-time bioluminescent walks or seasonal wildlife-spotlight events—to invigorate the visitor experience for all age groups.

The moderate, positive correlations among brand equity, trust, and MVE reinforce the concept of a holistic value chain in tourism: a compelling brand identity builds trust, trust enhances satisfaction, and together they lay the groundwork for truly memorable experiences (Taheri et al., 2020; Yoga et al., 2021). Practically, this means that branding initiatives must be synchronized with operational excellence and experiential innovation. Aligning marketing promises—such as "a sanctuary for the senses"—with tangible on-site encounters ensures that visitors' emotional investments are validated by authentic, high-quality deliveries.

Analysis

The quantitative analysis reveals a coherent pattern in which destination branding, trust, and memorable experiences operate in concert to shape visitor perceptions and intentions at the selected Resort and Wildlife Sanctuary. First, the sanctuary's exceptionally high brand image and brand awareness scores confirm that marketing efforts have successfully established a strong, recognizable identity. However, the modestly lower ratings for perceived quality, satisfaction, and value indicate a gap between pre-visit expectations and on-site delivery. This gap suggests that, while promotional messaging effectively attracts visitors, operational refinements—such as enhancing service consistency, improving facilities, and calibrating price-value packages—are needed to align the visitor experience with the brand promise.

Segment-level comparisons further refine this picture. Although brand equity was uniformly strong across most demographic splits, homemakers and groups traveling with friends rated equity significantly lower than other cohorts. This divergence points to unmet needs among social and family-oriented visitors—perhaps a lack of tailored group activities or family-friendly amenities—that temper their overall brand perceptions. By developing programming explicitly designed for these segments (e.g., small-group wildlife workshops, family nature trails, or friend-focused adventure challenges), management can bolster equity where it currently underperforms.

Turning to trust, the data confirm that visitors feel confident in the sanctuary's natural attractions and staff—crucial assets that reduce perceived risk and encourage positive word-of-mouth. Yet lower trust among pleasure travelers and homemakers indicates that safety assurances, staff visibility, or peer behavior management may require reinforcement for these groups. The finding that women report higher trust than men suggests that relational and service dimensions resonate more strongly with female visitors; reinforcing these aspects—through personalized welcome protocols and visible staff presence—could therefore amplify trust across the board.

The analysis of Memorable Visitor Experience (MVE) underscores the sanctuary's strengths in local culture and knowledge dimensions, validating the importance of immersive cultural programming and informative interpretation in generating lasting memories. In contrast, the weaker scores on hedonism, novelty, and refreshment highlight an opportunity to diversify and energize leisure offerings—perhaps by introducing nighttime wildlife safaris, seasonal festivals, or novel interactive installations that refresh the visitor experience. The fact that younger guests, business groups, spouses, and students report more memorable experiences than older adults, homemakers, and family groups further suggests that experience design must account for varying motivational drivers and social contexts.

Customizing adventure-oriented, educational, or family-friendly packages can therefore enhance memorability for under-served segments.

Finally, moderate yet significant correlations among brand equity, trust, and MVE affirm a reinforcing cycle: a compelling brand image builds confidence, and that confidence amplifies the depth and memorability of the on-site experience. For practitioners, this underscores the imperative of aligning branding, operations, and programming into an integrated strategy—where every promotional claim is validated by tangible experiences, service protocols are designed to sustain trust, and experiential innovations are communicated back through the brand narrative to complete the virtuous feedback loop.

In sum, the analysis points to three strategic priorities: (1) Operational alignment, to close the quality-value gap underlying brand satisfaction; (2) Segment-targeted programming, to address the distinct needs of homemakers, friend groups, and pleasure travelers; and (3) Experiential innovation, to refresh hedonic and novelty dimensions while leveraging cultural and educational strengths. By weaving these elements into a unified management approach, the selected Resort and Wildlife Sanctuary can strengthen its competitive positioning, deepen visitor trust, and craft more universally memorable experiences.

Conclusion:

This study confirmed that the selected Mountain Resort and Wildlife Sanctuary holds a strong and recognizable brand identity, with high ratings in brand image and awareness. However, lower scores in perceived quality, satisfaction, and value indicate areas for improvement in aligning visitor experiences with the expectations set by its branding. Notable variations in perceptions across demographic segments—particularly among homemakers and friend groups—highlight the importance of tailoring services to meet diverse visitor needs.

The significant correlations among brand equity, trust, and memorable visitor experience suggest an interdependent relationship: a compelling brand fosters trust, which in turn enhances the depth and memorability of the tourist experience. These findings support a strategic management approach that integrates branding, operational consistency, and targeted experience design.

In summary, while the sanctuary is well-positioned as a desirable eco-cultural destination, further investment in service enhancement, segment-specific programming, and consistent delivery of brand promises is essential. These improvements will not only elevate visitor satisfaction but also strengthen the sanctuary's long-term competitiveness in the regional tourism landscape.

Recommendations

Based on the findings, the following prioritized recommendations are proposed to enhance the destination's visitor experience, brand value, and operational effectiveness:

In the short term (within 6 months), the focus should be on improving the clarity and accessibility of visitor information. This includes offering virtual tours, displaying safety protocols more prominently, and enhancing on-site signage. Increasing the visibility of frontline staff and implementing guest orientation activities can also help reinforce trust and confidence among visitors. Additionally, targeted programming should be developed for under-served segments such as homemakers and friend groups. This may include guided wildlife workshops and curated small-group activities designed to foster engagement and social connection.

In the medium term (6 to 12 months), the sanctuary should consider introducing themed packages that align with specific travel motivations and demographic preferences—such as family bundles, romantic retreats, and student group rates. To invigorate the visitor experience, new experiential offerings should be launched, such as night safaris, seasonal festivals, or local craft markets. To sustain and elevate service quality, staff training programs should be conducted with a focus on cultural sensitivity, guest engagement, and effective value communication.

For the long term (beyond 12 months), the priority should shift to infrastructure and system improvements. Upgrading key facilities is essential to ensure alignment between the sanctuary's brand promise and the actual visitor experience. A formal feedback system and a visitor analytics dashboard should be institutionalized to support data-driven decision-making and real-time service enhancements. Finally, stronger inter-agency partnerships should be pursued to position the sanctuary as a core component of an integrated eco-cultural tourism circuit in Negros Occidental, expanding its visibility and value within the region's broader tourism strategy.

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