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JOHN B. LACSON COLLEGES FOUNDATION-MOLO, INC.
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CONTRIBUTIONS OF TOURISM INDUSTRY IN THE DEVELOPMENT OF ILOILO
PROVINCE

A Thesis Presented to the
Faculty Members of the Business Department of
John B. Lacson Colleges Foundation-Molo, Iloilo City

In Partial Fulfillment of the

Requirements in Research
(Methods of Research)

by

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Barceñas, Maria Christina U., Enano, May Isabel E., Flores, Sheena C., Gamuza, Adora Joy C., Haro, Arrah May N., Mationg, Ronalyn T., Palabrica, Jonalyn M. "Contribution of Tourism Industry in the Development of Iloilo Province", Unpublished Undergraduate Thesis, John B. Lacson Colleges Foundation (Molo), Inc., Iloilo City, October 2006.

Abstract

This descriptive research determined the contributions of tourism industry to the development of Iloilo province as perceived by different sectors. Religious Sector, Business Sector, Tourism Officer, Community and Government Sector in Iloilo Province. The participants of the study were the 150 purposively selected. A survey method was used to gather data needed for the study. A Likert type rating scale on the "Contribution of Tourism Industry to the Development of Iloilo Province" was employed in this study. Descriptive statistics used were means and frequency count. Results revealed that, generally, the different sectors perceived the contributions of tourism industry to the development of Iloilo province as "high" in terms of economic, socio-cultural and environmental aspects similarly, when classified according to certain categories of variables, the different sector of selected municipalities of

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Iloilo province perceived the contributions of tourism industry to the development of Iloilo province as "high".