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RESORTS IN NUEVA VALENCIA, GUIMARAS: A PROFILE

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by

Baltazar, Rocelle Mae C.
Brillantes, Louella Faith C.
Escalera, Fetchie Ann C.
Ganancial, Christine M.
Montecastro, Christine Joy T.
Pon-an, Ma. Lowella E.
Tabaque, Christine Marie V.

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Abstract

This descriptive research answered the question what is in Nueva Valencia, Guimaras that attracts tourist and guests. It also determined the factors that influenced the decision of a person when deciding to visit a tourism spot. The respondents were 15 tourists and guests that were randomly selected. Three were chosen as resort owners. A survey method was used to gather data needed for the study. A rating scale was employed to determine the factors that were highly important. Descriptive statistics used were mean and frequency count. Results showed that boat trips were most highly engaged in by tourist and guests. They also considered climate and beaches along with accommodation as influencing factors to their decision in visiting Nueva Valencia, Guimaras as highly important. In having a vacation, beach water is considered highly important.