

**John B. Lacson Foundation Maritime University – Molo, Inc.
College Of Business
Iloilo City**

TOURIST ARRIVAL IN ILOILO CITY

**A Research Paper Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University – Molo, Inc.
Iloilo City**

**In Partial Fulfillment of the Requirements in Research
(Methods of Research)**

by

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Abstract

This study aimed to know the purpose of tourist arrival in Iloilo City. The respondents were the 88 local and foreign tourists who were purposively selected, and grouped according to the type of tourist and their length of stay. The researchers conducted the study in some hotels in the city, land and sea transport terminals, and the Iloilo International Airport. The data gathered were subjected to frequency distribution and percentage. The study revealed that the respondents, when taken as a whole and when classified according to the type of tourist and length of have various purposes but the main purpose was to meet a client/business partner.