

John B. Lacson Foundation Maritime University-Molo, Inc.
College of Business
Iloilo City

**Activities and Reasons for Visiting the Different
Inland Resorts in Iloilo Province**

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

**In Partial Fulfilment
of the Requirement in Research
(Methods of Research)**

by

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Abstract

This descriptive study was conducted to determine the activities and reasons for visiting the different inland resorts in Iloilo Province. The respondents were the thirty four (34) randomly selected customers of inland resorts. The respondents were grouped according to the type of customer, civil status, and sex. Validated researcher-made questionnaire was used in the gathering of data. The statistical tools used were mean, frequency and rank. When respondents were taken as an entire group, the most preferred activities were: (1)"nature walks/hikes", (2)"mini boating", (3)"water sports", (4)"zipline", and (5)"pool and billiards table". The most prevalent reasons were: (1)"family gathering", (2)"environment", (3)"eco-tourism", (4)"recreation", (5)"accessibility". When respondents were taken according to sex, male respondents preferred "water sports" for their activity while female respondents preferred "nature walks/hikes". As to civil status, single preferred "nature walks/hikes" while married customers preferred "mini