

ABSTRACT

The study was conducted to investigate Basiao Beach as tourism destination. The study aims to determine the profile of the respondents and the place; the tourists behaviour characteristics; the respondents level of awareness on Basiao Beach as tourist destinations; and the problems encountered by the management and the recommendations the development of the area. The 150 respondents of the study were composed of the tourism officer of Ivisan, Capiz the owner/managers/caretakers of the different resort and tourists or guests. The data was statistically analyzed using frequency counts, weighted means, and percentages using Statistical Package for Social Sciences (SPSS). Descriptive method of research was used utilized a validated structured questionnaire.

Majority are tourist or guests, living outside Ivisan, dominantly female, aged 26-30 years old, and have families to support. Further, the respondents attained high level of education mostly are teachers and Filipino, receiving enough salary and worked for more than 4 years in service. Average number of visitors per week are visiting the area with swimming as main activity.

They went for holiday at least once year. They feel that hydro tourism require promotional activities, and suggested for additional government tourism projects, safety and security measures, and continues local people cooperation. Basiao as a tourist destination rated as good by the respondents. They are willing to spend average amount number for transportation, accommodation, restaurants/cafes, souvenirs, goods, shopping, entertainment, and other expenses.

Majority of the tourists/guests respondents are first timer in the place, traveled with family members and rated the place very good. Most are the domestic/local tourists and Filipino. Friends and relatives are the main source of information about Basiao

Beach. Travelled through tricycle which is very good in terms of accessibility. Most of them are day traveler/vacationist and that they do not mostly spend overnight. Facilities available are satisfying for the tourists to rest and relax. To make the place popular, government and private agencies and organizations. Safety and security needs to improve tourists/guests observed that the locals are very cooperative. Moreover, they rated Basiao Beach as very good tourism destination, ideal for recreation and has great potentials as tourist destination.

The accessibility of the place, friendliness of the local people, safety and security, cleanliness and availability of facilities are important to the respondents. Concreting of provincial road and expansion of street solar light was initiated to boost the tourism industry. Lack of budget for the development program is a mayor problem to develop the area, additional of building, infrastructure and cctv camera for the security of the guests and visitors are recommended.

Keywords: Basiao Beach, Tourism Destination, Importance, Elements, and Characteristics