

ABSTRACT

This study aims to assess the level of popularity of Pilar as a tourist destination in the Province of Capiz. Specially, the study will seek to answer the following question: 1.) What is the profile of the respondents in terms of sex, age, civil status, and education background. 2.) What is the level of popularity of Pilar as a tourist destination in the province of Capiz as assessed among the stakeholders taken as an entire group and classified as to: sex, Age, civil status, and educational background. 3.) Are there significant differences in the popularity of Pilar as a tourist destination in the province of Capiz as assessed among the stakeholders classified as to: sex, age, civil status and educational background.

The respondent of this study will involve the one hundred (100) randomly selected domestic tourists who are not living within the vicinity of Pilar, Capiz. The questionnaire was given to the 100 randomly selected domestic tourists by convenience that made a visit or experiences the different tourist spots in Pilar. Scores obtain will be then subjected to factor analysis using the Statistical Package for the Social Science (SPSS) software.

In this study, the independent variables were the demographic profile of the stakeholders which includes sex, age, civil status and educational background; the dependent variables were the popularity of Pilar as a tourist destination in the Province of Capiz.