

## **ABSTRACT**

This study was conducted in order to document the man-made tourist attractions in the Province of Capiz, their years of existence, the benefits of these attractions give to the community, to figure out the most visited and least visited man-made tourist attractions, their marketing strategies and standards observed in terms of tourist relation, cleanliness and sanitation, tourist satisfaction, comfort and convenience, and safety and security. The instrument used in gathering data was a researchers-made questionnaire. The respondents of the study were the tourist, owners/managers of different man-made tourist attraction in the Province of Capiz. The study was conducted during the school year 2017-2018. The study revealed that the Verdant Farm was already three years in its existence as the first accredited man-made tourist attraction in the Province of Capiz. In terms of benefits provided to the community, Capiz Eco Park and Sanctuary of the Sacred Heart of Jesus were tourist attractions that provide employment opportunities. Results also revealed that the most visited man-made tourist attraction in the Province of Capiz was Agtaline Shrine with an average number of 5,167 visitors per month and the least visited is Capiz Eco Park with an average number of 169 tourist visitors per month. In terms of marketing strategies in promoting man-made tourist attraction in the Province of Capiz, Cadimahan River Tour use tv/radio, flyers, social media and word of mouth.