

## **Abstract**

The primary objective of this study is to determine the tourism awareness of jeepney drivers in the Province of Capiz. Among the respondents who are jeepney drivers, majority of the respondents are between 30-40 years old with 41.7 % followed by the age bracket of 33.3% and only 25% were on the age of below 30 years old. This implies that most of the drivers were on the ideal age which is not too young or too old. Considering the awareness of tourist attractions when classified by district, and age, result reveals that jeepney drivers in the first and second district, adult and old respondents have almost the same awareness of the tourist attractions in the province of Capiz. In terms of the number of years they were driving, result indicates that jeepney drivers who are driving for 6 years and more have almost the same awareness of the tourism attractions in the province of Capiz.