

ABSTRACT

The study aimed to evaluate the Expectations and Experiences of Tourist on Resorts in Pilar, Capiz. Using a standardized questionnaire, and statistical analyses, including mean scores, standard deviations, and Pearson correlation coefficients, were conducted to analyze the data. Findings of the study revealed that the most of the respondent were old age ranging from 31 years old and above, female. Also, most of the respondents are single, and most are from outside of Pilar. The level of expectations of tourists is “Very High Expectation” and the level of experience of tourists’ on resorts in Pilar is “Very Good Experience”. Highlighting the direct significant relationship between expectations and experiences of tourists on resorts in Pilar. The management of resorts may focus on the development of new facilities and improvement of existing tourist activities. The future researchers may conduct a similar research study using different sent of variables.

Keywords: Expectations, Experiences, Tourists, Resorts