

**“Satisfaction Index among Tourists in Cabas-an Cold Springs in San Enrique, Iloilo”**

A Research Paper

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## Abstract

This study aimed to determine the level of satisfaction experienced by the tourists when visiting Cabas-an Cold Springs Inland Resort with regard to the services provided by the place. Similarly, this study aimed to determine if there are significant differences acquired in terms of their Sex, Age, Nature of Employment, Number of Visits, and Length of Stay, based on Accessibility, Accommodation, Activities, Attractions, and Amenities. This study is a quantitative approach utilizing a descriptive correlational research design. There were 293 accidentally selected tourists who participated in the said study. The sample population was determined through convenience sampling. On the other hand, the study revealed that tourists were overall satisfied with the services offered in the resort in terms of Accessibility, Accommodation, Activities, Attractions, and Amenities. Additionally, the naturally flowing water that came from the mountain has reached a very satisfactory level. However, when it came to Child Friendly and PWD measures, proper sanitation measure practices, and security in the restrooms the results were unsatisfactory. Thus, the researchers recommended, that the management must ensure, maintain, and improve not only the visual appearance but also the safety and sanitation of the resort not only for returning guests but also for first-time visitors. On the other hand, tourists should use the power of word of mouth to persuade a variety of tourists to come and explore the area to experience the atmosphere and services provided by the place. Additionally, they can also pull first-time visitors and spread their positive experiences during their stay at the resort.

**Keywords:** , *accessibility, accommodation, activities, attraction, amenities, Cabas-an Cold Springs, index, San Enrique Iloilo, satisfaction, tourist*