

**AYAGAY FALLS AS TOURISM POTENTIAL DESTINATION: ITS ASSESSMENT AND  
EVALUATION AS PERCEIVED BY TOURISTS**

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## **ABSTRACT**

This quantitative study aimed to determine whether Ayagay Falls located at Sitio Sambag, Barangay Dagami Maasin Iloilo is a tourism potential destination as perceived by tourists. The intent was to assess and evaluate the Ayagay Falls as perceived by the tourists. The researchers used 69 tourist participants who visited the Ayagay Falls as respondents. The researchers concluded that majority of the respondents were female aged 19 to 29 and local tourists. Results showed that Ayagay Falls was highly potential in terms of acceptability as tourism potential destination, however availability of basic utilities was moderate potential. Accessibility/location, availability of onsite utilities and safety and security were less potential. Ayagay Falls is perceived as tourism potential destination in terms of attraction, accessibility/location, availability of basic utilities, availability of onsite utilities, and safety and security by tourists regardless of their sex. Furthermore, Ayagay Falls is perceived as tourism potential destination by tourists mostly from the 19 to 29 years old group. The level of acceptability of the Ayagay Falls to the respondents in terms of attraction was highly potential, however availability of basic utilities was moderately potential while accessibility/location, availability of onsite utilities and safety and security were less potential.

*Keywords: Ayagay, Falls, Maasin, Iloilo, Tourism, Potential, tourists, Assess, Evaluate, respondents, acceptability, basic utilities accessibility/ location, onsite facilities, safety, security, attraction*