

**DESTINATION ATTRACTION OF VILLA VALDERRAMA MOUNTAIN RESORT  
ANTIQUE THROUGH THE PERSPECTIVE OF VISITING TOURISTS**

A Research Paper

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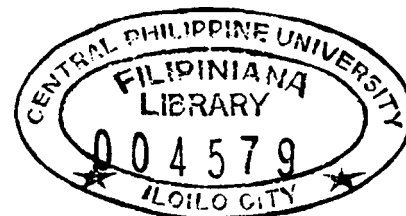
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**ABSTRACT**

This study is titled "Destination Attraction through Tourist Perspective Visiting Villa Valderrama Mountain Resort Antiqué. This study investigated the level of attractiveness of destination attributes and demographic profile of tourists according to Sex, Age and Educational Attainment, in order to assist the Mountain Resort in identifying areas in need of improvement and demographic factors to consider. The data was gathered using researchers made questionnaire conducted online through google forms from thirty five (35) respondents conveniently chosen. According to sex, majority of the respondents are females (25 out of 35), while the rest are males (10 out of 35). In terms of education, all 35 respondents have attained college level education. As for age, majority is young (25 out of 35) and the rest are adults (10 out of 35). The results show that Accessibility, Accommodation, Activities and Attraction, Amenities, and Assistance of Villa Valerama Mountain Resort have an evaluation of attractive, while Attitude/ Atmosphere has an evaluation of highly attractive. Moreover, the overall level of attractiveness of Villa Valderama has an evaluation of attractive. Findings also show that there is a significant difference in the level of attractiveness between males and females for Accessibility, Accommodation, Activities and Attraction, and Assistance, with females having a higher evaluation of attractiveness than males. Moreover, there is no sufficient evidence to prove significant differences between age groups on all destination

attributes. The findings of this study can be useful for managerial decisions and improvements of Villa Valderama Mountain Resort.

*Keywords: Villa Valderrama Mountain Resort, Ecotourism, Destination Attributes, Demographic Profile, Level of Attractiveness*