

# **FACTORS INFLUENCING TOURIST DECISION TO VISIT MELAND FARM RESORT**

A Research Paper

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**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

By

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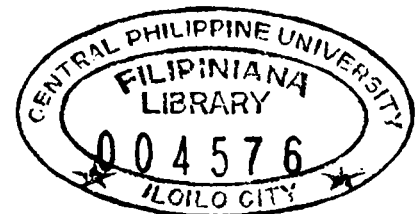
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### **ABSTRACT**

This descriptive research study aimed to determine the customers' level of satisfaction with the factors that influenced their visit to Meland Farm Resort at the Municipality of San Rafael, Province of Iloilo. Forty-six customers were taken as respondents of the study through accidental sampling. Results revealed the level of satisfaction influencing tourist decision to visit Meland Farm Resort in terms of amenities, personnel, attraction, services, and accessibility where the respondents evaluated as very satisfactory. Where the availability of varied types of cottages, courteous and friendly staff, a clean with good ambiance and road accessible to the tourist with satisfactory safety and security in terms of availability and visibility of lifeguards and first aid kit. When grouped according to age, place of residence and sex there is no significant difference was noted in the respondents' level of satisfaction in terms of amenities, personnel, attraction, accessibility, and safety and security. Generally, the Meland Farm Resort is concluded to be one of the tourist spots in Iloilo, and thus, it has to improve its amenities to receive more guests daily.

*Keywords: Level of Satisfaction, amenities, personnel, attraction, services, accessibility, safety and security*