# FACTORS INFLUENCING THE DECLINE OF TOURISTS' ARRIVALS IN

# TOURIST SPOTS IN SAN MIGUEL, ILOILO

A Research Paper

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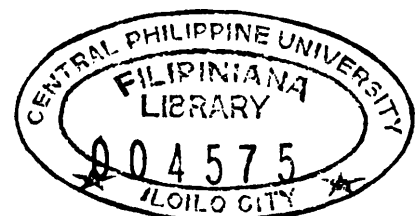
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## ABSTRACT

The main purpose of this study is to identify the factors influencing the decline of tourist arrivals at S5 Inland Resort and Goducate Training Center in San Miguel, Iloilo. Moreover, it determined the significant difference between these factors according to age, sex, educational attainment, and employment. The relationship between the identified factors was also considered. Furthermore, it described the areas needed for improvement as perceived by the respondents, their reasons for not revisiting the tourist spots, and their reasons for not recommending them to others. This research utilized a mixed method design. A researcher-made survey questionnaire was used in the study. Amenities and facilities, products and marketing strategies influenced the decline in visitor arrivals at S5 Inland Resort. The Goducate Training Center's only factors were location and accessibility. S5 Inland Resort showed significant differences in location and accessibility, products, and marketing strategy when grouped by age and employment, but no significant differences when grouped by sex and educational attainment. At the Goducate Training Center, there was a significant difference in terms of safety and security when grouped by age and educational attainment, but there were no significant differences when grouped by sex and employment. Strong positive relationships were identified in terms of products, facilities and amenities, and marketing strategy. The themes that emerged for the qualitative part were similar to the identified factors in the quantitative data.