

LEVEL OF SATISFACTION OF TOURISTS VISITING THE DIFFERENT BEACH RESORTS IN THE ISLAND OF GUIMARAS

Lilian Diana B.Parreño,Ph.D.

ABSTRACT

This study was conducted to determine the level of satisfaction of tourists staying in the different beach resorts in the island of Guimaras. The respondents of the study were the actual tourists staying in the different beach resorts in Guimaras for 24 hours and more. The data were gathered using a validated researcher made questionnaire composed of two parts. Part 1 was about the profile of the respondents while part 2 was on the level of satisfaction of the respondents on the services available in the province in terms of resort's accommodation facilities, food and beverages, safety and security, and banking facilities. The statistical tools used were mean, t-test and Analysis of Variance (ANOVA) at .05 level of significance. All computations were processed using Statistical Package for Social Sciences (SPSS). Majority of the respondents were female, married with monthly income ranging from P10,000.00 and above and their purpose of stay was for educational reasons. Most of them have post-graduate degrees. In terms of the tourists' level of satisfaction on the different services offered by the resorts and of the province, the resort's front line staff (M=2.84); food and beverages (M=2.79); safety and security (=2.68); for banking facilities (M=2.28) all were described as moderately satisfied while for the resorts accommodation facilities(M=3.21) it was described as satisfied; No significant differences on the level of satisfaction of the respondents on the services offered when categorized according to sex, educational attainment, employment status, and purpose of travel was observed, however, a significant difference was observed when they were categorized according to monthly income and. Further, a significant relationship existed between the tourists' level of satisfaction and age, educational attainment and purpose of travel while no significant relationship existed between tourists' level of satisfaction and gender, monthly income, civil status and employment status set at .05 level of significance. This implies that variations in the level of satisfaction of the tourists were affected by their educational attainment, age and purpose of travel. Therefore, the resort owners and local government units should work hand in hand for the improvement of services and facilities in the tourism sector in order to improve the level of satisfaction of the tourist visiting the island.

KEYWORDS: Tourists, tourism facilities and services, Guimaras

INTRODUCTION

Background of the study

Guimaras is an Island that is composed of the five municipalities namely Buenavista, San Lorenzo, Sibunag, Nueva Valencia, and Jordan as the capital of Guimaras. Each municipality is composed of many Barangays. Guimaras is known for its sweetest mangoes. This is just one of the best export products of the country. When it comes to tourist attraction, Guimaras will not be the last because of the beautiful spots that can contribute to the growth of tourism that can spur the local. There is a trend toward increased specialization among travelers on cultural or heritage tourism and is considered as the fastest growing segment of the industry. This trend is an evidence in the rise of the volume of travelers who seek adventure, culture, history, archaeology and interaction with local people. Because of people's inclination to seek out novelty including traditional cultures heritage. Tourism has become a major "new areas of tourism" demand, which almost all policy-makers are now aware of anxious to develop.

Guimaras island is one of the potential tourist destinations which can be found in or Western Visayas or Region VI as a whole. The provincial government of Guimaras considers tourism industry as one of its economics thrust considering that the Department of Tourism (DOT) had endorsed the island province as one of the "must see" destination in Southern Philippines based on the 2003 annual report of the Provincial Tourism Office (Piano 2008).

Tourism industry is one of the potential sources of revenue of the province. Thereby tourism development of the province should give impetus to the tourist to be attracted to explore the island that can "fit their taste."

The purpose of this study was to investigate the relationship between cultural/heritage attributes and tourist satisfaction in terms of selected tourist demographic characteristics and travel behavior or characteristics.

Statement of the problem

This study aimed to determine the level of satisfaction of tourists staying in the different beach resorts in the island of Guimaras.

Specifically, this study sought answers to the following questions:

1. What is the profile of the respondents as to variables of age, gender, civil status, educational attainment and income?
2. What is the level of tourist satisfaction as to the services offered during their stay the different beach resorts in Guimaras such as Accommodations, foods, Amenities and Facilities, Safety and Security, Banking Services?
3. Is there a significant difference in the level of tourists' satisfaction when grouped according to variables age, gender, educational attainment, income, civil status, employment status and purpose of travel?
4. Is there a significant relationship in the level of tourist satisfaction when grouped to variables age, gender, educational attainment, income, civil status, employment status and purpose of travel?

Hypotheses

1. There is no significant difference in the level of tourist satisfaction when the respondents are grouped according to variables of age, gender, civil status, educational attainment and income.
2. There is no significant relationship in the level of tourist satisfaction when the respondents are grouped according to variables of educational attainment, income and gender?

Theoretical framework

This study is anchored in Maslow's Hierarchy of Needs a theory in psychology proposed by Abraham Maslow in his 1943 paper known as the theory on Human Motivation. Maslow subsequently extended the idea to include his observation of his humans innate describing the stages of growth in humans.

The deficiency needs states that: the lower four layers of the pyramid contain the Maslow called "deficiency needs" or "d-needs" physiological that includes sexuality, security of position, friendship and love esteem. With the exception of the lowest physiological needs, if these "deficiency needs" are not met, the body gives no physical indication but the individual feels anxious and tense. In other words, the hierarchy level of need moves upward as soon as the previous level of need is satisfied.

Physiological needs include the following: breathing, food, homeostasis, sex and safety needs. With their physical needs relatively satisfied, the individual's safety needs precedence and dominates behavior.

Safety and security needs include the personal security, financial security, help in well-being, and safety net against accident/illness in their diverse impacts and love and belonging.

After physiological and safety needs are fulfilled, the third layer of man needs is social and involves emotional-based relationship in general such as friendship, intimacy, and family.

The present study will be based on the concept described by Maslow the hierarchy that man is a wanting animal and that one desire is no poorer satisfied than another take its place. In the relatively rare individuals in when all one's need is satisfied a new motive can be observe the drive for self-centralization becoming everything that one is becoming.

The expectancy disconfirmation theory holds that consumers first from expectations of products or service performance prior to purchasing or use. Tourism industry contributes a big help in the economic crisis. By means of this, are economic standard will increase. "Guimaras" the island that fits your taste!

Conceptual framework

This study, determined the relationship between age, gender, civil status, employees' status and educational level/attainment as independent variables to the level of tourist satisfaction in terms of accommodation, safety and security, foods, facilities and amenities and banking facilities as the dependent variables. Figure 1 clearly presents this relationship.

Research paradigm

Independent variables

Tourist's Profile

- Age, Gender
- Civil Status
- Employees status
- Educational attainment
- Income

Dependent variables

Level of Satisfaction of Tourist as to:

- Accommodation
- Safety and Security
- Foods
- Facilities and Amenities and
- Banking facilities

Figure I. "Schematic Diagram for the study of the Level of Satisfaction of Tourist in the Island of Guimaras"

METHODOLOGY

The study made use of descriptive research method. The respondents of the study were the tourists (both and local) staying in the different resorts in Guimaras island for 24 hours and more. The data needed in the study were gathered from the different tourists staying in the different beach resorts of the four (4) municipalities of Guimaras such as Abelardos, Pagatpat, Tequero, Kelapa Gading in Buenavista; Raymen, Alubihod Beach Resort, Rico, Villa Igang and Guisi Light House in Nueva Valencia; Punta Punting and Valle Verde in Sibunag; and Cabaling Beach Resort in Jordan. The data gathering for the study was done in December 2010. A validated and reliability tested researcher made questionnaire was used to gather the needed data. The questionnaire was distributed to the respondents. Upon retrieval of the questionnaires, the data was processed and encoded using the SPSS Software. The data gathered were tabulated, analyzed, presented and interpreted using the appropriate statistical tools such as frequency count, percentage, mean, t-test, ANOVA for descriptive data and Pearson r set at .05 level of significance.

RESULTS AND DISCUSSIONS

Profile of the respondents

Table 1 presents the Profile of the Respondents, results revealed that when categorized according to variable educational attainment, result revealed that 25 or 24.5% were college level, 11 or 10.7% were college graduate, 42 or 40.8% were post-graduate, 12 or 11.7% were vocational graduate 6 or 5.8% did not indicate their educational attainment and there were 7 or 6.8 % responded of others.

When categorized according to sex results revealed that 49 or 48.5 % of the respondent are male 50 or 49.5 % were female and 2 or 1.9% did not indicate their sex.

When categorized according to monthly income, results revealed that 6 or 5.8 % were below 5,000,18 or 17.5% were 5,001-10,000,23 or 23.3 % were 10,001 - 15,000, 24 or 24.3 % were 15,001-20,000,15 or 14.6 % were above 20,000 and 15 or 14.8% are did not indicate their monthly income.

When categorized according to civil status results revealed that 64 or 63.5% were single, 3 or 2.9% were separated, 28 or 27.5%were married,1 or 1.0 % were divorced, 6 or 5.8 % were widowers,1 or 1.0% were did not indicate their civil status and there were 0 responded of others.

Table 2 presents the employment status of the respondents. Results revealed that when categorized according to variable employment status, 8 or 7.8% were casual, 43 or 42.7 % were regular, 11 or 10.7% were part-timer,8 or 7.8% were entrepreneur,20 or 19.5% did not indicate their employment status, and there were 13 or 12.6% who as others.

Table 1. Profile of the respondents

Category	f	%
Educational Attainment		
College Level	25	24.27
College graduate	11	10.68
Post Graduate	42	40.78
Vocational Graduate	12	11.65
Others	7	5.83
Did not indicate	8	6.8
Total	130	100%
Gender		
Male	50	48.54
Female	51	49.51
Did not indicate	2	1.94
Total	103	100%
Monthly Income		
Below 5, 000	6	5.82
5, 001- 10, 000	18	17.48
10, 001- 15, 000	24	23.3
15, 001- 20, 000	25	24.27
Above 20, 000	15	14.56
Did not indicate	15	14.56
Total	103	100%
Civil Status		
Single	64	63.14
Separated	3	2.91
Married	28	27.18
Divorced	1	0.97
Widower	6	5.82
Others	0	0
Did not indicate	1	0.97
Total	103	100%

Table 2. Employment status of the respondents

Category	f	%
Employment Status		
Employed	62	60.19
Self Employed	8	7.77
Others	13	12.62
Did not indicate	20	19.52
Total	103	100%

Table 3 showed the data on the tourists' purpose of travel. It showed that 3 or 2.91% were for business purposes, 2 or 1.9 % were for religious activity purposes, 89 or 86.4% were for educational trip purposes, and 4 or 3.9% for relaxation purposes. On the other hand, there were 5 or 4.9% who did not indicate their purpose of travel.

Table 3. Purpose of travel of the respondents

Category	f	%
Purpose of Travel		
Business	3	2.91
Religion Activity	2	1.94
Educational Trip	89	86.41
Relaxation	4	3.88
Others	0	0
Did not indicate	5	4.85
Total	103	100%

Table 4 presents the level of satisfaction of tourists in the amenities of tourist establishments while visiting the island of Guimaras. Results revealed that the respondents were "moderately satisfied" towards the facilities an amenity of the tourist establishments in Guimaras (M=3.21). Analyzing further the individual items, "offer affordable cottages, rooms and pavilion" (M=3.20); "have public restrooms which are well ventilated and clean" (M=3.18); "the surroundings shores and beaches are clean" (M=3.21); "provide facilities with adequate well-maintained cafeteria" (M= 3.16); and "have good ambiance, comfortable to stay with attractive and clean surroundings"(M=3.32); all described as "moderately satisfied."

Table 5 presents the level of tourists' satisfaction towards the different services among the tourism establishments. Results revealed that the tourists were "moderately satisfied" towards the different services (M=2.84); analyzing further the items, "Accepts booking & reservation through Online internet" (M=2.96); "offers services such as carwash to the park etc." (M=2.59); "well-trained an presentable personnel" (M=3.01) and "wearing complete uniform (M= 2.68) all described as "moderately satisfied".

Table 4. Tourists 'level of satisfaction towards the facilities and amenities of tourist establishment in Guimaras

Items	Mean	Interpretation
1. Offers affordable cottages, rooms and pavilions.	3.2	Moderately Satisfied
2. Have public restrooms which are well ventilated and clean.	3.18	Moderately Satisfied
3. The surroundings shores and beaches are clean.	3.21	Moderately Satisfied
4. Provide facilities with adequate well- maintained cafeteria.	3.16	Moderately Satisfied
5. Have good ambiance, comfortable to stay with attractive and clean surroundings	3.22	Moderately Satisfied
Over all Mean	3.21	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 5. Tourists' level of satisfaction of towards the different services state

Items	Mean	Interpretation
1. Accepts booking & reservation through Online Internet.	2.96	Moderately Satisfied
2. Offers services such as carwash in the park etc.	2.59	Moderately Satisfied
3. Well- trained & presentable personnel.	2.98	Moderately Satisfied
4. Personnel are friendly and can be trusted.	3.01	Moderately Satisfied
5. Wearing complete uniform.	2.68	Moderately Satisfied
Over all Mean	2.84	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 6 presents the level of tourists' satisfaction when visiting the island of Guimaras towards the food. Results revealed that the tourists were moderately satisfied in the items "prices of food and services are reasonable among the outside resorts" (M=2.28). Analyzing further the items, in the items "restaurants can serve the ordered menu with the maximum time of 15 min." (M=2.76); "the restaurant outside the resort can cater to 100 and above customers at a time" (2.75); the restaurant offers menus which cater to the taste buds of the different tourists" (M=2.83); the restaurant have beverage connection that will have an appeal to the different taste buds of the tourists" (M=2.61) and the restaurant offer other services such as catering during special occasions e.g. wedding, birthdays and others" (M=2.82), all were described as moderately satisfied. Table 6. Tourists' level of satisfaction towards the food and beverages

Items	Mean	Interpretation
1. Prices of food and services are reasonable among the restaurants outside the resort.	2.88	Moderately Satisfied
2. The restaurants can serve the ordered menu with in a maximum time of 15 minutes.	2.76	Moderately Satisfied
3. The restaurants outside the resort can cater to 100 and above customers anytime.	2.75	Moderately Satisfied
4. The restaurant offers menus which can cater to the different taste buds of their foreign customers.	2.83	Moderately Satisfied
5. The restaurant offers special menu.	2.87	Moderately Satisfied
6. The restaurant has beverage connection that will have an appeal to the taste buds of different tourist.	2.81	Moderately Satisfied
7. The restaurant has wine that will have an appeal to the taste buds of the different tourist.	2.61	Moderately Satisfied
8. The restaurant offers other services such as catering during special occasion ex. Wedding, birthday, & others.	2.82	Moderately Satisfied
Over- all Mean	2.79	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 7 shows the tourists' level of satisfaction towards safety and security. Result showed that they were moderately satisfied only on the safety and security of the province. On the items, "They provide guards to secure safety of tourist passengers," "Secure luggage and bags of clients," "Secures all private vehicles of clients and tourists," "Availability of guards 24 -hours of service," and "The PNP officers are patrolling over the resorts in the Island 24 hours a day," all obtained a mean interpreted as "moderately satisfied. This means that the tourists feel that they are not fully secured during their visit in the province.

Table 7. Tourists' level of satisfaction towards safety and security

Items	Mean	Interpretation
1. They provide guards to secure safety of tourist passengers.	2.83	Moderately Satisfied
2. Secure luggage and bags of clients.	2.87	Moderately Satisfied
3. Secures all private vehicle of clients and tourists.	2.81	Moderately Satisfied
4. Availability of guards 24-hours of service.	2.58	Moderately Satisfied
5. The PNP officers are patrolling over the resorts in the Island 24 hours a day.	2.30	Moderately Satisfied
Over all Mean	2.68	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Table 8 presents the level of satisfaction of tourists visiting the island of Guimaras towards banking facilities. Results revealed that the tourists were moderately satisfied towards to the banking facilities of the province (M = 2.28). Analyzing further the items on "banking facilities are available in the towns of municipalities of the island" (M = 2.45); "ATM services available to all banks" (M = 2.19); "the banks are offering dollar exchange services" (M=2.28); "services such as sending money to the different parts of the country are available" (M=2.23) and services such as receiving money from the different parts of the country are available (M=2.25), all were described as moderately satisfied.

Table 8. Tourists' level of satisfaction towards banking facilities

Items	Mean	Interpretation
1. Banking facilities are available in the towns of municipalities of the Island.	2.45	Moderately Satisfied
2. ATM services available to all banks.	2.19	Moderately Satisfied
3. The banks are offering dollar exchange services.	2.28	Moderately Satisfied
4. Services such as sending money to the different parts of the country are available.	2.23	Moderately Satisfied
5. Services such as receiving money from the different parts of the country are available.	2.25	Moderately Satisfied
Over all Mean	2.28	Moderately Satisfied

Scale: 3.25-4.0 strongly agree (Very satisfied); 2.5-3.24 Agree (Satisfied); 1.75-2.49 Uncertain (Moderately satisfied) 1.75-1.0 Disagree (Unsatisfied)

Difference in the level of tourist satisfaction when grouped according to variables

Table 9 presents the difference in the level of satisfaction of the tourists visiting the island of Guimaras when grouped according to educational attainment. As to the satisfaction of the tourist on the services rendered during their stay, results revealed no significant difference, F ratio with degrees of freedom (5.97) = 1.822, F probability = 116. Thus, the educational attainment of the tourists does not affect their satisfaction as to the services rendered. This means that the satisfaction level of the tourists is the same regardless of their educational attainment.

Table 9. Difference in the tourists' level of satisfaction when grouped according to variable educational attainment

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Educational Attainment					
Between Group	4.275	5	0.885	1.822	0.116
Within Group	45.509	97	0.469		
Total	49.784	102			

P>.05 NS

Table 10 presents the level of satisfaction of tourists visiting the island of Guimaras when grouped according to monthly income. ANOVA result revealed a significant difference in the satisfaction of the tourists as to the services rendered during their stay in the province of Guimaras when grouped according to monthly income. The F-ratio, with degrees of freedom (5,97) =4.166, F-probability=.002. The satisfaction of tourists varies when grouped to the variable monthly income. This means that the tourists' satisfaction is affected by their monthly income. Those who have high monthly income were highly satisfied than those with low monthly income.

Table 10. Difference in the tourists' level of satisfaction when grouped according to monthly income

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Monthly Income					
Between Group	8.801	5	1.76	4.166	0.002*
Within Group	40.983	97	0.423		
Total	49.784	102			

P<.05 sign. At .05 alpha

ANOVA results revealed no significant difference in the Tourists' perception when classified as to their employment status, F ratio with degrees of freedom (5,97) =.579 F-probability =.781. Thus, the null hypothesis was accepted. The tourists' status of employment, whether they are casual, regular or contractual, their satisfaction level in the services offered during their stay in Guimaras does not vary. (Table 11).

Table 11. Difference in the tourists' level of satisfaction when grouped according to employment status

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Employment Status					
Between Group	1.298	5	.280	.519	.761
Within Group	48.486	97	.500		
Total	49.784	102			

P<.05 not sign. At .05 alpha

ANOVA results revealed no significant differences in the Tourist Perception when classified according to their purpose of travel, F ratio with, degrees of freedom (4, 99) = 1.964, F-probability =.106. This means that, whatever is their purpose of coming here in Guimaras Island, this does not, affect their level of satisfaction as to the services rendered to them. (Table 12).

Table 12. Difference in the tourists' level of satisfaction when grouped according to purpose of travel

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Purpose of Travel					
Between Group	3.965	5	.924	1.964	.106
Within Group	46.090	97	.470		
Total	49.784	102			

>.05 not significant at .05 alpha

Table 13 presents the ANOVA result in the difference in the tourists' perception to the services offered when grouped according to age. Results revealed a significant difference in the perception of tourists when grouped according to their age F ratio=3.286 with degrees of freedom (2,65) F-probability=.044. This means that the level of tourist satisfaction varies when they were grouped according to their age.

Table 13. Difference in the tourists' level of satisfaction when grouped according to age

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig.
Age					
Between Group	3.157	2	1.579	3.286	.044
Within Group	31.231	65	.480		
Total	34.388	67			

>.05 not significant at .05 alpha

T-test results for the difference in the level of tourist satisfaction when classified according to variable sex, revealed no significant difference, (t ratio (50,51) = -1.367, t-prob=.175). Thus, the null hypothesis is accepted. This means that the satisfaction level of the tourists is not affected by their sex. They have the same level of satisfaction as to the services rendered whether they are male or female.

Table 14. Difference in the tourists' level satisfaction when grouped according to gender

Source of Variation	Df	Mean	Sd	T- ratio	T- prob
Age					
Between Group	50	3.23	.69	-1.367	.175
Within Group	55	3.42	.65		
Total	105				

>.05 not significant at .05 alpha

Relationship in the tourists' level of satisfaction when grouped according to variables

There is a significant correlation that existed between the variable age, educational attainment and purpose of travel and the level of tourist satisfaction as to the services rendered ($r=.328$, $r\text{ prod}=.001$) for age, ($r=.239$, $r\text{ prob}=.015$) for educational attainment and ($r=.210$, $r\text{ prob}=.033$) for purpose of travel respectively. There is no significant correlation that existed between gender, monthly income, civil status and employment status tested at.01 level of significance.

Table 15. Relationship in the Tourist Satisfaction when grouped according to variables

Variables	r	r- probability
Age	-.328**	.001
Educational Attainment	-.239*	.015
Gender	0.194	.050
Monthly Income	0.167	.090
Civil Status	-0.163	.099
Employment Status	-0.053	.593
Purpose of Travel	.210**	.033

**correlation is significant at .01 level of significance

CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn:

1. The majority of the respondents were female and in the monthly income it is between 15,001-20,000 and below 10,001-15,000.
2. In terms of facilities and amenities, foods, safety and Security and banking facilities, the level of satisfaction of the tourists is moderately satisfied.
3. There is no significant difference in the level of satisfaction of tourists visiting the island of Guimaras when
4. There was a significant relationship in the tourists' level of satisfaction when they were grouped according to the variables age, educational attainment and purpose of travel. On the other hand, no significant difference existed when they were grouped according to the variables sex, monthly income, civil status and employment status.

RECOMMENDATIONS

1. The Government should develop its projects on infrastructures, roads and bridges in order to encourage more tourists to visit the island. This program should be given priority and importance since it would serve in maintaining the tourist destination in the whole province of Guimaras.
2. There should be more improvement when it comes to facilities and amenities, foods, safety and security, and banking facilities.
3. The establishment should be accredited by the Department of Tourism to maintain the set standards in operating a resort.
4. Further study is suggested to test if there is a variation in the responses of the respondents for a larger sample.

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