



**2<sup>ND</sup> INTERNATIONAL CONFERENCE  
ON  
TOURISM, TRAVEL, LEISURE  
AND HOSPITALITY  
(IC-TTLH:2018)**

**CONFERENCE PROGRAM**

**Holy Name University  
Tagbilaran City, Bohol, Philippines**

**02-03 February 2018  
Venue: Metro Centre Hotel and Convention Center**

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## WELCOME MESSAGE

Welcome to the *"International Conference on Tourism, Travel, Leisure and Hospitality"* organized by the Center for Research and Publications of Holy Name University and the Social Sciences Research Society (SoSReS). We, the organizers, would like to thank you for participating in this gathering of academicians and policy makers who are working in the field of tourism. Your knowledge, experience, and insights will hopefully bring about change in this field.

Furthermore, we hope you will get the opportunity to experience the beauty of Bohol, its culture, and its people during your stay.

Behold Bohol and enjoy!

**Rev. Dr. Francisco T. Estepa, SVD**

University President  
Holy Name University, Philippines

**Prof. Dr. Coskun Can Aktan**

Dokuz Eylul University &  
The Social Sciences Research Society, Turkey

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# PROGRAM

Friday, 02 February 2018

12:30pm – 1:00pm Registration

<b>1:00 – 1:40pm</b>	<b>Opening Session</b>  <b>Dr. Ramon A. Boloron</b> <i>Master of Ceremonies</i>
	<i>Opening Speech</i>  <b>Rev. Dr. Francisco T. Estepa, SVD</b> University President Holy Name University, Philippines  <i>Keynote Speech</i>  <b>Sec. Wanda Corazan T. Teo</b> Department of Tourism

1:40- 2:00pm Group Photo

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**2:00 – 3:40pm Session-A1**

**Room: Jade**

<b>Session Chair:</b> Dr. Socorro R. Zaluaga, Holy Name University	
1	John Maloney, Tainan University of Technology <i>“Developing Intercultural Connections through the Arts: A Study in Utilizing Performing Arts and Music to Bridge Cultural and Economic Divides in Taiwan”</i>
2	Ruby DG. Elumbra, Isabela State University Cauayan Campus <i>“Sensory Qualities and Acceptability of Bamboo Shoot Chutney”</i>
3	Ernesto Golosino, Holy Name University Cherry Eloisa Bonje, Holy Name University Kheim Dexter Garay, Holy Name University Kristine Gilot, Holy Name University Daffodil Injog, Holy Name University <i>“Sanitary Landfill in Alburquerque, Bohol: A Political Gift or a Curse?”</i>
4	Yolanda T. Montances, Polytechnic University of the Philippines <i>“Travel Motivation and Trends of LGBT Tourism as an Emerging Market”</i>
5	Hannah Mae R. Jesalva, University of San Jose-Recoletos Brylle Jade D. Licayan, University of San Jose-Recoletos Josel Pauline C. Mante, University of San Jose-Recoletos Jean Ariel S. Noquera, University of San Jose-Recoletos Nera Mae A. Puyo, University of San Jose-Recoletos <i>“Regression Analysis of Physical Environmental Factors Affecting Workers’ Productivity”</i>

**2:00 – 3:40pm Session-A2**

**Room: Emerald**

<b>Session Chair:</b> Dr. Jemma J. Jay, Holy Name University	
1	Muatasim Al Salmi, Universiti Utara Malaysia Shahimi Mohtar, Universiti Utara Malaysia Norlena Hasnan, Universiti Utara Malaysia <i>“Novelty Dimension Overview In Tourist Satisfaction: GCC Case”</i>
2	Kafferine D. Yamagishi, Cebu Technological University, Main Campus Maria Gypsy A. Bohol, Cebu Technological University, Main Campus <i>“Green Operation Practices of Restaurants in Cebu City”</i>
3	Mylah Bomediano, Silliman University

	<b><i>“Measuring Service Quality from the Tourists’ Perspectives: A Case Study of a Theme Park in Central Philippines”</i></b>
4	Therese Abuzo, University of San Jose-Recoletos Tesalonica Shaira Rizon, University of San Jose-Recoletos Jeyhan Sevillano, University of San Jose-Recoletos Amando Radomes Jr., University of San Carlos <b><i>“Establishing a History Museum Sustainability Framework in Casa Gorordo: A System Dynamics Approach”</i></b>
5	Rizaleth Mepieza, Bohol Island State University <b><i>“Information System of Bohol and Tourist Satisfaction”</i></b>

**2:00 – 3:40pm Session-A3**

**Room: Ruby**

<b>Session Chair:</b> Dr. Roque Bongcac, Holy Name University	
1	Ruby F. Alminar-Mutya, Miriam College Allan Paul R. Tang, Miriam College <b><i>“A Mixed Method Inquiry on the Environmental Issue and Environmental Practices as Perceived by Tourism Stakeholders: A Philippine Context”</i></b>
2	Michele Naranjo, Silliman University Jenny Chiu, Silliman University <b><i>“Baye-baye as a Tourism Delicacy: Bayawan City’s Badge of Hospitality and Economic Strength”</i></b>
3	Renissa S. Quiñones, Cebu Technological University, Main Campus Hubert G. Quiñones, Cebu Technological University, Main Campus Charena J. Castro, Cebu Technological University, Main Campus Corazon P. Macachor, Cebu Technological University, Main Campus Jesson T. Tamundoc, Cebu Technological University, Main Campus Maribel V. Ramos, Cebu Technological University, Main Campus Emmanuel Suarez, Cebu Technological University, Main Campus <b><i>“San Fernando Cebu’s Best Pineapple-Buko Pie”</i></b>
4	Rea Kibir, Bohol Island State University <b><i>“Panglao Cultural Tourism Development Policies and Program”</i></b>
5	Neptune T. Tandog, Jr., Northwestern Visayan Colleges <b><i>“The Level of Awareness of Coastal Communities on Social, Economic and Environmental Impact of Bakhawan Eco-Park in Kalibo, Aklan, Philippines”</i></b>

**3:40 – 4:00pm Open Forum**

**4:00 – 4:20pm Coffee Break and Networking**

**4:20 – 5:40pm Session-B1**

**Room: Jade**

<b>Session Chair:</b> Dr. Socorro R. Zaluaga, Holy Name University	
1	Aida M. Casas , Bohol Island State University - Main Campus <b><i>“Accredited Travel Agencies in Tagbilaran City, Basis for Improvements”</i></b>
2	Daryl Ace V. Cornell, Polytechnic University of the Philippines <b><i>“Customer Relationship Management of Selected Day Spas in Metro Manila”</i></b>
3	Carl Milos R. Bulilan, Holy Name University Frederico Ticong, Holy Name University <b><i>“Sustaining Interdependent Ties: Network Approach to Sustainable Tourism Management”</i></b>
4	Ernesto Golosino, Holy Name University Kate Cielo Booc, Holy Name University Jona Liza Co, Holy Name University Cristi Lynn Estaño, Holy Name University Jeselou Gallenero, Holy Name University <b><i>“Sustainability in an Altruistic Behavior: The Case of Isola di Francesco”</i></b>

**4:20 – 5:40pm Session-B2**

**Room: Emerald**

<b>Session Chair:</b> Dr. Jemma J. Jay, Holy Name University	
1	Marietta D. Reyes, Polytechnic University of the Philippines <b><i>“Corporate Reputation of Cebu Pacific Air as a Low-Cost Carrier”</i></b>
2	Celso Jovy D. Torreon, Polytechnic University of the Philippines <b><i>“Service Quality of Selected Technology Driven and Classic Casual Restaurants in Bonifacio Global City, Taguig”</i></b>
3	Francis Delusa, Bohol Island State University Jolina Golosino, Bohol Island State University Cynthia Mariss Caguioa, Bohol Island State University Mary Ia Reine Lagrada, Bohol Island State University <b><i>“Stand-Up Paddle Boarding (SUP) and Tourists Satisfaction”</i></b>
4	Edgar Galendez, Bohol Island State University <b><i>“Acceptability of Stevia as Natural Sweetener and Coco Cream as Stabilizer for Ice Cream”</i></b>

**4:20 – 5:40pm Session-B3**

**Room: Ruby**

<b>Session Chair:</b> Dr. Roque Bongcac, Holy Name University	
1	Amethyst Jane M. Magdoza, Bohol Island State University <i>“Aqua Sports and Tourist Satisfaction of Dumaluan Beach Resort II”</i>
2	Daniel Benedict C. Lacanaria, Saint Louis University <i>“Determining the Adversity Quotient of Hotel Managers: Towards Enhancement of Resiliency”</i>
3	Luzviminda O. Tugade, Polytechnic University of the Philippines <i>“Perception of Tourists towards Street Vendors in Baguio City”</i>
4	Marilou C. Miculob, Bohol Island State University <i>“Takla Seafood, Its Acceptability to Tourists”</i>

**5:40 – 6:00pm Open Forum**

**6:00 – 8:30pm Fellowship Dinner with Cultural Show (Holy Name University Campus)**

**Hon. Edgar M. Chatto, Governor of Bohol**

*Special Presentation on the State of Tourism of Bohol*

**Saturday, 03 February 2018**

**9:00 – 11:00am Session-C1**

**Room: Jade**

<b>Session Chair:</b> Dr. Roque Bongcac, Holy Name University	
1	Jay Vee Baguio, University of San Jose-Recoletos Cherry Joy Bercero, University of San Jose-Recoletos Danica Paquig, University of San Jose-Recoletos Marjorie Palconit, University of San Jose-Recoletos Charles Ruel Novabos, University of San Jose-Recoletos <i>“A Usability Evaluation of Wayfinding Tools in Ayala Center Cebu”</i>
2	Corazon P. Macachor, Cebu Technological University, Main Campus Reni S. Quiñones, Cebu Technological University, Main Campus Charena J. Castro, Cebu Technological University, Main Campus Cherrylene G. Macachor, Cebu Technological University, Tabogon Extension Campus Jesson T. Tamundoc, Cebu Technological University, Main Campus Maribel V. Ramos, Cebu Technological University, Main Campus <i>“Sensory Qualities of Coconut Water Treated Shrimp Crust Drop Cookies”</i>

3	<p>Corazon P. Macachor, Cebu Technological University, Main Campus  Reniisa S. Quiñones, Cebu Technological University, Main Campus  Jesson T. Tamundoc, Cebu Technological University, Main Campus  Cherrylene G. Macachor, Cebu Technological University, Tabogon Extension Campus  Charena J. Castro, Cebu Technological University, Main Campus  <b><i>“Cebu’s Best Dried Boneless Siganids, Siganus puellus”</i></b></p>
4	<p>Ma. Gay M. Teopengco, Polytechnic University of the Philippines  <b><i>“Tourists’ Satisfaction on the Service Delivery of Tricycle Driver-Guides in Malabon City”</i></b></p>
5	<p>Francisca A. Tamayo, Isabela State University Cauayan Campus  <b><i>“Sensory Evaluation and Acceptability of Bambusa Merrilliana as Bamboo Shoot Cupcakes”</i></b></p>
6	<p>Corazon P. Macachor, Cebu Technological University, Main Campus  Rosein A. Ancheta Jr., Cebu Technological University, Main Campus  Reniisa S. Quiñones, Cebu Technological University, Main Campus  Edgar U. Tibay, Cebu Technological University, Main Campus  Charena J. Castro, Cebu Technological University, Main Campus  Jean F. Nebrea, Bohol Island State University  <b><i>“Coconut Water Treated Bottled Sardines Technology Transfer”</i></b></p>

**9:00 – 11:00am Session-C2**

**Room: Emerald**

<b>Session Chair:</b> Dr. Jemma J. Jay, Holy Name University	
1	<p>Kristel Jane Camacho, University of San Jose-Recoletos  Gwynn Limpangog, University of San Jose-Recoletos  Camille Lingamen, University of San Jose-Recoletos  Jaya Mae Ordon, University of San Jose-Recoletos  Rankine Ruel Novabos, University of San Jose-Recoletos  <b><i>“An Integration of QFD-Based Fuzzy AHP Approach on the Distribution Network Based on Customer’s Preferences”</i></b></p>
2	<p>Claire Ann M. Yao, Faculty, Southern Luzon State University  <b><i>“Hospitality Industry Expectations on the Competencies of Bachelor of Science in Hotel and Restaurant Management Graduates”</i></b></p>
3	<p>Hubert G. Quiñones , Cebu Technological University-Main Campus  Reniisa S. Quinones, Cebu Technological University-Main Campus  <b><i>“Human Resource Practices of the Health and Wellness Industry in Cebu City”</i></b></p>
4	<p>Paul Finlay, Holy Name University  <b><i>“A Present And Potential Comparison Of Tourism Of Two Islands – Bohol, Philippines And The South Island Of New Zealand.”</i></b></p>
5	<p>Danilo T. Reyes, Polytechnic University of the Philippines</p>



	Lizbette R. Vergara, Polytechnic University of the Philippines <i>“Assessment of Street Food in Marikina as an Emerging Demand in the Market”</i>
6	Yoonseok Shin, Kyonggi University, South Korea <i>“Case Study on Convergence Datamining of Importance-Performance Analysis from Tourism to Construction”</i>

**9:00 – 11:00am Session-C3**

**Room: Ruby**

<b>Session Chair:</b> Dr. Socorro R. Zaluaga, Holy Name University	
1	Dioscoro “Jun” O. Ayag, Jr., University of Bohol <i>“Assessment of Eco-Tourism Program of Anda, Bohol as to its Investment Potentials”</i>
2	Arthelo Palma, University of Southeastern Philippines Edeliza Gonzales, University of Southeastern Philippines <i>“Country Branding: Comparability of Country Brand Strength Index to Country Development Measures”</i>
3	Antoniette Dayagbil, Cebu Technological University Maria Gypsy Bohol, Cebu Technological University Steven Sasam, Cebu Technological University Christine Irish Larrobis, Cebu Technological University <i>“Socio-Economic Perspective of Migrant Skilled Hospitality Worker: A Phenomenological Inquiry”</i>
4	Cindy T. Laforteza, Pamantasan ng Lungsod ng Marikina <i>“Tour Guides Gender and Job Performance as Assessed by Selected Tour Operators in Manila”</i>
5	Michele A. Naranjo, Silliman University <i>“Migration and The Environment: Understanding Change in Food Resources Demand”</i>
6	Fatkurrohman, Universitas Gadjah Mada <i>“Increasing Competitiveness Sustainable Halal Tourism Indonesia (Case Study: Lombok)”</i>

**11:00 – 11:20am Open Forum**

**11:20 – 11:30am Coffee Break**

**11:30 – 11:40am Closing Plenary**

**11:40 am Lunch at the Metro Centre Hotel**

**12:30 pm Half-day Tour to Chocolate Hills and Tarsier Sanctuary**

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## ORGANIZATION AND COMMITTEES

### **Conference co-chairs**

**Rev. Dr. Francisco T. Estepa, SVD**

University President

Holy Name University, Philippines

**Rev. Dr. Ruel F. Lero, SVD**

University Vice President for Academic Affairs

Holy Name University, Philippines

**Prof. Dr. Coskun Can Aktan**

Dokuz Eylul University &

The Social Sciences Research Society, Turkey

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## **Local Committee Members**

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Prof. Marianito Luspo  
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Petr Šauer, University of Economics Prague, Czech Republic  
Valentinas Navickas, Kaunas University of Technology, Lithuania

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# **ABSTRACTS**

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## Session A1

### Developing Intercultural Connections through the Arts: A Study in Utilizing Performing Arts and Music to Bridge Cultural and Economic Divides in Taiwan

**John Maloney**, *Tainan University of Technology, Taiwan*  
[td0105@mail.tut.edu.tw](mailto:td0105@mail.tut.edu.tw)

The purpose of this study was to evaluate the efficacy and value of utilizing performing arts and music to develop cross-cultural interactions in Taiwan between the local Taiwanese population and the Filipino migrant worker community. This project was initiated with the intention of bridging the cultural divide between two communities that are economically dependent upon each other, and yet have very little cultural interaction. For this project, members of the Manila-based Third World Improvisation Performance Troupe were brought to Taiwan for a week to teach workshops and perform shows for a mixed audience of Taiwanese locals and Filipino migrant workers. As initiators of the project, it was our aim to determine if greater cultural interaction could create an improvement in working relations, as well as an enhanced quality of life for migrant workers in Taiwan. The study evaluated the planning, implementation, and results of the project. Focus was placed on the costs and benefits of the project, as well as detailing the challenges encountered and recommendation for future projects.

This project was made possible by the generous support of the Taiwan Labor Ministry, Taiwan Ministry of Culture, the Tainan City Culture Bureau, and the Ji-Ee Foundation.

**Key Words:** Creative Industries, Performing Arts, Theatre

**JEL Classification:** Z11

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### Sensory Qualities and Acceptability of Bamboo Shoot Chutney

**Ruby DG. Elumbra**, *Isabela State University Cauayan Campus, Philippines*  
[elumbra26ruby@gmail.com](mailto:elumbra26ruby@gmail.com)

This study aimed to process bamboo shoot into chutney and to determine the quality and acceptability of bamboo shoot chutney using different kinds of vinegar in terms of color, texture, taste and odor. The 9-point Hedonic Rating Scale was used to evaluate the product. ANOVA determined the significant differences among treatments and Least Significant Difference determined the significant difference in treatment means.

The results of the study showed that the acceptability of bamboo shoot chutney using bamboo vinegar (Treatment 2) was adjudged “like very much”. While bamboo shoot chutney using basi vinegar (Treatment 1) and bamboo shoot chutney using commercial vinegar (Treatment 3) were adjudged “like moderately”. There were no significant differences in color, texture, taste and odor among the three treatments. All finished products were considered to be “light brown”, “moderately crunchy” and “slightly acidic” odor by the taste panel. Treatment 1 and Treatment 3 were adjudged as having “slightly sour” taste while Treatment 2 was noted to have “right blend of sour and sweet”. Nutritional analysis was done at the Regional Standards and Testing Laboratory Region 02.

**Key Words:** Sensory, Acceptability, bamboo shoot, chutney.

**JEL Classification:** Z0

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## Sanitary Landfill in Alburquerque, Bohol, Philippines: A Political Gift or a Curse?

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Bohol, faced with the challenge of addressing its serious problem as to its waste disposal and the vigorous pursuance and implementation of the Ecological Solid Waste Management Act of 2000, has made immediate measures to construct a sanitary landfill in barangay Dangay, Alburquerque, Bohol, Philippines.

With the researchers' environmentally-driven interest to the construction and operations of the sanitary landfill, this study came about so that issues like environmental and political concerns can be made certain.

In order to gather the needed information, survey questionnaire was employed as the primary tool for data gathering while data gaps were addressed thru key informant interview.

The results of the study manifested that though the project subscribed to the standards set forth by the national government, its creation was hounded by political issues and environmental concerns. While the residents of the host municipality were divided, the compelling forces of political power silence the dissenters. Thus, many were pessimistic about the promised glory of the projects. Some would even view it as quick fix of the colossal problem regarding garbage management which was triggered by growing consumerism and tourism boom of the province.

**Key Words:** garbage management, political commodity

**JEL Classification:** Tourism Economics-Z38 Policy

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## Travel Motivation and Trends of LGBT Tourism as an Emerging Market"

**Yolanda T. Montances**, *Polytechnic University of the Philippines, Philippines*  
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LGBT as an emerging market has been recognized to travel for tourism purposes. Nowadays, especially in the USA and European nations, there are many tour operators who view LGBT tourists as their segment and their market power is becoming more evident (Murray, 2007). As the LGBT culture continues to generate, and the acceptance of the lifestyle has become more widespread, opportunities have opened up for both tourists and tourism providers.

This study explored the travel motivation and trends of the lesbian, gay, bisexual and transgender market (LGBT) segment. Using snowball sampling method, a total of 200 respondents from LGBT community participated in the study. The most significant number of respondents were gay, aged 28-32 years old, earning less than PHP 15,000, the private employee, and attained college level of education. Lesbians, gays, and bisexuals were mostly motivated to travel for physical reasons. Transgender and transsexual were influenced mainly by their interpersonal motivations. Regarding general motivation, bisexuals were the most motivated to travel, followed by gays. Transsexuals were the least motivated to participate in tourism activities. Overall results show that physical motivations such as a desire for relaxation, rest, recreation and health were the most influencing motivations for travel among the LGBT group and identity assurance came second. The top three most preferred destination themes

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of LGBT respondents are recreational tourism, nature tourism, and ecotourism. The factors affecting destination choice of LGBT groups were budget, safety, and tourist attraction. There were significant differences in the assessments between the lesbian to gay and lesbian to transsexual. The proposed strategies to promote destination sensitivity involved the enhanced implementation of laws and policy on the promotion of LGBT rights, an institutionalized participation of LGBT in community service, employment of LGBT in organizations, improved engagement with civil society, more professional and relevant events other than pageants and festivals and increased recognition of LGBT groups.

LGBT members have the same motivations and desire in selecting a destination as the rest of the human population. Fortunately, as time passed by, the LGBT community and its members garnered more importance which then opened the opportunity for them to travel to countries freely without feeling fearful, anxious and doubtful. Tourism providers should also note is that while the primary motivations of gays and lesbians do not much differ from the mainstream, the choices of destinations are heavily influenced by tolerance.

**Key Words:** Travel Motivation, Trends, LGBT

**JEL Classification:** L83

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## Regression Analysis of Physical Environmental Factors Affecting Workers Productivity

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The increasing competition amongst workers in acquiring jobs have led them to settle in any occupation just to have one. Occupations that cause risks to the worker's well-being due to poor physical environment that results to lower productivity rate.

The combination of different physical environmental factors (i.e. noise, light, temperature, humidity) pose this issue, specifically in the baking industry of Lolo Tinong's Bakery. The different workplace setting combined with the existing environmental setting from different branches affect the worker's performance that results to the variations of output. Relatively, companies neglect, disregard due to time, cost and see it as a complex challenge for the management.

To aid this issue, different settings from different branches will be measured and interpreted using multiple linear regression and finding what specific workplace setting has the most number of output produced will be the proposed physical environmental standard setting. Enabling the workers to perform well in a more comfortable workplace atmosphere, thus improving performance and increasing number of outputs.

**Key Words:** Ergonomic, Productivity, Physical Environmental Factors

**JEL Classification:** C90, I15, J81

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## Session A2

### Novelty Dimension Overview In Tourist Satisfaction: GCC Case

**Muatasim Al Salmi**, *School of Technology, Management and Logistics (STML), Universiti Utara Malaysia (UUM)*

**Shahimi Mohtar**, *School of Technology, Management and Logistics (STML), Universiti Utara Malaysia (UUM)*

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E-government construction requires technical development and implementation solutions from private sector in the country. Both sectors, tourism and government are facing obstacles and challenges generated by the advance and improvement in the use of ICTs by consumers and citizens. Ksenia et al. (2014) illustrated that there are 21 dimensions of tourist satisfaction toward aesthetic judgment and effects in behavioral intention to visit and revisit. This report presents the Novelty dimension's overview from the 21 dimensions to be visited and discussed using a case study of GCC interviews in order to conduct conclusion and recommendations to the GCC nations.

**Keywords:** e-tourism, GCC, e-government, Novelty, tourism management

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### Green Operation Practices of Restaurants In Cebu City

**Kafferine D. Yamagishi**, *Cebu Technological University, Main Campus, Philippines*

**Maria Gypsy A. Bohol**, *Cebu Technological University, Main Campus, Philippines*

This study primarily determined the green operation practices of the identified restaurants in Cebu City. It specifically assessed the practices according to the four major area of environmental concern consumption of waste, water, energy and its purchasing policy. This study utilized the descriptive survey method utilizing the researchers made questionnaire as it is the main instrument to gather data from the thirty-five identified restaurants in Cebu City. This study included the restaurant's profile in terms of the capital, number of years in operation and number of personnel involved. The data were collected from the representative sample of thirty-five restaurants around Cebu City. The percentage method was used in profiling and the weighted mean and the average weighted mean was used in determining the degree of environmental practices of the sites. In recent years there has been an increased awareness of how the actions of the foodservice industry are affecting the environment. This research proposes a program to implement green practices in every restaurant around Cebu City. The expected outcome would be that a restaurant that is certified green or, implementing measures to become more sustainable will have higher customer retention, than those who choose to operate using traditional operational practices.

**Keywords:** Restaurants, Green practices, Waste Reduction, Water and Energy Consumption and Purchasing Policy

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### Measuring Service Quality from the Tourists' Perspectives: A Case Study of a Theme Park in Central Philippines

**Mylah Bomediano**, *Silliman University, Philippines*

[mylahrbomediano@su.edu.ph](mailto:mylahrbomediano@su.edu.ph)

Theme parks are designed primarily to entertain and satisfy its customers with its services and products. This study examines the customers' perception of service quality in a recently established theme park in the southern part of the Philippines.

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The data were gathered using the Servqual instrument. Thirty respondents having visited the theme park were considered in the Servqual. The survey instrument is a self-administered questionnaire divided in 4 sections to include the 22-item Servqual in a 7-point Likert scale. The data were gathered through the google docs and in printed versions for walk-in tourists visiting the park. The study utilized the descriptive analysis method.

The results revealed that the mean average of the service quality of the theme park fell below customer's expectations in all five dimensions namely: on Tangibility, Reliability, Responsiveness, Assurance and Empathy. Of the five dimensions, the Responsiveness and Assurance attained highest mean score of 5.23, to refer to the willingness of staff to provide services promptly, and are knowledgeable and courteous enough to gain the trust and confidence of visitors. On the other hand, the dimension on Tangibility had the lowest mean of 4.55, referring to the theme park's facilities, animal displays, marketing materials and signage. The rating of these three dimensions indicate the tourists only "somehow agree" that the services met the tourists' expectations. This implies that the customer's satisfaction was not attained.

Recommendations were offered to improve on its service quality to attain customer satisfaction and eventually attain superior business performance thereby secure its position in the market.

**Key Words:** *service quality, servqual, theme park*

**JEL Classification:** M31

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## **Establishing a History Museum Sustainability Framework in Casa Gorordo: A System Dynamics Approach**

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Museums are considered as the present generation's gateway to the society's rich past. The manner in which a museum is managed manifests the magnitude of the value given by the institution that oversees it, which in turn could affect how museum visitors would appreciate a society's history.

Establishing a sustainable museum management framework, therefore, is important. Taking from a complex system standpoint with the case of Casa Gorordo Museum in Cebu City as the focus, this research investigates how essential economic, social, cultural and environmental variables endogenously affect each other over time.

A system dynamics simulation model has been developed to analyze how such variables give rise to the museum's level of sustainability. The model was used to simulate different policy scenarios and perform sensitivity analysis. The results provide insights to decision-makers on what interventions can be provided to ensure sustainable museum management.

**Key Words:** Sustainability, System Dynamics, Systems Thinking, Triple/Quadruple Bottom Line Approach

**JEL Classification:** Z32, Z38

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## Information System of Tourism in Bohol and Tourist Satisfaction

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The main purpose of this study was to assess the status of the information system of tourism in Bohol. Specifically, it sought to answer the questions on the level of tourists' satisfaction on the information system and the relationship between the status and the level of tourist satisfaction.

The study employed the descriptive survey method of research. The respondents were the personnel of the Bohol Tourism Office and the tourists who visit the Province of Bohol. Convenience sampling technique was used during the survey with the tourists. The study was statistically treated with the use of Pearson Product-Moment Coefficient of Correlation.

Results show that generally, the status of the information system of tourism in Bohol was satisfactory. The tourists are satisfied with the services and management of the information system and are very satisfied when it comes to the services of the personnel. However, in the aspect of facilities, the tourists are very dissatisfied. Furthermore, the relationship between the status and the level of satisfaction of tourists was described as very low and its correlation is insignificant. Based on the findings, the researchers concluded that the information system of tourism in Bohol generally satisfies the needs of the tourists visiting Bohol province, however, there is a need to improve the facilities for greater tourist satisfaction. It was recommended that the management may consider providing adequate number of working computers, better internet connection and technologically-advanced equipment and facilities. Furthermore, the management may consider an office location which is accessible and convenient for the tourists.

**Key Words:** *Information system, Tourism, Tourist satisfaction*

**JEL Classification:** Z32 Tourism and Development

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## Session A3

### A Mixed Method Inquiry on the Environmental Issue and Environmental Practices as Perceived by Tourism Stakeholders: A Philippine Context

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Impacts of tourism have become an interesting and prominent topic in tourism research. Recent studies have surfaced that deals mainly on the environmental impact of tourism. Researchers had seen that environmental impact have become the biggest dilemma of tourism. Anchored with the New Environment Paradigm, this study focuses on the environmental issues and environmental practices as perceived by the tourism stakeholders in the Philippines. Using mixed method inquiry, three hundred fifty six (356) respondents were divided from three groups, namely: tourism students, tourism entrepreneurs and tourism guests. Results of the study showed that biological/physical, economic and social factors are determinants of environmental issues and environmental practices as perceived by the respondents. Interestingly, all of the respondents perceived that social factors shaped their environmental issues. In addition, the respondents had a different perception on their environmental practices based on their individual background and lifestyles. Tourism guests' environmental practices were based on their social background compared with the tourism students' perception based on biological/physical factors and tourism entrepreneurs'

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perception on their economic factors. Interestingly, environmental issue and practices are seen as individual and social exercises. The self-initiated moves are seen as individual exercises of their own physical/biological, economic and social backgrounds. On the other hand, policy-formulated measures are social exercises that support the dynamic demands and expectations of preserving and conserving the environment. The emerged model of Tourism Stakeholder Environmental Paradigm describes a new environmental mindset for tourism stakeholders that can be a basis in understanding on how tourism stakeholders see their environmental issues and their own environmental practices.

**Key Words:** environmental issues, environmental practices, tourism impact and sustainability

**JEL Classification:** Z39

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## Baye-baye as a Tourism Delicacy: Bayawan City's Badge of Hospitality and Economic Strength

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This study centers around *Baye-baye*, a culinary product that is both comfort food and dessert that has journeyed from another part of the Visayas to assume a local identity as a delicacy in Bayawan City, Negros Oriental.

As a naturalistic inquiry into the world of culinary arts, this research is an ethnographic study of people's behavior as they migrate from island to island – bringing with them all aspects of their identity like thoughts, habits, and cultural attitudes and values. In such a domestic tourism background, the ethnography technique is employed in the collection of data through close observations, in-depth interviews among *Baye-baye* makers, among consumers of the product, tourists, and key informants from Local Government Units in Negros Oriental. From such diverse data profile, the *Baye-Baye* then becomes a city's font for people's hospitality as well as their source of economic strength.

Data show that with its origin from Panay Island in Western Visayas, this delicacy of rice, sugar cane, and coconut did not only provide job opportunities for travelers who sailed to Bayawan; but also the knowledge and skills in producing the delicacy.

The results of the study reveal that *Baye-baye* has become a source of livelihood to many; such that they have shaped and influenced the Food Tourism environment in Bayawan City when marketed not only as a stable food for snacks but also as '*pasalubong*' for tourists. Thus, like the tourists who patronize the *Baye-baye*'s distribution, this delicacy has also attained its current tourism status because as a culinary product, producers have mastered the techniques of its production: the choice of a name for indigenous branding as well as an attractive and convenient packaging for ease in becoming a favorite of taste buds among its patrons. Meanwhile, the traditional culinary version of the *Baye-baye* remains steadfast as it is still frequented by local residents despite its lack of promotion and packaging.

To showcase the hospitality of Bayawan City residents and their dependence on *Baye-baye* for their economic strength, the recommendations in this study include the LGU's support in *Baye-baye* production by constantly sharing and updating the entrepreneurs among Small and Medium Enterprises (SMEs) in Food Safety Trainings for consumer safety; that the Tourism Office pursues the plan to market and innovate *Baye-baye* production to make it more attractive to consumers and tourists.

**Key Words:** *Baye-baye* 1, Tourism Delicacy<sup>2</sup>, Hospitality<sup>3</sup>, Economic Strength<sup>4</sup>

**JEL Classification:** L83

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## San Fernando Cebu's Best Pineapple-Buko Pie

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Tourists in Southern part of Cebu attracted *buko* or young coconut pie as gift or *pasalubong* for their relatives back at home. This paper aimed to determine the acceptability of pineapple-*buko* pie and its viability to the San Fernando Buko pie processors. This study utilized the experimental method of research on the acceptability of pineapple-buko pie based on sensory evaluation using descriptive and preference testing and descriptive method of research as to its viability to San Fernando Cebu buko pie processors. The study revealed that the formulated pineapple-buko pie had a preference rating of **like very much** with **yellowish brown** color, **very sweet** flavor, **pleasant** odor and **flaky** texture based on sensory evaluation. The twelve groups of San Fernando Buko pie producers adapted the pineapple-buko pie technology.

**Keywords:** young coconut, pastry, food processing technology

**JEL Classification:** Q16 R&D • Agricultural Technology • Biofuels • Agricultural Extension Services

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## Panglao Cultural Tourism Development Policies and Program

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The study aimed to determine the level of implementation of cultural tourism policies and programs in Panglao and the level of satisfaction of the local residents with regards to cultural policies and programs implementation in the municipality. The researchers used the descriptive-survey method. Questionnaires were used to gather the data needed for the study. There were 100 respondents, 50 for the level of implementation and 50 for the level of satisfaction. After tabulating the results, the findings signify that three cultural aspects were given a “moderate” rating only on both level of implementation and level of satisfaction. However, the activities received a “high” rating on both level of satisfaction. The results show that there is a moderate correlation or substantial relationship between the level of implementation and level of satisfaction. This signifies that the level of implementation of cultural policies and programs within the municipality affects the level of implementation and level of satisfaction of the local residents. Therefore, improving the implementation status of Panglao’s cultural tourism policies and programs is necessary to achieve more positive feedbacks from local residents. Based on the findings, the researchers recommend that the prohibition of business establishment construction within the premises of the San Agustin Complex be continued. The municipal government should have a more encouraging approach to gain stronger

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cooperation from establishment owners and operators such as offering subsidies or tax deduction to business establishments who are willing to cooperate in their preservation and restoration projects. For the activities, aside from the annual street dancing, additional fun activities such as palaro must also be organized. Including information about the Hudyaka in resort leaflets and fliers and offering Boholano native products in resorts and other business establishments must be reinforced through municipal ordinances. The municipal government should conduct seminars or orientation programs for establishment owners and operators about native products promotion in establishments.

**Key Words:** Panglao Cultural Tourism, Policies, Programs

**JEL Classification:** Z32

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## **The Level of Awareness of Coastal Communities on Social, Economic and Environmental Impact of Bakhawan Eco-Park in Kalibo, Aklan, Philippines**

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This study dealt to assess the level of awareness on the social, economic and environmental impact of Bakhawan Eco-Park to coastal communities. The study utilized the descriptive method of research where researcher-made questionnaire and Focus Group Discussion were done.

Data analysis used the descriptive statistics to interpret the data. Some of the respondents were not using the leaves of mangroves as forage for livestock and used it as well as medicine for toothache, diabetes and other illnesses. They were not also using it as venue for cultural activities and for spiritual enrichment. They were not oriented nor informed that the mangrove can help in regulating climate change by absorbing huge amount of carbon emitted in the atmosphere; it supports coral reefs, seagrass beds and others among others.

With these, the coastal communities were generally much aware of the many economic ecosystem benefits of the mangroves. Their level of awareness to the social ecosystem benefits of Bakhawan Eco-Park was much aware indicated by the overall mean of 3.41. In terms of their level of awareness in the environmental ecosystem benefits, it was revealed by its overall weighted mean of 2.87 that they were moderately aware. The respondents were generally young, dominantly males, majority married, mostly high school graduates and high school level, fishing was their dominant occupation and generally, have medium standard of living.

**Key Words:** Bakhawan Eco-Park, Social impact, Economic impact, Environmental impact

**JEL Classification:** G. Agricultural and Natural Resource Economics. Environmental and Ecological Economics Q56. Environment and Development. Environment and Trade. Sustainability. Environmental Accounts and Accounting. Environmental Equity. Population Growth

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## **Session B1**

### **Accredited Travel Agencies in Tagbilaran City, Basis for Improvements**

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This study aimed to assess the status of the accredited travel agencies in Tagbilaran City in terms of the tour packages, services, rates of the tour packages and the number of costumers per month. It sought to answer the level of satisfaction of the local and international tourists in terms of the tour packages, services and rates offered by the accredited travel agencies in Tagbilaran City. It also answers if there is a significant difference between the level of satisfaction of the local and international tourists in the tour packages and services as well as the proposed action

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plan for the improvements of the accredited travel agencies in Tagbilaran City. The tourists treated the data gathered using the percentages formula and weighted mean to get the ratings. The tour packages, services and rates they have experienced and that were given to them by the different accredited travel agencies in Tagbilaran City. However, the other hand, there are some aspects which needs improvements for the better satisfaction. After a thorough analysis of the study, the researchers conclude that some of the tour packages, services and rates offered by the accredited travel agencies in Tagbilaran City do not fully meet the satisfaction level of the international and local tourists. Accredited travel agencies shall meet the proper guidelines and strategic calculation of the rates provided for a better organized tour packages. This will also enhance the monetary flow of the different rates of the services and tour packages offered. In view thereof, they will gain more income and profit.

**Keywords:** Travel Agencies in Tagbilaran City, status and tourists' satisfaction, Local and International Tourists

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## Customer Relationship Management of Selected Day Spas in Metro Manila

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People seem to be restless by doing everyday duties and activities in order to continue life. Along with these things, people tend to make relaxation and rest as a need of the body to maintain a good health condition. As generation passes by, many people seek for recovery from stresses during their leisure time by seeking any service-provider people or establishments that will help restore their good body condition such as Spa. Manila is one of the places that contain Day Spas along with the other places nationwide. These establishments focus on the assessments of their guests which plays a vital role not only for the betterment of services, standard operating procedures and meeting guest expectations but also for the faster development of their businesses.

The aim of this study is to assess and analyze the CRM Practices of selected Day Spas in Metro Manila area through guests' assessments as a basis for making a proposed enhancement program for Day Spas during the different phases of CRM leading to identification of problems they have. There were 100 guests who served as respondents of the study. Convenience sampling was used in the selection of respondents. The study found out that the operations of selected Day Spas based on the aforementioned variables are acceptable for operation and meeting guest satisfaction. The study also showed that different problems arose more expressly in the dimension of services. However, there were similar perceptions for the rest of the operation variables.

**Key Words:** Customer Relationship Management, Day Spa, Leisure

**JEL Classification:** L83

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## Sustaining Interdependent Ties: Network Approach to Sustainable Tourism Management

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Tourism has become one of the biggest global industries. It involves different actors to produce touristic products and services. For decades, big private businesses dominate in the management of tourism development. Governments, hoping to maximize the economic benefits from tourism, provide the legislations and infrastructure that support the growth of the industry. Seeing the potential of tourism as a form of livelihood, local communities with the help of non-governmental organizations (NGOs) started also to engage in small-scale touristic businesses. However, imbalance relationships among these actors within the touristic system have generated unhealthy competition, social disorder, and depletion of resources.

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Using a network approach, this study examines how the actors within the touristic system could interconnect to ensure a sustainable local tourism industry based on interdependent ties. This study identifies three elemental networks that are essential in a sustainable touristic system, namely the enabling network, the business network, and the local support system. These networks form the interdependent structure that facilitates access to and flow of resources which are crucial to the maintenance of a tourism industry. To illustrate this system, this study employs the case of an island tourism industry in the Philippines. This study hopes to present an alternative framework of a sustainable tourism organization and management that could be developed further and be used by policy makers, private businesses, and community tourism organizers.

**Key Words:** Tourism Management, Tourism Governance, Tourism Networks

**JEL Classification:** L14

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## Sustainability in an Altruistic Behavior: The Case of Isola di Francesco

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Isola di Francesco, an islet near Panglao (an island municipality in the province of Bohol, Philippines) which was opened to the public, attracts the attention of many for its unusual way of operations. It only received donations in exchange of transportation, food, and even the use of its facilities. The uniqueness of its management sparked the questioning mind of the researchers with regard to its sustainability-being one of the newly discovered tourism destination in the province.

To gather the needed information, the researchers made use of questionnaire as the primary tool of data gathering supplemented by key informant interview in order to patch up data gaps.

The results revealed that the islet's cash flow from donations were sometimes sufficient and sometimes insufficient to cover its operating expenses, where the latter condition means that the owner of this islet will shell out significant amount of money to sustain the operations.

The researchers find it vital to recommend that the local government unit where the islet belongs must afford helping hands to the owner considering that the islet, amidst being private, is openly offered to all tourists as public commodity. This action drives more tourists to come to the place and likewise generated positive spillover to the entire province of Bohol.

**Key Words:** emerging tourism destination

**JEL Classification:** H42 Publicly Provided Private Goods

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## Session B2

### Corporate Reputation of Cebu Pacific Air as a Low-Cost Carrier

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Low-cost carriers have reshaped the airline industry competitive environment within liberalized markets and have made a significant impact in the world's domestic markets, which had previously been primarily controlled by full-service network carriers (O'Connell et al., 2005). Low-cost carriers or LCCs are also known as the no-frills airlines that manage to offer low fares by minimizing airline amenities such as meals, baggage allowance, differentiated seat arrangements, insurance, and other in-flight services that most full-service carriers or FSCs offer. Corporate reputation is a 'soft' concept which involves the overall estimation of an organization by its internal and external stakeholders based on its past actions and probability of its future behavior. The organization may have a slightly different reputation with each stakeholder according to their experiences in dealing with the organization or in what they have heard about it from others.

The study was descriptive by nature which employed purposive sampling of one hundred respondents consisting of travel agents and passengers who assessed the corporate reputation of Cebu Pacific regarding social responsibility, related services, customer relation, trust and confidence, leadership and innovation, workplace environment and ethical standards. Respondents were mostly female who traveled more often than their male counterparts. Most of the travel agents were aged 35-40, and at least flew once a year, while the passenger respondents were mostly aged 17-22 years old and practically traveled twice a year. Respondents agreed that Cebu Pacific possessed the good reputation in its ethical standards. Travel agents assessed that the least exhibited corporate reputation involved the airline's leadership and innovation, while for the passengers; it was the airline's related services. There was a significant difference between the assessment of passengers and travel agents. The alternative hypothesis was accepted. The most frequent problem encountered by the respondents was concerning the airline's delayed flights.

Cebu Pacific needs to address the issues of leadership and innovation and its related services to sustain the trust and loyalty of travel agents as a distribution channel and the passengers as end users. More so, the problem of delayed flights may also be improved through strategic measures

**Key Words:** Corporate Reputation, Cebu Pacific, Low Cost Carrier

**JEL Classification:** L83

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### Service Quality of Selected Technology Driven and Classic Casual Restaurants in Bonifacio Global City, Taguig

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Foodservice is an industry driver that has brought a lot of income to the nation's growth. Specifically for Filipinos, it is very typical to talk about food fare and establishments which later on become destinations. For these destinations to be sustainable, service quality should be observed in every aspect of operation. Service quality is defined, in its contemporary conceptualization, a comparison of perceived expectations of a service with perceived performance.

This study explores the emerging food business in the Bonifacio Global City. Six Technology Driven and Classic Casual Dining Restaurants are considered in the convenience sampling of 300 respondents. Significant findings of the study revealed that the excellent customer service is still yearned by customers even though there are a lot of considerations being checked.

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A service enhancement plan was proposed to address the emerging problems from this research. Recommendations were addressed for the development of a SERVQUAL Model for different themes of foodservice establishments to cater every need that may come out of the different trends and issues in this global industry.

**Key Words:** SERVQUAL, Casual Restaurants, Bonifacio Global City  
**JEL Classification:** L83

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## Stand-Up Paddle Boarding (SUP) and Tourists Satisfaction

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The main thrust of the study was to evaluate the Stand-up Paddle boarding and tourist satisfaction of SUP Tours in Loboc, Bohol. Specifically, it sought to answer the following: (a) status of stand-up paddle boarding as a new eco-water sport perceived by the employees (b) Level of satisfaction of the tourist (c) the significant relationship between the status of stand-up paddle boarding and the level of satisfaction of the tourists.

The study utilized Descriptive Survey Method through the use of questionnaires. Loboc was the locale of the study. There were twenty employees from the SUP Tours and eighty for the tourists. The Statistical tools used were weighted mean, Pearson Product Moment Coefficient of Correlation and t. test.

Results in terms of status of SUP perceived by the employees, facilities got the “highest” rank with an average weighted mean of 3.57 while rates got the “lowest” rank with an average weighted mean of 3.28. In terms of the level of satisfaction of Stand-up Paddle boarding, it reveals that the facilities got the highest rank with an average weighted mean of 3.82 and the accessibility got the lowest rank with an average weighted mean of 3.42. The researchers conclude that the status of stand-up paddle boarding of SUP Tours in Loboc does not affect the satisfaction of tourists. Most tourists are adventurous and want to try new activity like this. What is important for them is not the status of the company but the experience that they will gain from the activity. Therefore, the stand-up paddle boarding in Loboc has high potential to be one of the top activities of tourists in Bohol. The recommendations were given by the researchers to improve the status of the stand-up paddle boarding so that it can attract more tourists. The action plan was also formulated.

**Key Words:** Stand Up Boarding, Tourism, Tourist satisfaction  
**JEL Classification:** Z32 Tourism and Development

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## Acceptability of Stevia as Natural Sweetener and Coco Cream as Stabilizer for Ice Cream

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The core intent of this study was to assess the acceptability of stevia as natural sweetener and coco cream as stabilizer for ice cream. Moreover, the utilization of stevia as natural sweetener and coco cream as stabilizer were tested in three different ice cream flavours namely: tableya, mango and avocado.

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This study employed the experimental design method through the aid of questionnaire using the 4-point Hedonic Scale conducted in Bohol Island State University-Main Campus.

There were 100 respondents in the study. The respondents were students (70), faculty members or teaching staff (20) and support staff (10). The participants were chooses through a purposive sampling.

To determine the acceptability of the study, the data gathered were tabulated using the Weighted Mean to find out the respondents' perception towards its acceptability.

The findings revealed that all ice cream flavours which uses stevia as natural sweetener and coco cream as stabilizer were rated "Like Very Much" in all aspects. Hence, it was concluded that all ice cream flavours utilizing stevia and coco cream was accepted by the respondents in all aspects and has very promising potential in the market.

It is recommended that ice cream products utilizing stevia as natural sweetener and coco cream as stabilizer be introduced in the university and put into income generation. Moreover, as part of the College of the Business, Arts and Sciences' Extension program the study can be introduced to the farmers of Poblacion, Catigbian for production and potential source of economic affluence.

**Key Words:** Stevia, Coco Cream, Acceptability

**JEL Classification:** Z32

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## Session B3

### Aqua Sports and Tourist Satisfaction of Dumaluan Beach Resort II

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This study aimed to evaluate the status of aqua sports and tourist satisfaction in Dumaluan Beach Resort II as perceived by the tourists. The researchers utilized the descriptive method in order to evaluate the statues of aqua sports and tourist satisfaction in Dumaluan Beach Resort II in terms of safety measures, facilities, personnel and price. Questionnaires were used to gather the data needed for the study. The purposive sampling method of the tourists was being used. There were 30 respondents from Dumaluan Beach Resort II. After tabulating the results, it was observed that the personnel operation was rated very satisfactory as perceived by the respondents. However, there is a need in adjusting the prices for the rental of aqua sports facilities so that more tourist would avail the aqua sport activity. The respondents perceived that there was a level of satisfaction on the different operations. Proper implementation of all these operations should be properly controlled. We used the Pearson Product Moment Coefficient of Correlation Formula in computing the relationship between the two variables. The study showed that there is a high correlation or marked relationship between the performance level and level of tourist satisfaction, hence the null hypothesis is rejected. Based on the study, the researchers highly recommend that the management of Dumaluan Beach Resort II shall lower the rental prices of the aqua sport facilities. The facilities and safety measures shall be fully implemented and upgraded. The personnel shall continue their excellent service to the tourists. Safety measures and practices shall be strictly subjected to proper monitoring and periodic evaluation.

**Key Words:** Aqua Sports, Tourist Satisfaction, Management

**JEL Classification:** Z32

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## Determining the Adversity Quotient® of Hotel Managers: Towards Enhancement of Resiliency

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This study determined the level of the overall Adversity Quotient® of hotel managers and its specific dimensions, namely: Control, Origin, and Ownership, Reach and Endurance. The significant differences between the Adversity Quotient® of hotel managers in terms of hotel star rating, highest educational attainment, and gender were also sought. A descriptive research design was employed with 103 hotel managers in Baguio City purposively chosen as respondents. The AQ Profile was used as the primary tool which was answered online. Findings reveal that the overall AQ level is average revealing that the hotel managers have the capability to handle simple and minor adversities but not the major and complex adversities as evidenced by an average AQ. Such AQ level does not assure the effectiveness and efficiency of actions by hotel managers when serious or complex problems and challenges are encountered. Further, the control and origin and ownership is below average while the reach and endurance are average. The AQ level of hotel managers significantly varies according to the educational qualification while insignificant for hotel star rating and gender. A Management Resiliency Program which was developed as the output of this research can be used by hoteliers and human resource development office to enhance the adversity quotient of the hotel manager.

**Keywords:** adversity quotient, control, origin and ownership, reach and endurance

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## Perception of Tourists towards Street Vendors in Baguio City

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There is a substantial increase in the number of street vendors in the major Asian cities. We can see that many of the workers who lose their jobs in the formal sector take to street vending as an option that allows them to make a living (Bhowmik, 2005). Having these in mind, it may be just to provide informal street vendors an outlet to hear their supplications and offer them a more suitable and profitable way to earn a living. A street vendor is broadly defined as a person who provides goods for sale to the public without having a permanent built-up structure from which to sell (Bhowmik, 2005).

This study was undertaken to assess the extent of tourists' perception with street vendors in Baguio City towards proposing an intervention program to manage them. It employed the descriptive design using triangulation approaches of a survey, interview, and observation. There were two hundred tourist respondents who were conveniently selected in three major tourist attractions of Baguio City, namely: Burnham Park, Wright Park, and Mines View Park. Respondents agreed that the presence of street vendors was positively affecting the destination regarding tourism appeal, economic significance, and socio-cultural value. The street vendors' beneficial contribution to preserving the environment was the least of the respondents' conformity. The top three issues brought about by the respondents about street vendors were their unofficial occupancy of public spaces, low quality of products being sold and their natural resistance when their products are being sequestered. Respondents most often buy street foods from street vendors. On the other hand, they perceive that the least a vendor could do for them was to provide the most affordable cost of a good. Overall, customer respondents assessed that it is very seldom that they demonstrate positive behavior to street vendors. The usual purchases made by the tourists from the street vendors were foods, fruits, and souvenirs. Street vendors typically operated in parks, tourist attractions, sidewalks and open areas.

Tourists had reasonably positive impression about street vendors but seldom demonstrated positive behavior towards them. An intervention program was proposed to minimize the problems of street vending. Street vendors form part of the destination's character in spite of their illegal or legal existence. It is recommended that local authorities may implement policies in a win-win situation for all stakeholders involved.

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**Key Words:** Tourist Perception, Street Vendors, Destination Image  
**JEL Classification:** L83

## Takla Seafood, Its Acceptability to Tourists

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The main thrust of this study was to assess the level of acceptability of Takla Seafood to tourists on the three dishes namely: Takla with Sweet and Sour Sauce, Takla with Coconut Cream, and Inon-onang Takla. The study was conducted in the year 2013-2014 in the municipality of Calape, Bohol. Specifically, this study sought to answer the status of Takla Seafood, to determine the level of acceptability of the tourists and local residents of Takla Seafood and also to determine the significant difference in the level of acceptability among the tourists and the local residents about the Takla Seafood to become a popular Boholano cuisine. The researchers utilized the Exploratory-descriptive research survey method. Questionnaires and interview guide were used to gather the data. Food sampling was done to assess the sensory evaluation of the three dishes. The purposive sampling was being used by getting the highest number of the tourists' arrival per day in the said municipality. There were 25 Takla gatherers, 50 local residents and 50 domestic and foreign tourists who were among the respondents. After the data were retrieved, they were tabulated, analyzed and interpreted. The researchers concluded that, Takla Seafood has really a potential to become a popular Boholano cuisine and one of the trademarks in the Province of Bohol. The researchers highly recommended that Takla production must be given attention by the Local Government Unit of Calape with the coordination of different government agencies. The researchers had also to come up with a proposed action plan for the constructive enhancement and promotion of the Takla Seafood in the town of Calape, Bohol.

**Key Words:** Takla Seafood, Acceptability, Tourists and Local Residents  
**JEL Classification:** Z32

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## Session C1

### A Usability Evaluation of Wayfinding Tools in Ayala Center Cebu

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Wayfinding in complex buildings often proves to be a challenge especially for first time visitors and tourists. Getting lost can not only cause anxiety and frustration but also ruin the whole plan itself. As overwhelming and unsettling this occurrence may be, it is very prevalent; due to lack of knowledge and understanding about the environment.

Technology has given rise to advanced navigational tools such as interactive maps and digital signages which are deployed to aid first time visitors and tourists in a complex environment such as a shopping mall. Ironically however, these tools are often difficult to comprehend and cause even more confusion.

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Hence, this study aims to investigate the suitability of existing wayfinding tools deployed in Ayala Center Cebu, a major shopping complex, for first time visitors and tourists, to make navigation and wayfinding easy, enhance experience and broaden engagement with the mall through minimizing time and effort. Criteria for evaluation include effectiveness, efficiency, and user satisfaction. The results of the assessment will become basis for design enhancements. Enhancements will be tested to check for efficacy.

**Key Words:** External Aids for Indoor Navigation, Orientation Strategy, Usability, Wayfinding

**JEL Classification:** Z31

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## Sensory Qualities of Coconut Water Treated Shrimp Crust Drop Cookies

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Shrimp crust or shell contains protein, chitin, and minerals which can be utilized into food items. This study determined the method of preparing shrimp crust powder with varying concentration of coconut water and the sensory qualities of drop cookies using the different shrimp crust powder concentration in terms of sensory evaluation using preference and descriptive testing as phase 1 and determined the sensory qualities of drop cookies with varying concentration of coconut water treated shrimp powder based on preference and descriptive testing as phase 2. Based on the Analysis of Variance at 5% level of significance, shrimp cookies treated with 75% coconut water gave the highest weighted mean score of 7.93, which means “like very much” with light brown color, slight shrimp flavor, moderate shrimp odor and very crunchy texture as phase 1. Phase 2 of the study revealed that all attributes differs with a preference rating mean score of 8.12, which means “like very much” for drop cookies with 3% coconut water treated shrimp powder with light brown color, slightly shrimp flavor and odor, and very crunchy texture. Hence, drop cookies can be prepared containing 3% coconut water treated shrimp powder using 75% chilled coconut water as pre-treatment. The formulated technology is adopted by the Lamac Multipurpose Cooperative Members and commercialized at Dairy Box, Parian, Cebu City outlet. The physico-chemical and microbiological analyses should be analyzed to predict products’ shelflife.

**Keywords:** shrimp crust, coconut water, cookie making

**JEL Classification:** Q16 R&D • Agricultural Technology • Biofuels • Agricultural Extension Services

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## Cebu's Best Dried Boneless Siganids, *Siganus Puellus*

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Tourists in Cebu buy dried siganid or danggit as gift or pasalubong for their relatives back at home. This paper aimed to determine the safety of dried danggit based on microbial analyses. This study utilized the experimental method of research based on microbial determination of commercialized danggit distributed at Taboan market and innovated dried danggit process observing the good manufacturing practices (GMP) and hazard analysis critical control point (HACCP) protocol. The study revealed that the samples of dried danggit, had bacterial total plate count of  $1.0 \times 10^4$  cfu/g, and mold count of  $2.3 \times 10^1$  cfu/g. The *Staphylococcus aureus* count of 30 cfu/g sample was detected, however it is within the acceptable standards of Bureau of Food and Drug Administration. The pH level of dried fish samples was within 6.1 to 6.5, while the water activity of the dried products is 0.98 based on Lupin's water activity ( $A_w$ ) mathematical calculation. The innovated process of dried danggit had  $3.3 \times 10^3$  cfu/g, which has lower count compared to the commercial samples. The process had been disseminated to the five groups of Bantayan, Cebu, Philippines fisherfolks, who engaged in dried siganids industry emphasizing the GMP and HACCP protocol of processing.

**Keywords:** food safety, siganid, fish processing technology

**JEL Classification:** Q16 R&D • Agricultural Technology • Biofuels • Agricultural Extension Services

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## Tourists' Satisfaction on the Service Delivery of Tricycle Driver-Guides In Malabon City

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One of the latest additions in the advances of Tourism in the Philippines is having driver guides-particularly tricycle drivers who can take a traveler anywhere within the city and provide tourist guide service. Recently launched by the town's Tourism office, Malabon City now has "Tricycle Food Tours": A type of heritage tour wherein you get to enjoy the local history and be taken to the place's popular food spots. While giant malls and fast-food chains dominate the commercial landscape in other cities, Malabon is counting on its "provincial" charm and home-based businesses to draw in tourists.

Proponents used the descriptive - quantitative design and surveyed through convenience sampling one hundred (100) tourists as respondents of the study. Participating respondents were mostly female, aged 18-28 years old and relatively new tourists who just started to travel for less than a year. Respondents described that the attributes of tricycle driver-guides such as their physical personality, skills in tour guiding, communication and driving, are

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obviously relevant in strengthening this study. The assessment of service and satisfaction of the respondents were positively correlated. The null hypothesis was rejected.

A proposed image enhancement as the output of the study suggested that driver-guides should consistently wear an appropriate uniform, identification and name tags as well as observe proper hygiene. The study is a strong indication that tourism can provide benefit across the community sectors and that customer satisfaction is a reliable tool to improve destination competitiveness.

**Key Words:** Tourists, Satisfaction, Tricycle – Driver Guides

**JEL Classification:** L83

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## Sensory Evaluation and Acceptability of Bambusa Merrilliana as Bamboo Shoot Cupcakes

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With the numerous studies pertaining to bamboo shoot utilization, little have been explored on the incorporation of the bamboo shoot on baked goods. This study was aimed at developing a processed bamboo shoot into cupcake along with its sensory evaluation and acceptability among consumers. The researchers have utilized experimental design for the four treatments employed. Respondents were purposively selected to evaluate the products utilizing sensory scale for the color, texture and taste and hedonic scale for the acceptability of the product. The results have showed that treatment 2 was the most acceptable among all other treatments with a mean value of 7.95, interpreted as like very much. While on the sensory evaluation, brown color, neither smooth nor rough texture and moderately pronounce bamboo shoot flavor was the preferred sensory qualities of the bamboo shoot cupcakes. Thus, the incorporation of shredded bamboo shoots into cupcakes is widely acceptable among its consumers.

**Key Words:** bamboo shoot, cupcake, color, texture, taste

**JEL Classification:** Z0

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## Coconut Water Treated Bottled Sardines Technology Transfer

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Tropical species of fish like Sardines *Sardinella fimbriata* are considered low cost fishes due to its taste which can be enhanced with coconut water as an ingredient during pre-treatment process. The study aimed to determine the

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acceptability and viability of coconut water treated bottled sardines to the identified organized communities of Cebu Province for technology adoption. After two years of project implementation in collaboration with the Department of Science and Technology, Department of Trade and Industry, Philippine Coconut Authority, Cebu, Philippines, the university was able to transfer the technology to five (5) groups of communities who belong to small and medium entrepreneurs for commercialization. The product is now commercialized through the effort of the Department of Trade and Industry, Go Negosyo Center of Bantayan, Cebu and distributed by Lamac Multipurpose Cooperative in collaboration with Philippine Carabao Center 7 in the Dairy Box outlets.

**Keywords:** *coconut water, sardines, entrepreneurship, canning*

**JEL Classification:** Q16 R&D • Agricultural Technology • Biofuels • Agricultural Extension Services

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## Session C2

### An Integration of QFD-Based Fuzzy AHP Approach on the Distribution Network Based on Customer's Preferences

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Supply chains have become longer and more complex, while the severity of supply chain disruptions seems to be increasing. These disruptions which have emerged due to the supply chain's complexity, can negatively impact the supply of materials from manufacturing plants down to customers. These forces in the marketplace today are making it necessary for the distributors to get even closer to the customers.

The main purpose of this paper is to integrate customer's requirements into their service preferences to the distribution network through quality function deployment (QFD) and fuzzy analytic hierarchy approach. Quality function deployment (QFD) is a planning methodology for translating customer needs into appropriate service features.

However, the prioritization and assessment of the resulting technical attributes from several House of Quality (HOQ) based from the different customers is not easy. A method ranking is used to determine which of the results is the most significant. The fuzzy analytic hierarchy process (F-AHP) has been used in weighting importance to capture the degree of significance. The approach determines which technical attribute is the main focus for improvement to increase customer satisfaction.

**Key Words:** Keyword: Distribution Network; Quality Function Deployment; House of Quality; Fuzzy Analytic Hierarchy Process

**JEL Classification:** Z33

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## **Hospitality Industry Expectations on the Competencies of Bachelor of Science in Hotel and Restaurant Management Graduates**

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This study aimed to determine the expectation of the hospitality industries in Lucena City on the BSHRM graduates competencies. Data were collected from 24 establishments which are (15) food service industry, (5) lodging industry and (4) travel industry in Lucena through purposive sampling. The respondents of this study are the Managers or Human Resources Officers of different sectors. Quantitative-quasi-descriptive design was used in this study. Percentage, and weighted mean were used to analyze the data. Results show that the hospitality industry in Lucena, Quezon is comprised mainly of food service industry, more than the lodging industry, and the transportation and travel industry. It revealed that the food service industry has the highest expectation on behaviour competencies of BS-HRM graduates' than skills, knowledge and personal attributes. The lodging industry has the highest expectation on the skills competencies of BS-HRM graduates' than their knowledge, personal attributes and behaviour competencies. The transportation and travel industry has the highest expectation on the skills and knowledge competencies of BS-HRM graduates' more than their personal attributes and behaviour competencies.

**Keywords:** hospitality industry, hospitality industry expectations, BSHRM competencies, behavioral competencies, skills competencies, knowledge, personal attributes

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## **Human Resource Practices of the Health and Wellness Industry in Cebu City**

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Massage is important as to revitalize our health as well as with the lifestyles of the people living in a highly urbanized area. This rapid increase for services in this industry has led to the rise of many Health and Wellness Resorts and similar businesses in Cebu City. This situation has led to the proliferation of many “sub-standard massage parlors” that have not only given a bad name to the other well meaning establishments but it has also become an instrument in the exploitation of many of its workers. The challenge to uplift the plight of HWS workers and make their work a very respective profession is one that must be taken. This research focused on the aspect of the human resource practices of the Health and Wellness industry in Cebu City. The study used the descriptive survey method and a follow-up interview to answer clarifications, verification of answers of the respondents, and to solicit additional information that might left out in the questionnaire. The majority age of the respondents were in the 27-29 year old age bracket and mostly were females, singles and high school graduates for therapists and college graduates for the managers. The null hypothesis was tested using the two tailed t-test for equal n's with unequal variances. The results have shown that the computed t value of 0.207 is less than the critical t value of 2.086. It is suggested that the null hypothesis of no significant difference in the perceptions of the two groups was accepted. The Health and Wellness Industry is a booming industry and a very profitable business, however, a lot of issues need to be addressed in order to uplift the plight of those employed in the various establishments and erase the negative perception that the general public has.

**Key words:** Health and Wellness, massage therapist, human resource practices

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## A Present and Potential Comparison of Tourism of Two Islands – Bohol, Philippines and the South Island of New Zealand.

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The evolved (2017) model of Tourism of Bohol Island is from three distinct categories: –

- (i) Economically developed with prolific hotels occupying beach frontages on a reserved guest system.
- (ii) Sustainable of Green Tourism also known as Eco, as a result of the collapse of the fishing industry and the recently discovered (2017) science of the origin of the 1776 and counting, Chocolate Hills of Bohol.
- (iii) Since and as a consequence of the Bohol October 2013 M7.2 Earthquake – known as Recovery.

The evolved (2017) model of Tourism of the South Island (S.I.) of Aotearoa, New Zealand (N.Z.) is also from three distinct categories:-

- (i) Developed from scenery, being the Southern Alps including Aorangi, Mt. Cook, Franz Josef Glacier and the Punakaiki Pancake Rocks, with the necessitated formation of National Parks and relatively free public access.
- (ii) Developed from the collapse of the coal and timber industries.
- (iii) Since and as a consequence of the Christchurch Feb 21 M6.2 2011 Earthquake – also known as Recovery.

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## Assessment of Street Food in Marikina as an Emerging Demand in the Market

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Eating is the significant time for Filipinos to come together over the table full of foods, whether it is home cooked or not. Marikina City is emerging into a Marikina food district industry, where one can experience different kind of innovative foods, enjoyable set of environment that gives you more motivations to eat. Food streets and food parks exist in several metropolitan cities in the country and attending them have become a social norm, with people using them as both formal and informal meeting areas.

This study explores the emerging food business in Marikina City known as food districts. Six food streets where various themed restaurants are located are considered in the convenience sampling of 300 respondents. Significant findings of the study revealed that the top three motivations of customers to dine in the restaurants were the food innovation, fresh food preparations, and excellent customer service. The least of their motives were about the ethnicity of food, menu choices and prompt service. Not all service dimensions of the SERVEQUAL Model were equally considered significant by customers. In this study, the assurance component was the most important, followed by empathy, responsiveness, and reliability. Service providers need to work on all five, but emphasize them in order of importance. Tangibles were in the least critical dimension of the customers' desired service. The core functions of food consumption are the customers' priority, while the other augmented value of food offerings are only secondary. Not enough parking space, limited seats and poor security of vehicles reasonably existed as the top three problems experienced by customers in food district.

The proposed food mapping shows that the restaurants in the Food District of Marikina City are offering the variety of menu from light to heavy meals. Such variety includes various cuisines which are reasonably priced. Customers can choose from typical carinderia style to authentic themed restaurants. Prices are highly reflective of the restaurant's specialty and food service offer.

**Key Words:** Street Food, Demand, Marikina

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**JEL Classification:** L83

## **Case Study on Convergence Datamining of Importance-Performance Analysis from Tourism to Construction**

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For the last decade, the victim of construction disaster in Korea have increased from 19,050 persons in 2007 to 26,570 persons in 2016. It has been found that 90 percent of construction accidents are caused by unsafe work practices, and various studies have been conducted on these practices with the aim of preventing accidents at construction sites. In order to prevent construction disasters, it's essential to research in terms of the unsafe acts of construction laborers. However, because of the limitation of resources such as time, cost, labor, etc., it's almost impossible for safety manager to monitor and control all works at site. So, it's necessary to find out which work has the higher priority of safety management. The Importance-Performance Analysis (hereafter IPA) method can be an alternative to solve this problem, which is the verified method for evaluating customer dissatisfaction in the tourism domains. Therefore, the objective of this study is to clarify the characteristics and the improvement priority of the unsafety acts using IPA. In this study, to verify the applicability of IPA in construction domain, the method applied to analysis of unsafe act in construction site. The result of that showed the priority of unsafe acts of construction works on site. Especially, the result of IPA also showed items of unsafe acts that needed the immediate improvement for each one. The results can be utilized to plan and to improve the safety management and education at construction site.

**Key Words:** Importance-Performance Analysis (IPA), Unsafe act, Customer's satisfaction, Safety management  
**JEL Classification:** Y90 (Other)

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## **Session C3**

### **Assessment of Eco-Tourism Program of Anda, Bohol as to its Investment Potentials**

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Each and every day, millions of people across the globe carry their bags and their dreams to visit somewhere or to repeat a visit to a place where good memories are made. The tourism industry made a leap in moving national economies impacting inclusive growth and sustainable development.

The study seeks to establish determinants for sustainable eco-tourism activities that eventually pave a realistic and responsive approach towards and identifying investment opportunities including visitors profiling, analyzing eco-tourism activities with market potentials and other factors that may prove beneficial. .

Market research design had been employed through a sampling survey with documentation analysis. This involved observation of existing eco-tourism businesses in the research environment and random collection of data via questionnaire to local and foreign tourists in Anda, Bohol as respondents. Quantitative and qualitative analysis as derived from the outcome of the survey applying percentage, weighted mean and T Test scores, related literatures, journals and newspaper clippings were used to support the validity of the hypothesis, and provide inputs to draw the conclusions and recommendations..

The study is directed towards identifying significant differences on local and foreign visitors' responses as to existing and suggested eco-tourism activities and investment opportunities leading to establish Anda's Eco-Tourism Roadmap; thus making Anda a name to reckon with in the tourism industry in this part of the region.

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**Key Words:** eco-tourism, sustainable, investments, destination, documentation analysis, market research, development  
**JEL Classification:** Z32

## Country Branding: Comparability of Country Brand Strength Index to Country Development Measures

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Country branding is already recognized by some scholars. Even if it gains such level of popularity, how one should measure a country brand strength remains a significant gap in the country branding or place branding literature. In addition, the proposed thoughts on country branding did not have much studies linking directly to the concept of country development.

It is argued in this paper that exports, tourism arrival, foreign direct investment, immigration, and positive government environment of a high level indicate a strong country brand. Consequently, a strong country brand is associated with more export, tourism, foreign direct investment, immigration and government environment.

The proponents investigated the comparability of the proposed country brand strength index (P-Index) to its counterpart (F-Index) and some country development measures. Such goal was achieved using secondary data, visual and mathematical inspection, test of relationship, similarity computations and clustering technique.

Findings reveal significant similarity between the compared country brand strength indices. However, such similarity mathematically differs as to how each index may treat data with outliers or extreme values. The proposed index was proved to be advantageous in this case.

On the other hand, country brand strength indices are shown to be two separate measures when compared to country development measures. However, closer resemblance to Gross Net Income (GNI) was detected. This further implies that country brand strength index with the methodology used in the study such as clustering may be further employed as future economic performance indicator. The proponents observed a remarkable evidence to suggest that the proposed index in particular and the methodology of clustering economies may have potential capacity to detect economic convergence. Such observation is an empirical evidence supporting company-based brand equity approach as a significant lens for country branding strategy.

**Key Words:** country branding, country brand strength index, country development measures  
**JEL Classification:** C00

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## Socio-Economic Perspective of Migrant Skilled Hospitality Worker: A Phenomenological Inquiry

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The Philippines' ascent as one of the leading countries in Asia has emerged millions of Filipino labor-migrants to work all over the world. This culture of migration contributed an impact and had become a pillar of the sending countries economic growth of remittances. Also, this had effects to the receiving countries especially in the socio-cultural aspect. Migrants bring their way of life's traditions and conventions and lead the host nation's general public

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to be more globalized and become a multicultural society. The collaboration of the transient's way of life with the larger part culture of the new country is a dynamic process that can bring about changes to their way of life.

A phenomenological study was used to examine the lived experiences of the Filipino hospitality worker abroad as the sending country and foreign colleagues of OFW's as the receiving country. An in-depth interview was conducted as the primary source of data collection. The data were coded, analyzed, categorized and themed according to the research questions. The research resulted in two (2) major themes from the sending country and three (3) major themes in receiving countries which emerged out of the experiences shared by oversea Filipino hospitality workers and their colleagues.

**Keywords:** migration1, sending country2, receiving country3

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## **Tour Guides' Gender and Job Performance as Assessed by Selected Tour Operators in Manila**

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Tour guiding professionals play an essential role in keeping sustainable operation for travel agencies in the tourism industry (Pereira & Mykletun, 2012; Schwartz et al., 2008). In recent years, the tourism industry increasingly recognized the vital role that tour guides play in the whole tourism system. The performances of tour guides can affect tourists' feelings toward a business image of travel agencies. They are the main characters regarding the success of group package tour of travel agencies. Their professional competencies can make or break tourists' experiences with guided tours and memories of a destination (Al Jahwari et al., 2016; Mak et al., 2011; Frochot & Batat, 2013).

This study looked into the gender and job performance of tour guides as assessed by selected tour operators using the ASEAN Competency Standards which included the core, generic and functional competencies. A total of sixty-five tour operators as respondents were surveyed using purposive sampling on August 2017 in Manila. Male and female tour guides were both assessed as excellent in their core competencies. Core competencies are directly linked to crucial occupational tasks and are essential skills for all guides and underpin all guiding activities to work as tour guides efficiently. Female tour guides were assessed of having higher generic and functional competencies than their male counterparts. Generic competencies are essential to be achieved if a person is to be accepted as competent at the particular secondary division of labor which cover the knowledge, skills, and attitudes required to apply problem-solving techniques to problems in the workplace. Functional competencies are specific to roles or jobs within the labor division and include the particular skills and knowledge (know-how) to perform efficiently. Mann Whitney U results showed the significant difference in the assessment of work performance based on selected items from ASEAN Standards between DOT and Non-DOT accredited travel agencies. The most notable identified strengths of male and female tour guides were towards their functional competency. Areas of improvement were in the core and generic skills. Findings of the study may be used to design training programs to address the enhancement of tour guides' competencies.

Tour guides are known to be playing an important role in tourism. Tour guiding and interpretation is an essential activity in the tourism value chain. The importance of tour guiding competencies, therefore, cannot be undermined even though tour guides may be expected to assume different roles in different settings regardless of their gender.

**Key Words:** Performance, Gender, Tour Guides, Tour Operators  
**JEL Classification:** L83

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## Migration and The Environment: Understanding Change in Food Resources Demand

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The collaboration between people and the environment have often resulted on radical shifts in the global food market. This theoretical review describes how migration influences a society's food demands as reflected in the global population growth. As an exploration into the ways by which migration influences society's food preferences based on socio-cultural, economic and environmental factors, it examines the retention patterns as well in food consumption among migrants as influenced by global food production and the corresponding environmental alterations that generate a domino effect on food economics. To understand the change in food resources, demand, recommendations in this paper deal with food safety based on the reviewed literature that focuses on the interrelationship between migration and the environment.

**Key Words:** Migration, Environment, Food Safety, Resources  
**JEL Classification:** 015, F64, Q18,

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## Increasing Competitiveness Sustainable Halal Tourism Indonesia (Case Study: Lombok)

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In the World Halal Tourism Awards 2016, Lombok acquired three categories in this event namely Novotel Lombok Resort & Villas gained in the World's Best Halal Beach Resort, [www.wonderfullomboksumbawa.com](http://www.wonderfullomboksumbawa.com) earned in the World's Best Halal Travel Website and Sembalun Valley Region won in the World's Best Halal Honeymoon Destination. The aim of this research is to increase competitiveness sustainable halal tourism in Lombok. Three factors which must be concerned to increase competitiveness Lombok are accessibility, amenity and security. In accessibility factor such as airport, seaport and road must be enlarged significantly, in amenity factor, Lombok administration must support developing of hotel five stars sufficiently and making international security standard is required to assure tourist such as president and head of administration (king or queen) safe and comfortable. I use method of analysis of documents to do this research. The result of research is to build sustainable halal tourism in Lombok must be supported by accessibility, amenity and security factors maximally.

**Keywords:** sustainable halal tourism; Lombok; accessibility; amenity and security.  
**JEL Code :** L83

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