



3rd INTERNATIONAL CONFERENCE

on Tourism, Travel, Leisure and Hospitality

**MetroCentre Hotel and Convention Center
Tagbilaran City, Bohol, Philippines**

07-08 FEBRUARY | 2020



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, 07 February 2020	
12:30PM – 1:30PM	Registration
1:00 – 1:40 PM	<p>Opening Session (Plenary)</p> <p>Dr. Socorro Anne Zaluaga Master of Ceremonies</p> <p><i>Opening Speech</i> Rev. Dr. Francisco T. Estepa, SVD University President Holy Name University, Philippines</p> <p><i>Keynote Speech</i> Assistant Secretary Maria Rica Bueno Department of Tourism</p> <p><i>Safety Reminders</i></p>
1:40 – 2:00 PM	Group Photo Session
2:00 – 3:40 PM	Presentation Sessions
3:40 – 4:00 PM	Open Forum
4:00 – 4:20 PM	Coffee Break and Networking
4:20 – 5:40 PM	Presentation Sessions
5:40 – 6:00 PM	Open Forum
6:20 – 8:30 PM	<p>Fellowship Dinner with Cultural Show (Holy Name University)</p> <p>Eduard Jr D. Limbaro Master of Ceremonies</p> <p><i>Welcome Remarks</i> Mayor John Geesnell Yap, Tagbilaran City, Bohol</p> <p><i>Special Presentation on the State of Tourism in Bohol</i> Governor Arthur Yap, Province of Bohol</p>

Saturday, 08 February 2020

9:00AM – 10:40AM	Presentation Sessions
10:40 – 11:00 AM	Open Forum
11:00 – 11:10 AM	Coffee Break
11:10 – 11:40 AM	<p>Closing Plenary</p> <p>Dr. Maria Paz J. Espiritu Master of Ceremonies</p> <p><i>Closing Remarks</i></p> <p>Br. Carl Milos R. Bulilan, SVD Vice President for Academic Affairs Holy Name University</p>
11:40 AM	Lunch at the Metro Centre Hotel
12:30 PM	Tour to Baclayon Church, Tarsier and Chocolate Hills

PRESENTATION SESSIONS
07 February 2020

2:00 – 3:40 PM Session A1 – Sustainability and Environment
Room: Jade New

Session Chair: Dr. Jemma J. Jay, Holy Name University	
1	Florita Acero, Holy Name University, Bohol, Philippines Ernesto Golosino, Holy Name University, Bohol, Philippines <i>Business Practices Among Selected Adventure Tourism Enterprises in Bohol vis-à-vis Sustainability</i>
2	Wilfredo D. Carreon, Jr., Jose Rizal Memorial State University-Main Campus, Zamboanga del Norte, Philippines Jan Jacob C. Solon, Jose Rizal Memorial State University-Main Campus, Zamboanga del Norte, Philippines <i>Vulnerability Assessment of Coastal Resorts in the Philippines</i>
3	Procopio Resabal, Jr., Bohol Enterprise and Environment-Healthy Investments (BEEHIVE), Bohol, Philippines <i>Bol-anon Village Cultural and Nature Trails: A Heritage-Based Approach to Sustainable Tourism (A Case Study of a Village-based Anti-Poverty Development Enterprise)</i>
4	Francis A. Delusa, Bohol Island State University, Bohol, Philippines Rizaleth P. Mepieza, Bohol Island State University, Bohol, Philippines <i>Sustainability Principle and the Challenges Encountered by the ASEAN-Certified Homestays in the Province of Siquijor</i>
5	Maria Isabel R. Abucejo, Holy Name University, Bohol, Philippines <i>Bohol-Tour-Trace: A Solution for Understanding Tourist Movement Patterns in Bohol</i>

2:00 – 3:40 PM Session A2 – Education and Attitudes
Room: Ruby-Emerald

Session Chair: Dr. Ramon Boloron, Holy Name University	
1	Vera Villocido, Holy Name University, Bohol, Philippines <i>Turo Turismo: Teacher Industry Immersion Program</i>
2	Haydee Cabasan, Mater Dei College, Bohol, Philippines Christopher Asuncion L. Arcay, Mater Dei College, Bohol, Philippines <i>Sustainable Environmental Literacy of Entering Senior High School Students</i>

3	<p>Arnel B. Millesca, EdD, Partido State University, San Jose Campus, Camarines Sur, Philippines Niño R. Rebuya, MSTM, Partido State University, San Jose Campus, Camarines Sur, Philippines Jocelyn P. Amata, EdD, Partido State University, San Jose Campus, Camarines Sur, Philippines Emy S. Lasarte, EdD, Partido State University, San Jose Campus, Camarines Sur, Philippines Kier P. Gasga, RChE., Partido State University, San Jose Campus, Camarines Sur, Philippines</p> <p><i>Engaged Instruction and Inclusive Teaching Evaluation: The Case of Partido State University – San Jose Campus</i></p>
4	<p>Angelica T. Lanoy, Mater Dei College, Bohol, Philippines Christopher Asuncion L. Arcay, Mater Dei College, Bohol, Philippines</p> <p><i>Entrepreneurial Characteristics of Business and Information Technology Students</i></p>
5	<p>Edeliza V. Macalandag, Asia Center for Sustainable Futures, Inc., Bohol, Philippines</p> <p><i>Place Attachment & Mobility in the Context of Climate Change: The Case of Small Island Urban Communities</i></p>

3:40 – 4:00 PM Open Forum

4:00 – 4:20 PM Coffee Break and Networking

4:20 – 5:40 PM Session B1 – Religion, Literature and Ethics

Room: Jade New

Session Chair: Dr. Ernesto Golosino, Holy Name University	
1	<p>Roque A. Bongcac, Holy Name University, Bohol, Philippines Jaremilleta M. Arawiran, Holy Name University, Bohol, Philippines Maria Angelina S. Ibba, Holy Name University, Bohol, Philippines Arlene B. Loquias, Holy Name University, Bohol, Philippines</p> <p><i>Devotion or Profanity: Examining the Folk Beliefs on the Instrumentalities of Floral Adornment in Lenten Processions</i></p>
2	<p>Khalleen Pearl Joy V. Cahilig, Northwestern Visayan Colleges, Aklan, Philippines Rebecca Tandug-Barrrios, EDD, Northwestern Visayan Colleges, Aklan, Philippines</p> <p><i>Translation of Selected Traditional Akeanon-Bukidnon Folk Narratives</i></p>
3	<p>Lily Beth Lumagbas, Holy Name University, Bohol, Philippines</p> <p><i>An Exploration of the human in Tourists' Experiences of Dark Tourism: A Positive Ethics</i></p>

4	<p>Evangeline B. Ybañez, Ed. D, Northwestern Visayan Colleges, Aklan, Philippines Emarline O. Macali, MAEd, <i>The Enchantment of Balete: A Collective Folktale</i></p>
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4:20 – 5:40 PM Session B2 – Food

Room: Ruby-Emerald

Session Chair: Prof. Leomar Virador, Holy Name University / Fu Jen Catholic University	
1	<p>Ruby DG. Elumbra, Isabela State University- Cauayan Campus, Isabela, Philippines <i>Sensory Quality and Acceptability of Bambusa Blumeana as Bamboo Shoot Polvoron</i></p>
2	<p>Sutero S. Macabudbud, Cebu Technological University-Daanbantayan Campus, Cebu, Philippines <i>Technopack on Cryoprotectant-Based Dried Boneless Siganid Siganus Canaliculatus (Danggit): Technology Adoption</i></p>
3	<p>Jehoana M. Mones, Isabela State University- Cauayan Campus, , Isabela, Philippines <i>Sensory Evaluation and Acceptability of Bambusa Blumeana as Bamboo Shoot Siomai</i></p>
4	<p>Mericia Mila A. Amador, EdD, Partido State University-San Jose Campus, Camarines Sur, Philippines <i>Development and Quality Evaluation of Butter Cookie Enriched with Native Bicol Pili (Canarium ovatum) and Sili-Labuyo (Capsicum frutescens)</i></p>

5:40 – 6:00 PM Open Forum

Saturday, 08 February 2018

9:00 – 10:40 AM Session C1 – Technology and Fundamentals

Room: Jade New

Session Chair: Dr. Lily Beth Lumagbas, Holy Name University	
1	<p>Maria Celia Z. Ligason, Holy Name University, Bohol, Philippines Marianne M. Amoy, Holy Name University, Bohol, Philippines Beverly Malig-on, Holy Name University, Bohol, Philippines Jose Ronald Pacdol, Holy Name University, Bohol, Philippines Ezielle Grace Jamilo, Holy Name University, Bohol, Philippines</p> <p><i>Loboc Floating Restaurants Online Booking System</i></p>
2	<p>Ma. Edel Lourdes A. Galiza, Isabela State University- Cauayan Campus, Isabela, Philippines</p> <p><i>Customer Care and Customer Satisfaction of Standard Class Hotels in the Three Cities of Isabela: Basis for a Proposed Customer Service Program</i></p>
3	<p>Niño R. Rebuya, Partido State University, San Jose Campus, Camarines Sur, Philippines Kier P. Gasga, Partido State University, San Jose Campus, Camarines Sur, Philippines Emy S. Lasarte, Partido State University, San Jose Campus, Camarines Sur, Philippines Gina De la Roca, Partido State University, San Jose Campus, Camarines Sur, Philippines Arnel B. Millesca, Partido State University, San Jose Campus, Camarines Sur, Philippines</p> <p><i>Formulating Tourism Development Strategies using SWOT Analysis Method: A Case of Local Government Unit of San Jose, Camarines Sur</i></p>
4	<p>Mary Jeane S. Lubos, Mindoro State College of Agriculture and Technology, Oriental Mindoro, Philippines</p> <p><i>Green Hotel Practices in Puerto Galera, Oriental Mindoro</i></p>
5	<p>Remark M. Montalban, Holy Name University, Bohol, Philippines Cecile Evemary S. Batingal, Holy Name University, Bohol, Philippines</p> <p><i>Philippine Hotel and Leisure Industry: A Two-way Perspective Financial Performance Analysis</i></p>

9:00 – 10:40AM Session C2 – Research and Research Methods: Voices from the Ground and Inclusion

Room: Ruby-Emerald

Session Chair: Dr. Maria Paz Espiritu , Holy Name University	
1	<p>Cheryl Joy Fernandez, University of the Philippines Visayas, Iloilo, Philippines</p> <p><i>Lessons Learned From Interdisciplinary Tourism Research About Small Islands In The Visayas, Philippines</i></p>

2	<p>Jossie B. Romero, DBA, Partido State University-San Jose Campus, Camarines Sur, Philippines Nancy P. Penacilla, EdD, Partido State University-San Jose Campus, Camarines Sur, Philippines Margarita M. Lanciso, Partido State University-San Jose Campus, Camarines Sur, Philippines Isaias P. Penacilla, PhD, Partido State University-San Jose Campus, Camarines Sur, Philippines</p> <p><i>Inventory of Agritourism Sites: Potentials and Prospects in Barangays Tinawagan and Libod, Tigaon, Camarines Sur, Philippines</i></p>
3	<p>Leomar B. Virador, Fu Jen Catholic University, New Taipei City, Taiwan (ROC); Holy Name University, Bohol, Philippines</p> <p><i>The Perceived Socio-Economic Impact of the Upcoming International Airport in Panglao, Bohol, Philippines</i></p>
4	<p>Jocelyn P. Amata, EdD, Partido State University, San Jose Campus, Camarines Sur, Philippines</p> <p><i>Extent of Community Participation in the Ecotourism Project in Caramoan, Camarines Sur</i></p>
5	<p>Niño R. Rebuya, MSTM, Partido State University, San Jose Campus, Camarines Sur, Philippines Emy S. Lasarte, EdD, Partido State University, San Jose Campus, Camarines Sur, Philippines Mericia Mila A. Amador, EdD, Partido State University-San Jose Campus, Camarines Sur, Philippines</p> <p><i>Medical Pluralism, Traditional Healing Practices, and the Partido Albulario: Challenges in Inclusion</i></p>

10:40 – 11:00 AM Open Forum

ORGANIZATION AND COMMITTEES

Conference co-chairs

Rev. Dr. Francisco T. Estepa, SVD
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ABSTRACTS

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Business Practices Among Selected Adventure Tourism Enterprises in Bohol vis a vis Sustainability

—Abstract—

With an increasing number of operators and tourists worldwide, adventure tourism is recognized as one of the fastest emerging segments in the tourism sector. In the province of Bohol, more tourism establishments have emerged to offer not only natural sights but adventure tour experiences as well. However, the acceleration of this tourism sector has triggered vital issues and concerns as business activities are more focused on enhancing economic benefits with less regard for environmental and socio-cultural impacts.

This paper examines the extent of manifestation of sustainable business practices among two key adventure tourism enterprises in Bohol: one is operated and owned by a local government unit, while the other is privately owned. The researchers utilized the descriptive research design and applied the five pillars of sustainable tourism espoused by the United Nations World Tourism Organization (UNWTO).

Results revealed that the entity managed by the local government unit is inclined to embracing sustainable tourism practices though not hugely commendable. On the other hand, the private enterprise showed less regard to the dogma of sustainability. An enhanced collaboration among stakeholders at the local level is recommended for sustainable business operations.

Key Words: *Sustainability, Adventure Tourism, Tourism in Bohol*

JEL Classification: M1 Business Administration.

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Vulnerability Assessment of Coastal Resorts in the Philippines

—Abstract—

The study aimed to assess the vulnerability of coastal resorts in the Philippines. The respondents of the study were the resident of each places and the different coastal resorts in Visayas and Mindanao. This study utilizes descriptive survey method, aided by documentary analysis in ascertaining the data needed in the study. The study aims for people to understand the impacts of the climate change and natural hazards and of what they can do to develop an adequate risks management strategy.

The Philippines is highly susceptible to the ill effects of weather hazards particularly with storm surges making it as one of the regions that are most vulnerable to coastal flooding. It has one of the highest sea level trends and has long term sea level trends that will continues to be affected by global mean sea level rise occurring now and in the future.

The increase of temperature, precipitation, rainfall, drought, flooding, storm surges, rising sea level, severe exploitation and other changing weather patterns, the country's archipelagic geographic location have been so vulnerable with natural occurrences affecting the country's environment and economy. The potential impacts of natural occurrences present a significant challenge to future coastal management. It is anticipated that there will be increasing levels of risk to many coastal communities and assets. Moreover, the country needs to adapt methods, strategies and assessments to inform the development of policies that reduce the risks associated with climate change or natural occurrence.

Key words: *Vulnerability, Adaptive Capacity, Coastal slope, Exposure, Climate change, Geomorphology*

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Bol-anon Village Cultural and Nature Trails: A Heritage-Based Approach to Sustainable Tourism (A Case Study of a Village-based Anti-Poverty Development Enterprise)

—Abstract—

The paper aims to share the disaster recovery experience of Toril village in Maribojoc, Bohol, which was hit by a 7.2 intensity earthquake in 2013, involving a heritage-based cultural and nature trails approach to sustainable tourism by a multi-sectoral group composed of women, youth, senior citizens, persons with disabilities, cultural workers, musicians and fisherfolks.

Right after the 2013 earthquake that damaged some 80% of the 115 village households, toppled its chapel, and destroyed its irrigation system, a multi-sectoral group in Toril, Maribojoc, Bohol, embarked on an assessment of what resources it can maximize to set up a development enterprise that it can launch to assist the villagers who were in desperate need of support.

Since the village already had a cultural troupe, the group looked at its cultural resources (songs, dances, crafts, cuisine, stories, musical tradition, etc.) and natural endowments, like springs, river, forest, mountains, trails, caves, etc. After making a quick review, a trail map of those cultural and natural resources was made.

The group then examined how they can possibly be made interesting to guests (local and overseas) through local narratives, demonstrations, and actual experience (of dancing and cooking and crafting, for example). These were then tested in the village, commented on and modified.

After a thorough review, and training on food handling, housekeeping, tour guiding and enterprise management, it decided in early 2014 to come up with 3 tour packages in cultural and nature trails - the Fiesta or Harvest Trail, the Nature Experience Trail and the Fisherfolks Trail. A management planning then followed creating committees and specifying who was in charge, materials needed, and people in charge, including pricing, etc.

The Bol-anon Village Cultural and Nature Trails (BVCNT) enterprise operates three trails: the Fiesta or Harvest Trail, the Nature Experience Trail, and the Fisherfolks Trail in an interior barangay and a coastal village.

Through stories and showcases of Boholano songs and dances, the locals of Toril share their well-loved traditions and practices in the Fiesta/Harvest Trail. Volunteers and guests learn some traditional crafts, like the making of puso (hanging rice), and rice containers baojot (rice container) and puko (open rice container), while others learn how some Boholano dishes are prepared in the process of building earthquake rehabilitation shelters.

The Nature Experience Trail takes the guests or volunteer tourists to a nature trek, which culminates in a bamboo rafting at the Napo River in Toril. Like in a time travel, there are 1900s Bohol period scenarios along the way, like arnis training, carabao cart ride, and amakan wall-making-- taking the visitors to a different time period.

The Fisherfolks Trail brings visitors by banca to what had been considered by folks as an enchanted century-old mangrove forest, then to a tour of firefly habitats along the Abatan River, and sometimes to witness birds flying to roost or to a fishing expedition.

At first, volunteers were involved. They provided materials for emergency bamboo houses, while also experiencing the cultural and nature trails. Later, guests availed of the package whether as pure tourists or as volunteers too.

The paper narrates the processes involved, accomplishments, lessons and challenges faced by the group running the program, in its journey to develop a sustainable tourism industry in the area. It also points out suggestions to improve the heritage-based development enterprise, and make it benefit the poor even more in the villages.

The approach intends to make villagers, the youth in particular, and guests aware of the value of both cultural and natural heritage enough for them to help in sustainably conserving such resources.

The experience may also contribute to current anti-poverty policy reform efforts in the country. The heritage-based cultural and nature trails approach in sustainable tourism had been shared with 6 towns and one city in Bohol (Tagbilaran, Cortes, Loon, Balilihan, Baclayon, Antequera and Maribojoc) as part of efforts to launch sustainable cultural hubs in those areas beginning in 2017.

The idea behind the community-based heritage tourism project differs from previous concepts of development that usually involved external investments or big capital outlays in tourism. The main components used in the project's operation were sourced in the community, such as its heritage cultural traditions and practices, crafts, structures, heritage "carriers", organic materials and natural endowments.

It differs from commercial mass tourism since it involves an exchange between visitors (clients) and the community aimed at cultural understanding. Instead of cultural "homogenizing", the project spurred a lively differentiation of cultural expressions in design, the arts, cuisine, and even approaches to the environment.

The process of identifying the heritage sites/experiences, both cultural and natural, involved the community since their members have the traditional knowledge or stories of heritage tourism being appreciated or presented. This was also true in the finalization of the cultural and nature trails, as well as in the making of the management/action plan.

The project/enterprise encourages the participation of marginal folk, even those with disabilities, children, women, youth, senior citizens, in the various stages and aspects of planning and implementation. The women, for example, are not only engaged in food preparation, they are also involved in planning and accounting, including senior citizens who play the banduria/comparza and demonstrate traditional crafts.

Enabling the poor and involving them in planning and actualizing opportunities to improve their condition or reduce poverty are elements needed in pursuing inclusive development.

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Sustainability Principles and the Challenges Encountered by the ASEAN-Certified Homestays in the Province of Siquijor

—Abstract—

The constant development of the tourism industry, both in the international and national levels alike prompted investors of tourism products and related services to continually improve and evolve with time in order to be sustainable. One of these tourism products is accommodation which provides the lodging needs of the tourists.

There are many types of accommodation facilities like inns, hotels, pension houses and homestays, among others. However, for tourists visiting ecotourism sites, homestay is the most appropriate one because it is designed to provide tourists with opportunities to interact with the local family who lives in the house used for accommodation.

At present, Siquijor is the only destination being awarded the ASEAN Standard Homestay Award, a reputable distinction during the 35th ASEAN Tourism Forum in 2016. This proves that the Homestay Program has already been established in this province.

The Siquijor homestays pioneered in the ASEAN accreditation of homestays in the Philippines, hence, sustaining operations of these homestays is an important concern. Currently, there is a dearth of information relating to sustainability of operating homestays as well as the challenges encountered by the providers. Given this scenario at hand, the researchers are prompted to conduct a research of the homestays in the Province of Siquijor with the end view of advancing recommendations for strengthening their sustainability principles and alleviating possible challenges these providers encounter in their operations. Outputs of this research is expected to be a valuable contribution to the Philippine tourism industry to replicate the Siquijor homestays' best practices, being pioneer awardees in the ASEAN Homestay Standard certification, for mutual cooperation among establishments in the industry.

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Bohol-Tour-Trace: A Solution for Understanding Tourist Movement Patterns in Bohol

—Abstract—

The success of the tourism industry is determined by tourism planning, development research and marketing. In order for these activities to be successful, efficient and up to date information should be utilized. One of this important information is the tourist arrivals statistics and the movement of these tourists to the different destinations.

Bohol is one of the popular tourist destinations in the country by the statistics of tourist arrivals and tourist travel destinations in Bohol is insufficient due to the fact it does not have a comprehensive way of monitoring tourists.

This research aims to develop Bohol-Tour-Trace, an application software that tracks the spatial and temporal movement of tourists in Bohol and generates pertinent information for decision-making and planning. The System Development Life Cycle method was used to build the system. Gathering of pertinent data was done through key informant interviews. In the development phase, AprioriAll algorithm was used to find the tourist patterns; PHP, Java Script, and HTML were used to code; React Native (mobile) and Laravel (web) were the framework used; and Leaflet libraries was to visualize the tourist movement pattern in maps.

Bohol-Tour-Trace consists of two major components, 1) mobile application for tourists, and 2) web application for Bohol Tourism Office, tourism office of the different LGUs, and the tourist sites.

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Turo Turismo: Teacher Industry Immersion Program

—Abstract—

The Bohol Association of Hotels, Resorts and Restaurants (BAHRR) and the Department of Education Division of Bohol partnered to conduct Teachers' Immersion in the Hospitality Industry to prepare Senior High School Teachers for industry-relevant education.

BAHRR took in teachers of Bohol for an immersion in actual resort operations for 10 in Bread and Pastry, Cookery, Food and Beverage, Housekeeping, and Front Office services. The outcome is a contextualized approach to teaching tourism-related tracks that increases opportunities for employability because of the relevance to actual operations.

Major Bohol resorts participated. Their interest lies in improving the Human Resources for the Hospitality Industry. DEPED Bohol and BAHRR detailed the program with some technical assistance from the Coalitions for Change. In addition, BAHRR members equipped and furnished the tourism facility built at Lourdes National High School. The intent is to simulate the actual resort environment so students are aware and familiar prior to their immersion.

The innovative program is transformative because:

- 1) It is replicable and scalable: complete modules and Deped Administrative guidelines were prepared and shared across divisions and adapted to other industries;
- 2) Sustainable: while the pilot will be supported by CfC, BAHRR will integrate it as an association service. One idea is to establish a Hospitality Industry Academy geared towards enabling SHS and HEI teachers to teach tourism courses better; and
- 3) Impact: Food and Beverage and other tourism-related technical skills comprise the majority of preferred Technical-Vocational track specializations in Region 7, a major tourism hub in the country.

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Sustainable Environmental Literacy of Entering Senior High School Students

—Abstract—

This study investigated on the sustainable environmental literacy of the entering senior high school students of Mater Dei College, Tubigon, Bohol. Specifically, it examined the level of sustainable environmental literacy of these students and the differences of their knowledge, attitudes, and actions towards environment when classified according to sex (male and female), and sections (STEM and non-STEM) of the academic track. This study utilized the cross-sectional descriptive research design of the non-experimental research. Sampling was done randomly by section after

classifying these sections into STEM and non-STEM. All students belonging to the sample sections became the sample respondents. Of the 226 students in the sample size, 59 were males and 167 were females, whereas 88 were from STEM and 138 from non-STEM sections. The researcher-made questionnaires were distributed personally by the researchers to the sections included in the sample just before the break-time of the students.

Results showed that their mean score in the test for sustainable environmental literacy was 10.97 out of 20 items. The means of their attitudes and actions towards environment were 2.04 (Agree) and 2.10 (Often), respectively. No significant differences were detected in the knowledge, attitudes, and actions for the environment by the students when grouped according to sex and section. However, the males had relatively higher score (11.05) in the test, attitude (2.09), and action (2.12) compared to the females. When sections were examined, the STEM sections got higher in the test (11.40) only compared to the non-STEM sections which got higher than the STEM in the attitude (2.05), and action (2.14) for the environment. Results revealed that, though the respondents rated themselves to know a reasonable amount on the environment when compared to other students, they scored only a little higher (10.97) than 50% of the total score (20) in the test. This was far from the passing score of 15 (75% of 20). This means that they considered themselves to be knowledgeable about the environment though they still have some things to learn. However, significant differences were detected on the Test Scores ($p < .01$) and Attitudes ($p = .02$) to the environment when the respondents were classified according to their Perceived Knowledge of environment. Those who claimed to know a lot (11.09) and a reasonable amount (11.70) tend to differ from others which got far lower scores in the test. However, those who claimed to know a lot and a reasonable amount got the lowest values of the Attitudes (2.04 and 1.98, respectively) to the environment compared to other categories of Knowledge Perception. It was recommended to exert more effort to enhance more the sustainable environmental literacy of the entering senior high school students. Embedding the studies about the environment in each of the classes is vital to educate more these students.

Key Words: *environment, environmental literacy, sustainable environment*

JEL Classification: Q0: General

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Engaged Instruction and Inclusive Teaching Evaluation: The Case of Partido State University-San Jose Campus

—Abstract—

Quality has become a key issue for higher education since the 1990s in many countries in the Asia and Pacific region. The main issues in the quality debate about higher education are the maintenance and improvement of levels of teaching, learning, research and scholarship; improvement in the quality and adaptability of graduates; how to define and measure quality;

whether management approaches of university and colleges improve outcomes; and how to convince stakeholders that institutions and systems are doing a competent job in ensuring quality outputs. Along this contemporary scene, this paper evaluated the quality performance of faculty in BS in Tourism Management and BS in Hotel and Restaurant Management programs of PSU, San Jose Campus for academic years 2016-2017 and 2017-2018. Results found out that the faculty handling professional subjects in BSTM and BSHRM programs of the campus were generally very good in the four areas rated under classroom instruction management. In the same way to instruction and teaching effectiveness of faculty which used NBC 461 evaluation instrument. However, their performances to research and extension services were observed poor. Hence, study suggests that faculty should be further encouraged to attend more trainings and seminars on teaching strategies and enhancement of pedagogical skills and provision of instructional equipment for more productive instructional delivery. Moreover, more efforts should be made to research and extension services as one of the primary functions of faculty in the university.

Keywords: *engaged instruction, inclusive teaching, quality performance evaluation*

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Entrepreneurial Characteristics of Business and Information Technology Students

—Abstract—

This study investigated the entrepreneurial characteristics of the students and the structural relationships of these characteristics to determine how Decision Making was influenced by other entrepreneurial characteristics. The participants were the graduating students in business and information technology of Mater Dei College, Tubigon, Bohol, Philippines. This study utilized the cross-sectional explanatory design with researcher-made questionnaire as tool for collecting data. Weighted mean summarized the ratings of the entrepreneurial characteristics. Analysis of variance detected significant differences among these characteristics and among academic programs. Post Hoc test identified the characteristics and programs that significantly differ and established characteristic classifications. Investigation on structural relationships among entrepreneurial characteristics used Partial Least Squares Structural Equation Modeling.

This study revealed that Positive Thinking was the students' dominant characteristic while being Hardworking was their weakest. Students in Marketing Management, Accountancy, and Financial Management showed dominance in Decision-making, Management Accounting as Hardworking, and Information Technology in Positive Thinking. Marketing Management, Management Accounting, Financial Management, and Information Technology were weak in Innovativeness; Accountancy and Management Accounting in Risk-taking; Financial Management in Self-confidence; and Information Technology in being Hardworking. Significant differences among entrepreneurial characteristics grouped Hardworking, Innovativeness, Risk taking, and Self-confidence as significantly low while Decision making, and Positive thinking as high. Students in Information Technology and Financial Management had significantly low entrepreneurial characteristics compared to those of Management Accounting, Accountancy, and Marketing Management.

Structural relationship analysis showed Decision Making as significantly and directly influenced by Innovativeness and Self-confidence and indirectly by Risk-taking, and Hardworking through Self-confidence.

Key Words: *entrepreneurial characteristics, structural relationship, decision making, innovativeness*

JEL Classification: M0: General

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Place Attachment & Mobility in the Context of Climate Change: The Case of Small Island Urban Communities

—Abstract—

The need for better understanding of the mobility characteristics of climate-sensitive populations comes with the growing shift in the treatment of human movement not just as an inevitability driven by climate change vulnerability but as a climate adaptation strategy. Inspired from the adaptive mobility exemplars set by tiny atoll communities in the Pacific, the most climate-vulnerable communities in the world yet among the most proactive climate adaptors, this study looks into the similar climate-sensitive and development-marginalized low-lying densely populated small island urban and peri-urban island communities in central Philippines, specifically, the island community of Pangan-an in Lapu-Lapu City, Cebu, and examines the influence of place attachment to their mobility patterns in the context of climate change. Using mixed methods research, the findings reveal that Pangan-an community has an attachment to their island home, that is fuelled by their deep affections for their close-knit island culture, people and place, but is also driving immobility as seen in their low movement cycles, lack of desire for resettlement, and their low capacity for movement. This movement-detering place attachment will have implications in the overarching adaptive mobility response to climate change, a vulnerability specific to these so-called sinking islets that have seen increasing climate change impacts such as coastal erosion and inundation.

Key Words: *place attachment, climate displacement, climate mobility, trapped populations, urban islands*

JEL Classification: J62, Q54, R23, O15

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Devotion or Profanity: Examining the Folk Beliefs on the Instrumentalities of Floral Adornment in Lenten Processions

—Abstract—

The study examined the existing practice of clutching floral ornaments in Lenten processions to identify the intentions of the act. It also probed into the attitude of the onlookers toward the act to determine if the practice being cultural in nature is a potential tourist attraction and breeds good impressions.

The study made use of five municipalities: two categorized as coastal and three inland. Mixed methods of qualitative and quantitative research was used, making use of 60 respondents: 30 flower clutchers and 30 onlookers. Due to the fleeting and tumultuous nature of the phenomenon of floral clutching, respondents were chosen primarily through convenience sampling right where the act took place. Quantitatively, data on attitude were generated through a 20-item questionnaire. Qualitatively, personal interview involving 10 respondents was conducted to determine the intent of floral clutching.

Data revealed that older flower clutchers had been doing the practice habitually every Lenten procession specifically on Good Friday. The bier of Jesus Christ is the primary target of floral clutching. Folks clutched flowers and use them to bring luck or good fortune in livelihood-related activities in business, agriculture and fishing. Flowers were also believed to possess powers for healing ailments or luck that will bring prosperity in homes and good results in studies, examinations and relationships.

Onlookers were in agreement that floral clutching had to be preserved because it is a cultural identity and a potential tourist attraction notwithstanding belief that the practice would not necessarily create good impression from observers.

The study concludes that floral clutching depicts belief in and devotion to God among Catholics. The practice does not desecrate what is held to be holy but rather as expression of culture and faith and is expected to stay and be sustained by the next generations.

Based on the findings and conclusions, recommendations such as use of the findings to educate the Catholic believers, design mechanisms to keep the solemnity of major church celebrations and determine the stand of the Catholic church on the practice being tapped as tourist attraction are offered.

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Translation of Selected Traditional Akeanon-Bukidnon Folk Narratives

—Abstract—

This translation study translated the eight selected traditional Akeanon-Bukidnon folk narratives of the traditional community of Brgy. Panipiason, Madalag, Aklan. This is a qualitative study which utilized the ethnographic design and adopted Peter Newmark's Faithful Translation Method in translating the selected tradition Akeanon – Bukidnon folk narratives. The utilization of ethnographic design has the means to represent in writing the culture of a group upon studying and translating their selected traditional folk narratives. The study was conducted in Brgy. Panipiason, Madalag, Aklan within the SY 2018-2019. The eight folk narratives were described and analyzed with focused on their elements and themes. The results show that the eight folk narratives are commonly fables for they feature animals, legendary creatures, inanimate objects, and forces of nature that are anthropomorphized and that illustrated or leads to a particular moral lesson which may at the end be added explicitly as a saying and normally reflect the ideas and values of ordinary people about the conduct of life. And their themes give important lessons and reminders that listeners or readers of important life lessons and ways to behave. And these translated folk narratives can help children begin to develop a sense of morality. It will also cater the need in contextualizing and indigenizing materials in teaching English in elementary to give the learners a sense of belongingness in learning the subject. Therefore, these translated folk narratives could be used as materials in classroom instruction.

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An Exploration of the human in Tourists' Experience of Dark Tourism: A Positive Ethics

—Abstract—

On 15th October 2013, Bohol was hit by a 7.2 earthquake. Heritage sites and coral reefs were heavily damaged while peppered along the highway are remnants of houses abandoned by its owners. The earthquake event in Bohol opened dark tourism in the sun, sand, and beach capital of the Philippines. In this regard, the exploratory study sought to understand how dark tourism in Bohol moves beyond commodification of the recent earthquake tragedy via offering tourists not only a taste of death, destruction, and darkness but also the experience of padayon (continue). Death, destruction, darkness, and padayon in the dark tourism of Bohol give us a glimpse of the inner struggle of human beings as we try to grapple with our realities. It is observed in the sharing of narratives with the interviewed local tourist. Adopting Merleau-Ponty's being-in-the-world in the analysis of the research, it holds that our unique reality, though not transferable, hinges on the common human experience. Hence, the chance to exchange narratives with tourists on tourists'

sites of death, destruction and death opens the arena of positive ethics in dark tourism and padayon is its concrete reality.

Keywords: *Dark Tourism, Bohol Earthquake, Padayon, Ethics, Merleau-Ponty*

JEL Classification: M00, Z19

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The Enchantment of Balete: A Collective Folktale

—Abstract—

This study was conducted to gather or collect folktales from the different barangays of Balete, Aklan. The descriptive-narrative research method used interview guide as instrument. Interview and transcription were conducted to support the information gathered. There were eight informants who orally narrated the folktales they had known in their respective barangay. Most of the informants were native residents of their barangay and their ages were from 60 years old and above. Most of them are culturally affiliated such as spiritual medics and story tellers, continually striving to preserve their gradually diminishing traditions and beliefs. The enchanted Balete is known for folktales of supernatural creatures. Stories about Amaeanhig, or a Zombie like creature, Uko, Tamawo, Santermo and Bawa. Themes from the lived experiences of the informants includes: Babaylan, as the town medic, or shaman is sought by folks before consulting a doctor. Care for the environment by avoiding enchanted places which imply that Balete is a small town with enormous natural resources. Most importantly avoiding places which are considered enchanted might help one to resist from taking something from nature. The final theme extracted, scare tactics to modify behavior whose focus is mostly how women should respond to people they don't know. In the folktales gathered, women are usually captive or possessed victims by supernatural sources. This reveals that women of Balete should put a gap between them and the opposite sex. It is recommended that the results be published to preserve and promote folktales of Balete. Likewise, the present and future generation may recognize and value the unique culture of their locality. In line with the vision of the province of Aklan to preserve, enrich and promote culture by creating and designing programs and projects to foster the local literature for cultural identity, it is further recommended DepEd should encourage teachers to use Akeanon literature as local instructional materials. This could be in the form of Big Books and modules especially in the Mother Tongue so that learners may recognize and value the uniqueness of their culture.

Key words: *enchantment, folktale and culture*

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Sensory Quality and Acceptability of Bambusa blumeana as Bamboo Shoot Polvoron

—Abstract—

The Bamboo shoots of the grassy Poaceae family have fibre, potassium and lignans, which are believed to hold anti-cancer, antibacterial, anti-fungal and anti-viral properties, according to agsyt.wsu.edu. There is a legion of studies, which pertain to the use of bamboo shoots as the main ingredients in baked goods. An example is the Polvoron which is one of the popular desserts of Filipinos, especially among young ones. This study presents a new flavour of polvoron derived from the bamboo shoot (bayog) powder. The product also underwent nutritional analysis conducted by the Food and Nutrition Research Institute Service Laboratory. This study aimed to develop processed bamboo shoot into polvoron along with its sensory evaluation and acceptability among consumers. The researchers used an experimental design for the four treatments with different proportion of bamboo shoot powder for every treatment employed during the evaluation. There were 50 untrained respondents. Respondents were able to select and evaluate the products using the Semantic scale for the colour, taste, texture and odour and hedonic scale and facial hedonic scale for the general acceptability of the product. Results showed that Treatment 3 had the most acceptable treatment with a mean value of 7.95, interpreted as Like Very Much with light brown, pronounced bamboo shoot flavour, moderately smooth texture and strongly to slightly detected bamboo odour. Hence the incorporation of powdered bamboo shoots into polvoron is widely acceptable among its consumers.

Key Words: *bamboo shoot, polvoron, colour, texture, taste*

Jel Classification: Z00

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Technopack on Cryoprotectant-Based Dried Boneless Siganid Siganus Canaliculatus (Danggit): Technology Adoption

—Abstract—

This study developed a Techno-Guide for dried boneless siganids varying with cryoprotectant treatment during the academic year 2018-2019 at Cebu Technological University Daanbantayan Campus. The experimental method was used. Questionnaires were given to the 10 identified experts and 50 experienced consumers for sensory evaluation. It was discovered that in terms of Color, Formulation Treatment 1 (FT1) was the best formulation and described as Yellow Brown; in terms of Flavor, Formulation Treatment 1 (F1) also revealed as the best treatment to enhance palatability content which described hedonically as Highly Palatable; in terms of Odor, Formulation Treatment 1 (FT1) described as Very Pleasant and proved to be the best formulation treatment that eliminates stinky-fishy smell while in terms of Texture, it was revealed in this study that Formulation Treatment 1 (FT1) was the best formulation that affect its textural characteristic of the boneless siganids. It was found out that in terms of general acceptability, Formulation Treatment 1

(FT1) gathered an interpretation of Like Very Much among the four formulations by the expert panelists and proved to be the best formulation in terms of Color, Flavor, Odor, and Texture respectively. Based on findings, it was concluded that Formulation Treatment 1 (FT1) was the most acceptable treatment described both by experts and consumer panelists as Like Very Much which contained caramilk, calamansi extract, salt, tap water and carrageenan powder as cryoprotectant solution to enhance textural characteristic, palatability and nutritional content of the dried boneless siganids. It was also proved that (FT1) was the ideal formulation treatment for boneless siganids prior to dehydration process. It is therefore recommended that Techno-Guide for cryoprotectant-based dried boneless siganids be adopted.

Keywords: technology management, cryoprotectant, experimental method, Daanbantayan, Cebu

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Sensory Evaluation and Acceptability of Bambusa blumeana as Bamboo Shoot Siomai

—Abstract—

Bamboo shoot has become more popular because of its multiple benefits, its cheaper cost and its thousand uses. This study aimed to develop a processed bamboo shoot into siomai to help address the Dep Ed order no. 13 s. 2017 to promote healthy eating habit among the youth. This product underwent laboratory test from the help of Department of Science and Technology (DOST) to determine nutritional of the product. The researchers used experimental design for the four treatments with different measurement of bamboo shoot in every treatment employed during evaluation. The respondents comprised of 10 students from different courses, 10 from professors from different departments of ISU-CC, 10 from high school, 10 from elementary and 10 from vendors with the total of 50 evaluators. The respondents were purposively selected to evaluate the products using sensory scale for the color, texture and taste, and hedonic or the acceptability of the product. The results show that the most acceptable product was Treatment 2 which garnered a mean value of 7.04 which is interpreted as like moderately. On the sensory evaluation, using semantic scale, the most preferred color of bamboo shoot siomai was Treatment 2 with a mean value of 3.68 and a descriptive interpretation of light brown. As for the texture of bamboo shoot siomai, Treatment 2 is the preferred texture with the mean value of 4.22 and a descriptive interpretation of moderately smooth. As for the taste, Treatment 2 with the value mean of 3.94 and a descriptive interpretation of pronounced bamboo shoot flavor. Therefore, in the production of siomai using bamboo shoot as the main ingredients, the T-test revealed that there is no significant difference in color, texture and hedonic but when it comes in the taste there is a significant difference according to the evaluators and prospect consumer. Based on simple cost and benefit analysis, siomai can be sold in any kind of market such as household or small scale operations.

Key Words: bamboo shoot, siomai, color, texture, taste

JEL Classification: Z00

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Development and Quality Evaluation of Butter Cookie Enriched with Native Bicol Pili (*Canarium ovatum*) and Sili-Labuyo (*Capsicum frutescens*)

—Abstract—

The development and quality evaluation of butter cookie enriched with native Bicol Pili (*Canarium ovatum*) and Sili-Labuyo (*Capsicum frutescens*) was laid out in Completely Randomized Design (CRD) with three treatments in replications. It was evaluated using the Nine-point Hedonic Scale and employed weighted mean and ANOVA treatments to analyse responses of the sample respondents. Such all-purpose flour (2nd class) star margarine/butter, eggs, baking powder were the main ingredients of the formula. Native Pili and Sili-Labuyo were the added functional ingredients in the development of the sample product and therefore evaluated. This experimental research revealed that among the three replicated treatments used in the study, Treatment 1 is the most preferred cookie by the respondents as resulted in the survey. There were no dislike responses noted from the respondents. The developed cookie possesses a high level of likeness as to color, palatability, texture, aroma, appearance, and overall consumer acceptability. Moreover, the nutritional contents of the product particularly Sili-Labuyo contained of high levels of vitamins and minerals such as iron, copper, potassium, vitamin A, C, and B-6. Thus, it is recommended that this cookie can be developed using the Treatment 1 formula and can be used as functional ingredients in order to meet the nutritional requirements of individuals with special dietary needs.

Keywords: *sensory quality evaluation; food development; butter cookie; Bicol pili (*canarium ovatum*); sili-labuyo (*capsicum frutescens*)*

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Loboc Floating Restaurants Online Booking System

—Abstract—

The Loboc Floating Restaurants Online Booking System is designed for the Loboc tourism in the province of Bohol. It provides solutions to the long queue as well as convert the manual pen-and-paper processes of booking transaction. The main objective of the study is to developed an online booking system for the floating restaurants operators in the town of Loboc for tourists to book for a river cruise anytime from wherever they are using their cell phones or other computing devices. The study also aims to identify processes in the present system that needs improvement, identify solutions to the problems of the manual processes and provide the tourism management essential and timely information that will guide its optimum operation. especially in the management of tourists' bookings, tourists' boats, payments and fees, processing of tourists' feedbacks and

generating relevant reports. The proposed online booking system is a web-based system which provides a systemic, convenient and efficient way of handling booking transactions and can be accessed by the users through the internet.

The development of the system follows the System Development Life Cycle (SDLC) Waterfall model, a traditional model that is widely used for its clearly defined stages. The development tools used were HTML, CSS, and Bootstrap for the front end of the system while PHP and MariaDB of MySQL were used for the back-end development. Google Chrome, Sublime Text and XAMPP were the other applications utilized in the development of the system. Information-gathering was done through interviews, observations, asking of sample forms and readings from various references and materials.

Each module of the system has been tested for its functionality, accuracy and consistency by the tourists and tourism office staff as direct users of the system. The users thus tested the system repeatedly and successfully. As a result of the study, the users find it systematic, convenient and efficient to use the proposed system from the traditional one. To further enhance the system, the following were recommended: provide a check-in process for bookings whereby tourists are accepted at the counter prior to the cruise, assign a boat and seat number for each tourist to make the booking system more efficient, send SMS notification to the tourists for confirmed booking and evolve the proposed system into an Information System.

Key Words: *Information Technology in Tourism, Online Booking, Philippines*

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Customer care and customer satisfaction of standard class hotels in the three cities of Isabela: basis for a proposed customer service program

—Abstract—

The development of the organization customer service culture, range of customer service, and type/range of products/services offered contribute to the meaningful improvement of the hotel's customer service. Continuous upgrade of the customer service will productively help every hotel. Since the human resource of the standard hotels is the primary source of customer service, it is important and relevant that they have to be empowered to acquire the skills and attitude needed in the workplace. Standard class hotels must focus on how their practices can increase the satisfaction of every guest. Being customer focus and knowing what practices can satisfy them can improve the sustainable competitiveness of the standard hotels.

This Customer Service Program has been designed to enhance the standard hotel's customer care services focusing on tangible actions where participants can take back what they have learned in their workplace. The methods contained in the training program can be worked on by the management of the hotels.

Key Words: *customer service program, customer care, customer satisfaction*

JEL Classification: Y40

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***Formulating Tourism Development Strategies using SWOT Analysis Method:
A Case of Local Government Unit of San Jose, Camarines Sur***

—Abstract—

Tourism has significant contribution in sustainable development, economic upliftment, and social benefits, if planned systematically. In most developing countries particularly in the Philippines, tourism has been promoted by the national and regional tourism bodies. One of the major authorities which provide the key roles to this success is the local government units (LGUs). LGUs could provide the ideal, authority, infrastructure, policy and planning procedures to maximise the benefit for its communities and as an intermediaries in channelling the framework of government into each individual community in order to create a beneficial outcome. However, very little attention is given to rural areas and communities which have also a potential for tourism development. Hence, this study which identified the role of SWOT analysis in the formulation of tourism development strategies in the local government unit of San Jose. SWOT analysis is one of the most frequently used methods in strategic management, employed to build an overall development strategy as well as functional strategies concerning a function to be performed by a local government unit. The application of SWOT analysis enables the organization which is responsible for management of local tourism policies in destinations, to position tourism in the overall and general strategic planning in a methodological and orderly way. The identification of objectives and methods to be employed in the development of tourism should always be preceded by SWOT strategic positioning as an integrated tool which can be used to carry out activities such as planning, coordination, monitoring, control and promotion. It was found that San Jose has numerous natural and cultural assets which are underdeveloped due to political conflicts, lack of industry's human resources and infra development, and other basic factors that hinder local tourism growth, however, poses an opportunity for development.

Keywords: *local government unit, SWOT analysis, tourism development*

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Green Hotel Practices in Puerto Galera, Oriental Mindoro

—Abstract—

Accommodation sector, being an extensive-resource industry is battling for an urgent need for promoting environmental sustainability. With these, fostering green hotel and tourism practices has become the advocacy of the ASEAN Region through the ASEAN Green Hotel Standards.

This study was conducted to determine the extent of the green hotel practices and the significant differences on the perception of the managers, employees and guests of the selected accommodation establishments in Puerto Galera, Oriental Mindoro. The descriptive method was used adapting the major criteria and requirements of ASEAN Green Hotel standards. The respondents involved were the managers, employees and selected guests from nineteen accommodation establishments with 40 rooms and above.

As a result, collaboration with the community and local organizations, noise pollution control and wastewater treatment and management were among the indicators that are less observed. Managers, employees and guests also possessed different perceptions on green hotel practices of these accommodation establishments. The findings of the study ranging from “less observed to highly observed” directs to a slight “gap” between the environmental management initiatives of accommodation establishments and the assessment exhibited by its stakeholders towards these environmental practices.

An intervention program for designing an environmental management system which involves implementation of green hotel strategies with effective monitoring and evaluation mechanism was recommended to meet with the ASEAN Green Hotel Standards and to further contribute to the environmental sustainability and tourism development of Puerto Galera in the long run.

Keywords: *Green Hotel Operations, ASEAN Green Hotel Standards, Puerto Galera*

JEL Classification: Z32 Tourism and Development

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Philippine Hotel and Leisure Industry: A Two-way Perspective Financial Performance Analysis

—Abstract—

A growth in tourism-related activities in the Philippines is expected as a result of the increasing number of tourist arrivals in the country. However this growth also causes an increasing competition which may affect the financial performance of every business in the country.

The main goal of this paper is to know the performance of hotel and leisure companies listed in the Philippine Stock Exchange using a two-way perspective approach: accounting-based and market-based financial performance indicators for the periods 2013 to 2017. Secondary data were taken from the websites of the five respondents selected to answer the objectives of this paper. The data obtained were also analyzed statistically using Analysis of Variance (ANOVA) and Pearson's Correlation Test.

The results show that there is a downward trend in financial performance of the companies. In terms of accounting-based performance, only three out of five hotels selected, Acesite (Phils.) Hotel Corporation, Discovery World Corporation, and Waterfront Philippines Corporation recorded a positive average returns for the period covered, although Grand Plaza Hotel Corporation posted an impressive gross profit ratio despite its overall negative return. In terms of market-based indicators, only Grand Plaza Hotel Corporation proves attractive to investors due to its high stock price, while only Discovery World Corporation issued dividends to its stockholders. In terms of earnings per share, only Acesite (Phils.) Hotel Corporation, Discovery World Corporation, and Waterfront Philippines Corporation posted average positive performance. Interestingly, this paper shows that there is a negative relationship between return on asset (ROA) and return on equity (ROE) to the stock price of the hotel as opposed to other findings of different authors, unlike gross profit ratio showing otherwise. Moreover, ROA and ROE also depict a positive correlation with the dividend payout ratio and earnings per share.

Key Words: *Hotel Accounting Performance, Hotel Financial Performance, Hotel and Leisure Industry*
JEL Classification: M41 Accounting

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Lessons Learned from Interdisciplinary Tourism Research About Small Islands in the Visayas, Philippines

—Abstract—

Small islands have diverse and inimitable ecological and socio-cultural settings, in which tourism plays a vital component for economic development. Since small island destinations are constrained due to their 'remoteness' and scale, various strategies have been implemented to enhance their competitiveness. Still, each island is unique, thus challenges and opportunities are distinctive, wherein 'web of relationships and interactions' among tourism stakeholders are perceived. To deepen learning experiences about the sustainability of small island tourism, these realities call for interdisciplinary research. Though, expert researchers, often experience challenges in conducting interdisciplinary research, more so, in tourism. This paper reflects on learnings from a research under the University of the Philippines System-Emerging Interdisciplinary Development Research on 'Promoting Sustainable Tourism Development of Small Island in the Visayas.' In particular, the research examined island tourism destinations in the Visayas using the five pillars for sustainable tourism development of UN-WTO (United Nations – World Tourism Organization). These insights are fourfold – team cooperation towards 'new collective knowledge', management of research team differences, logistical and administrative conditions of research, and necessity of mixed methods in research. First, team dynamics and cooperation are means of gaining common understanding

because proponents have different expertise (e.g., economics, marketing, political science, natural sciences, etc.), personal background (e.g., gender, age, etc.), and ways of thinking (e.g., deductive). Overtime, researchers build on diversity of ideas and experiences and bring about a 'new collective knowledge', such as understanding precarious work exists. It said that unwarranted work in small island tourism destinations exists, but elements of decent work were the least of the concerns of residents, especially in less-mature destinations. Second, the group should manage differences (and potentially, conflict) and to learn from the 'other disciplines' in understanding key concepts examined in the study. For example, concepts such as 'good governance,' 'tourist satisfaction,' 'decent work,' 'inclusivity,' and 'environmental and cultural sound' require multi-disciplinary perspectives for a holistic view. Collaborators are usually bound to limitations of their own disciplines and their own competencies, thus there should be a balance between group mixture and common ground. Third, good logistical and administrative support are also ideal for similar research, as team meetings are hard to organize, especially when dealing with different institutions, organizations, and tourism destinations. Lastly, interdisciplinary investigation usually, with limited budget, requires mixed methods approach, in which the different types of information to be collected and excluded are usually challenging. Environmental data about the islands, for instance, may be collected using secondary data (e.g., database), while tourist satisfactions may be collected through blogs and reviews in social media. These experiences embrace the difficulties in interdisciplinary research in order to promote interdisciplinary work to discover new collective knowledge in tourism.

Key Words: *sustainable tourism, small islands, Philippines*

JEL Classification: O1, Z32, L83, D63, F6

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Inventory of Agritourism Sites: Potentials and Prospects in Barangays Tinawagan and Libod, Tigaon, Camarines Sur, Philippines

—Abstract—

The study aims to determine the potential and prospects of agritourism sites in Barangays Tinawagan and Libod, Tigaon, Camarines Sur through Community-Based Participatory Action Research Approach. This will serve as baseline information to develop community-managed agritourism trek in the area to help the community uplift the socio-economic status. The study focuses on potential sites from the point of origin, accessibility, mode of transportation and side attractions, and other services. The Tourism Assessment Process (Linking Communities Tourism and Conversation) model was utilized through Focused group discussions, ocular and site visit, and oral interview were considered in gathering the data. The gathered data were treated using

descriptive statistics. Findings show that barangays of Libod and Tinawagan of Tigaon, Camarines Sur was found to have potential and prospects as agritourism sites. In terms accessibility, potential markets, means of transport, and mode of transportation was perceived to be present in all the agritourism sites. Based on the result, which is limited to, this study recommends that the local government unit should take necessary action: 1. recognizing the potential agritourism sites; 2. improvement on various infrastructure projects, road network rehabilitation, funding livelihood projects, etc. and 3. legislating policies governing the recognition of potential agritourism sites.

Keywords: *agritourism, potential and prospects, community based participatory action research*

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The Perceived Socio-economic Impact of the Upcoming International Airport in Panglao, Bohol, Philippines

—Abstract—

Air transport services provide a vital social and economic link between people, countries, and cultures. In the case of Bohol province, the air transport industry is viewed as one of the drivers of economic benefits. However, the current domestic airport of the province faced issues concerning the fast-growing number of local and international passengers. Thus, the construction of an international airport was a concern. With that, the researchers conducted this study to determine the perceived socio-economic impact of the upcoming international airport in Panglao, Bohol. Specifically, on its positive and negative upbringing in the society.

To attain the aim of this study, the researchers asked fifty respondents from the affected barangays where the proposed international airport will be located. Questionnaires were used to gather the relevant data from the respondents.

Results have shown that the respondents perceived that the upcoming international airport has both social and economic impacts. For social impact, the upcoming international airport has little to moderate negative impacts on health and safety, and psychological well-being and moderate positive impacts on social services, and social well-being. For economic impact, the upcoming international airport has a large positive impact on both employment and productivity in tourism and large negative impact on both land used and housing and goods and services. The results provide significant implications to the government, businesses, and residents in Panglao, Bohol seeking to maximize the possible positive impacts and eliminate or minimize the potential negative impacts.

Key Words: Perceived social impact, perceived economic impact, international airport

JEL Classification: Z32

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Extent of Community Participation in the Ecotourism Project in Caramoan, Camarines Sur

—Abstract—

It is very important that the dynamics of community participation in the ecotourism projects in a destination is understood in order to analyze its significance in sustaining or maintaining the ecotourism project in the site. This study determined the extent of community participation in the ecotourism project in Caramoan. Findings revealed that the nature of participation of the household heads can be described as mere followers to the leaders and supervisors of the project. They involved themselves in the project because they believed that they could be of help to the project and they could benefit from it. The extent of community participations of barangay Paniman falls under the third level of participation which is participation by consultation. Based on this, it can be said that the level of community participations in the area is low. Of the variables tested for possible relationship with each other, the respondents' gender, civil status, religion, annual family income, and membership in organization were found to be significantly related to their nature of participation. In addition, the respondents level of participation was found to be significantly related only to their membership and organizations. With these significant findings, the following are recommended: 1) the municipal tourism office must try to establish a much higher level of participation from its residents to address project sustainability. Residents should have a say on whatever is happening with the project since it is their own resources that the project is utilizing; and 2) public announcements, communication by word of mouth, attendance of residents in meetings, trainings, and seminars regarding the project must be monitored and enhanced to make sure that more residents understand the purpose of the project and why the tourism office need their participation or involvement.

Keywords: *community participation, ecotourism projects, residents involvement*

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Medical Pluralism, Traditional Healing Practices, and the Partido Albularyo: Challenges in Inclusion

—Abstract—

Traditional healing is a part of the Filipino culture that has been passed down through many generations, and is continuously being practiced, especially in far-flung barrios and barangays in the country. From the old name *babaylan*, the traditional healers now operate under various names, such as *albularyo*, *manghihilot*, *mangluluop*, *mangtatawas*, and faith healers. They become instrumental in ensuring that their *kapwa* receives the health care a person's needs regardless of

gender and social status. In this context, this study traced the existence of traditional healers in Partido area. It was found that ancient *parabulong* in Partido area are commonly called *albularyo* which is considered as the “general practitioner” knowledgeable in most of the folkloric modalities, usually versed in the use of medicinal herbs and spiritual/supernatural interventions. Their procedures and rituals were observed with similarities on performing *orasyon*, *hilot*, and *himolso*, likewise with their common healing paraphernalia such as *lana* and *kandila*. Although there are noted differences and similarities on the description of their practices and procedures, these key informants’ healing practices are all centered to God with a pure intention to cure one’s illnesses and to be of help to other people. Therefore, it is deemed significant to conduct further studies on the: curative effects of *albularyos*, psychological effect of pulse-checking healed persons by these traditional healers, unmasking the other features of traditional healing of Partido area, and exploring potentials for medical-wellness tourism product development.

Keywords: *albularyo, ancient healer, healing procedures, traditional healing practices*
