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ICSTHM

Proceedings of the

International Conference on

Sustainable Tourism and Hospitality Management

Redefining Tourism and Hospitality:
Pathways to Sustainability and Innovation

22nd - 23rd May, 2025 Kuala Lumpur, Malaysia



ISBN: 978-81-983609-9-1

ICSTHM – 25

International Conference on Sustainable Tourism & Hospitality Management

Kuala Lumpur, Malaysia

22nd - 23rd May 2025

Organized by
ZEP Research

https://www.zepresearch.com/

Publisher: ZEP Research

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Acknowledgemen

ZEP Research is hosting the ICSTHM-2025: International Conference on Sustainable Tourism & Hospitality Management at Kuala Lumpur, Malaysia on 22nd–23rd May 2025. The main objective is to provide an incredible platform to explore transformative ideas in sustainable tourism, discuss challenges in the hospitality industry with like-minded professionals, and foster significant professional growth and development.

The conference will offer continuous networking opportunities and enriching sessions led by respected experts in the field. These sessions are designed to deliver valuable insights and stimulate meaningful dialogue. Connecting with fellow professionals and sharing your institution or organization's success stories is a powerful way to build lasting relationships and position yourself as a thought leader in the industry.

I express my heartfelt gratitude to all my colleagues, staff, professors, reviewers, and members of the organizing committee for their dedicated support in making this conference a success. I am equally thankful to all our delegates for their commitment and effort in traveling from afar to participate in this event.

Priyanka Sahu

Mrs. Priyanka Sahu
Director,
ZEP Research, India

Editorial

Dear Readers,

In an era defined by rapid global change and urgent sustainability challenges, the **International Conference on Sustainable Tourism and Hospitality Management (ICSTHM)**: *"Shaping Tomorrow's Sustainable Landscape serves as a vital platform for intellectual exchange and collaborative discourse"*. This gathering of esteemed scholars, researchers, industry leaders, and policymakers underscores the collective commitment to fostering sustainable solutions within tourism and hospitality through innovation and forward-thinking strategies.

As the world grapples with climate change, over-tourism, resource depletion, and evolving traveler expectations, this conference aims to explore cutting-edge research, emerging best practices, and sustainable models that can drive positive transformation. It provides an opportunity to discuss actionable strategies that balance economic development with environmental stewardship and cultural preservation, ensuring a future that is both vibrant and responsible.

Through insightful keynote addresses, rigorous academic presentations, and dynamic panel discussions, this event aspires to generate meaningful conversations that bridge disciplines and sectors. The knowledge and innovations shared here will undoubtedly contribute to shaping policies, guiding industry standards, and inspiring communities toward a more sustainable and resilient future in tourism and hospitality.

We welcome all participants to engage in this vital dialogue, collaborate on transformative ideas, and take an active role in shaping the future of sustainable tourism. Let us work together to build a world where innovation not only enhances guest experiences but also safeguards destinations and the well-being of future generations.

Warm regards,

Prof. (Dr.) Sandeep Walia
Keynote Speaker,
ICSTHM, 2025

Preface

ZEP Research is proud to host the International Conference on Sustainable Tourism & Hospitality Management (ICSTHM 2025) in Kuala Lumpur, Malaysia on 22nd–23rd May 2025. This edition is being conducted in both onsite and online modes, ensuring accessibility and convenience for participants around the globe.

It is our pleasure to have **Dr. Aishwarya Singh**, and **Dr. Nor Fauziana Binti Ibrahim** as our Session Chairs and the **Keynote Speakers – Dr. Yeo Sook Fern, Dr. Sipnarong Kanchanawongpaisan, Harfiz Rasul bin Mohamad, Dr. Sandeep K. Walia, and Miss Katherine Cadalo**. The **ICSTHM** Conferences aim to promote interdisciplinary collaboration and the advancement of sustainability and innovation in tourism and hospitality across various fields. The conference serves as a platform for discussing the challenges and solutions related to the practical implementation of cutting-edge research in Sustainable Tourism Development, Green Hospitality Practices, Technology in Tourism, Tourism and Climate, Tourism Economics and Society, and Research and Learning. Bringing together experts from diverse sectors, ICSTHM seeks to address global challenges through innovative solutions and the sharing of knowledge that can shape a sustainable future.

This conference serves as a crucial platform for researchers, practitioners, and industry leaders to exchange ideas, share insights, and forge collaborations. Through keynote presentations, technical sessions, and interactive workshops, we aim to explore the latest developments, thoughts, and ethical considerations in this rapidly evolving field.

We are honoured to host distinguished experts and enthusiasts from around the globe, each contributing unique perspectives and expertise.

We extend our heartfelt gratitude to all participants, sponsors, and organizers whose dedication has made this event possible. Let us embark on this journey of discovery, innovation, and collaboration.

Welcome to the ***International Conference on Sustainable Tourism & Hospitality Management.***

International Conference on Sustainable Tourism & Hospitality Management

Kuala Lumpur, Malaysia
22nd - 23rd May 2025

Organizer's Message



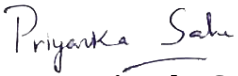
Mrs. Priyanka Sahu
Director,
ZEP Research, India

Dear All,

It is with great pleasure that we present the proceedings of the ***International Conference on Sustainable Tourism & Hospitality Management*** **(ICSTHM 2025).** This compilation of scholarly contributions represents the collective efforts of researchers, academicians, industry experts, and practitioners who are dedicated to advancing knowledge and fostering innovation in their respective fields.

The **ICSTHM-2025** serves as a platform for intellectual exchange, interdisciplinary discussions, and the dissemination of pioneering research that bridges the domains of Sustainability, Innovation and Technologies. The papers included in this volume reflect a broad spectrum of cutting-edge studies, innovative methodologies, and practical applications aimed at addressing contemporary global challenges.

We extend our sincere gratitude to all the authors, reviewers, keynote speakers, and participants for their invaluable contributions. Special appreciation is due to the organizing committee, technical team, and advisory board for their unwavering dedication in making this conference a success. As we move forward, we hope that the insights and discoveries shared in this proceedings book will inspire further research, collaborations, and meaningful advancements across disciplines. We look forward to continuing this journey of academic excellence and innovation in future editions of **ICSTHM-2025**.



Mrs. Priyanka Sahu
Director,
ZEP Research, India

Keynote Speakers



Harfiz Rasul bin Mohamad
Country Manager,
Singapore University of Social Sciences, Malaysia

Dear All,

I would like to express my sincere gratitude to the organizing committee of the International Conference on Sustainable Tourism and Hospitality Management (ICSTHM) for the honour of inviting me to serve as one of the keynote speakers at your upcoming Conference, taking place on May 22–23, 2025, in Kuala Lumpur Malaysia. A heartfelt thank you to the organizing committee for this opportunity to share not only my insights but also sharing my personal experience on the topic: "Agility and Adaptability: Powering Your Future Forward" Congratulations to the ICSTHM team for assembling a global platform dedicated to innovation, sustainability, and meaningful dialogue in tourism and hospitality. It is truly inspiring to see such dedication to advancing knowledge and innovation in the field. I'm excited to contribute—and even more excited for the conversations and connections ahead. Looking forward to being part of this successful and impactful conference, and to the possibility of continued collaboration in the future.



Harfiz Rasul bin Mohamad
Keynote Speaker,
ICSTHM-2025



Miss Katherine Cadalo
Dean, Hospitality, Tourism, Nutrition and Dietetics Program
Higher Education Institution. Philippines

Dear All,

At the core of Sustainable Tourism and Hospitality Management is a dedication to harmonizing economic development, environmental care, and social accountability. Our program inspires students to take charge with intention—launch creative initiatives that safeguard natural and cultural heritage while enriching the experiences of guests. United, we are crafting a future where travel flourishes in balance with the earth and its inhabitants.

Warm Regards,

Miss Katherine Cadalo
Keynote Speaker,
ICSTHM-2025



Dr. Sipnarong Kanchanawongpaisan, Ph.D.
Deputy Director of The Institute of Multidisciplinary Postdoctoral Research and Franchise Program, Thailand

Dear All,

I am honored to join you as a keynote speaker at this prestigious international conference. In a world facing complex and interlinked challenges ranging from climate change to inequality, sustainable development is no longer an option; it is an imperative.

The Sustainable Development Goals (SDGs) provide a universal blueprint to build a more equitable, resilient, and sustainable world. At the same time, Thailand's Bio-Circular-Green (BCG) Economy offers a practical and localized development model that aligns economic growth with environmental stewardship and social inclusion. Looking closely, we see that the intersection between the SDGs and BCG economy is not merely strategic but transformative.

But transformation cannot occur without education. The education sector is the enabler. We plant the seeds of sustainable consciousness within our schools, universities, and learning platforms. Education for Sustainable Development (ESD) must be integrated across curricula, not as an optional theme but as a core mission. Institutions must go beyond academic delivery and become living laboratories of sustainable practice through green campuses, community engagement, and curriculum reforms aligned with SDG and BCG values.

My research and observations have shown that when educational institutions adopt BCG-aligned innovation, for instance, promoting circular design thinking, renewable energy training, and digital sustainability tools, students don’t just learn about sustainability; they embody it. In Thailand’s Eastern

Economic Corridor, educational institutions are partnering with industries to co-develop programs that equip the next generation with skills relevant for green and circular economies. These collaborations illustrate that cross-sector integration is not only possible but powerful.

As we look to the future, I urge each of us to ask:

1) How can education bridge visionary policies and real-world impact ?
2) How can we design learning experiences that empower young people to adapt to the future and lead it ?

Let us commit to fostering education systems that do more than inform; they inspire action. Let us shape learners who are not only job-ready but also planet-ready.

Thank you, and I look forward to our continued collaboration in driving global goals through local action.



Dr. Sipnarong Kanchanawongpaisan, Ph.D.
Keynote Speaker,
ICSTHM-2025



Dr. Sandeep. K. Walia
Professor in Tourism and Marketing and Registrar and Dean Academics
Higher Education Institution. The Charutar Vidya Mandal (CVM) University,
Gujarat, India

Dear All,

I would like to extend my heartfelt thanks and best wishes for the upcoming International Conference on Sustainable Tourism & Hospitality Management Redefining Tourism and Hospitality: Pathways to Sustainability and Innovation (ICSTHM), scheduled to be held on 22nd and 23rd May 2025 in Kuala Lumpur, Malaysia.

The theme of the conference is both timely and highly relevant, as it addresses critical pathways to sustainability and innovation in the tourism and hospitality sectors. The conference is also aimed in bringing together thought leaders, researchers, and industry experts thereby providing a global platform to discuss these pressing issues.

I wish the ICSTHM-2025 a resounding success, inspiring valuable insights and fostering impactful collaborations for a more sustainable future in tourism and hospitality.

Wishing for a fruitful and successful event!

Warm regards,

Prof. (Dr.) Sandeep Walia
Keynote Speaker,
ICSTHM-2025

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  Data Science Department, India

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International Conference on Sustainable Tourism & Hospitality Management

ABSTRACTS

Business Operations Sustainability of Hotels and Resorts in Aurora Province

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Abstract

This research aims to evaluate the various operations management employed by hotels, inns, and resorts in Aurora Province, Northern Philippines, focusing on three distinct segments. The first part pertains to information on the business establishment, such as location, number of rooms, ownership and classification, years of operation, and services and amenities provided. The second part delves into business operations, encompassing organizational management, marketing, technical operations, and financial management. Finally, part three examines the economic impact of the accommodation sector in Aurora Province.

The study paradigm uses the input-output-process (IPO) model. The IPO model is a conceptual framework for visualizing processes by outlining inputs, steps involved, and outputs. It is a research paradigm from Hackman, 1987. In this study, we apply the IPO concept to assess operations management in the accommodation industry. The input refers to the data and information we will gather to evaluate the effectiveness and efficiency of operations within accommodation establishments, such as hotels, inns, resorts, and transient houses. The process involves analyzing the gathered data through questionnaires, interviews, and statistical treatments to identify trends and patterns in the collected quantitative data. The output aims to generate valuable insights that will improve operations management and inform policy recommendations. By following this framework, accommodation businesses can gain valuable insights into their operations, identify areas for improvement, and ultimately achieve greater sustainability and success.

Keywords: *Operations Management, Accommodation Sector, IPO Model, Tourism Industry, Economic Impact, Aurora Province*

Assessing Pinas Sarap TV Show as a Travel Motivation in Promoting the Filipino Cuisines as Anticipated by Selected Tourism and Hospitality Management Students in a University Located in Manila

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[4]*National Teachers College, Philippines*
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Abstract

This study explores the role of the Pinas Sarap TV show as a travel motivation tool in promoting Filipino cuisine, as perceived by selected Tourism and Hospitality Management students at a private university in Manila. It investigates how the program influences various factors in travel, including accessibility, attractions, culture, education, and gastronomy. A descriptive quantitative research design was employed there were 60 respondents in this study. Data were collected through a survey questionnaire. The statistical methods employed in this study were the percentage, weighted mean, and T-test used to analyze the findings. The results indicate that Pinas Sarap motivates viewers to explore Filipino gastronomy and travel destinations. Respondents reported a higher motivational level after watching the show, particularly in seeking cultural knowledge, experiencing authentic cuisines, and appreciating the history of Filipino food. There was also a notable impact on their awareness of food-related travel opportunities, with a significant difference observed in travel motivations before and after viewing the program. The study underscores the potential of culinary travel shows as effective mediums for boosting local tourism. It recommends further investment in such programs to enhance their reach and influence, ultimately supporting the promotion of local destinations and cuisines. Future researchers are encouraged to examine the impact of other digital platforms, such as blogs and travel documentaries, on tourism development.

Keywords: *travel motivation, gastronomy tourism, culinary tourism, Filipino cuisines*

Insights of Filipinos Towards The Traditional Palarong Pinoy to Generation Z Games to Promote Cultural Heritage Tourism

Apolinar P. Datu[1], Julius R. Beltran[2], Najera R. Umpar[3], Aljen B. Cabrera[4], Lyzza D. Bartican[5], Erika Joy F. Lagos[6]
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Abstract

Traditional Filipino games are a form of entertainment that Filipino adolescents enjoy during their leisure time, from early mornings to after-school hours, weekdays to holidays. The Filipinos are also known for designing games in which only the environment, people, and any useable objects can be used as game pieces. However, as observed, there are many advantages to knowing and participating more about the games.

The review of related literature provides the ideas, the completed thesis generalization, and discoveries of playing Palarong Pinoy. The researchers use descriptive and quantitative methodologies to collect information regarding insights of Filipinos towards the Traditional Palarong Pinoy to Generation Z Games to promote Cultural Heritage Tourism respondents who played the Traditional Palarong Pinoy. This study employed Google Forms to collect data relevant to the study using a researcher-made questionnaire.

Keywords: *Sports, heritage tourism, Palarong Pinoy*

On-the-job Training Performance as Basis for the Sustainable Improvement of the Pracfolio (Practicum Portfolio)

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Abstract

On-the-job training performance is found to be relevant in making job-ready graduates. More and more hotels have realized how important it is to maintain on-the-job training in the changing and complex work environment (Paygude, 2017). Thus, this study is implemented to identify the on-the-job training performance and their comments and suggestions as assessed by the partner training establishments of BSCSM third-year student-trainees taking Practicum 1 in a maritime university. It utilized the 81 on-the-job performance assessments of the partner training establishments in Practicum 1 during the second semester of SY 2022-2023. It employed a quantitative-qualitative research design using descriptive-correlation statistical analysis and thematic analysis through a word or phrase cloud. Descriptive statistical tools employed are mean and standard deviation, while independent sample t-test and Pearson's r were used to test the inferential analysis. Content analysis using the word cloud using the NViVo tool to derive the themes for the comments and suggestions of the partner training establishments. The overall performance of the trainees is very high as a whole and when classified according to sex and type of establishment of which personal appearance, cooperation, and ability to emerge as highest while job knowledge and organization, judgment and initiative, and attendance and punctuality are the lowest of all the performance categories. When classified according to sex, cooperation emerged as top for males, with attendance and punctuality as the least while personal appearance for females, with diligence and reliability as the most minor performance indicators that defined them. According to the training establishment, personal appearance emerged as the highest for hotels, while cooperation and personal appearance for the restaurants and the lowest performance indicator indicated attendance and punctuality. There are no significant differences in the training performance of the trainees classified as to sex and type of establishment, and there is the strong linear relationship among work output communication skills, job knowledge judgment and initiative, personality towards work,

cooperation, and diligence and reliability.

Keywords: *on-the-job training performance, performance indicators, training improvement*

Empowering Rural Communities: Phenomenological Inquiry into Solar Power Access in Camp Silva Hot Spring

Beatrice C. Villagarcia[1], Katherine Y. Cadalo[2], Rey Lawrence L. Herreria[3], Ivy Mae P. Borre[4], Angel Joy D. Buan[5], Mary Anne D. Ranola[6], Isaac D. Veneracion[7], Julieta Lourdes M. Indias[8]
[1,2,3,4,5,6,7,8]*World Citi Colleges - Quezon City, Philippines*

Abstract

This study, titled "Empowering Rural Communities: Phenomenological Inquiry into Solar Power Access in Camp Silva Hot Spring," aims to provide a dependable energy source tailored to the locality, benefiting both the tourist spot and the rural community. Through a phenomenological approach, it explores residents' subjective experiences with solar power access, aiming to inform policy and interventions for rural community empowerment and sustainable energy solutions. Drawing upon Moustakas' phenomenological framework, the study examines the complexities of utilizing solar power comprehensively. By addressing residents' perceptions, challenges, and implications, it contributes to the creation of sustainable solar power access techniques, informs government policies, aids NGOs, assists the solar energy industry, and enriches academic discourse. While focusing on Camp Silva Hot Spring in Laguna, its findings may guide future research and interventions in similar rural contexts, promoting sustainable rural development and energy access.

Keywords: *on-the-job training performance, performance indicators, training improvement*

Service Quality, Customer Experience, and Retention Among Guests of Dot-Accredited Hotels in Iloilo City

Charmaine Lyn C. Magapan[1], Aaliah Ann B. Alado[2], Vicel B. Asdulo[3], Jermaine Kate P. Bales[4], Axel Rose T. Benedicto[5], Justine Claire N, Bulao[6], Nicole Sofia L. Gallenero[7]
[1,2,3,4,5,6,7]*University of San Agustin, Iloilo City, Philippines*

Abstract

This descriptive-correlational study aimed to determine the service quality, customer experience, and retention among guests of DOT- accredited hotels in Iloilo City. This study was conducted starting September 2022 until November 2024 among three hundred (300) guests that have stayed in any DOT (Department of Tourism)-Accredited hotels in Iloilo City, Philippines. Respondents are divided into two category, such as the local guests and inbound guests. To obtain the needed data, the researcher utilized a researcher-made questionnaire that consisted of fifteen (15) items per category. Frequency count, Mean, Percentage, Standard deviation for descriptive statistics, while Mann-Whitney-U Test, Kruskal-Wallis-U Test, and Spearman's Rank-Order Correlation (Spearman's rho) were employed for inferential statistics. The findings revealed that DOT -accredited hotels in Iloilo City offers extraordinarily efficient service quality and customer experience to young adults who stay there, a trend that is positive for the hotel industry and contributes to excellent customer retention rates. The study revealed that the level of service quality of DOT-accredited hotels in Iloilo City as assessed among guests when grouped according to personal related factors such as sex, age, marital status, educational attainment, frequency of visit in the hotel, monthly income and type of guest was 'extremely efficient'. Results showed that the level of customer experience of DOT-accredited hotels in Iloilo City as assessed among guests when grouped according to personal related factors was 'extremely satisfied'. Results also showed that the level of customer retention of DOT accredited hotels in Iloilo City as assessed among the guests when grouped according to their personal related factors was 'very high'. The findings revealed that there is a significant differences in the level of service of quality of DOT-accredited hotels in the Iloilo City when guests were grouped according to age, marital status, and monthly income and no significant differences when grouped according sex, educational attainment, frequency of visit and type of guest. No significant differences

existed in the customers' assessment of the level of customer experience of DOT-accredited hotels in the Iloilo City when grouped according to age, marital status, educational attainment, frequency of visit, and monthly income while it revealed that there is a significant differences when grouped according to type of guest. However, there was no significant difference in the level of guests' retention of DOT-accredited hotels in the Iloilo City when grouped according to educational attainment, frequency of visit, monthly income, type of guests while significant differences existed when grouped according to age and marital status. The findings also revealed that there was a significant relationship between the service quality, customer experience and customer retention. These results underscore the importance of service quality and customer experience in influencing customer retention rates within the hotel industry.

Keywords: *Service Quality, Customer Experience, Customer Retention, DOT-Accredited Hotels, Iloilo City, Descriptive-Correlational Study*

Service Recovery in The Hotel Industry: A Narrative Review

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Abstract

This study employs a narrative literature review to explore service recovery in the hotel industry. The findings underscore that effective service recovery strategies, which incorporate fair compensation, transparent procedures, and empathetic interactions, are crucial for restoring customer trust and maintaining competitive advantage in the hotel industry which is characterized by intense competition and evolving customer expectations. Implications for hotel operators include the need to develop integrated recovery frameworks, invest in targeted employee training, streamline complaint resolution processes, and continuously monitor customer feedback to adapt to changing demands. Additionally, the study highlights opportunities for future research to adopt mixed-method approaches that further explore the interplay between customer and service providers' perspectives, ultimately contributing to a more holistic understanding of service recovery practices.

Keywords: *Service Recovery, Hotel Industry, Customer Satisfaction, Service Failure*

Sustainable Management of Ecotourism, Case Study in Dampier Strait of Marine Protected Area, Raja Ampat, Southeast of Papua Province, Indonesia

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Abstract

The sustainable analysis of marine ecotourism in Dampier Strait Marine Protected Area of Raja Ampat yields from analysis of tourist perception based on structured and depth interviews so as to be known for various ecological interdimensional relationships (10 attributes), economic dimension (4 attributes), cultural social dimension (12 attributes), and technology (4 attributes). Set up attributes are justification of some perceptions that represent the performance of tourist ecotourism, management of the attraction of tourist destinations, optimize the management of conservation area and sustainable management areas of marine ecotourism in Dampier Strait Marine Protected Areas. There are consists of ecology, economy, social, and technology dimensions. Contributions from each dimension to the performance of marine ecotourist, management of the attraction of tourist destinations, optimize the management of conservation area and sustainable management areas of marine ecotourism could be analyzed using multidimensional scaling (multidimensional scaling/MDS) on the assessed by respondents. Sustainability status analysis can be known using software RAMEco (Rapid Appraisal for Management of Marine Ecotourism). Based on the results of multidimensional analysis, the ordinance of attribute contributions in the ecological, economic, socio-cultural, and technological dimensions has a sustainability index value of 59.51, indicating a potential for sustainability. According to tourists' perceptions, the sustainability ordinance is largely determined by attributes with similar value ranges to enhance the sustainable management of the Dampier Strait MPA in Raja Ampat. The multidimensional sustainability analysis showed that the ordinance of attribute contributions in the ecological, economic, socio-cultural, and technological dimensions has a potential sustainability status (sustainability index of 59.51).The most important attributes that contribute significantly to the sustainability status of management include regulating accessibility through better transportation system management, ensuring ease of access, and

utilizing appropriate transportation modes; improved management, maintenance, and conservation of the Dampier Strait MPA; and better promotion of the Dampier Strait MPA, all of which will influence the sustainability status.

Keywords: *Sustainable management, ecotourism, Marine Protected Area, Raja Ampat*

Exploring The Effectiveness of Marketing Approaches in Selected Hotels in Legazpi City, Philippines

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Abstract

The tourism industry in Legazpi City, particularly its hotel sector, has undergone significant changes in response to emerging challenges. This study aimed to assess the effectiveness of the promotional strategies implemented by selected hotels in Legazpi City during the new normal. It explored the level of awareness among local tourists, the promotional strategies employed by hotel owners and managers, and the effectiveness of these strategies in attracting guests. Using a descriptive research design, the study surveyed 50 local tourists to gauge their awareness and perceptions. Findings revealed that social media, especially Facebook, is the most effective promotional tool, with traditional methods such as TV and radio ads being less impactful. Despite the widespread use of digital strategies, the overall awareness of the selected hotels remains moderate. The study recommends further integration of social media, the use of influencers, and the introduction of exclusive deals to enhance promotional effectiveness. These recommendations aim to strengthen the marketing efforts of hotels and increase their appeal to tourists.

Keywords: *Promotional Strategies, Hotels, Tourism, Social Media, New Normal, Legazpi City*

Enhancing Destination Visibility through Digital Marketing: A Study of Tourist Sites in Osun State, Nigeria

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Abstract

Tourist destinations contribute significantly to economic growth through increased revenue, job creation in the tourism and hospitality sectors, and supporting infrastructure development. They also foster cultural exchange, enhance cross-cultural understanding, and support the preservation of local traditions, culture, and heritage sites. Despite these advantages, Osun State, Nigeria's tourist attractions remain unpopular due to insufficient awareness and outdated marketing approaches. Hence, the study focuses on modern marketing communication strategies for promoting tourism in Osun State. A survey research design targeted staff and visitors at three major tourist attractions: the Museum of Natural History at Obafemi Awolowo University, the Osun-Osogbo Sacred Grove, and Erin-Ijesa Waterfall. Data was collected using two sets of self-structured and validated questionnaires- One for the staff of the sites and another for the tourists. Fifty copies of the Questionnaire for the staff of the tourist sites were distributed, with 48 valid responses recorded (96% response rate). The second questionnaire designed for the tourists was administered to 391 visitors, out of which 345 were completed and returned (88.2% response rate).

Findings revealed that various modern marketing communication strategies, including advertising, public relations, and social media marketing, are being used to promote tourism in the state. These strategies are significantly influenced by consumer behaviour, digital presence, cultural heritage promotion, economic trends, technological advancements, globalisation, and government involvement. The results identified advertising, public relations, and social media marketing as notably positively impacting the promotion of tourist destinations in Osun State. Based on these findings, the study concluded that these modern communication tools hold great potential for enhancing tourism visibility and visitor engagement in the region.

The study recommends that there should be an increase in investment in high-quality, contemporary marketing communication strategies for tourist attractions in the state, which will improve awareness, attract more visitors, and enhance both the quantity and quality of tourism experiences available in the state.

Keywords: *Tourism Promotion, Marketing Communication Strategies, Osun State, Social Media Marketing, Cultural Heritage Tourism, Visitor Engagement*

Innovating Sustainability: Integrating Green Technologies and Guest Engagement in Hospitality Operations

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Abstract

As global tourism rebounds, the hospitality industry faces mounting pressure to align growth with sustainability. This paper explores a multi-dimensional approach to integrating green technologies and fostering guest participation to reduce environmental impact in hotel operations. Drawing on case studies from Southeast Asia and quantitative data from eco-certified hotels, we examine how energy-saving systems, water-efficient practices, and digital tools for waste tracking have improved environmental performance without compromising guest satisfaction. Furthermore, we evaluate behavioral strategies that engage guests in sustainable actions—such as gamified reward systems and real-time feedback displays. Our findings suggest that combining smart technology with inclusive guest experiences can lead to measurable reductions in resource use while enhancing brand loyalty. This research offers practical frameworks for hospitality managers and policy recommendations for sustainable tourism development. It contributes to both academic discourse and real-world application, aligning with the conference themes of green hospitality practices, sustainable tourism development, and technology in tourism.

Keywords: *Sustainable Hospitality, Green Technologies, Guest Engagement, Eco-Certified Hotels, Resource Efficiency, Smart Tourism Solutions*

Assessment on Student Research Output with Artificial Intelligence: Opportunities and Challenges in Higher Education

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Abstract

The use of Artificial Intelligence (AI) tools in higher education holds significant potential to transform the way students conduct academic research. This study explores both the opportunities and challenges associated with the use of AI-powered tools—such as writing assistants, literature review platforms, and citation generators—in enhancing the quality and efficiency of student research. On the positive side, these tools help streamline the research process, improve writing quality, and support better time management. They assist with essential tasks such as grammar correction, citation organization, data analysis, and idea generation, allowing students to focus more on developing content and honing critical thinking skills. However, the increasing reliance on AI raises concerns related to academic integrity, overdependence on technology, and the possible decline in fundamental research abilities. While AI can help students overcome obstacles like writer's block and tight deadlines, excessive use may hinder deep learning, originality, and creativity. Additionally, the accuracy of AI-generated content and the risk of unintentional plagiarism are key issues. This paper seeks to strike a balance between the benefits and drawbacks of AI use, proposing strategies for maximizing its advantages while minimizing potential risks. Findings suggest that AI tools play an increasingly valuable role in academic research, particularly in enhancing writing, simplifying citation processes, and improving research efficiency. AI also supports students in conducting literature reviews, identifying relevant sources, and managing large datasets. Ultimately, the study highlights the need for institutional guidance, the development of ethical standards and regulatory frameworks, and efforts to build user confidence to ensure the responsible and effective integration of AI in student research and academic advancement.

Keywords: *Artificial Intelligence, student research, AI tools, higher education, challenges, opportunities.*

Ai-Based Quality Tourism Transformation in the Strategy to Improve South Sulawesi's Competitiveness Towards Golden Indonesia 2045

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Abstract

Tourism plays a strategic role in supporting Indonesia's national vision of sustainable economic growth and global competitiveness, especially in light of the Golden Indonesia 2045 agenda. Within this vision, the tourism sector is expected to become a pillar of development that not only contributes to the national GDP but also promotes cultural identity, job creation, and regional innovation. The Government of Indonesia, through the National Medium-Term Development Plan (RPJMN) 2025–2029, targets a GDP contribution from tourism of 5% by 2029 and foreign exchange earnings of USD 32 billion. Achieving these targets requires a fundamental transformation of the tourism ecosystem, driven by innovation, sustainability, and digital technology. This study aims to explore the role of Artificial Intelligence (AI) in improving the competitiveness and quality of tourism in South Sulawesi, one of Indonesia's promising yet under-optimized destinations. Employing a qualitative-descriptive approach, this research draws on literature review, official reports, and expert interviews with stakeholders such as policymakers, tourism operators, and digital platform developers. The findings demonstrate that AI can significantly enhance destination management through real-time data processing, tourist segmentation, personalized services, and smart infrastructure integration. Key AI applications identified include chatbots for instant communication, predictive analytics for marketing insights, virtual assistants for itinerary optimization, and immersive technologies like AR/VR for cultural experiences. Moreover, AI supports sustainable tourism practices by enabling smart waste management, energy-efficient facilities, and community-based tourism monitoring. However, challenges such as limited digital infrastructure, skill gaps, and unequal stakeholder engagement must be addressed. This paper argues that South Sulawesi must adopt a strategic roadmap for AI integration that aligns with national policy goals, fosters local innovation, and ensures inclusive participation. Strengthening AI-based tourism transformation will position South Sulawesi not only as a leading smart destination in Eastern Indonesia but also as a vital contributor to

Indonesia's journey toward Golden Indonesia 2045.

Keywords: *Artificial Intelligence, Tourism, Destination Image, Indonesia Emas 2045*

Community Based Tourism At Baseco, Manila: Phenomenological Approach

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Abstract

This study explores community-based tourism (CBT) at Baseco, Manila, using a phenomenological approach to understand the lived experiences of residents and tourists and to evaluate the current tourism development situation. The research investigates how the community benefits from, participates in, and directs tourism development, along with the benefits and impacts of the tourism industry on the local community. Data were collected through interviews with residents, tourists, a local tourist guide, and a government official. The findings reveal that while Baseco has rich cultural heritage and potential tourism resources, the community faces significant socioeconomic challenges including poverty and inadequate infrastructure. Despite these hardships, the community demonstrates resilience, bayanihan, and malasakit. The study identifies existing community-led initiatives and government programs supporting the community, such as Smokey Tours and livelihood programs. The research concludes that CBT has the potential to boost local tourism and socio-economic development by empowering and involving local inhabitants. Recommendations include enhancing community participation, developing marketing strategies, addressing residents' needs in healthcare and education, and fostering collaboration among stakeholders. The study proposes a Community Development Plan encompassing projects like a Food Festival, waterlily-based livelihood ("Habi"), and TESDA skills enhancement ("Agapay") to foster sustainable community-based tourism in Baseco. The plan acknowledges potential impediments and emphasizes the need for inclusive and sustainable development benefiting all stakeholders The study focuses on community-based tourism (CBT) in Baseco, Manila, exploring the experiences of both tourists and residents and evaluating the current tourism development situation using a phenomenological approach. CBT is presented as a tool for socio-economic transformation in urbanizing cities like Manila. The central concept of CBT involves the creation of tourist products spearheaded by locals to foster interrelationships between communities and tourists, aiming to alleviate negative impacts and improve living standards, particularly for impoverished societies. It allows communities to take charge of tourism management, bringing positive effects

and promoting environmental preservation and wise resource use. However, the study acknowledges potential challenges to community participation, including operational, structural, and cultural dimensions.

Keywords: *structural, community, Baseco, sustainable development*

Evaluating Grab's Role as a Digital Transport Assistant in Metro Manila

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Abstract

In a city like Metro Manila, where traffic is part of daily life, people are always looking for better, faster, and safer ways to get around. This study takes a closer look at Grab, the ride hailing app that's become a go-to transport option for many commuters. We wanted to understand how Grab is helping—or not helping—people move through the city. Through surveys of 400 users and interviews with drivers and transport experts, we found that Grab plays a big role in filling gaps where traditional transport falls short. It's especially useful when buses and trains are overcrowded, or when someone needs a ride home late at night. Features like fare estimates, real-time tracking, and in-app customer service make commuting more manageable. But it's not all smooth rides. People have raised concerns about high fares during peak hours, confusing pricing, and the fact that not everyone can afford a smartphone or data plan to use the app. There's also tension between Grab and government agencies over rules and regulations. What this study shows is that Grab isn't just a convenience—it's become part of how Metro Manila moves. It offers new ways to think about city transport, but it also brings new challenges. If we want digital tools like Grab to truly work for everyone, we need better cooperation between tech companies, policymakers, and the commuting public.

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Keywords: *Grab, ride-hailing, Metro Manila, digital transport, commuting, urban mobility, transport technology, accessibility*

Students' Perceptions Regarding Food Preparation Practices in A Private School in Manila Concessions: Addressing Challenges and Opportunities for Improvement

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Abstract

This study explores how students perceive the food preparation practices of a concessionaire in a private school in Manila to identify areas for improvement and uncover opportunities for a better dining experience. Since students rely on school-based food services for convenience and nutrition, their insights are essential in shaping a food environment that supports both their health and satisfaction. Using surveys and informal discussions, the research gathered feedback from senior high school students on important aspects such as food safety, cleanliness, taste, variety, and value for money.

The results showed that while many students appreciate the variety and accessibility of meals offered, they also expressed concerns about hygiene practices. Specific issues mentioned include inconsistent food quality, questionable sanitation during food handling, and the lack of visible cleanliness in preparation areas. Students noticed that staff do not always use gloves or hairnets, which led to doubts about food safety.

Despite these concerns, students remain hopeful and eager for change. They suggested practical solutions like more transparent food preparation areas, regular health and safety checks, and healthier meal options. Many also expressed a desire for their feedback to be considered in future improvements.

Ultimately, the study emphasizes the importance of listening to students' voices when it comes to school food services. By addressing their concerns and acting on their suggestions, schools and concessionaires can create a more positive, safe, and student-friendly food experience—one that not only fills stomachs but also builds trust and well-being in the school community.

Keywords: *Food preparation, school concessionaires, hygiene, food safety, nutrition, student health, training, resources, policy compliance, collaboration.*

TikTok Tourist Vlogs: Their Impact on Travel Decisions in Manila

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Abstract

This study investigates the impact of TikTok tourist vlogs on travel decision-making among visitors to Manila, Philippines. With the rise of social media as a tool for information dissemination and influence, TikTok has emerged as a significant platform where travel content is widely consumed, especially by younger audiences. Unlike traditional travel media, TikTok vlogs are typically user-generated, visually engaging, and highly accessible, often portraying authentic and spontaneous experiences that resonate with viewers. This research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews with both local and foreign travelers who have engaged with TikTok content before or during their visits to Manila.

The findings reveal that TikTok vlogs play a considerable role in shaping tourist preferences, including the selection of destinations, food establishments, and cultural experiences. The relatability of vloggers, the concise format of the content, and the algorithm driven exposure to trending locations contribute to TikTok's persuasive power. Moreover, travelers are found to trust peer-generated content more than conventional advertisements, viewing TikTok as a source of real-time, grassroots-level travel advice.

This study highlights the implications for local tourism stakeholders, suggesting a need to adapt marketing strategies to align with current digital trends. By leveraging TikTok as a promotional tool, tourism authorities and businesses in Manila can enhance visibility, attract tech-savvy travelers, and promote lesser-known destinations within the city. Ultimately, the study underscores the evolving dynamics of tourist behavior in the digital age and the growing influence of social media platforms in the tourism sector.

Keywords: *TikTok, Tourist vlogs, Travel decision-making, social media influence, Digital tourism, User-generated content, Manila tourism, Travel behavior, Destination marketing, Short-form video platforms*

Comparative Consumption Metrics and Savings Prediction Models for Hotel Sustainability Programs

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Abstract

The hospitality industry's high energy and water consumption poses significant sustainability challenges, with luxury hotels typically using 25-30% more resources per room than budget properties. This study employs SPSS (v28) for statistical analysis, including ANOVA tests to compare consumption across hotel categories and regression models to identify key predictors of usage. Machine learning techniques are applied to predict the impact of sustainability interventions, with random forest algorithms quantifying potential savings from measures like LED lighting and smart thermostats. Our analysis of smart meter data from 50 hotels reveals occupancy rates explain 72% of energy variance, while water-saving retrofits demonstrate 15-25% reduction potential. The IBM SPSS Time Series Modeler further evaluates seasonal consumption patterns, and Tableau visualizations help interpret complex datasets. Findings provide actionable insights for optimizing resource efficiency, with predictive models suggesting optimal intervention timing.

Keywords: *Hotel energy efficiency, Water conservation in hospitality, Sustainable tourism, SPSS.*

Upcoming Conferences





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978-81-983609-9-1