



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

**C O N F E R E N C E P R O G R A M**

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

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



## 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!

<b>Rev. Dr. Francisco T. Estepa, SVD</b>	<b>Prof. Dr. Coskun Can Aktan</b>
University President Holy Name University, Philippines	Dokuz Eylul University & The Social Sciences Research Society, Turkey



## PROGRAM

**Friday, 02 February 2018**

**12:30pm – 1:00pm Registration**

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

**1:40- 2:00pm Group Photo**

**2:00 – 3:40pm Session-A1**

**Room: Jade**

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

**2:00 – 3:40pm Session-A2**

**Room: Emerald**

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

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

**2:00 – 3:40pm Session-A3**

**Room: Ruby**

<b>Session Chair:</b> Dr. Roque Bongcac, Holy Name University	
1	Fatkurrohman, Universitas Gadjah Mada, Indonesia <b><i>“Increasing Competitiveness Sustainable Halal Tourism Indonesia (Case Study: Lombok)”</i></b>
2	Michele Naranjo, Silliman University Jenny Chiu, Silliman University <b><i>“Baye-baye as a Tourism Delicacy: Bayawan City’s Badge of Hospitality and Economic Strength”</i></b>
3	Renissa S. Quiñones, Cebu Technological University, Main Campus Hubert G. Quiñones, Cebu Technological University, Main Campus Charena J. Castro, Cebu Technological University, Main Campus Corazon P. Macachor, Cebu Technological University, Main Campus Jesson T. Tamundoc, Cebu Technological University, Main Campus Maribel V. Ramos, Cebu Technological University, Main Campus Emmanuel Suarez, Cebu Technological University, Main Campus <b><i>“San Fernando Cebu’s Best Pineapple-Buko Pie”</i></b>
4	Rea Kibir, Bohol Island State University <b><i>“Panglao Cultural Tourism Development Policies and Program”</i></b>
5	Neptune T. Tandog, Jr., Northwestn Visayan Colleges, Philippines <b><i>“The Level of Awareness of Coastal Communities on Social, Economic and Environmental Impact of Bakhawan Eco-Park in Kalibo, Aklan, Philippines”</i></b>

**3:40 – 4:00pm Open Forum**

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

**4:20 – 6:00pm Session-B1**  
**Room: Jade**

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

**4:20 – 6:00pm Session-B2**  
**Room: Emerald**

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

**4:20 – 6:00pm Session-B3**

**Room: Ruby**

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

**6:00 – 6:20pm Open Forum**

**6:20 – 8:30pm Fellowship Dinner with Cultural Show (Holy Name University Campus)**

**Saturday, 03 February 2018**

**9:00 – 10:40am Session-C1**

**Room: Jade**

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

3	Corazon P. Macachor, Cebu Technological University, Main Campus Renissa S. Quiñones, Cebu Technological University, Main Campus Jesson T. Tamundoc, Cebu Technological University, Main Campus Cherrylene G. Macachor, Cebu Technological University, Tabogon Extension Campus Charena J. Castro, Cebu Technological University, Main Campus <b><i>“Cebu’s Best Dried Boneless Siganids, Siganus puellus”</i></b>
4	Ma. Gay M. Teopengco, Polytechnic University of the Philippines <b><i>“Tourists’ Satisfaction on the Service Delivery of Tricycle Driver-Guides in Malabon City”</i></b>
5	Francisca A. Tamayo, Isabela State University Cauayan Campus <b><i>“Sensory Evaluation and Acceptability of Bambusa Merrilliana as Bamboo Shoot Cupcakes”</i></b>

**9:00 – 10:40pm Session-C2**

**Room: Emerald**

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



**9:00 – 10:40pm Session-C3**

**Room: Ruby**

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

**10:40 – 11:00am Open Forum**

**11:00 – 11:10am Coffee Break**

**11:10 – 11:30am Closing Plenary**

**11:30 am Lunch at the Metro Centre Hotel**

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



## ORGANIZATION & COMMITTEES

### Conference co-chairs

**Rev. Dr. Francisco T. Estepa, SVD**  
University President  
Holy Name University, Philippines

**Rev. Dr. Ruel F. Lero, SVD**  
University Vice President for Academic Affairs  
Holy Name University, Philippines

**Prof. Dr. Coskun Can Aktan**  
Dokuz Eylul University &  
The Social Sciences Research Society, Turkey

## **Local Committee Members**

Dr. Maria Paz Jimenez-Espiritu  
Director, Center for Research and Publications

Dr. Frederico Ticong  
Dr. Ramon Boloron  
Prof. Marianito Luspo  
Prof. Lutgarda Puerta  
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Mr. Eddie Alfarero  
Engr. Noel Uy  
Ms. Mariejoe Narca  
Prof. Amie Rosarie Caballo  
Engr. Rey Agunod  
Dean Ruvih Joy Garrote  
Dr. Ernesto Golosino

## **International Scientific Committee**

Akira Yokoyama, Graduate School of Policy Studies, Chuo University, Japan  
Ajay Kumar Singh, Delhi School of Economics, India  
Amjad Hadjikhani, Uppsala University, Sweden  
Babs Surujlal, North West University, South Africa  
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Fernando Toboso Lopez, University of Valencia, Spain  
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