



RESEARCH AND PUBLICATION CENTER
Institute of Economy and Enterprise Studies
In collaboration with



2nd

Regional Student Research Congress & Regional Conference on recent issues and trends in Business, Accounting, Management, and Economics

IEES 2023

CONFERENCE PROGRAM

July 21, 2023

via zoom powered Quipper

CONFERENCE OBJECTIVES:

This conference tries to:

- To stimulate the exchange of ideas and foster collaboration among faculty, students, and graduate researchers by highlighting the importance of data-driven research and its impact on economic recovery;
- To empower students and young researchers to elevate their research efforts in addressing industry - specific challenges, bridging the gap between theoretical knowledge and practical application; and
- To provide a platform for showcasing innovative, data-driven situations to economic disruptions, thereby fostering a culture of research and development that can drive sustainable economic recovery.

CONFERENCE SPEAKERS



Keynote Speaker

DR. MICHAEL B. BATU
University of the Fraser Valley
Canada



Plenary Speaker 1

DR. SAKET JESWANI
OP Jindal University
India



Plenary Speaker 2

DR. DEWI FAENI
Universitas Bhayangkara Jakarta Raya
Indonesia

Impact study on the training series on guest relation: A banner program of BS Tourism of the UM College of Hospitality Education

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ABSTRACT

This paper measures the effectiveness of "The Training Series on Guest Relations Skills" program of the College of Hospitality Education Tourism Management Program of the University of Mindanao using a pretest-posttest approach. Further, the study determined the satisfaction of the beneficiaries with the implementation of the activities relative to the program. The study utilized a descriptive-comparative research design with 30 employees of D'Leonor Inland Resort and Adventure Park, who were beneficiaries of the program, participating in the study using complete enumeration. Results revealed that the Training Series on Guest Relations Skills program of Tourism Management was effective, suggesting that the program implementer has achieved the program's desired outcomes. Essentially, the program implementation is satisfactory and has reached the objectives for which it was designed.

Keywords: *guest relations, effectiveness, services, sustainability, community extension program*