



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 

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

Eco-tourism practices among tourist destination in Davao City

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ABSTRACT

This study aimed to assess the ecotourism practices of local tourists in Davao City and their perception towards these practices, as well as to determine if perception significantly influences actual ecotourism behavior. Using a descriptive research approach, data was collected through a survey questionnaire from 507 respondents. The results showed that overall perceived ecotourism attitude and behavioral intention were highly rated. Additionally, there was a positive correlation between the level of perceived ecotourism perception and ecotourism practices, suggesting that a greater understanding and commitment to responsible, educated, and participative ecotourism leads to more frequent engagement in eco-friendly tourism. These findings contribute to a deeper comprehension of local tourists' ecological tourism management practices and provide insights for enhancing sustainable and environmentally friendly tourism goals.

Keywords: *ecotourism practices, ecotourism perception, Davao City*