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:

a) 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;

b) 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

c) 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

Tourist motivation and tourist satisfaction in Davao City tourist spots

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ABSTRACT

The tourism sector is highly significant in the economic landscape, and numerous nations are keen on exploring techniques to enhance tourism that can effectively cater to the needs of travelers. The objective of this study was to establish the correlation between tourist motivation and tourist satisfaction in the tourist destinations in Davao City. The assessment of tourist motivation and satisfaction was conducted by evaluating factors such as hospitality, attractiveness, accessibility, infrastructure, environment, and cost. This analysis aimed to understand the respondents' reason to travel and their degree of satisfaction, as well as identify areas for improvement. This study employed a quantitative research approach, specifically the descriptive correlation method, and utilized an adapted questionnaire. The respondents in this study refer to the visitors who visited various tourist destinations in Davao City. The statistical techniques employed in the analysis were the Mean and Pearson product-moment correlation. The study included a total of 551 participants, with the predominant demographic being males aged 20-29 who are unmarried. The levels of tourist motivation and tourist satisfaction were both assessed as quite high. According to this data, the environment is the primary driving element, whereas cost is the least influential factor. Implementing pricing parity for both Filipinos and international tourists will enhance tourist satisfaction. Providing education to local residents regarding the conservation and responsible utilization of natural resources, implementing measures to prevent excessive exploitation of natural resources, and promoting the adoption of proper waste management practices. This leads to a substantial correlation between tourist motivation and tourist satisfaction. The researchers propose that tourism destinations in Davao City have the potential to maintain exceptional standards in terms of the environment, attractions, hospitality, accessibility, infrastructure safety, security, and cost.