



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

Exploring tourism opportunities: An analysis of potential homestay in Bongabong, Oriental Mindoro

Arold Patrick R. Milanes, Vanessa Ann A. Camilon, and Catherine M. Campo*
Mindoro State University Bongabong Campus
Labasan, Bongabong, Oriental Mindoro
*Corresponding email: campocatherinem@gmail.com

ABSTRACT

Travelers are looking for more authentic tourism experiences which include an encounter with true local culture in people's homes because "Home is where the heart is". Homestays are becoming a popular form of hospitality and lodging where travelers stay and rest in the home of a local family for a moment, becoming part of their lifestyle and daily work activities. This study focused on exploring tourism opportunities through a potential homestay program in Bongabong, Oriental Mindoro using the ASEAN Homestay Standard criteria. The factors tested whether the chosen municipality could widen accommodation choices for tourists. This study aimed to determine the demographic profile and the level of perception of the forty-five respondents (potential homestay providers, community members, and tourism officers) who were selected through purposive sampling for the homestay program. This study employed a descriptive-correlational approach through face-to-face administration of the adopted questionnaire. The results revealed that there is no significant relationship between the demographic profile and the level of perception and program acceptability on potential homestay except for their educational attainment. The researchers conclude that despite demographic background, the community can still participate in the Homestay program if they meet the ASEAN Homestay Standard criteria. However, proper education and information dissemination should be taken into consideration before deploying programs that will involve various stakeholders. The researchers firmly recommend undertaking a comparative study on the profile and level of perception of potential homestay since it would be incredibly beneficial.

Keywords: *ASEAN homestay standard, homestay, perception, potential*