



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

Utilization of fintech in selected tourism establishment in Bongabong, Oriental Mindoro

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ABSTRACT

Assessing the role of FinTech in the tourism sector is crucial for creating value and driving economic growth. This study focused on examining the business profile and utilization of FinTech in tourism establishments located in Bongabong, Oriental Mindoro. Employing a descriptive-correlational research design, data were collected through a self-made questionnaire, with participation from a total of 15 tourism establishments. The collected data were analyzed using frequency, weighted mean, and Pearson's *r*. The findings of the study revealed that the majority of the tourism establishments in Bongabong, Oriental Mindoro were relatively new, and operating with a smaller number of personnel. These establishments offered a combination of services such as food, accommodation, events, and recreation. However, the correlation analysis indicated that there were no significant correlations observed between the business profile and the utilization of FinTech in terms of organization management and customer management within the selected tourism establishments. This suggests that the adoption and utilization of FinTech in these areas may not be strongly influenced by the specific characteristics of the establishments in Bongabong, Oriental Mindoro. These results emphasize the importance of further research and exploration to better understand and enhance the utilization of FinTech in the tourism sector. It is essential to explore alternative factors or strategies that could facilitate the effective integration of FinTech solutions. Future studies could consider investigating other variables that may influence the adoption and utilization of FinTech, such as technological readiness, regulatory environment, or customer preferences. The study's implications highlight the significance of considering the unique characteristics and needs of tourism establishments when implementing FinTech solutions. By understanding the relationship between business profiles and the perception of FinTech, establishments can make informed decisions about adopting and integrating FinTech solutions that align with their specific goals and requirements. This can ultimately lead to improved operational efficiency, enhanced customer experiences, and increased competitiveness in the tourism industry in Bongabong, Oriental Mindoro.

Keywords: *fintech utilization, customer management, organization management, tourism establishments business profile*