

IMPLEMENTATION ON GREEN TOURISM AND SUSTAINABILITY AMONG
INNS IN PANABO CITY



A Thesis
Presented to
the faculty of UM Panabo College



In Partial Fulfilment of
The Requirements of the course in
Marketing Research
(Mktg 222)

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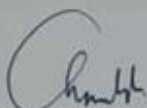
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ACCEPTANCE SHEET

This thesis entitled "**IMPLEMENTATION ON GREEN TOURISM AND SUSTAINABILITY AMONG INN'S IN PANABO CITY**" " prepared and submitted by **Lovely B. Simbulas** and **Elizabeth A. Morelos** in compliance with the requirements in the Research Subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.



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This thesis entitled "**IMPLEMENTATION ON GREEN TOURISM AND SUSTAINABILITY AMONG INN'S IN PANABO CITY**" prepared and submitted by **Lovely B. Simbulas** and **Elizabeth A. Morelos** in partial fulfilment of the requirements for the course Marketing Research, has been examined and accepted, and is hereby endorsed.




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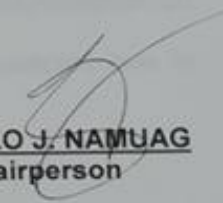
PANEL OF EXAMINERS

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ABSTRACT

The study aimed to determine the relationship between implementation on green tourism and sustainability among selected inns in Panabo City. The independent variable of the study was green tourism. The indicators of green tourism are environmental and social. On the other hand, the dependent variable of the study was sustainability. The researcher used the descriptive correlation method and random sampling in determining the number of respondents and statistical tools using the study were Mean and Pearson-r. The result of the computation using r-value is 0.48 associated with the significant value of 0.00 of P-value which is greater than the alpha of 0.05. Moreover, there is no significant relationship between implementation on green tourism and sustainability among selected inns in Panabo City. It implies that the implementation on green tourism in terms of environmental and social has no impact in sustainability. In other words, implementation on green tourism could not affect the sustainability among the selected inns in Panabo City.

Keywords: *Implementation on Green Tourism, Sustainability, Selected Inns in Panabo City.*

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- The Researchers

DEDICATION

I've seen students who are doing their thesis before and I never imagine it would be this difficult. It totally requires effort and time. I thank God for giving us good health for the sleepless night we have spent to finish this and for showering us the blessings of knowledge to put all our ideas in one. I wholeheartedly dedicate this thesis to my family and friends who has been my strong pillar of strength throughout the process, especially to my parents who work hard to support me financially not just with this research but in my life. They really provided me the strength I need whenever I encounter difficulties in finishing this. To my classmates and cousin for allowing us to borrow their laptop, thank you because we are able to encode and complete our work. To all people who helped us willingly and became a part of this, thank you so much because you able to help us in polishing the lapses of our research along the process. I also want to commend the hard works of my groupmate, she really gives her best despite of being a working student. She may not have all the time on her hands, but it does not hinder her to do her part as my thesis partner. I also thanked her because she adopts me to help her continue this study.

- Elizabeth A. Morelos

The greatest success in life is best celebrated with the people you love the most as well guidance from our Almighty God, who give us strength and knowledge. Thus I dedicate this research to my family who inspires me always. To my co-researcher for the great experience who patiently worked hard to finish this and always been a good listener, classmate and a friend to me. To our professors for guiding us always. A special thanks to Jhon Mark for inspiring and keep boosting me when I lost my hopes. This research will not be possible without the help coming from all of you.

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Chapter 1

THE PROBLEM AND ITS SETTINGS

Background of the Study

In many hotel industries, implementation on green tourism has recognized a negative impact on their business activities in terms of energy conservation, water conservation, reuse, wastewater treatment, and solid waste management to lessen their environmental impact; it is necessary to go for environmentally friendly practices. That is why many inns want to implement green tourism practices due to adverse environmental impacts derived from Inn's activities. Therefore, inns are grabbing this opportunity to preserve the environment such as pollution, exploitation of ecological resources, social well-being and so on.

In Malaysia, as ranked as the third top travel destination in Asia and Pacific region after China and Hong Kong Salehudin (2013). Many hotels and lodges have rises over the past few decades and it is one of the most remarkable social and environmental phenomena in Malaysia. Consequently, many hotels and lodges are facing a primary and significant number of issues and problems that affects the city in terms of sustainability with the scrutiny in social and environmental impacts with regards to water efficiency, energy conservation and solid-waste minimization that challenges in green tourism.

In Siquijor, Philippines, The tiny Island has now become one of the new tourist and traveler destinations in Central Visayas, Philippines Sumaylo (2016).Its pristine white sand beaches, waterfalls, caves, and other sites have attracted many people seeking for a tranquil respite. That is why many hotels and lodges have rises. Consequently, there are significant number of issues

and problems in terms of sustainability with regards to hotels and lodges in consuming huge amounts of energy and water, hence discharge a lot of waste into the environment. Waste afflicts the environment in the form of water pollution, air pollution and energy regards to depleting resources, water efficiency and conservation, energy efficiency and solid waste minimization.

In Panabo City, most of the inn employees that interviewed, they said that they have problems in terms of implementation of sustainability with regards to conserving water resources, efficient conservation of energy and solid waste management.

Thus, the researchers are motivated to conduct this study to determine the level of implementation of green tourism and sustainability among inns in Panabo City.

Statement of the Problem

This study aimed to determine the implementation of green tourism among selected inns in Panabo City. Specifically, it sought answers to the following sub problems:

1. What is the level of implementation on green tourism among selected inns in Panabo City in terms of:
 - 1.1 Environmental; and
 - 1.2 Social?
2. What is the level of sustainability among selected inns in Panabo City?
3. Is there a significant relationship between green tourism and sustainability among selected Inns in Panabo City?

Hypothesis

This null hypothesis was tested 0.05 level of significance, which states that there is no significant relationship between implementation on green tourism and sustainability among Inns in Panabo City.

Theoretical and Conceptual Framework

This study is anchored in the theory of Cooper (2008) who pointed out that implementation on green tourism placed an essential role in sustaining social and environmental practices that helps hotels and inn industry that leads to a better environment. This study is further supported by Weaver and Lawton (2007), who stated that green tourism as a practice needs to fulfill various criteria such as social and environmental activities or giving naturally friendly services.

As shown at the conceptual paradigm of the study of figure 1, the independent variable is green tourism with the indicators of environmental that refers to the maintenance of quality and unique characteristic of landscape and protection of natural areas — followed by social that relates to respect and support of cultural heritage, tradition and diversity of the destination. The dependent variable is sustainability that refers to the well-being of future generations.

Significance of the Study

This study is significant for those who plan to establish a business. This study will help them make the right decisions in what implementation of green tourism can sustain the environment, socio and economic aspects. The findings of the study will be beneficial to the following persons.

Independent Variable

Dependent Variable

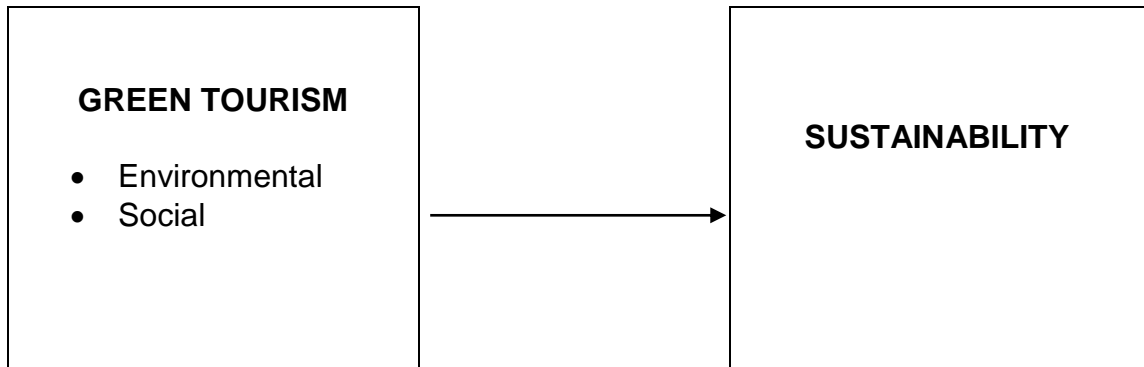


Figure 1: Conceptual Paradigm showing the variables of the study.

Business Owners. This well helps them to minimize physical, social, behavioral and psychological impacts that can build environmental and cultural awareness and respect.

Competitors. This study will serve as an advisory of what the others are doing to sustain green tourism.

Customers. This study will provide positive experiences for both visitors and hosting environmental and social climates.

Tourism Department of LGU Panabo. This study will help generate financial benefits for both local people and private industry.

Researchers. This study will assist us in making useful recommendations.

Definitions of terms

It is necessary here to clarify what is meant by the following words conceptually and operationally.

Green tourism – It is characterized as eco-friendly tourism exercises with different concentrations and implications Dolnicar (2015). In this study, it refers to how the superior of hotels practice green tourism in terms of social and environmental practices.

Sustainability – It is focused on the well-being of future generations and in particular with invaluable natural resources as opposed to the satisfaction of present needs Saarinen (2006). In this study, It refers to the maintenance and development that meets the requirements of green hotels and inns establishments.

Chapter 2

REVIEW OF RELATED LITERATURE

Presented in this chapter are the various points of views, concepts, and ideas from different authors and reading materials pertinent to this study.

Implementation on Green Tourism

Indicated by Kiper (2013) green tourism helps the community develops and maintains the well-being of local people, focused primarily on natural preservation. Moreover, the conservation and protection of green tourism are by saving water, reduce the use of energy, and also reducing solid waste that enables the local communities to develop economically and socially.

Furthermore, green tourism is one of today's largest industries and aims to conserve natural resources by maintaining sustainable resources that would create a greener environment for travelers. It is also rapidly growing around the world. Weaver and Lawton (2007) cited that green tourism is spreading fast among researchers and various organizations nowadays.

Also, as stated by Weaver and Lawton, (2007) the role of green tourism is to enhance and support the community through a well-managed use and preservation of the natural beauty of the destination.

Moreover, as stated by Bret (2015) eco-lodges and green hotels are both emphasize elements such as environmental responsibility and minimizing negative impacts. One of the components that will help implement green tourism is renewable energy sources, recycling services, eco-friendly toiletries, energy efficient lighting, organic linens and towels, non-toxic cleaning supplies, non-disposable dishes, and water conversion.

Also, Bret (2015) stipulated that the best eco-lodges also work towards ensuring positive relations with their employees, focusing on improving or maintaining ecological systems through green tourism. They also train and employ them at decent working wages conditions, participate in community development, offer social activities that help visitors maintain and enjoy local culture and contribute to the economy. Green hotels strive to be more environmentally friendly by providing quality services through the efficient use of energy, water, and materials.

Bohdanowicz (2015) pointed out that responsible travel to eco-friendly areas should stabilize local people's well-being through interpretation and education.

However, Weaver and Lawton (2007) green tourism has been more closely linked to the need for the environmental and social impact of nature and also ensures the sustainable use of ecological resources. In other words, green tourism is capable of enhancing, supporting, and maintaining green hotels and inns.

Stated by Hassanzadeh F. (2015) green tourism is characterized as eco-friendly tourism exercises with varying concentrations and implications. It ensures that social and environmental resources used sustainably. In a broad term, green tourism is about offering a tourist or services that environmentally friendly.

Articulated by Hossein (2010) hotels and other accommodation facilities are one of the significant areas due to a large number of activities that hurt the environment. The green tourism in Malaysia is entirely new and

limited to encouraging the use of green products and introducing waste management techniques such as recycling especially in inn resorts.

Also, Fennel (2001) defined green tourism as a form of sustainable tourism, based on natural resources that are similarly focused primarily on the direct contact with nature and on gaining knowledge of nature and which should have a low environmental impact, without consumption, oriented towards the welfare of local communities.

Furthermore, Setiyorini (2016) stated that the green tourism concept is to operate the tourism industry so that the local host community has a fair share of the monetary benefits while reducing the environmental impact and offering an enhanced nature-based experience to the visitors.

Indicated by Don (2013) green tourism refers to the management of tourism activities in such a way that economic and social benefits can be achieved while preserving the environment.

Some studies have shown that external pressure from government regulations has encouraged tourist accommodations to adopt green practices as indicated by Bramwell and Alletorp (2001).

Environmental. It has been claimed by Siobhan (2017) that ecological in green tourism is about minimizing the amount of waste produced by visitors from air, water and soil pollution. It also preserves the quality and unique characteristics of the landscape and protects natural areas.

Also, as stated by Weishu (2015) nowadays, overpopulation, pollution, human resource exploitation, and environmental issues are more central and troublesome, and one of the top priorities of hotels and inns establishments is sustainable growth.

Moreover, stated by Teng (2015) encourage hoteliers to save water, reduce energy and solid waste to reduce operating costs and preserve the environment. Imposing environmental responsibility is vital to green tourism as it facilitates establishments such as hotels, inns, and resorts to drawing extra tourists that will be able to keep the surroundings as correctly.

Green practices in hotels and inns have been rising and gaining more popularity in the hospitality industry. Dunlap and Jones (2002) states that environmental concern indicates the conventional view of individuals with regards to conservation of the environment and supports efforts and willingness to resolve and to participate personally in solving ecological problems.

Also, Han (2010) environmental practices are related to hotels and inns establishment which strive to be more environmentally friendly in terms of efficiency and minimal utilization of electricity, water, and materials while providing quality offerings.

Environmental management in hotels, resort inns and lodges can be defined as implementing appropriate programs and activities that are completed and impacted by the administration to lessen the ecological effects Mensah (2006). Environmental safety programs have been implemented in large hotel chains to reduce power usage, water utilization, and waste production.

Furthermore, Tzschentke (2008) stated that having an environmentally friendly hotel can give hoteliers an indication of the benefits that green tourism can bring, such as creating a good picture closer to guests and creating brand value.

However, environmental issues which include wastewater, indoor air quality, and waste food can provide an effect to the inn's visitors. Lee (2016) stated that environmental concerns have also had a significant impact on the behavior of visitors towards the environment and that, in turn, management has a definite intention to implement green practices.

Furthermore, stipulated by Han (2001) regular hotels, mainly are frequently associated with environmental concerns. It has been reported that regular hotels to have caused massive environmental damage from the overload usage of non-recyclable goods, water, and heating energy. Green hotel establishment, on the other hand, are committed to practicing ecological control and are actively pursuing eco-friendly guidelines to improve the environment.

Also, Sunlu (2003) stated that environmental management is essential for tourism as it helps to provide complete activities to protect, increase or decrease effects towards the environment.

As stated by Melissen and Roevens (2007) The Intercontinental Hotel Group was the first green hotel launched in 2008. It also noted that the managers of the said hotel are dedicated to offers and set up programs that work in preserving the environment.

Moreover, as pointed out by Pizman (2018) it was the world's first hundred percent ecologically-friendly hotel.

Social. Aall, C. (2014) defined social aspect in green tourism as developing and maintaining the progress of quality of life in local communities, and it is also respecting and supporting cultural heritage, tradition, and diversity of destination.

Furthermore, as stated by Polese and Stren (2000) regard social sustainability as development or growth that leads to the harmonious evolution of society, creating an environment and promoting social interaction and a better quality of life.

Stated by Basiago (2001). Gives a similar definition stating that social sustainability is a process of urban development, supported by policies and institutions that ensure harmonious social relations and improve living conditions for all groups.

Also by Kumari (2004) stated that social responsibility is a development program which aims to protect the natural environment by attracting green tourism and generating the source of revenue for the local people without harming the environment.

Moreover, Kasim (2006) the action that defined the social responsibility depend from a set of conditions such as the developments of the surroundings, the environment preservation, clear communication both external and internal, the employee's well-being and the customer satisfaction.

Stated by Brown (2010) objective of social factor in green tourism is to create an inspiring experience to guests and establishment staffs. It includes ensuring employee's compensation and benefits, encourages a work-life balance, encourages diversity and inclusion and provides a safe environment for employees and guests. Moreover, he added that social factor takes a leadership role in improving the community.

Hence, stated by Chiu (2003) social aspects concerned with the social limits and constraints of development depend on specific social relation, values, customs, and structure.

Also by Vallance (2011) develop a tripartite of social sustainability aspects. Development Social Sustainability addresses basic tangible needs such as potable water and healthy food, as well as less real needs concerning employment, education, and equity. Moreover, it is also concerned with altering people's behavior and ethics to achieve environmental goals.

Articulated by Accor (2015) social concerns are essential to many lodging chains and often discussed separately from a company's sustainability efforts. Also, donation of goods, services and volunteer hours indicate social being in maintaining green tourism.

Also, stated by Siobhan (2017) social and cultural values are intact because people have developed a sense of belongingness, environmental awareness and work to maintain the environment.

Furthermore, Peter Mason (2003) as stated by stated that social relation is a critical element of green tourism as it helps to develop harmonious living of the guests within the community, maintain essential environmental practices and assist in conserving nature.

Sustainability

As stated by Saarinen (2006) the concept of sustainability is relatively recent since the first studies date back to the late eighties. The central aspect of sustainability is focused on the well-being of future generations and in particular with invaluable natural resources as opposed to the satisfaction of present needs.

Furthermore, Diesendorf (2000) sustainability is the goal or endpoint of a process called sustainable development. Sustainable development is the achievement of social development without compromising the environment.

This study is the achievement of development while balancing social and environmental objectives. Koopman (2014) sustainable practices, hotels have improved consumer welfare by offering green innovations, eco-friendly choices, more service differentiation, and higher quality services. Green practices indeed are providing more service differentiation in hotels and sustainable practices for guests.

Also, as stated by Kiper (2011) sustainability requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure full participation and consensus building. Achieving it requires monitoring of impacts, introducing the necessary preventive and corrective measures whenever necessary.

However, in a study by Dickson (2010) sustainability is particularly tricky for the meetings and events sector because the association is not offering or encouraging event or meeting planners with strategic training and accreditation.

Moreover, stated by Kiper (2011) it is possible to visualize how sustainability can be implemented into a destination through well-managed ecotourism and regional development. As visible there are plenty of criteria which need to be fulfilled to be active, and the efforts behind this progress are most significant compared to a usual touristic destination since stakeholders are more numerous and require a higher level of involvement.

As stated by Mowforth and Munt (2003) serious problem in sustainable development is that the loss of sovereign power states is having in their territories in favor of multinational establishments and other international organizations that very often can act only according to their interests.

Also, stated by Sheridan (2005) sustainable practices show that several businesses such as hotels undertake steps towards sustainability. Looking at the given actions that companies can do, it can be seen that sustainability can be reached in various departments of a hotel business. Bader (2005) there is an increasing understanding that these steps are crucial to ensure long-term business prospects and profitability.

Moreover, as stated by Beer (2015) hotels that lean towards better environmental management have a business strategy in place to integrate sustainability in their products and processes successfully. The hotels that aim to improve their ecological profile should put in place environmental management systems, implement ecological certification programs, regularly conduct energy audits and take corrective actions by investing in sustainable technologies. These hotels have a completely functional green team that facilitates the implementation of green measures in the hotel. The benefits of implementing these sustainability structures and processes are related to better sustainability recognition for the hotel.

Chapter 3

METHOD

This chapter presents the research methodology and procedures applied by researchers in making the study. It includes the research design, research subject, research instrument, research procedures and statistical treatment of data.

Research Design

The non-experimental correlation research design was used in this study. Anchored on the theory of (Creswell 2009) that non-experimental correlation research design describes the characteristics of a population involves present nature, composition or resources. it designed to describe the level of the two variables the relationship between the implementation on green tourism and sustainability in Panabo City.

Research Subject

The study was conducted in Panabo City. The respondents were the employees of Inns establishment. There were 8 Inns establishments, and there were eight employees of each establishment and a total of 64 employees who were involved in the study and who rated the green tourism and sustainability.

Research Instrument

The instrument to be used in determining the respondent's response in the independent variable and dependent variable are the researchers made questionnaire. The research questionnaire consists of two parts, namely: part one which pertains to the extent on the implementation on green tourism of the Inns and part two to the level of the sustainability of the Inns; and which

were validated by experts. The respondents are asked to check a single selected choice on the range of 5 to 1 for the two parts.

To determine the respondents respond for the implementation of green tourism, the following parameter limits were used.

Scale	Descriptive Equivalent	Interpretation
4.21- 5.00	Very High	This means that green tourism is always implemented.
3.41 – 4.20	High	This means that green tourism is often implemented.
2.61 – 3.40	Moderate	This means that greentourism is sometimes implemented.
1.81 – 2.60	Low	This means that green tourism is seldom implemented.
1.00 – 1.80	Very Low	This means that green tourism is never implemented.

To determine the level of sustainability in Panabo City, the following rating scales were used:

Scale	Descriptive Equivalent	Interpretation
4.21- 5.00	Very High	This means that the level of sustainability is always manifested.
3.41 – 4.20	High	This means that the level of sustainability is often manifested.
2.61-3.40	Moderate	This means that their level of sustainability is sometimes manifested.
1.81 – 2.60	Low	This means that the level of sustainability is seldom manifested.
1.00 – 1.80	Very Low	This means that the level of sustainability is never manifested.

Data Gathering Procedures

The researchers used the following steps in gathering data.

Initial Interview. The researchers asked for the names of Inn's establishments from the office of Panabo City in order to know where to address the letter requesting permission to conduct a study.

Permission to Conduct the Study. The researchers sent a letter to the owner of Inn's establishments asking for permission to conduct a study.

Validation of the Instrument. Valuator validated the questionnaire.

Administration of the Instrument. Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time

Retrieval of the questionnaire. After the researchers' administration of the survey, the data were immediately retrieved.

Collation of Data. After collecting the questionnaire, it was immediately tallied and was subjected to statistical interpretation.

Statistical Treatment of Data. The following statistical tools were used in this study.

Weighted Mean. This tool was used to determine the level of implementation of green tourism and sustainability among inns in Panabo City.

Pearson-r. This tool was used to determine the significant relationship between the implementation of green tourism and sustainability among inns in Panabo City.

Chapter 4

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

This chapter consists of the presentation, analysis, and interpretation of data relevant to the queries in the statement of the problem. The researchers presented the gathered data both in tabular and textual forms with a corresponding logical description of the results. The sequence of the major topics in the study as follows:

Level of implementation on green tourism among selected inns in Panabo City

Table 1 shows that the level of environmental, and social among inns. The evaluation is based on ten items questions relating to the implementation of green tourism among selected inns, with the respective mean score obtained. The mean score obtained is 4.58 for the environmental practice, described as very high, 4.50 for the social practice, described as very high with an overall rating of 4.54 describe as very high.

Stated by Weaver and Lawton (2007) green tourism has been linked more to the need for environmental and social commitment impact in the nature that is supposed to be preserved. In other words, green tourism has the capacity and capability to enhance, support and sustain green hotels and inns.

Green hotels are striving to be more environmentally friendly through the efficient use of energy, water, and materials while providing quality services and green tourism was defined by Bohdanowicz (2015) that responsible travel to natural areas that conserves the environment should

Table 1

Level of Implementation on Green Tourism among selected Inns in Panabo City

Environmental	Mean	Descriptive Equivalent
1. Practice minimizing water and air pollution.	4.64	Very High
2. Maintains and protects natural areas.	4.32	Very High
3. Encourage guests to save water and energy.	4.44	Very High
4. Implements green tourism by preserving environment.	4.23	Very High
5. Implements programs and activities to preserve environment.	4.38	Very High
Overall Mean	4.58	Very High
Social		
1. Maintains the quality of life in the community.	4.55	Very High
2. Creates social interactions to guests.	4.30	Very High
3. Attracts green tourism to protect natural environment.	3.36	High
4. Develops clear communication to guests.	4.50	Very High
5. Provides inspiring experience to guests.	4.68	Very High
Overall Mean	4.50	Very High
Grand Mean	4.54	Very High

Legend:

Scale	Descriptive Equivalent
4.21- 5.00	Very High
3.21-4.20	High
2.61- 3.41	Moderate
1.18- 2.60	Low
1.00- 1.80	Very Low

sustain the well-being of the local people, and it involves interpretation and education.

In environmental factor item no. 1, *practices minimizing water and air pollution* got the highest mean point of 4.64 which means that inns regularly maintain the cleanliness of the establishment. While, item no. 4, *implements green tourism by preserving the environment* got the lowest mean point of 4.23. It shows that the inn does not practice an environmentally-friendly establishment that leads to the guest to feel not comfortable and switches to other inns that has nature-friendly surrounding.

In social factor item no. 5 *provides inspiring experience to guests* got the highest mean point of 4.68 which denotes that the management is providing extra customer service, making sure that their guests feel delighted and gain repeat purchase. The rate fell to a lowest mean point of 3.36 in item no. 3, *attracts green tourism to protect the natural environment*. It indicates that the management does not develop and implement the policy to protect the environment.

Level of sustainability among selected inns in Panabo City

Table 2 reveals that the level of sustainability among selected inns in Panabo City got an over-all mean point of 4.32 with a descriptive equivalent of very high that implies the level of sustainability is very satisfactory.

Sustainable practices accentuated by Brown (2010) shows that several businesses such as hotels undertake steps towards sustainability. Looking at the given actions that companies can do, it can be seen that sustainability can be reached in various departments of a hotel business.

Table 2

Level of Sustainability among selected Inns in Panabo City

Sustainability	Mean	Descriptive Equivalent
1. Offers green innovation and eco-friendly practices.	4.38	Very High
2. Provides high quality services.	4.53	Very High
3. Implements sustainability through well-managed green tourism.	4.42	Very High
4. Ensure long-term business profitability.	4.59	Very High
5. Implements certification programs.	4.59	Very High
6. Aims to improve environmental management system.	4.39	Very High
7. Offers strategic planning and accreditation.	4.31	Very High
8. Conduct audit energy regularly.	4.48	Very High
9. Requires high level of involvement in sustaining.	4.34	Very high
10. Develops sustainable tourism pattern.	4.42	Very High
Overall Mean	4.32	Very High

Legend:

Scale	Descriptive Equivalent
4.21- 5.00	Very High
3.21-4.20	High
2.61- 3.41	Moderate
1.18- 2.60	Low
1.00- 1.80	Very Low

Items 4, *attract green tourism to protect the natural environment* and 5, *implements certification programs* got the highest mean point of 4.59 respectively. It specifies that the management is aiming for a longer business lifespan in the industry and passed on all the certification program requirements to achieve sustainable tourism. In item no. 7, *offers strategic planning and accreditation* reached the lowest mean point of 4.31 which stipulates that the inn has a hard time to create a strategy and recognize third parties.

Other items under sustainability denote the following mean point results: 4.53 for item no. 2, *provides high quality services*; 4.48 for item no. 8, *conduct audit energy regularly*; 4.42 for items 3, *implements sustainability through well-managed green tourism* and 10, *develops sustainable tourism pattern* respectively. 4.39 For item no. 6 *aims to improve the environmental management system*; 4.38 item no. 1 *offers green innovation and eco-friendly practices*; 4.34 item no. 9 *requires a high level of involvement in sustaining*.

Significant relationship between green tourism and sustainability among selected inns in Panabo City

Table 3 bears the result of the computation using r-value of 0.487 incorporated with a substantial value of 0.00 which is higher than the alpha of 0.05. Thus, the null hypothesis is rejected. Therefore, there is a significant relationship between the implementation of green tourism and sustainability among selected inns in Panabo City.

The finding is anchored in the theory of Cooper (2008) who pointed out that green tourism aims of improving the lives of indigenous people by preserving the environment and by the environmental practices that lead to a

Table 3
Significant Relationship between Green Tourism and Sustainability
among selected Inns in Panabo City

Correlation Coefficient

	Sustainability
Green Tourism	0.487

P-value (0.00)<0.05	Significant
---------------------	-------------



better situation. While sustainability was further supported by Weaver and Lawton (2017), who stated that sustainability meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future that takes full account of its current and future social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the findings, conclusions, and recommendation of the study.

Summary of findings

The findings of the study are the following:

1. The mean result of implementation on green tourism among selected inns in Panabo City with an overall mean of 4.54 described as highly implemented.
2. The sustainability among selected inns in Panabo City got an overall mean of 4.32 described as always manifested.
3. The computed r-value is 0.487 and the P-value is 0.00 which is lesser than the 0.05 level of significance. It implies that the hypothesis is rejected.

Conclusions:

The following conclusion drawn based on the findings of the study:

1. The level of implementation of green tourism among selected inns in Panabo City in terms of environmental and social is very high.
2. The level of sustainability among selected inns in Panabo City is very high.
3. There is significant relationship between implementation of green tourism and sustainability among selected inns in Panabo City.

Recommendation

Based on the findings and conclusions of the study, the following recommendations were drawn:

1. The inn can improve the implementation of green tourism by offering eco services.
2. The inn may incorporate high-quality services by providing guest/visitors with convenience, safety and an enjoyable stay in a greener environment.
3. It is recommended that the inn may continuously comply all the requirements to maintain the certification issued by the Department of Tourism as compliance for standardization.
4. It may help for future researchers to use this study with another indicator to prove that there is a significant relationship between green tourism and sustainability.



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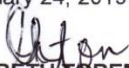
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APPENDIX A-1

Letter of Permission to Conduct the Study

January 24, 2019


LILIBETH FOREMORHA
Manager
Panabo Lodging House
Brgy. Gredu, Panabo City

Ma'am:


Good day!

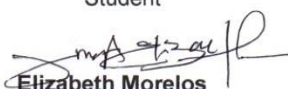
The undersigned are BSBA Marketing Management student of UM Panabo College currently conducting a research study entitled "Implementation on Green Tourism and Sustainability among Inn's in Panabo City" as one of the final requirements of the course Mktg 222, (Marketing Research).

In line with us, we would like to ask permission from your office to allow us to distribute questionnaires on the above mentioned study. Rest assured that the data to be gathered will remain confidential and to be used only for academic purposes.

We are hoping for your favorable response to this matter.

Thank you very much.


Lovely B. Simbulas
Student


Elizabeth Morelos
Student


Prof. April Rose L. Sam
Adviser

APPENDIX A-2

Letter of Permission to Conduct the Study

January 24, 2019


JOEL LEBUNFACIL
Manager
OK ROOMS INN
Brgy. Gredu, Panabo City

Sir:


Good day!

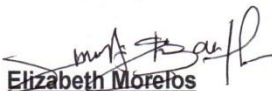
The undersigned are BSBA Marketing Management student of UM Panabo College currently conducting a research study entitled "Implementation on Green Tourism and Sustainability among Inn's in Panabo City" as one of the final requirements of the course Mktg 222, (Marketing Research).

In line with us, we would like to ask permission from your office to allow us to distribute questionnaires on the above mentioned study. Rest assured that the data to be gathered will remain confidential and to be used only for academic purposes.

We are hoping for your favorable response to this matter.

Thank you very much.


Lovely B. Simbulas
Student


Elizabeth Morelos
Student


Prof. April Rose L. Sam
Adviser

APPENDIX B-1

Letter of Request for Validation

Letter of Request for Validation

December 19, 2018

Dr. Amelie L. Chico
Research Coordinator
UM Panabo College
Panabo City

Dear ma'am;


You are one of the chosen validator of our questionnaire on our research study entitled "**Implementation on Green Tourism and Sustainability among Inn's in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestion and recommendation that will improve the above questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,


Lovely Simbulas
Researcher


Elizabeth Morelos
Researcher


Prof. April Rose Sam
Adviser

APPENDIX B-2

Letter of Request for Validation

Letter of Request for Validation

December 19, 2018

Marjorie Librando
Professor
UM Panabo College
Panabo City

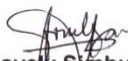
Dear ma'am,

You are one of the chosen validator of our questionnaire on our research study entitled "**Implementation on Green Tourism and Sustainability among Inn's in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestion and recommendation that will improve the above questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,


Lovely Simbulas
Researcher


Elizabeth Morelos
Researcher


Prof. April Rose Sam
Adviser

APPENDIX B-3
Letter of Request for Validation

Letter of Request for Validation

December 19, 2018

Ramonchito Nalangan
Professor
UM Panabo College
Panabo City


Dear ma'am;


You are one of the chosen validator of our questionnaire on our research study entitled "**Implementation on Green Tourism and Sustainability among Inn's in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestion and recommendation that will improve the above questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,


Lovely Simbulas
Researcher


Elizabeth Morelos
Researcher


Prof. April Rose Sam
Adviser

APPENDIX D

SURVEY QUESTIONNAIRE

IMPLEMENTATION ON GREEN TOURISM AND SUSTAINABILITY AMONG INN'S IN PANABO CITY

Weaver and Lawton (2007)

Part 1. Profile of the Respondents

Name:(Optional) _____ Position: _____
Name of the Business: _____ Date: _____

Instruction: Below are the questions to measure the Implementation on Green Tourism of your business. Please put a check mark (/) appropriate to you answer using the given scale.

5- Always 4- Often 3- Sometimes 2- Seldom 1- Never

Part 2. IMPLEMENTATION ON GREEN TOURISM

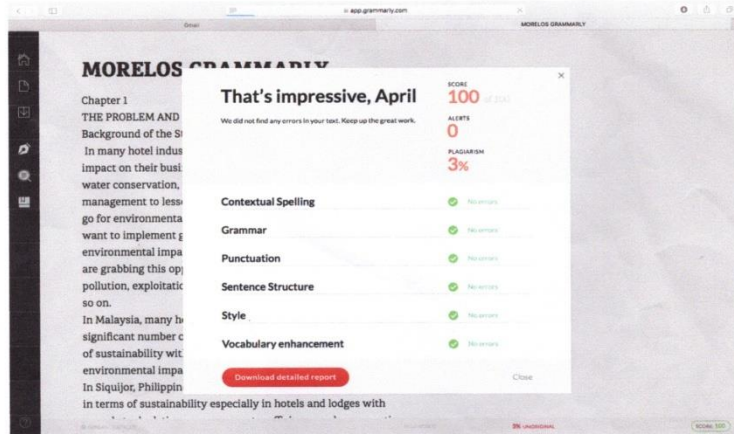
		4	3	2	1
Environmental The hotel and Inn's...					
1. Practice minimizing water and air pollution.					
2. Maintains and protects natural areas.					
3. Encourage guests to save water and energy.					
4. Implements green tourism by preserving environment.					
5. Implements programs and activities to preserve environment.					
Social The hotel and Inn's...	5	4	3	2	1
6. Maintains the quality of life in the community.					
7. Creates social interactions to guests.					
8. Attracts green tourism to protect natural environment.					
9. Develops clear communication to guests.					
10. Provides inspiring experience to guests.					

Part 3. SUSTAINABILITY

The Hotels and Inns...	5	4	3	2	1
1. Offers green innovation and eco-friendly practices.					
2. Provides high quality services.					
3. Implements sustainability through well-managed green tourism.					
4. Ensure long-term business profitability.					
5. Implements certification programs.					
6. Aims to improve environmental management system.					
7. Offers strategic planning and accreditation.					
8. Conduct audit energy regularly.					
9. Requires high level of involvement in sustaining.					
10. Develops sustainable tourism pattern.					


APPENDIX E

Grammarly Certification



MORELOS & SIMBULAS

GRAMMARLY RESULT: 100%


APRIL ROSE L. SAM
RESEARCH ADVISER

APPENDIX F

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
Maria Clara Resort and Restaurant and conducted Marketing research
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Implementation on Green tourism and Sustainability"
during the period 1/25/19
(State inclusive dates)

CHANDI MAI BAGO
Name and Signature of Authorized Personnel



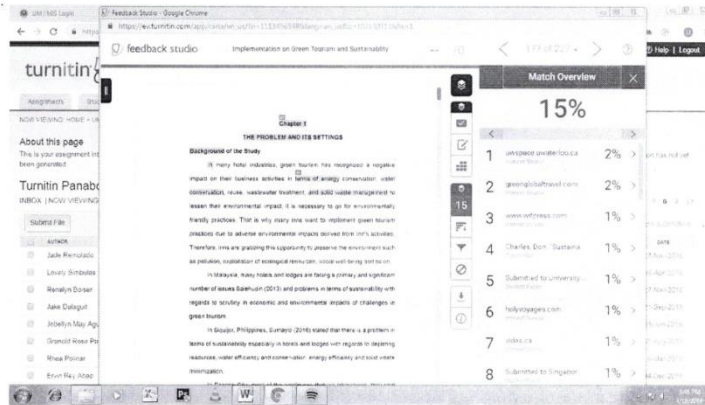
UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
OTA TRAVELLER'S INN and conducted marketing research
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Implementation on Green tourism and Sustainability"
during the period 1/25/19
(State inclusive dates)

Apoll cartin sacayan
Name and Signature of Authorized Personnel

Plagiarism Result



SIMBULAS MORELOS

FIRST RUN PASSED 15% (04/16/19)

CONGRATULATIONS

DR. AMELIE L. CHICO

Research Coordinator – UMPC



ELIZABETH A. MORELOS

Purok 20 RosalSubd,
Brgy. San Vicente, Panabo City
09975918179
Elizabethmorelos328@gmail.com

PERSONAL INFORMATION

Nickname	:	Beth
Gender	:	Female
Age	:	22
Date of Birth	:	May 25, 1997
Civil Status	:	Single
Citizenship	:	Filipino
Religion	:	Roman Catholic
Birthplace	:	Davao Regional Hospital
Father	:	Roque C. Morelos Sr.
Mother	:	Elisa A. Morelos

EDUCATIONAL BACKGROUND

Tertiary	:	UM Panabo College P.N Arguelles St., Brgy.Francisco, Panabo City
Course	:	Bachelor of Science in Business Administration major in Marketing Management
Secondary	:	Maryknoll High School of Panabo National Highway Panabo City, 2009-2011 Panabo National High School New Site Gredu, Panabo City, 2011-2013
Elementary	:	Panabo Central Elementary School Panabo City Davao del Norte, 2003-2009

ORGANIZATIONAL AFFILIATIONS

Young Marketers Society (YMS)

Auditor, 2018-2019

SEMINARS AND TRAININGS

Violence Against Women and Children

2015, U.M Panabo College

Drug Symposium

2015, U.M Panabo College



LOVELY B. SIMBULAS

Purok 17-A Linda Dist. A.O Floirendo
Panabo City
09127010535
Lovelysimbulas255@gmail.com

PERSONAL INFORMATION

Gender : Female
Age : 22
Date of Birth : June 25, 1997
Civil Status : Single

EDUCATIONAL BBACKGROUND

- **Tertiary Education**
Bachelor of Science in Business Administration Major in
Marketing Management
UM Panabo College
P.N. Arguilles St., Brgy. San Francisco, Panabo City
- **Secondary Education**
Bayun National Comprehensive High School
Bayugan, Agusan Del Sur
2009-2013
- **Elementary Education**
Tibungol Elementary School
Paquibato, Davao City
2003-2009

EMPLOYMENT RECORD

Company Name	Position	Service Duration
Jollibee Panabo Highway	Service Crew	2017-2019

TADECO Company	Packer and Weigher	2015-2017
PESO (SPES)		
Panabo City Hall Admin Aide1		2014-2015

CHARACTER REFERENCE

Name	Position	Address
Mr. Melvin Pagasijasn	Purok President	TADECO
Ms. Joan H. Garado	Restaurant Manager	Jollibee Panabo Highway, Panabo City
Mr. Santos Bad-e	RLS Supervisor	TADECO
Mrs. Dianna Bad-e	Admin. Clerk	MARIPHIL Childrens Village

ORGANIZATIONAL AFFILIATIONS

Young Marketers Society (YMS)

Member
UM Panabo College
2018-2019

Diocese of Youth Association

Secretary
2016-2017

SEMINARS AND TRAININGS ATTENDED

Accumulative Development Seminar for 3rd Year Students "Excellence through Citizenship"

UM Panabo College
2017-2018

Power Dressing and Business Etiquete

UM Panabo College
January 26, 2019

SAVINGS AND INVESTMENT STRATEGIES

UM Panabo College
Febuary 16, 2019

Fashion Merchandising Seminar-Workshop

UM PanaboCollge
November 20-21, 2019

Summary Statement

A resourceful individual with a proven track record in implementing successful marketing strategies also can get along person with people, trustworthy and reliable.