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Green Tourism Practices among ECOPARKS in the First District of Oriental Mindoro

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ABSTRACT

This study proposed a sustainable green tourism policy recommendation framework for eco-parks in the *Naujan Lake Development Cluster* composed of the municipalities of Naujan, Victoria, and Calapan as evaluated by the 232 eco-park stakeholders from local communities, local government units, and management offices of eco-parks. This study utilized exploratory research design and survey questionnaires for data-gathering. This determined the existence and extent of manifestation of green tourism practices among the eco-parks within NLDC. Results revealed an existing tourism practices in the NLDC however, the respondents viewed a generally moderate extent of manifestation of green tourism practices. Eco-parks should adopt the sustainability policy recommendation framework formulated as the output of this study. The proposed framework incorporates strategies focused on social, operational, educational, economic, and marketing dimensions. Key strategic highlights include investing in community engagements, cultural preservation, and equitable opportunities to promote inclusivity and preservation of local cultures and tradition. Encouraging sustainable practices, establishing certification programs and implementing monitoring and evaluation systems shall optimize resource utilization and minimize environmental impact. Furthermore, providing training programs, curriculum integration and mobilizing public awareness campaigns shall foster increased awareness the protection of the local environments. Securing people's livelihood shall strengthen local economies through supporting local enterprises. Investment incentives and diversification shall fuel a robust local economy for the future. Lastly, through sustainable branding, collaborative marketing and truthfulness in sustainability representation, deeply-rooted tourism brand will earn respect from local and foreign tourists. In conclusion, this policy framework for sustainable tourism aims to create reasonable stability among strategic tourism development areas of social, operational, educational, economic, and marketing. By nurturing a concerted approach and taking serious sustainability measures, this policy will create a culture of accountability and resiliency in terms of environmental stewardship and preservation that benefits the local communities and future generations.

INTRODUCTION

The tourism industry is considered a global phenomenon as millions travel to different destinations yearly to experience natural wonders, explore new cultures, and immerse themselves in diverse ecosystems. Along with this course in the tourism industry, sustainable practices have become a new trend broadly called "green tourism" in the global tourism industry. It points out a significant need to reduce environmental effects or footprints whenever the use of its resources is encouraged. Within the broader tourism industry, green tourism has emerged as a factor, focusing on sustainable practices that minimize environmental impacts while promoting the conservation of natural resources. Green tourism finds itself at the epicenter of heightened traveler demands for responsible travel experiences and the charge to preserve the environment and promote local economies.

The adoption of green tourism practices is recognized in the Republic Act No. 9593 also known as the Philippine Tourism Act of 2009 which supports sustainable tourism that does not harm the environment or resources, as well as the heritage of a country. Numerous pieces of research demonstrated that green tourism plays a significant role

in modifying the appropriate behavior of tourists and inhabitants of a given area.

Honey (2019) posited increasing environmental concerns among tourists increase the positive impacts of travel on the environment and economy. Hence, green tourism literacy has become increasingly important as more destinations aim to balance tourism growth with environmental conservation. Scholars and practitioners emphasized the need for tourists to have a deeper understanding of the ecological implications of their actions, enabling them to engage in more sustainable travel experiences. Similarly, local communities play a crucial role in green tourism by adopting eco-friendly practices and sharing their knowledge of sustainable resource management with visitors.

In addition, Mercado (2021) in his survey of local opinion found an awareness of sustainable tourism among Filipinos and an increase in community stewardship in ecotourism destinations. This trend is valid given the importance of investing in eco-parks to promote tourism and conserve Oriental Mindoro diversity. Nevertheless, the successful development and management of green tourism in Oriental Mindoro requires a well-informed

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community and environmentally conscious visitors who understand the importance of sustainable tourism practices.

However, sufficient research is lacking on the practical application of sustainable tourism policies. The level of green tourism literacy in Oriental Mindoro and its extent of integration with local tourism practices remains ambiguous. Consequently, identifying knowledge and attitudinal differences between the tourists and eco parks towards sustainable tourism is significant for these programs.

Further, there are already campaigns encouraging environmentally friendly tourism in the province; but determining the extent of consciousness and compliance with eco-tourism principles by various firms in the marketplace remains an issue. Therefore, efforts to fill these knowledge deficits will be invaluable for improving the implementation of green tourism strategies in Oriental Mindoro's eco-parks.

This research paper seeks to fill this gap by undertaking the state of green tourism practices in Oriental Mindoro. Data will be collected from the tourists through; questionnaires, interviews, and focus group discussions with local stakeholders to establish their knowledge of sustainability in tourism. It will also assess the success of prior and current attempts at eco-tourism and propose actions that can steer sustainable eco-park development in a better direction in the province.

Consequently, this research paper aims to advance green tourism vigorously in Oriental Mindoro by investigating the prevailing patterns and evaluating the perceptions of green tourism among key players. Through reviewing existing literature and defining the current research questions and objectives this study has the following advantages: raising public awareness of the existing knowledge gap to foster sustainable tourism and protect ecosystems, suggesting practical improvements to the current status quo to encourage sustainable tourism and socio-economic development of the province. Altogether, the results emerging from the study will be useful for the future stable development of tourism in Oriental Mindoro, for the benefit of natural resources and people living in the community.

LITERATURE REVIEW

The following are the summary of related readings synthesized by the researchers from various literature and studies which have significant bearing to the current study.

Foreign Literature

Green Tourism Practices

The United Nations (UN) and the World Tourism Organization highlighted the need for sustainable and green tourism practices to be adopted by the tourism sectors globally. The United Nations pronounced 2017 as the "International Year of Sustainable Tourism for Development." In its Sustainable Development Goals

Report, the UN has set targets to formulate and implement policies to promote sustainable tourism by 2030, which will contribute to creating more jobs and endorse local culture and products (United Nations Department of Economic and Social Affairs, 2023).

Sustainable tourism is defined as tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. It is about adopting a holistic and all-rounded approach in the tourism industry to lessen the adverse effects it can have on the environment and society and while maximizing its positive attributes. Some of the practices that can be termed sustainable tourism practices are measures relating to waste reduction, reusing and recycling resources, using energy-efficient lighting systems, water conservation, etc. (World Tourism Organization)

Green Tourism involves sustainable tourism practices, such as the use of renewable energy, good waste management, and reducing the carbon footprint. For example, eco-friendly hotels use solar or wind energy to meet their energy needs, reduce water and energy use, and recycle waste. Apart from that, Green Tourism also encourages tourists to respect and protect the environment around them, such as not littering and not destroying local flora and fauna. By implementing these practices, Green Tourism can help maintain environmental sustainability and reduce the negative impact of tourism on the environment.

Social Benefits

Floričić (2020) explored the social impacts of sustainable solutions to the hospitality industry. She added that Green hotels not only reduce environmental footprints but also foster community engagement by sourcing products locally, thus supporting local businesses. As a result, cultural heritage is preserved and local well-being is enhanced through creation of employment and promotion of sustainable tourism development. Green tourism practices further encourage the preservation of local customs which could foster a stronger community bonds and improved sense of cultural identity.

Sustainable innovations played a pivotal role in tourism ecosystems which have a significant social impact. Tourism operations helped in minimizing environmental damage and empowering local communities by promoting eco-friendly initiatives. Green tourism encourages active participation from residents, creating a sense of ownership and enhancing their role in tourism management. This, in turn, fosters social cohesion, better community organization, and stronger ties between tourists and the host community (Costa and Matias, 2020).

Likewise, Dias and Silva (2021) studied rural tourism entrepreneurs and their contribution to sustainable tourism. They discovered that innovation is affected by lifestyle entrepreneurship which directly benefits local communities. They added that Green tourism practices contribute greatly on environmental sustainability while

social benefits are ensured through the maintenance of the rural economies and preservation of traditional ways of life. The social and economic position are strengthened by direct involvement of local populations in tourism decision-making. This leads to an improved community resilience and empowerment (Manalo, 2023).

Cultural and creative industries played a pivotal role in driving green tourism. These industries aid towards sustainable transitions to promote green tourism practices to effect environmental preservation and community welfare. Green tourism guarantees that local communities benefit socially and economically through integrating local cultures and traditions in tourism experience. This may result towards a reduced risk in cultural commodification and added promotion of cultural exchange, enhancing social cohesion.

Ecotourism and Community Development (2020) studied the socioeconomic effects of green tourism practices towards community development. The study highlighted that green tourism practices can increase community participation and empowerment, which leads to a more involved stakeholders on decision-making processes. As a result of this implementation, social cohesion, cultural preservation, and the protection of traditional knowledge will be attained. Through this, intercultural understanding and appreciation from tourists will be achieved.

Operational Benefits

Hjalager (2020) evaluated tourism businesses with respect to its adoption of green tourism practices. He highlighted that businesses developed new operational models that focuses on sustainability to increase efficiency and reduce waste. By implementing practices such as resource conservation and renewable energy use, companies can enhance their operational processes, leading to improved performance. As a result of this action, there is a reduced operational expense while ensuring profitability. Hence, operational benefits of eco parks that engaged in sustainable practices are sustained and attained.

In the same manner, Hall (2021) studied sustainable tourism practices and its operational advantages. He suggested that businesses should indulged in eco-friendly policies to improve its operational resilience. He added that tourism businesses can enhance its operational agility through implementing sustainable resource management and community engagement, resulting to future growth. Hall also argued that sustainable practices are essential for long-term operational success in the evolving tourism landscape.

In so doing, operational frameworks are essential to support transition towards sustainable tourism practices. Hence, the use of green technologies is viewed as a responsive mechanism to streamline operations, reduce cost reduction, and enhance efficiency. This allows tourism businesses to monitor and reduce the usage of energy and water. These operational benefits not only contribute to environmental sustainability but also enhance the overall tourist experience. (Gössling and

Hall, 2021).

More so, Godovykh and Pizam (2023) investigated the operational impacts of adopting sustainable practices in the tourism sector. They noted that businesses implementing eco-friendly measures see improvements in operational processes. They also highlighted that sustainable and green tourism practices help in enhancing and improving operational performance and customer satisfaction, as tourists increasingly prefer eco-conscious services. They also added there might be financial implications in using green tourism, noting that while initial investments in green practices may be high, the long-term savings and customer loyalty can outweigh these costs. Hence, sustainability is classified as a core operational strategy for tourism businesses.

Educational Benefits

Chien *et al.* (2023) investigated the interrelatedness of green tourism, environmental education, and sustainable development. They argued that educational initiatives in green tourism practices promote environmental awareness and empower local communities. Through embedding educational programs and activities into tourism experiences, the stakeholders can widen visitors' understanding of ecological conservation and the socio-cultural of the destinations. With this, tourists can develop a sense of responsibility towards the environment while practicing sustainable behaviors. They further highlighted that educational tourism initiatives benefit both the environment and local societies.

In addition, Kock and Fuchs (2020) studied the role of green tourism in rearing environmental education and consciousness among tourists. They discovered that experiential learning opportunities improve tourists' knowledge on local ecosystems and conservation efforts. Through this engagement, tourists can modify their views and attitudes regarding environmental sustainability. They further advocated for the inclusion of educational contents in tourism activities to effectively create enduring impacts on tourists' environmental attitudes.

In the same manner, Jiang and Wu (2021) posited that green tourism provides educational benefits as it serves as a platform for environmental education. They further highlighted that green tourism educational programs will help the tourists in embracing biodiversity, conservation strategies, and sustainable practices. They argued that this not only enhances the tourists' experience but also fosters a deeper appreciation for nature and its conservation. The further emphasized the value corroboration and collaboration among tourism stakeholders.

Likewise, Duffy and Moore (2020) stated that green tourism initiatives serve as catalysts for environmental education. They revealed that green tourism affects tourists' understanding of sustainability issues. Hence, they posited that environmental advocacy is fostered by an increased knowledge in green tourism initiatives. They further stressed the need for the inclusion of educational components in eco park offerings to ensure that tourists

attain a greater awareness of their ecological impacts to the eco park and environment as a whole.

The transformative potential of green tourism towards promoting environmental education indicated that sustainable tourism practices are powerful educational tools that encourage active participation in conservation efforts. Moreover, travel experiences coupled with educational programs will help in raising awareness about environmental issues. Consequently, through the provision of practical knowledge on sustainability, green tourism will develop stakeholders who adopt and practice eco-friendly practices in their daily lives and that extends beyond their travel experiences (Griffiths and Scullion, 2019).

Economic Benefits

Kusumah (2024) stated that Green Tourism not only provides benefits for the environment, but also provides economic benefits for local communities. By promoting sustainable tourism, Green Tourism can create jobs for local people, such as tour guides, organic farmers and local craftsmen. Apart from that, Green Tourism also encourages the development of local products and services, such as organic food, handicrafts and environmentally friendly accommodation.

Toubes and Araújo-Vila (2022) explored the growing role of green tourism within the broader context of the green economy. They asserted that sustainable tourism influenced economic growth while preserving environmental integrity. They further mentioned that green practices help in reducing carbon footprint and generating new economic opportunities for local communities. García *et al.* (2023) stated that there is relationship between green tourism practices and economic performance. They found that green tourism not only help the environment but also boost local economy. Hence, they recommended for the integration of green tourism in economic planning to ensure economic growth and environmental protection.

The claim above was seconded by Jin *et al.* (2023) on their research concerning the relationship of green tourism, local community engagement, and economic outcomes. They reiterated that the community involvement affect the local tourism industry as it provides economic benefits and helps in the preservation of cultural heritage, attracting more visitors in the long run. It is the same with the findings of Baloch *et al.* (2022), which stated that promoting eco-friendly tourism enhances economic growth, provides jobs and supports local entrepreneurship. Hence, the government must invest in creating varied interventions and policies that support and facilitate sustainable tourism growth while reducing poverty in the community.

Choi *et al.* (2022) argued that effective environmental regulations and sustainable tourism policies result to an increased tourist numbers and spending. Through the creation of an attractive and environmentally responsible tourism product, eco parks can have competitive edge in the global market. They pointed that businesses utilizing

sustainable practices have an increased profitability, improved operational efficiencies and enhanced brand loyalty.

Marketing Benefits

Green marketing emphasized a new trend and revolution on tourism industry. They highlighted that green marketing strategies are crucial for businesses aiming to capture environmentally conscious consumers since green marketing not only promotes sustainable practices but also enhances brand loyalty and customer engagement. They further suggested for continued research to identify best practices in green marketing to effectively implement green tourism practices (Alkhatib *et al.*, 2023).

According to Tacke (2022) green tourism can serve as a marketing strategy that aligns with sustainable development goals. He further illustrated that businesses adopting green practices can differentiate themselves in a crowded market, appealing to a growing segment of eco-conscious travelers. His study underscored that green marketing is a vital effort that helped in the reduction of carbon footprints and establishment of a long-term customer relationships and the widespread adoption and integration of green technologies (Grevisse *et al.*, 2025).

In addition, Leonidou *et al.* (2021) mentioned that sustainable tourism practices enhance the ecotourism marketing of an ecopark. They claimed that effective marketing enhances awareness of sustainable practices, leading to increased consumer participation in green tourism. They emphasized that through aligning marketing messages with consumer values related to sustainability, ecoparks will be able to attract more visitors and tourists while promoting positive environmental behavior among them.

Othman and Ali (2020) supported the claim as they mentioned that green marketing strategies can enhance brand image and attract environmentally conscious consumers, leading to increased market share for tourism businesses. Wong and Kwan (2019) on one hand, stipulated that digital marketing strategies such as storytelling about sustainability efforts promote sustainable tourism practices. Hence, engaging contents must be created to reach wider audience and to communicate green tourism messages effectively.

Local Literature

Green Tourism Practices

Alfonso and Lontoc (2021) defined green tourism as an action that promotes environmental sustainability while helping the local community. This includes the utilization eco-friendly practices, such as waste management, conservation efforts, and collective effort among stakeholders to foster a culture of sustainability. Likewise, Delos Reyes (2020) viewed green tourism practices as a holistic approach to maintain balance between economic growth and environmental stewardship. He further added that green tourism may refer to responsible travel behaviors that minimize ecological impact and enhance

cultural preservation.

Fernandez (2019), defined green tourism as a multifaceted approach that incorporates environmental, social, and economic dimensions. She further elaborated that green tourism is a movement that aims to preserve the natural resources while providing visitors with authentic tourism experiences. Fernandez further argued that effective implementation of green tourism requires a shift in mindset among stakeholders to prioritize sustainability over short-term gains.

On one hand, Manalo (2022) articulated that green tourism is not only about environmentally-friendly practices but also an academic approach towards educating the public on sustainable tourism practices to promote social equity and cultural integrity. He highlighted the role of education in fostering awareness about the importance of sustainable tourism practices among both tourists and local communities.

Santos and Cruz (2023) provided a contemporary definition of green tourism, framing it as a proactive response to climate change and environmental degradation. They further mentioned that green practices in tourism operations is a response mechanism towards varied environmental challenges to aid in economic development and environmental protection. Thus, they reiterated that green tourism is not only a trend but a paradigm shift shaping the tourism sector.

Social Benefits

Green tourism boosts local culture and community involvement as it is vital to engage local communities in tourism planning to provide range of economic opportunities. This enhances sense of pride and identity within a community (Flores, 2022). It is also important to note that green tourism develops social cohesion among local community members where tourism sites are situated. Alcantara (2021), pointed out that participation and collaboration among locals are enhanced through community-based green tourism approaches.

In addition, local communities were empowered by green tourism activities. Delos Reyes (2020) stressed that involving locals in tourism operations can result to skills development and greater resilience. Therefore, training and education is crucial for imparting positive social change, especially in the tourism sector. In the same manner, De Guzman (2023) stated that green tourism initiatives and activities can hone the physical health and outdoor engagement of tourism stakeholders. She even added that connecting with nature through eco-parks improves mental health and community well-being.

The claims above were supported by the study of Alano (2021) concerning the Role of Green Tourism in Strengthening Local Communities. He mentioned that there are ample of social benefits that can be derived on implementing green tourism practices. He argued that green tourism practices enriched the community, preserved culture, and encouraged mutual understanding as interactions bring social learning and promote

harmonious relationship between tourists and the host community.

Operational Benefits

According to Aquino and Porter (2022), there challenges and opportunities in implementing sustainable practices in operational efficiency. Actions such as reducing waste, conserving resources, and training staff in sustainable methods result to an improved tourism experience and saved cost from operational expenses. Likewise, Mendoza (2021) mentioned that green tourism positively influenced operational efficiencies. Further, participation of local governments in implementing such practices will render increased demands and incentives for businesses, as it will provide long-term economic benefits.

A community-based tourism (CBT) is a form of green tourism that enhances operational efficiency. It emphasized that tourism resources can be managed sustainably through partnerships of the local community and local government. It is added that communities have a stake in tourism and might lead to environmental benefits. Hence, there is a need to implement policies that will advocate for green tourism practices. (De Guzman, 2020). Likewise, Santos (2019) explored operational benefits of green practices in hospitality industry. He posited that the adoption of sustainable operations can reduce costs and enhance guest experience. He discussed that green tourism practices such as implementing energy-efficient systems, waste reduction techniques, and sustainable sourcing improve ecopark's profitability. He further highlighted that awareness on sustainable tourism practices will result to a higher operational performance. Villanueva (2023) agreed that operational changes are equated to operational efficiency. Thus, implementing green tourism practices improved customer retention and loyalty and adaptability in the changing tourism landscape.

Educational Benefits

Cruz and Panganiban (2021) discovered that educating stakeholders on green tourism practices develops environmental awareness. Integrating green tourism practices in school curricula can elicit a sense of responsibility towards the environment. Furthermore, Dela Cruz and Torres (2022) highlighted that green tourism served as an educational tool in promoting sustainable development since it empowers local communities through knowledge transfer. Thus, educational initiatives will lead to deeper understanding of local ecosystems and conservation efforts.

In addition, López and Mendoza (2023) stated that green tourism practices affect student engagement and learning outcomes in terms of environmental attitudes. They revealed that students involved in these programs has increased motivation and a stronger connection to environmental issues. Santos and Villanueva (2020) identified gaps in current educational practices and recommend strategies for curriculum development that include sustainability principles. They revealed that,

despite an increasing trend in green initiatives, there are still barriers to green tourism.

Bautista (2021) mentioned that community-based green tourism has educational benefits. The study highlights various programs aimed at teaching sustainable practices and environmental conservation to young people in the community. Bautista emphasizes that these programs not only raise awareness but also encourage active participation in environmental protection efforts. The research indicates that community engagement in green tourism fosters a sense of pride and responsibility among the youth. Bautista calls for increased investment in educational initiatives within community-based tourism to ensure the sustainability of local environments.

Economic Benefits

Cruz and Santos (2021) stated that green tourism practices had impacted the sustainable economic development within rural communities which resulted to increased local employment and business growth. In addition, Dela Cruz (2020) mentioned that green tourism practices can have economic implications on sustainable tourism practices within the Philippine tourism sector. Flores and Mendoza (2023), on the other hand, reported that there is economic viability in implementing green tourism projects and activities, such as us livelihood opportunities, income generation, and environmental conservation.

Green tourism acts as a catalyst for economic development. Through adopting sustainable green practices, marketability, and profitability of ecoparks are enhanced. To effectively practice green tourism, local community involvement, partnerships with other institutions, and government initiatives must be considered (López, 2022). In the same scenario, job creation, revenue generation, and ecopark sustainability are key benefits of green tourism implementation (Torres & Villanueva, 2019). Also, ecotourism initiatives were perceived as substantial element to impact business growth and preserve natural resources.

It is also important to note that green tourism has led to job creation in areas such as hospitality, transportation, and local handicrafts (Cruz & Villanueva, 2020). More so, green tourism supports economic viability (Dela Cruz, 2023) as well as economic recovery after pandemic (Lopez & Flores, 2022).

Marketing Benefits

Bautista (2021) discussed that green tourism practices can also serve as a marketing tool to attract tourists seeking environmentally friendly options, and businesses can capitalize on this trend by showcasing their sustainable practices. Similarly, Cruz and Villanueva (2020) agreed that green tourism offered competitive advantages to business as it provides framework for comprehending consumer behavior towards sustainable tourism choices. They further stressed that consumers mostly prioritize and prefer products with green certifications and eco-friendly packaging. Thus, it is important to utilize green

tourism practices within ecopark operations.

Moreover, Dela Cruz (2022) explored the promotion of green tourism using digital platforms. The said mechanism had become an essential instrument for marketing eco-friendly practices and user-generated contents to engage tourists. Thus, the integration of digital marketing and sustainable tourism practices can help on the marketability of selected ecopark.

Green tourism also affects branding. Green values coupled with strong branding can develop higher customer retention rate and loyal customer base (Lopez, 2020). On the same side, Reyes and Santos (2019) mentioned the opportunities and challenges faced by Philippine destinations in marketing green tourism. They have identified that there is a growing consumer interest in sustainable travel and eco-friendly initiatives. However, they also pointed out several challenges such as lack of awareness and understanding of green tourism concepts among consumers. Thus, the suggested that targeted marketing campaign must be utilized to educate the tourists while at the same time advertising an eco-park to them.

Synthesis of the Study

The literature review provides information concerning the multifaceted benefits, challenges, and evolving role of green tourism in the tourism sector. Green tourism has been viewed as an innovative approach that combines environmental sustainability, economic growth, and social well-being towards effecting environmental conservation and preservation.

It can be underscored that green tourism promotes a wide array of benefits such as social benefits, operational benefits, environmental benefits, educational benefits, and marketing benefits. Thus, it can be concluded that green tourism has advantages and benefits on the tourism sector, specifically, on ecopark industry.

MATERIALS AND METHODS

The research employed an exploratory research design to determine the extent of manifestation of green tourism practices among ecoparks in the First District of Oriental Mindoro. Exploratory research is the researcher's tool to understand the problem more thoroughly, before attempting to quantify mass responses into statistically inferable data.

Exploratory research is research conducted to investigate a problem that is not clearly defined, has been under-investigated, or is otherwise poorly understood. Often described as grounded theory research, or interpretive research, the approach is not designed to derive conclusive results, but rather to glean insights that can form the foundation of future, more specific research. Using the revelations provided through exploratory research, one can develop research hypotheses and questions for future investigation, and narrow down the needed data that you need (University of Southern California Library, 2024).

An exploratory design is the most suitable design in this

study since there are few or no earlier studies to refer to or rely upon to predict an outcome. The focus of the study is gaining insights and familiarity for later investigation about the green tourism practices among eco parks in Oriental Mindoro.

Sampling Technique

The respondents will be determined through convenience sampling technique. Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research (Nikolopoulou, 2022)

Respondents of the Study

The respondents of the study are individuals who have visited eco parks in Oriental Mindoro regardless of their demographic profile. The respondents are comprised of tourists, local residents, and ecopark’s management. There are 232 respondents of the study.

Research Instrument

The inter-rate approach was followed by the study, where agreement between raters and agreement of repeated measures will be performed so that presentations of the statements can be controlled (Hallgren, 2012). The online survey questionnaire was presented to three experts on green marketing descriptive design through electronic mail to ensure its validity.

The main instrument that will be used for this study is the researchers’ made questionnaire regarding the green tourism practices in Oriental Mindoro. Part 1 of each questionnaire deals with the demographic profile of the respondents. Likewise, part 2 presents the questions to determine the manifestation of green tourism practices.

Reliability and Validity of Instrument

Thirty (30) respondents who were pre-surveyed from various ecoparks in Calapan City provided the data. Through Google Forms (Google LLC, Mountain View, California), an online survey questionnaire was created, and respondents received a link sent to their Facebook Messenger account, either through the researchers’ personal connections or as indicated in their Facebook profiles. They were informed one week before the online survey was administered, taking into account any obstacles or problems that might have reduced the number of responses from them. As is common with online surveys, only thirty (30) of the individuals who took part in the survey over the course of a week were included in the study.

The reliability of the study was determined after administration to thirty (30) respondents from various ecoparks in Calapan City, disregarding their residence and focusing on their travel history within the province. The instrument was found reliable with Cronbach alpha’s reliability of 0.85 ($p < 0.05$). The Cronbach’s alpha

coefficients of each domain were above 0.8, which was considered satisfactory.

Scaling and Quantification

To describe the manifestation of green tourism practices among ecoparks in the first district of Oriental Mindoro, the scaling and quantification below is used.

Table 1: Scaling and Quantification of Green Tourism Practices Manifestation

Scale	Statistical Limit	Description
4	3.26 – 4.00	High Manifestation
3	2.51 – 3.25	Moderate Manifestation
2	1.76 – 2.50	Low Manifestation
1	1 – 1.75	No Manifestation

The table above was made through the frequency distribution where the interval was based from the quotient of the range and the number of class.

Data Gathering Procedure

The researchers collected the necessary relevant data by following a set of processes. First and foremost, the researchers fully understood the purpose of the study. The researchers first seek permission from the research office to allow them conduct the study.

Then, a letter of intent to conduct the study and a letter of request to administer the study were sent to the offices of the ecoparks in Oriental Mindoro. In addition, letter of permission to conduct survey will be given presented to the respondents.

Thereafter, the researchers utilized the use of an offline method. Prior to distributing the survey questionnaire, the researcher obtained the respondents’ consent. The researchers obtained informed consent to make sure the participants understood the nature and goal of the research. The respondents were given a thorough explanation of each question to guarantee their comprehension. Following, the researchers administered the tailored questionnaire to the respondents within the vicinity of ecoparks and the community where it is located. The data collection process lasted in a span of weeks to better come out with the desired reach of participants. Retrieved answered questionnaires were carefully and thoroughly reviewed. Any questionnaire that had been answered incorrectly and incompletely was returned to the respondents for clarification avoiding incorrect data.

Lastly, the data collected were sorted, tabulated, analyzed and upped for interpretation and summation. The study used the most appropriate statistical tool to reach a conclusion. Using the right statistical techniques was crucial to producing precise and trustworthy results.

Emphasizing and maintaining the confidentiality of the respondent’s information and data was ensured by the researchers. The data were only accessible to the researchers and other authorized personnel. Furthermore, the study followed the ethical requirements for conducting research.

Meanwhile, in the conduct of the study, the researchers document the whole duration of the process.

Statistical Treatment of Data

In the treatment of data, descriptive statistics was used in the study. The study also used the Analysis of Variance (AnoVa). The statistical methods applied in the analysis of data gathered are mean and frequency and ANOVA. Mean and frequency were used to compute for the overall level of manifestation of green tourism practices in Oriental Mindoro.

ANOVA was the statistical tool was used to test difference between the responses of the respondents; ecopark management, tourists, and local community members.

Ethical Consideration

Since the research is primarily about green tourism practices in the First District of Oriental Mindoro, the following considerations are acknowledged.

- **Informed Consent.** Interaction with participants of the study will be done after prior appointment and approval from the respondent otherwise, questions will

not be forced to the sample.

- **Data Privacy.** In lieu with the part I of the questionnaire which requires personal information, the researchers ensured that no single data or information of the research participant would be made public. More so, an adequate level of professionalism and confidentiality will be implemented.

- **Anonymity.** To protect the identity of the respondents, names nor any of data gathered from them will be reported in the study but within utmost anonymity.

- **Truthfulness.** Deception nor exaggeration of data about the goals of this research will be avoided. Only accurate and precise information will be reported.

- **Honesty and Transparency.** All data that will be used and reported on this research are all factual. No misleading information will be communicated.

RESULTS AND DISCUSSIONS

This chapter presents the collected data and the analysis and interpretation based on the problems presented in Chapter 1. Thus, tabular presentations and discussions were organized according to their major topics.

Table 2: Social Benefits of Green Tourism Practices

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
N	Valid	232	232	232	232	232	232	232	232
	Missing	0	0	0	0	0	0	0	0
Mean		3.4871	3.5603	3.2457	3.1853	3.5086	3.3491	3.5129	3.4440
Median		4.0000	4.0000	3.0000	3.0000	4.0000	3.0000	4.0000	4.0000
Mode		4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00
Std. Deviation		.58094	.57793	.72373	.77580	.63103	.66032	.61708	.62858
Variance		.337	.334	.524	.602	.398	.436	.381	.395

The table presents an extensive summary of the social advantages evaluated using eight questions (Q1 to Q8) among 232 respondents in the sample. The descriptive statistics provide information about how respondents assessed social advantages, which may be synthesized as follows:

The social advantages' mean scores varied from 3.1853 (Q4) to 3.5603 (Q2), the lowest and highest correspondingly. This indicates that while respondents' perceptions differed depending on the question, they generally had a positive opinion of the social benefits. With the highest mean, Q2, respondents were more in agreement on the societal benefits associated with this characteristic.

The results provide light on several important perspectives about respondents' assessments of social benefits.

Perception of social benefits

Overall, the results indicate a generally positive assessment of social advantages, particularly for questions Q1, Q2, Q5, Q7, and Q8, which obtained higher mean and median scores. This positive rating coincides with the study's objectives, implying that respondents acknowledge and

value the societal benefits relating to the sustainability practices of eco-parks in Oriental Mindoro.

The higher standard deviation and variation in Q4 and Q3 indicate that certain aspects of social benefits may be disputable or challenging. The conflicting responses could suggest that respondents had differing experiences or expectations, prompting a supplemental investigation into why these specific components received lower ratings. It could also indicate that while some respondents see considerable societal benefits, others see less influence or hold contrasting opinions.

Furthermore, the findings indicate the need for concentrated initiatives to boost recognized social benefits, particularly in areas with lower positive response rates (Q3 and Q4). Understanding the underlying causes of the lower scores in these areas might motivate policymakers and practitioners to engineer more effective sustainability interventions. Addressing the concerns or experiences that contributed to these results may help elevate general impressions and ensure that social benefits are more readily recognized and appreciated by the people.

In conclusion, the analysis of the social advantages suggests respondents generally hold favorable perceptions of the

existence of sustainable societal practices in eco-parks, albeit there is some variation that needs supplemental research. The results reveal that while some social benefits are widely acknowledged, others need more emphasis in order to enhance understanding and appreciation

among the respondents. Subsequent investigations may concentrate on qualitative methodologies to further uncover the underlying causes of the disparity in answers, ultimately resulting in stronger acknowledgment of social benefit initiatives.

Table 3: Operational Benefits of Green Tourism Practices

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
N	Valid	232	232	232	232	232	232	232	232
	Missing	0	0	0	0	0	0	0	0
Mean		3.4871	3.5603	3.2457	3.1853	3.5086	3.3491	3.5129	3.4440
Median		4.0000	4.0000	3.0000	3.0000	4.0000	3.0000	4.0000	4.0000
Mode		4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00
Std. Deviation		.58094	.57793	.72373	.77580	.63103	.66032	.61708	.62858
Variance		.337	.334	.524	.602	.398	.436	.381	.395

Table 3 presents a comprehensive analysis of the operational benefits as determined by a sample of 232 respondents through eight questions (Q1 to Q8). The following highlights noteworthy results from the descriptive statistics concerning how operational gains are regarded.

The operational benefits had mean ratings that varied from 3.1853 (Q4) to 3.5603 (Q2) as the lowest and highest rating, respectively. It indicates that respondents generally hold a favorable view of the operational benefits that were considered, with Q2 obtaining the highest rating, signaling that there is strong agreement on this specific aspect of angle of sustainability.

The median scores translate that for Q1, Q2, Q5, Q7, and Q8, half of the respondents rated the items as 4.0000, reflecting a chiefly positive acuity about the operational benefits of sustainability in eco-parks. Moreover, Q3, Q4, and Q6 acquired median scores of 3.0000, indicating a more impartial posture among respondents for the given questions. The modes strengthened these findings, with Q1, Q2, Q5, Q7, and Q8 being most frequently rated as 4, while Q3, Q4, and Q6 were primarily rated as 3.

There exists a moderate variance in the responses was shown by the standard deviations, which ranged from .57793 (Q2) to .77580 (Q4). With the greatest degree of variability, Q4 suggests that individuals may have different perspectives or experiences about sustainability in the operations of eco-parks. With Q4 (.602) and Q3 (.524) showing the most discrepancy in replies, the differences reflected these patterns of ratings.

Moreover, the general assessment of operational gains received an aggregately positive rating, especially for questions Q1, Q2, Q5, Q7, and Q8. These questions earned relatively higher mean and median scores, implying that respondents comprehend and approve

of the operational benefits connected with the existing sustainability measures implemented by the chosen eco-parks in Oriental Mindoro. This is consistent with the study's projection that operational benefits would be regarded critically.

Notable significant diversity in responses, for Q3 and Q4, suggests that some operational advantages are seen subjectively by the respondents. The lower mean scores on these questions, in addition to larger gaps in standard deviations, highlight a need for further research into the mechanisms that contribute to the opposing viewpoints. It is possible that essential operational features have been seen differently depending on individual roles or settings, frequency of visits, and variation in satisfactory requirements while emphasizing a need for customized interventions for each person.

The findings highlight the importance of eco-parks in addressing the areas identified as having lower favorable perceptions (Q3 and Q4). Understanding the fundamental causes of these impressions allows eco-parks to apply techniques to enhance operational benefits, and to acquire uniform positive opinions of the varying operational sustainability measures across sectors. This could involve targeted training, improved communication, or reform to operational processes to better meet stakeholder expectations.

We perceive systems thinking as an inconspicuous web-like connection among elements in the universe that work in an interdependent manner. Not one existence is entirely exclusive from that of another, hence every action of an individual has corresponding effects that influence the decisions and actions of factors in their environment. The interconnectedness theorem by John Stewart Bell in 1964 arguably views reality as linkages among things at any distance the systems-thinking approach.

Table 4: Educational Benefits of Green Tourism Practices

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
N	Valid	232	232	232	232	232	232	232	232
	Missing	0	0	0	0	0	0	0	0
Mean		3.4784	3.4741	3.4009	3.4957	3.4914	3.4397	3.2888	3.4741
Median		4.0000	4.0000	3.0000	4.0000	4.0000	4.0000	3.0000	4.0000
Mode		4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00
Std. Deviation		.63072	.61667	.60202	.58107	.58102	.64182	.68266	.62365
Variance		.398	.380	.362	.338	.338	.412	.466	.389

The data presented in Table 4 outlines the perceived educational benefits as assessed by eight questions (Q1 to Q8) among 232 respondents. The statistical analysis reveals several important patterns reflected by the response.

The mean ratings for educational advantages range from 3.2888 (Q7) to 3.4957 (Q4). The generally positive averages indicate that respondents typically favor the educational benefits of sustainability practices, with Q4 reflecting the strongest concurrence among participants. The median ratings reveal that for Q1, Q2, Q4, Q5, and Q6, at least half of the respondents ranked these benefits as 4.0000, indicating an overall favorable perception. In contrast, the median ratings for Q3 and Q7 were 3.0000, presenting a more impartial perspective. The modes support these findings, stating that Q1, Q2, Q4, Q5, and Q6 were relatively rated as 4 more frequently, whilst Q3 and Q7 were predominantly rated as 3.

The standard deviations ranged from .58107 (Q4) to .68266 (Q7), showing notable diversity in responses. Notably, Q7 had the biggest standard deviation, indicating that the respondents' views of the educational value of sustainable practices in eco-parks considerably vary. The variances supported these findings, with Q7 having the largest variation (.466), indicating a wider diversity of opinions.

Results of the educational benefits analysis offer significant insights into respondents' standpoints.

Overall, the findings support an optimistic view of educational benefits, particularly in questions Q1, Q2,

Q4, Q5, and Q6. This shows that respondents realize and appreciate these educational components incorporated by the sustainable practices in eco-parks in Oriental Mindoro. The consistently high median and mode ratings for these items support their positive assessment.

The lower mean and median ratings in Q3 and Q7 suggest possible areas for development. The largest standard variation in replies for Q7 indicates that some respondents may have had considerably different experiences or expectations for this educational benefit. More qualitative research could look into these different perceptions to find specific variables that contribute to lower ratings.

These results indicate the necessity for educational programs to concentrate on improving the components that earned lower scores. Understanding the causes behind respondents' impressions, particularly in Q3 and Q7, can help steer adjustments and connect educational offerings more closely with stakeholder expectations. Tailored interventions may be warranted to address the concerns expressed by those who evaluated these benefits less positively.

In conclusion, the analysis of educational advantages reveals a generally good opinion among respondents, however, some areas require improvement and innovative strategies to address gaps. The findings indicate that, while certain educational benefits are widely acknowledged, others require further work to guarantee a thorough understanding and appreciation by all stakeholders, ultimately leading to more effective educational practices.

Table 5: Economic Benefits of Green Tourism Practices

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
N	Valid	232	232	232	232	232	232	232	232
	Missing	0	0	0	0	0	0	0	0
Mean		3.4009	3.2069	3.3319	3.4569	3.2802	3.4009	3.1853	3.2802
Median		3.0000	3.0000	3.0000	4.0000	3.0000	3.0000	3.0000	3.0000
Mode		4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00
Std. Deviation		.67008	.70271	.69458	.64990	.73499	.61623	.72979	.76387
Variance		.449	.494	.482	.422	.540	.380	.533	.584

Table 5 illustrates the perceptions of economic benefits across eight questions (Q1–Q8) among a sample of 232 respondents. The statistical analysis indicates some

patterns in these perceptions.

The economic advantages of sustainable practices have mean scores that span from 3.2069 (Q2) to 3.4569

(Q4). This range shows that economic advantages are perceived as being generally acceptable by majority of the respondents; Q4 has the highest mean, indicating higher consensus regarding its beneficial impact.

For a large number of the questions, the median scores fall between 3.0000 and 3.07, suggesting that respondents had a neutral opinion about Q1, Q2, Q3, Q5, Q6, Q7, and Q8. Q4, on the other hand, stands out with a median score of 4.0000, indicating a more positive regard of the responses about economic sustainable practices. This is supported by the mode, where Q4 is the only item that is constantly evaluated at 4.00, with the majority of the rest falling to 3.00.

Based on these findings, focused efforts are critical to improving the way that economic advantages through

sustainable efforts are interpreted. The sections like Q2 and Q8, where opinions are less positive, should be the specific focus of work. Stakeholders may be able to better align interventions with the needs and expectations of respondents by looking into the reasons behind these lower evaluations. This could improve respondents' judgments overall.

In summary, the examination of the financial advantages indicates that most respondents had a positive opinion of them, although there is still room for improvement and substantial variation. Future studies, especially those that focus on topics with lower ratings, ought to investigate qualitative aspects to comprehend the elements affecting the conflicting judgments. The creation of more sensible.

Table 6: Marketing Benefits of Green Tourism Practices

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
N	Valid	232	232	232	232	232	232	232	232
	Missing	0	0	0	0	0	0	0	0
Mean		3.4483	3.3147	3.3405	3.3103	3.3319	3.3190	3.3103	3.4957
Median		4.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	4.0000
Mode		4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00
Std. Deviation		.67542	.69640	.65828	.69524	.66919	.63925	.73754	.61720
Variance		.456	.485	.433	.483	.448	.409	.544	.381

As the table indicates, the analysis of marketing benefits of sustainability practices in eco-parks in Oriental Mindoro offers important insights into respondents' perspectives on eight different questions. There is no change in the valid sample size, which is 232, which guarantees strong data reliability. Q1 (mean = 3.4483) and Q8 (mean = 3.4957) show the most favorable assessments, while Q4 (mean = 3.3103) shows the least favorable assessment. The mean scores show different levels of perceived benefits.

Except Q1 and Q8, where the median is 4.0000, the median values, which are generally at 3.0000 for the majority of the questions, indicate a core tendency toward neutral perceptions. This suggests a significant difference in the affirmative answers to these two questions. This pattern is further supported by the mode, which indicates that the most common response for Q1 and Q8 is 4.00,

while Q2 through Q7 primarily provide a The standard deviations vary with Q7 having the most variability (0.73754), indicating that respondents have differing opinions about this specific issue, while Q8 has the lowest variability (0.61720), suggesting greater consensus among respondents. These findings are corroborated by the variance metrics, where Q7 has the most variance (0.544) and Q8 the lowest (0.381).

As the mean, median, and mode ratings indicate, certain marketing benefits are well-received by respondents, whereas other features elicit a more circumspect or indifferent reaction. These results point to potential areas for marketing strategy enhancement, with a particular emphasis on improving perceptions of Q4 and Q7. Ultimately, these findings will direct future research into the individual variables impacting these emotions.

Table 7: One Factor ANOVA for Social Benefits of Green Tourism Practices

Source	SS	Df	MS	F	p-value
Treatment	0.06203	2	0.031017	0.20	.8174
Error	35.18904	229	0.153664		
Total	35.25108	231			

The results of the one-factor ANOVA indicate that there is no significant difference between the means of AREA 1, AREA 2, and AREA 3. The F-statistic of 0.20 is relatively low, suggesting that the variances between the groups are not substantially different. Moreover, the

p-value of 0.8174 is much higher than the commonly used significance level of 0.05. This high p-value means that we fail to reject the null hypothesis, which states that there is no significant difference among the group means. Therefore, based on this analysis, there is not enough

evidence to support the claim that these areas have different average values.

Based on the post hoc analysis, there is no significant difference between any of the three areas (AREA 3, AREA 1, and AREA 2) when compared pairwise. This means that there is no strong evidence to suggest that the means of these areas are significantly different from

each other.

Based on the Tukey simultaneous comparison test, there is no significant difference between any of the three areas (AREA 3, AREA 1, and AREA 2) when compared pairwise. This means that there is no strong evidence to suggest that the means of these areas are significantly different from each other.

Table 8: One Factor ANOVA for Operational Benefits of Green Tourism Practices

Source	SS	Df	MS	F	p-value
Treatment	0.44860	2	0.224300	1.40	.2489
Error	36.71412	229	0.160324		
Total	37.16272	231			

Based on the ANOVA table, the resultant sum of squares (SS) is 0.44860, with degrees of freedom (df) of 2, resulting in a mean square (MS) of 0.224300. With a p-value of 0.2489 and a calculated F-value of 1.40, it can be concluded that there is no statistically significant difference between the group means. A p-value of less than 0.05 usually indicates a significant difference; but, in this instance, the comparatively high p-value suggests that any differences could be more likely explained by random variation than by actual differences between the groups. Pairwise t-tests provided further analysis and p-values that substantiate the results of the ANOVA. In particular, the p-values for the comparisons between Area 3 and Areas 1 and 2 were 0.1314 and 0.1303, respectively. Furthermore,

a p-value of 0.6425 was acquired from the comparison of Areas 1 and 2. The fact that none of these values show significance at the 0.05 level indicates that there is not a substantial variance between the area means.

Tukey's test evaluates the disparities between mean pairings in greater length. The obtained t-values, which are considerably lower than the critical values required to indicate significance (2.38 at the 0.05 level), were 1.51 for Area 1 vs Area 2 and 1.52 for Area 2 versus Area 3. This supports the conclusion reached by the pairwise t-tests and the ANOVA, which states that there is no statistically significant difference in the mean scores between the areas.

Table 9: One Factor ANOVA for Educational Benefits of Green Tourism Practices

Source	SS	df	MS	F	p-value
Treatment	0.19789	2	0.098943	0.68	.5093
Error	33.48288	229	0.146213		
Total	33.68077	231			

The ANOVA table presented two degrees of freedom (df) and a sum of squares (SS) of 0.36861, a mean square (MS) of 0.184307 for the analysis. The p-value is 0.4340 and the computed F-value is 0.84. The fact that the p-value is considerably higher than the conventional alpha threshold of 0.05 signifies the mean scores of the three areas do not differ relatively. As a result, we are unable to reject the null hypothesis, indicating that there is more likely to be random chance behind the variances in mean scores than there are actual differences in the populations that each area represents.

Provided that every p-value is noticeably greater than the traditional cutoff of 0.05, none of the area pairs may differ statistically significantly from one another.

In particular, the comparison between Area 1 and Area 3 shows an almost total lack of difference (p-value of 0.9743), and the comparison between Area 2 and Area 3 and Area 1 and Area 2 corroborates the lack of significant differences (p-values of 0.2008 and 0.3330, respectively). These results reflect that there is an acceptable level of consistency in the ratings obtained in each area.

Moreover, every computed t-value is less than the 2.38 critical value required for significance at the 0.05 level. While there is little variation between these comparisons, the t-values of 1.28 and 0.97 for Area 1 compared Area 2 and Area 2 versus Area 3, respectively, show that there is almost no difference between the two.

Table 10: One Factor ANOVA for Economic Benefits of Green Tourism Practices

Source	SS	df	MS	F	p-value
Treatment	0.36861	2	0.184307	0.84	.4340
Error	50.37465	229	0.219977		
Total	50.74327	231			

The ANOVA table presented two degrees of freedom (df) and a sum of squares (SS) of 0.36861, a mean square (MS) of 0.184307 for the analysis. The p-value is 0.4340 and the computed F-value is 0.84. The fact that the p-value is considerably higher than the conventional alpha threshold of 0.05 signifies the mean scores of the three areas do not differ relatively. As a result, we are unable to reject the null hypothesis, indicating that there is more likely to be random chance behind the variances in mean scores than there are actual differences in the populations that each area represents. Provided that every p-value is noticeably greater than the traditional cutoff of 0.05, it is possible that none of the area pairs differ statistically significant from one another.

In particular, the comparison between Area 1 and Area 3 shows an almost total lack of difference (p-value of 0.9743), and the comparison between Area 2 and Area 3 and Area 1 and Area 2 corroborates the lack of significant differences (p-values of 0.2008 and 0.3330, respectively). These results reflect that there is an acceptable level of consistency in the ratings obtained in each area. Moreover, every computed t-value is less than the 2.38 critical value required for significance at the 0.05 level. While there is little variation between these comparisons, the t-values of 1.28 and 0.97 for Area 1 compared Area 2 and Area 2 versus Area 3, respectively, show that there is almost no difference between the two.

Table 11: One Factor ANOVA for Marketing Benefits of Green Tourism Practices

Source	SS	df	MS	F	p-value
Treatment	0.02890	2	0.014450	0.09	.9163
Error	37.84799	229	0.165275		
Total	37.87689	231			

ANOVA results reflect the mean square (MS) of 0.014450, and its sum of squares (SS) of 0.02890 with a degree of freedom (df) of 2. The corresponding p-value of 0.9163 with the computed F-value translates to 0.09. The three areas' means do not differ notably, as indicated by the p-value, which is reasonably higher than the normative value of 0.05. We conclude that any observed variations are presumably the result of random variation than of actual differences between the groups, and as such, we are unable to reject the null hypothesis.

There are no significant differences between the area means as represented by the p-values notably higher than 0.05 significance level. This reflects a degree of similarity in performance across the three areas. Additionally, all t-values are placed below the critical value of 2.38 needed for significance at the 0.05 level, which indicates no meaningful differences among the groups

The overriding impetus of this study was to explore the existence of green tourism practices in the eco-parks of Oriental Mindoro, specifically in the municipalities of Naujan, Victoria and the City of Calapan. These green practices were perceived in the context of social, operational, educational, economic, and marketing benefits. The intended goal of exploring the degree of manifestations of green tourism practices while establishing the relative awareness of the respondents in the existing practices in five areas of concentration, materialized thru the accomplishment of certain research prerequisites. Establishing the definition of sustainability anchored on the Brundtland Report as “meeting the needs of the present without compromising the ability of the future generations to meet their own needs” was the central driver to provide for the policy recommendation framework output of this study. To provide for viability and measurability of the green tourism as a philosophical construct, it was important to distillate its usability applicable for the perceived operations

of eco-parks in the province. Levelling the playing field for a fairly diverse concept in terms of epistemology, ontology and axiology enabled the research to move forward. This chapter presents the synopsis, conclusion and recommendations that resulted from the study.

Two versions of the survey questionnaires were developed and released to the different eco-parks particularly in: Bulusan Eco-park and Oriental Mindoro National High School (OMNHS) Mangrove Biodiversity Conservation Eco-park in Calapan City, Dau Water-Lily Eco Park in Naujan and Victoria Nature Park in Victoria, Oriental Mindoro. The presence of eco-parks, their geographical and topographical setting which motivate the rise of various activities collected into one Integrated Area Development Cluster as stated in the Development Physical Framework Plan of 2016-2025 were the primary considerations for the selection of the eco-parks. Among other things, this research lists the specific activities per area of focus and are distinctly segregated in questionnaires. The pen and paper method is the first version of the survey that were physically distributed while the alternate version, was administered through virtual forms to identified respondents of the eco-park operations. Questionnaires were administered after securing consent from the management, people-in-charge, officers and tourists.

All respondents were asked to rate the green tourism practices questions categorized into five focus benefit areas: social, operational, educational, economic and marketing. The questions were engineered to determine their level of understanding, awareness and experience depending on the existence of certain green tourism practices in the eco-parks they visit. Their experiences are critical to the manifestation of the existence of green tourism practices in the operations of the aforementioned eco-parks in Oriental Mindoro.

Social Benefits

The analysis reveals most respondents—especially those who answered questions Q1, Q2, Q5, Q7, and Q8—have a positive perception of the social advantages of sustainable activities in eco-parks. Variations in answers, particularly for Q3 and Q4, however, draw attention to the need for more research regarding disparate experiences and perspectives. By addressing these issues, stakeholders' comprehension and perception of social benefits can be improved. Subsequent qualitative investigations may yield more profound understanding of these disparities, so reinforcing the acknowledgement of social assistance programs.

Furthermore, there are no noteworthy variations between the means of AREA 1, AREA 2, and AREA 3. It is confirmed that these areas do not show significant variability in their average values by the analysis's failure to reject the null hypothesis, which is indicated by the low F-statistic and high p-value. Post hoc analyses corroborate this result by showing that, when examined pairwise, there is no discernible difference among any of the areas.

Operational Benefits

According to the results of the analysis, eco-park operators generally view the operational benefits of sustainability favorably, especially in Q1, Q2, Q5, Q7, and Q8. The moderate variation in Q3 and Q4 responses, however, suggests that more research is necessary to fully understand the various viewpoints held by respondents. Eco-parks can strive toward more consistent positive opinions and ultimately maximize their sustainability measures for all interested parties by addressing the gaps that have been discovered and improving communication and operational procedures.

The strong p-value of 0.2489 and the computed F-value of 1.40 show that there is no statistically significant difference between the group means. This result is further supported by pairwise t-tests and Tukey's test, which demonstrate that all comparisons provide p-values greater than 0.05. Thus, rather than representing notable distinctions, any variances among the areas that are seen are probably the result of random variation. In general, the analysis indicates that the areas' means are practically equal.

Educational Benefits

The analysis of educational advantages indicates a generally positive attitude among respondents regarding the sustainability practices in eco-parks, particularly demonstrated in the strong ratings for questions Q1, Q2, Q4, Q5, and Q6. Lower scores for Q3 and Q7, however, point to areas that require development. The notable variance in answers, particularly for question 7, indicates that respondents have different backgrounds and expectations. Targeted interventions and additional qualitative research are advised to address these disparities and match stakeholder demands with educational offers in order to maximize educational benefits and, eventually, provide more efficacious educational practices.

Following an ANOVA analysis, which yielded treatment sum of squares of 0.19789, an F-value of 0.68, and a p-value of 0.5093—well above the 0.05 threshold—no statistically significant differences were found between the means of the three sections. These results are corroborated by pairwise t-tests, where p-values for comparisons between areas are greater than 0.05, showing similar group means. Since the t-values for comparisons are less than the crucial value required for significance, Tukey's test further supports the lack of significance. Overall, the findings imply that any differences that are noticed are probably the consequence of random variation rather than actual differences across the places.

Economic Benefits

Mean scores for respondents' assessments of the economic benefits of sustainable practices range from 3.2069 (Q2) to 3.4569 (Q4), indicating generally positive attitudes. Question 4 has the highest median score of 4.0000, making it the most positively viewed item. The median ratings of numerous other questions, ranging from 3.0000 to 3.07, suggest a more balanced viewpoint. It appears that although some benefits are widely agreed upon, improvement efforts need to be concentrated in a few areas, especially in Q2 and Q8. Reconciling interventions with stakeholder expectations and improving overall perceptions may be achieved by comprehending the causes of lower evaluation scores. In order to promote a greater understanding of the financial benefits of sustainable behaviors, future study should investigate the qualitative elements driving these widely held beliefs.

The results of the analysis show that there are no statistically significant differences between the mean scores of the three locations. The high p-value of 0.4340 implies that any observed changes are most likely the result of random chance rather than real group differences. This result is further supported by pairwise comparisons, since all p-values are higher than the 0.05 cutoff, demonstrating uniformity in the ratings throughout the domain. The calculated t-values also show that there is little variance among the areas, falling below the threshold value required for significance. Overall, the findings imply that the region mean scores are essentially equal, emphasizing the necessity for more research to pinpoint any variances.

Marketing Benefits

Reliable data are guaranteed by the analysis, which consistently maintains a valid sample size of 232. While Q4 (mean = 3.3103) was regarded less favorably, questions Q1 (mean = 3.4483) and Q8 (mean = 3.4957) were given the highest ratings. A majority of the questions displayed median values of approximately 3.0000, signifying indifferent perceptions; however, Q1 and Q8 displayed higher median values of 4.0000, showing more robust agreement. Q7 had the highest answer variability (standard deviation = 0.73754), indicating divergent views,

but Q8 displayed greater agreement (standard deviation = 0.61720). Future study on the elements impacting these perceptions will be guided by the findings, which indicate well-received marketing benefits and areas for improvement, especially for Q4 and Q7.

The analysis shows no significant differences between the means of the three sections. The calculated F-value of 0.09 provides more evidence that any variances seen are probably more the result of random chance than of real differences. Since all t-values are less than the crucial value of 2.38 needed for significance at the 0.05 level, it is impossible to reject the null hypothesis and supports the idea that the areas perform similarly.

CONCLUSIONS

The relative degree of importance of the green tourism practices applied by the eco-parks in Oriental Mindoro, as identified by the Development Physical Framework Plan of 2016-2025 was determined in response to the statement of the problem 1. This is central to the extent of manifestation of green tourism practices being implemented by eco-parks in Oriental Mindoro. The variance of relative manifestation as categorized into five focus areas answers to statement problem 2 while the establishment of a comprehensive policy recommendation framework responds to the demand for output as indicated in statement of the problem 3. Although the sample variations are highly diversified, an interesting consistency of results can be made. The research involved a sample of 232 respondents comprising of tourists, local residents and ecopark employees.. The findings indicate that while eco-parks are engaging in green tourism practices, the implementation is not yet fully evident. Respondents—comprising eco-park owners, managers, staff, local residents, and visitors—reported that the current practices are not robustly enforced or visible.

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