

## THỰC HÀNH XANH VÀ HIỆU QUẢ MÔI TRƯỜNG CỦA CÁC CƠ SỞ LƯU TRÚ TẠI ĐẢO BORACAY

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### Tóm Tắt

Nghiên cứu được thực hiện để xác định việc thực hiện các thực hành xanh giữa các cơ sở lưu trú trên Đảo Boracay về hiệu quả kinh tế, năng lượng và môi trường, tiết kiệm tài nguyên thiên nhiên. Nghiên cứu điều tra và phân tích mối liên hệ giữa mức độ thực hành xanh được sử dụng và hiệu quả hoạt động của một tổ chức. Nghiên cứu mô tả tương quan đã khảo sát các nhà quản lý, giám sát viên và nhân viên khách sạn tại đảo. Dữ liệu được phân tích định lượng và mô tả. Tần suất, tỷ lệ phần trăm, giá trị trung bình và thứ hạng được sử dụng làm thống kê mô tả theo phương pháp của Kruskal Wallis-Test và Spearman Rho. Nghiên cứu cho thấy có sự khác biệt đáng kể trong việc áp dụng thực hành xanh khi các cơ sở kinh doanh lưu trú được phân loại theo loại hình kinh doanh chứ không phải theo quy mô, số năm hoạt động hoặc số lượng người lao động. "Thực hành xanh" và hiệu quả hoạt động của tổ chức có mối liên hệ chặt chẽ. Các doanh nghiệp ở Boracay sử dụng các phương pháp xanh mà họ cần phải theo kịp và cải thiện khi phục vụ nhiều khách du lịch hơn. Nghiên cứu đưa ra các giải pháp cho chính phủ, doanh nghiệp và người dân để phát triển và du lịch bền vững tại đảo Boracay.

**Từ khóa:** Thực hành Xanh, Hiệu quả môi trường, Đảo Boracay.

### GREEN PRACTICES AND ENVIRONMENTAL EFFICIENCY AMONG ACCOMMODATION ESTABLISHMENTS IN BORACAY ISLAND

#### Abstract

The research was conducted to determine the implementation of green practices among accommodation establishments in Boracay Island (the Philippines) in terms of energy efficiency, waste savings, solid waste management, environmental supply and local procurement, natural resource management and material efficiency, and corporate business and environmental performance. It also investigated and analyzed the link between the level of green practices and organizations' operational efficiency. This descriptive-correlational study surveyed hotel senior managers, managers, supervisors, and staffs in the island. The data was analyzed quantitatively and descriptively. Frequency, percentage, mean, and rankings were used as descriptive statistics, and Kruskal Wallis-Test and Spearman Rho were used as inferential statistics. The study revealed that, green approaches improve respondents' commercial and environmental performance. There is a significant difference in green practice adoption when accommodation businesses are categorized by business type rather than by size, years in operation, or the number of workers. "Green practices" and the operational efficiency had a strong association. Businesses on Boracay use green methods, which they need to keep up and improve as they serve more tourists. This research suggests that private businesses and government institutions must work together for sustainable tourism development.

**Keywords:** Green Practices, Environmental, Performance, Boracay Island.

JEL classification: L83; L8.

## **1. Introduction**

In the global scale, the travel and tourism sector make approximately 10% of world's gross domestic product (GDP) in 2019, and provided 1 in 4 jobs in the world (WTTC, n.d.). In the Philippines, total contribution of tourism in the economy is 12.7% of GDP in 2019, employing 14 out of 100 workforces in the country, of which, 33.6% is particularly hired in the accommodation, food and beverage sectors.

The hospitality sector is joining the movement in adopting green practices in at least three aspects of the environment-energy, water and waste management, as evidenced by international and local studies. According to World Tourism Organization, 2020, the tourism industry has an important role in achieving sustainable development agenda that seeks to end poverty, combats inequality and injustice, and address climate change by 2030.

## **2. Literature review**

The study "Green Innovation Practices and Its Impacts on Environmental and Organizational Performance", 2020 by Haijun Wang based on "stakeholder theory". This theory holds a unique perspective for the organizations and offers a diverse description of a firm's structure and everyday actions (Sulkowski et al., 2018). The stakeholder theory, founded on four indispensable grounds (Jones and Wicks, 1999), first suggests that organizations have associations with several procedures, all of which are upset or pretentious by their results (Laplume et al., 2008; Co and Barro, 2009). Second, such links are recognized in the firms' procedures and results and their stakeholders' firms' views.

Research "Development of community learning tourism in Hoa Bac commune, Hoa Vang district, Da Nang city" by To Van Hanh

et al. (2022) was conducted based on the approach from the community's internal resources and synthesized and analyzed the results from previous studies. The objective is to find out green practice in tourism, thereby forming a theoretical basis for tourism. The results show that community learning tourism is composed of 3 main activities: (1) Tourism activities; (2) Experiential learning activities of students; (3) Education and training activities in the community. In community learning tourism, learners are very diverse, can be students, students, pure tourists or researchers... The research results contribute to the orientation of Da Nang tourism management agencies in developing local community-based learning tourism, improving community capacity, improving and conserving biodiversity. maintain and promote local cultural values and develop socio-economically in a sustainable way.

Research "coastal erosion, improper coastal infrastructure development, high rate of population increase, water quality degradation, green tides and loss of coastal habitats", among others (Rodil, N. M., 2018) fears that failure to address this important environmental concerns may lead to a point that Boracay will not recover in the future.

Tourism operates hand in hand with the environment, and climate change's impact on the environment is a serious matter and should be dealt with accordingly; and the tourism industry is one of the major industries globally that are least ready for climate change according to Scott, Hall & Stefan (2012) as cited by Catena, A.S. et al. (2017). With that, tourism is highly vulnerable to climate change, at the same time, UN Environment research shows that the tourism industry's consumption of key resources – energy, water, land, and materials (such as fossil fuels, minerals, metals, and biomass) –

is also increasing, thereby generating also equal amount of solid waste, sewage, biodiversity loss, and greenhouse gas emissions as it operates.

Research “Community - based tourism development in Ha Giang province, Vietnam” by authors Do Anh Tai, Ngo Thi My, Nguyen Thi Lan Anh et al (TUEBA, 2020) on the status of community tourism development and green practices, in Ha Giang province, Journal of Economics & Business administration. Research has raised the issue of attracting and serving well for visitors to experience green nature. According to the research, the criterion of guaranteed stay is 5.26%. From this study in one province, which has good conditions to develop agro-tourism.

To redirect the tourism industry in the island, government agencies, such as the Department of Tourism, Department of Environment and Natural Resources, and the Department of Trade and Industry, are promoting the role of the tourism industry in achieving sustainable tourism, through the conduct of awareness campaigns and integrating green measures to the accreditation standards.

Boracay is an island where has tourist potential in the Philippines. Currently, there is not any research in green practices and performance of organizations in Boracay. This is a big research gap. This research aims to determine the green practices and organizational performance of accommodation in Boracay Island, Philippines. The study partially fills the gaps of previous research.

### **3. Methods**

Descriptive-correlational research describes systematically and accurately the facts and characteristics of a given population or area of interest. This research design is

about seeking new truth from existing conditions (Calmorin, cited by Sumaylo, 2016). This research used the descriptive-correlational research design to determine the green practices that affect organizational performance of accommodation establishments in Boracay Island. The primary information was obtained and gathered by the researchers based on the statistical analysis of survey questionnaires.

The total population for this study is 98: seventy-one (71) resorts, twenty-two (22) hotels, and five (5) apartment hotel as obtained from the Department of Tourism Region 6 data on “List of DOT Accredited Accommodation Establishment as of December 21, 2021”. Survey questionnaires were distributed using online platforms. Convenience sampling was employed. There were thirty (30) respondents who participated in the study.

A three-part questionnaire was used for this study. The first part pertains to the business profile of respondents in terms of name of business, job position of respondent, size of business, type of business, years in operation and number of employees. The second part served as the heart of the survey instrument as it diagnosed existing green practices of accommodation establishments in terms of water savings and wastewater management, solid waste management, environment friendly supply and local procurement, natural resources management, material efficiency which is adopted from the Department of Trade and Industry (GIZ, 2015). Each of which is composed of subcategories stating whether or not a particular green activity is existing or currently being practiced in the course of work by using a Five-Likert continuum to reflect the answer in each item. The third part of the questionnaire is the correlation of green practices in business

and environmental performance which is adopted from the study of Wang et al. (2021) and Taylor et al. (2020). This highlights the possible correlation of green practices in business and environmental performance of accommodation establishments, also with the use of Five-Likert scale.

The needed data and information for the study was collected using standardized survey questionnaires from the Department of Trade and Industry (GIZ 2015), Wang et al. (2021) and Taylor et al. (2020). The questionnaire contained part of the two survey questionnaires since items that are only needed in the study were utilized.

Data collection was conducted in July 2022. Approval was obtained from the Office of the Mayor of the Municipality of Malay for consent to conduct the study in their municipality. Also, prior to the survey, informed consent was also obtained from the respondents. The survey instrument was distributed using online platforms to collect the data. The data was tabulated and computed using Statistical Packages for Social Sciences (SPSS).

#### 4. Results & Discussions

After the treatment of the data, research yield results based on the specific objectives of the study.

**Table 1:** Business Profile of Accommodation Establishments

Category	Frequency n=30	Percentage
Business Size (Asset Size)		
Micro (up to P3,000,000.00)	9	30.00
Small (P3,000,001.00-P15,000,000.00)	4	13.30
Medium (P15,000,001.00-P100,000,000.00)	8	30.00
Large (P100,000,001.00 and above)	8	26.70
Hotel Classification Resort	15	50.00
Hotel	13	43.30
Apartment Hotel/ Apartel	2	6.70
Years in Operation		
Below 10 years	15	50.00
10-15 years	6	20.00
Above 15 years	9	30.00
Number of Employees		
70 and below	17	56.70
71-120	5	16.70
121 and above	8	26.70
Total	30	100.00

There were thirty (30) who responded and participated in this study. There were fifteen (15) or 50% from resorts, thirteen (13) or 43.3 % from hotels and the

remaining two (2) or 6.70% were from apartment hotels.

In terms of their establishments' years in operation, fifteen (15) or 50% of the establishments are operating for ten

(10) years or below, nine (9) or 30% are operating more than fifteen (15) years in the industry, while the remaining six (6) or 20% are operating for ten (10) to fifteen (15) years.

**Table 2:** *Level of Green Practices of Hotel Establishment in terms of Energy Efficiency and Renewable Energy*

Category	Mean (M)	Description
Constructed new buildings or renovated existing building following a green design (natural daylighting, natural ventilation, insulated buildings, light colored roof, etc.)	4.17	Most of the Time Implemented
Replaced incandescent light bulbs with compact fluorescent light bulbs (CFLs) and/ or light emitting diode (LED) bulbs and practiced turning off lights in unoccupied workspaces/rooms.	4.67	Always Implemented
Planted trees and ornamentals around the building for natural shading	4.53	Always Implemented
Practiced setting thermostat of air conditioning unit between 23 and 25 degrees Celsius	4.27	Always Implemented
Used energy efficient appliances (inverter air con, energy efficient certified appliances, etc.) and practiced unplugging of all appliances and equipment when not in use	4.27	Always Implemented
Practiced periodic maintenance check and servicing of appliances and equipment	4.43	Always Implemented
Mean	4.37	Always Implemented

*Legend: 1.00-1.80 – Not Yet Implemented; 1.81-2.60 – Rarely Implemented; 2.61-3.40 – Sometimes Implemented; 3.41-4.20 – Most of the Time Implemented; 4.21-5.00 – Always Implemented*

Table 2 shows the variables under Energy Efficiency and Renewable Energy, mean and description. Practices on the replacement of incandescent light bulbs with compact fluorescent light bulbs (CFLs) and/ or light emitting diode (LED) bulbs and practiced turning off lights in unoccupied workspaces/rooms (M=4.67), planting of trees and ornamentals around the building for natural shading (M=4.53), periodic maintenance check and servicing of appliances and equipment (M=4.43) are

always implemented. On the other hand, green practice on construction of new buildings or renovated existing building following a green design (M =4.17) is implemented most of the time. The overall mean score for energy efficiency and renewable energy is M=4.37, suggesting that accommodation establishments in Boracay are always implementing green practices related to energy efficiency and renewable energy.

**Table 3:** *Level of Green Practices of Hotel Establishment in terms of Water Savings and Waste Water Management*

Category	Mean (M)	Description
Reduced water loss by implementing good water management practices by conducting regular leakage checks of pipes and fixing of leaky taps and pipes	4.47	Always Implemented
Practiced turning off of faucets when not in use	4.80	Always Implemented
Replacing faulty old equipment to water efficient equipment.	4.43	Always Implemented
Reduced overall water consumption by installing water efficiency equipment (ultra-low flush toilets, spray nozzles, waterless urinals, faucet aerators, faucet sensors or push water tap, pressure reducing valves, low flow showerheads, etc.)	3.97	Most of the Time Implemented
Installed rain water harvesting system	3.23	Rarely Implemented
Installed wastewater treatment systems (natural or mechanical, etc.)	3.77	Most of the Time Implemented
Mean	4.11	Most of the Time Implemented

*Legend: 1.00-1.80 – Not Yet Implemented; 1.81-2.60 – Rarely Implemented; 2.61-3.40 – Sometimes Implemented; 3.41-4.20 – Most of the Time Implemented; 4.21-5.00 – Always*

The results in Table 3 shows that green practices on good water management practices by conducting regular leakage checks of pipes and fixing of leaky taps and pipes (M= 4.47), turning off of faucets when not in use (M=4.80) and replacement of faulty old equipment to water efficient equipment (M= 4.43) are always implemented by the accommodation establishments. While installation of water efficiency equipment (ultra-low flush toilets, spray nozzles, waterless urinals, faucet aerators, faucet sensors or push water tap, pressure reducing

valves, low flow showerheads, etc.) to reduce water loss (M= 4.47) and installation of wastewater treatment systems (natural or mechanical, etc.) (M= 3.37) are implemented most of the time. However, installation of rain water harvesting system (M= 3.23) is rarely implemented among accommodation establishments. The overall mean score of the variables under the water savings and waste water management is m=4.11, which means green practices in this area are being implemented most of the time.

**Table 4:** *Level of Green Practices of Hotel Establishment  
in terms of Solid Waste Management*

Category	Mean (M)	Description
Practiced waste segregation	4.9	Always implemented
Practiced composting and/or vermiculture	3.50	Most of the Time Implemented
Practiced upcycling of waste (develop new products of higher value from waste materials)	3.63	Most of the Time implemented
Used reclaimed materials (used debris and old wood for architectural components)	3.70	Most of the Time Implemented
Practiced proper disposal of hazardous waste (used bulbs, chemical containers, etc.)	4.93	Always Implemented
Reduced use of plastics (packaging materials, supplies, etc.)	4.47	Always Implemented
Mean	4.20	Always Implemented

*Legend: 1.00-1.80 – Not Yet Implemented; 1.81-2.60 – Rarely Implemented; 2.61-3.40 – Sometimes Implemented; 3.41-4.20 – Most of the Time Implemented; 4.21-5.00 – Always Implemented*

Table 4 shows that three out of six practices under solid waste management are always implemented by accommodation establishments in Boracay. These practices include waste segregation (M=4.97), proper disposal of hazardous waste (used bulbs, chemical containers, etc.) (M=4.93), and reducing use of plastics (packaging materials, supplies, etc.) (M=4.47). While the other remaining three practices which are implemented most of the time of accommodation establishments are practicing

composting and/or vermiculture (M=3.50), upcycling of waste (M=3.63) and using of reclaimed materials (used debris and old wood for architectural components) (M=3.70). The overall mean score of the variables under solid waste management is always implemented (M=4.20). The result suggests that this is one area that accommodation establishments are doing good in terms of implementation among various areas of green practices.

**Table 5:** *Level of Green Practices of Hotel Establishment in terms of Environment Friendly Supply and Local Procurement*

Category	Mean (M)	Description
Bought locally produced supplies and materials	4.00	Most of the Time Implemented
Replaced imported supplies and materials with locally produced ones	3.47	Most of the Time Implemented
Practiced bulk buying	3.87	Most of the Time Implemented
Bought chemical free supplies and materials	3.47	Most of the Time Implemented
Bought chemical free supplies and materials	3.47	Most of the Time Implemented
Influenced suppliers to adopt green practices	3.90	Most of the Time Implemented
Mean	3.69	Most of the Time Implemented

*Legend: 1.00-1.80 – Not Yet Implemented; 1.81-2.60 – Rarely Implemented; 2.61-3.40 – Sometimes Implemented; 3.41-4.20 – Most of the Time Implemented; 4.21-5.00 – Always Implemented*

Table 5 indicates the mean and description of the level of implementation of green practices in terms on environment friendly supply and local procurement. All of six variables in this aspect are implemented most of the time. These are buying of locally produced supplies and materials (M=4.00), replacing imported supplies and materials with locally

produced ones (M=3.47). The overall mean score on the level of implementation of green practices in terms of environment friendly supply and local procurement is (M=3.69), which means that accommodation establishments in Boracay implement most of the time green practices in this aspect.

**Table 6:** *Level of Green Practices of Hotel Establishment in terms of Natural Resource Management*

Category	Mean (M)	Description
Protected natural resources within the vicinity of the business by avoiding cutting of trees	4.23	Always Implemented
Conducted tree planting activities	4.03	Most of the Time Implemented
Conducted river/beach clean-up drive	3.93	Most of the Time Implemented
Organized and/ or participated in environment protection and preservation community activities	4.30	Always Implemented
Established nursery in the area	2.97	Rarely Implemented
Used indigenous trees in tree planting activities	3.30	Rarely Implemented
Mean	3.79	Most of the Time Implemented

*Legend: 1.00-1.80 – Not Yet Implemented; 1.81-2.60 – Rarely Implemented; 2.61-3.40 – Sometimes Implemented; 3.41-4.20 – Most of the Time Implemented; 4.21-5.00 – Always Implemented*

Illustrated in Table 6 is the level of green practices of hotel establishment in terms of natural resource management, mean and its description. It's shown in the result that protecting natural resources within the vicinity of the business by avoiding cutting of trees (M=4.23) and organizing/participating in environment protection and preservation community activities (M=4.30) are always implemented by the accommodation establishments. While practices such as conducting of river beach clean-up drive (M=3.93) and tree planting activities (M=4.03) are implemented most of the time. However, establishing nursery in the area (2.97) and using of indigenous trees in tree planting activities (M=3.30) are rarely implemented by accommodation establishments in this area. The overall mean score of the variables under the natural resources management is M=3.79, which means green practices in this area is implemented most of the time. This shows the involvement of the establishments in protecting the environment through green practices, such as clean up drives and tree planting activities.

## **5. Conclusions**

Based on the survey result, it is concluded that most of the time, accommodation establishments in Boracay Island implements green practices in terms of energy efficiency, water savings and waste water management, solid waste management, environment friendly supply and local procurement, natural resource management and material efficiency. It is also concluded that accommodation establishments are more engaged in green practices related to energy efficiency and management. This data is consistent with the findings of other researchers that confirms that other accommodation establishments in

the country are also involved in green practices in areas such as energy management, water conservation, waste management and local procurement.

The study also indicates that although accommodation establishments are implementing green practices, further enhancement can still be made, especially in areas that are rarely implemented (e.g. installation of rain water, nursery area, and planting of indigenous trees).

Moreover, the study shows that accommodation establishments perceive green practices impacts positively their business and environmental performance, despite the fact that engaging in green measures needs funds and effort from their end. It might indicate that these accommodation establishments experience or observe the positive impact of practicing eco-friendly measures among their customer feedbacks and to their bottom line, profit, as they operate and started implementing green practices.

There is significant difference in the level of implementation of green practices when accommodation establishments were classified in terms of business type, however, there is no significant difference in the level of their implementation when they were classified according to business size, years in operation and number of employees. Therefore, whatever is the business size of the accommodation establishment, number of employees or years in operation, it is provided that they have to comply with the minimum environmental compliance issued by DENR, DOT and the LGU, hence, making them follow minimum standards that are also related to environmental protection practices. However, significant difference was revealed when they are classified according to business type, this may suggest that each establishment

has different perception on greening strategies to be implemented and the experience they would like to offer to their customers.

Clearly, accommodation establishments in Boracay Island are doing their part towards sustainable tourism as they continue to implement green practices in their respective businesses. This should be a culture that has

to be sustained and inculcated in each member of a business, as well as with the tourists and the community. Surely, the private sector and the government agencies need to work hand in hand toward the attainment of sustainable tourism and development in the province and in the country as a whole.

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