

## GREEN PRACTICES OF SELECTED RESTAURANTS IN SOLENAD, NUVALI IN STA. ROSA LAGUNA, PHILIPPINES

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### ABSTRACT

*There has been a trend in applying green practices in restaurants. In lieu of this, Solenad, Nuvali as a famous mall in Sta. Rosa City, Laguna houses different potential restaurants. The researchers aimed to determine and analyse the gathered data concerning the significant difference on the assessment of green practices among selected restaurants in Laguna, grouped according to their profile. The study's main concept is green practices. This concept has four aspects, examined by the researchers, including Energy Conservation, Water Conservation, Proper Waste Disposal, and Food Packaging. Descriptive method and survey questionnaires were used to collect data and information. The respondents were comprised of the selected restaurants' employees. The survey questionnaires were distributed consisting questions related with the research topic. The statistical methods used in the study were Frequency, Percentage, Weighted Mean, and ANOVA (Analysis of Variance). The results show that the respondents recognized energy conservation as one of the green practices often applied by restaurants with the exemption of "the restaurant turns off the steam supply in steam cooking vessels when not in use", which ranked lowest. In terms of water conservation, the respondents assessed that regular inspection for leaks and repair was practiced often by restaurants. The respondents believed that the restaurants often used small portions of food supplies to lessen food waste. However, the respondents evaluated segregation of waste products as the least observed practice by the restaurants. The result also shows that there was no significant relationship between the profile of the respondents such as age, gender, educational attainment and the green practices namely energy conservation, water conservation, proper waste management, and food packaging and furniture.*

*Keywords: Restaurant Management, Green Practices, Quantitative Research, Philippines*

### INTRODUCTION

Customers always demand for a safe environment, quality product, and good service. As such, the excellent prestige of a business could be achieved by implementing green practices in the company. More importantly, this

trend also helps protect the environment. Aside for maintaining reputation, green practices could also serve as a guide for customers to apply and support said practice. The purpose of this study is to understand the importance of green practices and identify the green practices applied by selected restaurants in Nuvali. In a global

perspective, hospitality and tourism industry are the biggest industries in the world with the important role of helping reduce negative impacts to the environment. Because of environmental awareness, companies and businesses implemented environmental responsibilities. Moreover, companies, together with their employees, give attention to awareness and responsibilities on the environmental impact in industries (Winter, 2017).

According to DeFife (2014), more operators are looking at ways to increase efficiency-environmentally and fiscally. Nowadays, NGOs require companies to provide information to their employees regarding the possible impact of their actions to the environment and by this, customers will also follow the green practices and support eco-friendly products and services. In the future, green practices will become an extremely competitive market, represent passive and active strategy, and receive positive results on the environment (Han et al., 2011).

Some restaurateurs are hesitant to participate with the “go green” program because there is a misconception that green restaurants are costly and can lower the quality of service. However, the truth is, “go green” program helps restaurateurs to operate business to be eco-friendly as well as to be competitive in terms of business reputation along with a long-term commitment to save the environment (Carbonara, 2013).

The supply chain is composed of groups assisting the request of customers including suppliers, delivery transportations, and storage facilities. Green supply chain management (GSCM) executes the over-all operation including assessing the environment performance of their suppliers and quality of products, and evaluating water conservation costs. GSCM also promotes the efficiency and synergy between business management, suppliers, employees’ performance, minimal waste, costs saving, and customer satisfaction (Chiu and Hsieh, 2016).

In a local perspective, the hospitality and restaurant industries aim to be more environment-friendly and more sensitive to

environment responsibility. Various restaurants, including hotels, are showing their commitment to green practices to involve their business with this trend. The Philippines supports green practices because it can also help lessen the cost of operation, utilize the use of resources, and adopt the practice of reusing, recycling, and reducing (Sumaylo, 2016).

The Philippines also implements the Ecological Solid Waste Management Act of 2000 that aims to reduce garbage disposal problems in the Philippines. This law includes the systematic and ecological solid waste guidelines that ensure the health of the community and proper disposal, transportation, segregation, and storage of solid waste. It promotes the 3 R’s program (Reduce, Reuse, Recycle) that also reduces garbage in the country (Aquino et al., 2013).

Environmental issue is a serious concern for most countries. Sustaining the environment is a vital practice for the food industry because they produce more waste, use large amounts of energy, and use natural resources for their products and services. The purpose of this study was to recognize the green practices implemented in the food industry and the reason why it was important to focus attention on environmental issues that provide awareness to the owners of each restaurant as well as the customers.

The concept of this study was based on the study of Hu (2015), entitled “Green attributes for restaurant: What really matters to Consumers?”. The similarity of these studies was on researchers were focused on the green practices implemented by restaurants. The difference was on the researchers’ objective which was to examine the selected restaurants’ compliance with the green practices implemented in the food industry. Furthermore, it was also important to address the effects of these green practices to the restaurant’s image. Meanwhile, Lanlan Hu focused only on the customers’ perception. Moreover, this study’s distinctness centered on the researchers’ selection of large-scale restaurants instead of fast food and cafeteria. Therefore, the goals of this study were to

evaluate and examine the selected restaurants' compliance to Nuvali's environmental promotion.

### OBJECTIVES OF THE STUDY

The study sought to answer the following objectives on the green practices of the selected restaurants: 1) to know the profile of the respondents based on age, gender and educational attainment; 2) to evaluate the green practices in selected restaurants in terms of: energy conservation, water conservation, proper waste disposal and food packaging; 3) to know if there was significant difference on the assessment on the green practices among the selected restaurants in Laguna in accordance to the group according of their profile and; 4) to develop a green practices guideline.

### METHODOLOGY

This study used descriptive research method. The descriptive research was used to achieve information through scientific method which includes observing, determining, and describing the subject and variable without affecting it. It was used in this research to determine the assessment of the respondents on green practices through observation and description. The researchers used quantitative research for this study to determine the green practices implemented in selected restaurants in Solenad, Nuvali. Quantitative approach uses survey questionnaire to obtain data that needed to arrive at reliable results. Results were assumed to be exact together with the different factors in this study. Survey questionnaires were given to collect data and information from the respondents. The researchers formulated the statement of the problem as basis of this study. The respondents were randomly selected from the recognized population in the area. The respondents in this study were the restaurant employees since they can provide information regarding the implemented green practices in selected restaurants in Solenad, Nuvali.

The study used purposive sampling which was suitable for this research. Overall, the study had 90 respondents from three selected

restaurants. The researchers collected related articles from books, journals, and internet. After the questionnaire's approval, the researchers sent letters of request to the selected restaurants to ask permission before conducting a survey. There was also an attached letter discussing the content and objective of the study. The authorization letter also contains the researcher's personal details such as their contact information, department and school details, and the thesis adviser. All the letters distributed were presented to the thesis adviser for approval.

After receiving approval from the selected restaurant's management and the thesis adviser, researchers personally distributed the questionnaires to the respondents within the premises. The survey was conducted in three selected restaurants in Solenad, Nuvali namely a) The Morning After, b) The Pig Pen, and c) The Café Mediterranean. The target sample size was 20 customers and ten managers and employees totaling to 30 respondents per restaurant. The survey was conducted during weekends to accomplish the required number of survey questionnaires per restaurant. The purpose of the study was also mentioned in the questionnaires.

The respondents were given ample time to answer the survey questionnaires based on their opinions and observations. Finally, after collecting the data, computation of the results and data analysis and interpretation were conducted. This study was conducted during the 1<sup>st</sup> and 2<sup>nd</sup> semesters of Academic Year 2018-2019. The researchers used quantitative method that dealt with the process of collecting and analysing data from different sources. The researchers used survey questionnaire as the data gathering instrument in this study and was tested using Cronbach's Alpha. The answers of the respondents were treated confidentially and with utmost respect. The statistical methods used in this study were percentage and frequency for the profile of the respondents. Weighted Mean was used for the respondents' assessment on green practices. Lastly, ANOVA (Analysis of Variance) was used to determine the relationship between the profile of the



respondents and their assessment of green practices in the selected restaurants.

## RESULTS AND DISCUSSION

### 1. Profile of the Respondents

**Table 1**  
*Demographic profile in terms of Age*

Age	Frequency	Percentage
18-24yrs. old	31	34.3
25-34yrs. old	40	44.4
35-44yrs. old	18	20.0
45 & above	1	1.1
<b>Total</b>	<b>90</b>	<b>100%</b>

Table 1 shows the age distribution of the respondents. Majority of the respondents were aged 25-34 years old with 44.4 percent while the lowest percentage was 45 years old and above with only 1.1 percent of the respondents.

According to Longhurst (2017), young adults are more conscious and are considered as an environmentally friendly audience because they are more conscious with their actions to the environment. Therefore, this result indicates that these ages were more responsible and observant when it comes to supporting the green practices that help sustain the environment.

**Table 2**  
*Demographic profile in terms of Gender*

Gender	Frequency	Percentage
Male	41	45.6
Female	49	54.4
<b>Total</b>	<b>90</b>	<b>100%</b>

Table 2 shows the gender distribution of the respondents. Majority of the participants were females with 54.4 percent while male obtained the lower percentage with 45.6 percent.

According to Giles Longhurst (2017), females were more green consumers compared with males. This indicates that females were more interested in applying implemented green practices.

**Table 3**  
*Demographic profile in terms of Educational Attainment*

Educational attainment	Frequency	Percentage
Highschool graduate	23	25.6
College graduate	67	74.4
<b>Total</b>	<b>90</b>	<b>100%</b>

Table 3 shows the result of demographic profile in terms of educational attainment. College graduates obtained the highest percentage with 74.4 percent while high school graduates received the lowest percentage with 25.6 percent.

According to Alexander and Pyyamoli (2014), college graduates have more education compared to that of high school students. Therefore, this indicates that college students were more likely to understand the recent situation of the environment and prevent dangers to the environment.

### 2. Respondent's Assessment of Green Practices

#### 2.1 In Terms of Energy Conservation

**Table 4**  
*Energy Conservation*

Energy Conservation	Mean	VI
The restaurant uses energy efficient appliances	4.80	A
The restaurant uses electricity and power that are generated from different sources such as wind and solar panel system	4.34	O
The restaurant turns off the steam supply in steam cooking vessels when not in use	4.30	O
The restaurants carefully monitor preheat times, cooking temperatures and maintenance checks	4.36	O
The restaurant uses motion sensors to detect when to turn the lights on/off	4.32	O
<b>Overall</b>	<b>4.42</b>	<b>Often</b>

Table 4 shows the assessment on green practices in terms of energy conservation. The result shows that the highest mean was found in



the restaurant uses energy efficient appliances with a mean of 4.80, interpreted as always. Meanwhile, the lowest mean was found in the restaurant turns off the steam supply in steam cooking vessels when not in use with a mean of 4.30, interpreted as often. The overall mean of 4.42 suggests that the green practices were often practiced.

The probable reason appliance efficiency was highest, because today, the appliances used particularly in the restaurants were now more energy efficient compared to those appliances ten years ago and older.

According to Carbonara (2013), restaurants were skeptical in applying green practices; however, nowadays, restaurateurs are looking for eco-friendly ways to operate the business while still benefitting the operation. Furthermore, it is a long-term commitment for the business to help preserve the environment. One way of helping to conserve the energy is to invest in energy efficient appliances most of the restaurants are using nowadays.

## 2.2 In Terms of Waste Management

**Table 5**  
*Proper Waste Management*

Proper Waste Management	Mea	VI
The restaurant uses small portions of food supplies to minimize food waste.	4.41	O
The restaurant minimizes the use of plastic in storing food items inside the refrigerators.	4.24	O
The restaurant implements recycling of waste.	4.29	O
The restaurant uses “first-in, first-out” inventory policy for raw materials.	4.30	O
The restaurant practices the waste segregation.	4.21	O
<b>Overall</b>	<b>4.29</b>	<b>Often</b>

Table 5 shows the assessment on green practices in terms of proper waste management the highest mean was found in the restaurant uses small portions of food supplies to minimize food waste with 4.41, interpreted as often. Meanwhile, the restaurant practices the waste

segregation obtained the lowest mean of 4.21 also interpreted as often.

The probable reason the highest mean was the restaurant uses small portions of food supplies to minimize food waste, because in different restaurants, small portions of serving management system was always used to prevent food spoilage. If a customer orders, then a small portion of food is prepared to minimize food waste and operating cost of the restaurant.

However, the lowest mean otherwise suggests that the restaurant does not practice enough waste segregation. This could probably because of the mall’s waste management system the restaurant follows. The restaurants basically depend on the mall’s waste management system for waste segregation.

According to Aquino et al. (2013), the Ecological Solid Waste Management Act of 2000 is an implemented law that aims to reduce waste disposal and implement guidelines that ensure not only the health of the community but also the health of the environment. Food waste is also included in this law. Food waste is one of the largest restaurants wastes and one way to lessen it is to use small portions of food supplies while still maintaining food quality.

## 2.3 In Terms of Water Management

Table 6 shows the result of water conservation on the selected restaurants. The result shows that the highest mean was found in the restaurant does regular inspection for leaks and repair with a mean of 4.37, interpreted as often. On the other hand, the lowest mean was found in the restaurant uses urinals and toilet with less use of water flush, with a mean of 4.23, interpreted as often. The overall mean of 4.29 suggests that the restaurants often practice water conservation.

The probable reason the restaurants does regular inspection for leaks and repair obtained highest mean was because it is normal for the restaurants to regularly check the pipes for drainage. However, the probable reason the restaurant uses urinals and toilet with less use of water flush obtained lowest mean because it was



somehow difficult to determine if the flush or urinals use less water. This problem was predicated upon the people’s lack of awareness to these existing kinds of technologies.

**Table 6**  
*Water Conservation*

Water conservation	Mean	VI
The restaurant does regular equipment upgrades to help conserve water	4.26	○
The restaurant uses high pressure, low volume nozzles that increase cleaning efficiency	4.24	○
The restaurant uses faucets with sensor to help conserve water	4.36	○
The restaurant does regular inspection for leaks and repair	4.37	○
The restaurant uses urinals and toilet with less use of water flush	4.23	○
<b>Overall</b>	<b>4.29</b>	<b>Often</b>

## 2.4 In Terms of Food Packaging

**Table 7**  
*Green practices in terms of food packaging and furniture*

Food Packaging and Furniture	Mean	VI
The restaurant uses eco-friendly disposable products such as disposable utensils and takeout boxes	4.41	○
The restaurant minimizes the use of plastic when storing food products inside the refrigerator	4.24	○
The restaurant uses recyclable wood, aluminum and nylon to form a new furniture	4.20	○
The restaurant uses eco-friendly take out containers and boxes	4.30	○
The restaurant uses less non-biodegradable supplies for takeaways	4.18	○
<b>Overall</b>	<b>4.27</b>	<b>Often</b>

Table 7 shows the result on the green practices in terms of food packaging and

furniture. The result shows that the highest mean can be found in “The restaurant uses eco-friendly disposable products such as disposable utensils and takeout boxes” with a mean of 4.41, interpreted as often.

Meanwhile the lowest mean can be found in the restaurant uses less non-biodegradable supplies for takeaways with a mean of 4.18, interpreted as often. The overall result shows that the restaurant often practice food packaging and furniture with a mean of 4.27. The result shows that the restaurants used eco-friendly disposable products. When it comes to the utensils and take-out boxes, the probable reason behind this was that most of the restaurants have stopped using other takeout boxes known to degrade in the environment, such as the Styrofoam.

There has been a trend in the restaurant scene for years to eliminate the use of Styrofoam and other plastics alike. In relation with the result, the probable reason the restaurant uses less non-biodegradable supplies for takeaways obtained lowest mean was because somehow, although there has been a trend in reducing plastic use, when it comes to food packaging, there were still no alternatives to plastics as regards to other supplies.

According to Sumaylo (2016), businesses in the Philippines support environment-friendly practices and guidelines that can help lessen the cost and use of products and supplies. Reuse, reduce and recycle are the most popular green practices. Nowadays, restaurants are also using eco-friendly disposable products that have good re-use quality.

## 2. Significant Difference between the Profile of the respondent and their assessment of Green Practices

Table 8 shows the result on the significant difference on the age of the respondents and their assessment of green practices. The result shows that age was not a factor when it comes to the practices because all p-values were more than the significance level of 0.05.



**Table 8**  
*Significant analysis between age and green practices*

Age	p-value	Interpretation	Decision
Energy Conservation	0.130	Not Significant	Accept
Water Conservation	0.111	Not Significant	Accept
Proper Waste Management	0.597	Not Significant	Accept
Food Packaging and Furniture	0.809	Not Significant	Accept

The result reveals that there was no significant difference with the age of the respondents and the said sustainable practices of the resort. A probable reason for the result that age was not a factor when it comes to green practices in the restaurant. This means that the different age groups have the same assessment of energy conservation, water conservation, proper waste management, and food packaging and furniture.

According to Sumaylo (2016), all ages must commit to green practices specially in restaurants in order to achieve a more sustainable method helping the environment avoid degradation. This relates to the result of the study that there was no significant difference between the age and the green practices as assessed by the respondents.

**Table 9**  
*Significant Analysis between gender and green practices*

Gender	p-value	Interpretation	Decision
Energy Conservation	0.999	Not Significant	Accept
Water Conservation	0.302	Not Significant	Accept
Proper Waste Management	0.527	Not Significant	Accept
Food Packaging and Furniture	0.519	Not Significant	Accept

Table 9 shows the result on the significant difference of gender of the respondents and their assessment of green practices. The result shows that gender was not a factor when it comes to the practices because all p-values were more than the significance level of 0.05.

The result shows that there was no significant difference with the gender of the

respondents and said sustainable practices of the resort. A probable reason for the result that gender was not a factor when it comes to green practices in the selected restaurants. This means that the different gender groups have the same assessment of energy conservation, water conservation, proper waste management, and food packaging and furniture.

**Table 10**  
*Significant Analysis between educational attainment and green practices*

Gender	p-value	Interpretation	Decision
Energy Conservation	0.889	Not Significant	Accept
Water Conservation	0.277	Not Significant	Accept
Proper Waste Management	0.006	Not Significant	Accept
Food Packaging and Furniture	0.224	Not Significant	Accept

Table 10 shows the result on the significant difference of the educational attainment of the respondents and their assessment of green practices. The result shows that educational attainment was not a factor when it comes to the practices because all p-values were more than the significance level of 0.05.

The result shows that there was no significant difference with the educational attainment of the respondents and the said sustainable practices of the restaurants. A probable reason for the result that educational attainment was not a factor when it comes to green practices in the restaurant. This means that, regardless of educational attainment, all respondents have the same assessment of energy conservation, water conservation, proper waste management, and food packaging and furniture.

According to Hu (2015), educational attainment was a factor when it comes to green practices because the higher the educational attainment is, the more knowledgeable a person will be. When it comes to green practices however, the result suggests the opposite as there was no significant difference. The probable reason was because majority of the respondents have an educational attainment of college graduate.

#### 4. Green Practices Guidelines

A proposed guideline concerning the green practices in selected restaurants in Nuvali, Sta. Rosa, Laguna in terms of energy conservation, water conservation, proper waste management, and food packaging and furniture will be possibly applied to other restaurants and local hospitality businesses. This may help them receive customer satisfaction and prevent damages to the environment.

Objectives of the Green Practices Guidelines:

To establish those guidelines that are reliable in developing sustainable green practices such as ensure that the guidelines present the right information to the beneficiary and enhance energy conservation in terms of using the cooking vessels also encourage the use of urinals and toilets with less use of water, implement waste segregation and also encourage using eco-friendly takeaway boxes and cups.

##### Energy conservation

Restaurant employees, especially the staff, should practice turning off cooking vessels when not in use. With this practice, they can help conserve heat energy the restaurant consumes. This system can be done by the management of the restaurants and then reduce the energy used which further translates to operational savings cost.

##### Water conservation

Urinals and toilets that use less water can conserve almost 900,000 litres of water every year. Nowadays, there are also waterless toilets. The management of the restaurants should consider buying said toilets because in the long run, this can save huge amounts of money due to reduced water use.

##### Proper waste management

Most NGO's are implementing waste segregation for a convenient application of the

reuse, reduce, and recycle program. Restaurants must regularly conduct this practice so that the environment could also be benefit. The importance of waste management in restaurants is critical in order to minimize waste produced by them. Proper waste management includes turning biodegradable waste into compost pits, handing recyclables to the materials recovery facility or junk shops, as well and non-biodegradable materials to sanitary landfills. Profit can also be made by implementing waste management. For instance, the compost can be sold for a price and junk shops may pay for the recyclable materials. This can then provide extra income for the restaurants.

##### Food packaging and furniture

Takeaway containers that are eco-friendly can be helpful to lessen product waste from restaurants. These containers are made from natural wheat fiber that are agricultural products.

Food packaging is important because these are the primary contributors of non-biodegradable materials in sanitary landfills and the materials used in food packaging are made of plastic which is not good for the environment. The restaurant management should look for alternatives that are both biodegradable and environment friendly. This step will improve the commitment of the restaurants in practicing environment sustainability.

#### CONCLUSIONS

Based on the results of the study, the following conclusions were made:

1. Majority of the respondents are female, aged 25-34 years old, and are college graduates. Majority of the respondents are female because they are the ones who are green consumers. Meanwhile, young adults are those more conscious with their actions that might affect the environment. College graduates have different information regarding the current situation

of our environment and in return, they are the most likely to be aware on environment sustainability.

2. The respondents recognize energy conservation as one of the green practices often be conducted by the restaurants with the exemption of “the restaurant turns off the steam supply in steam cooking vessels when not in use”, which was ranked lowest. In terms of water conservation, the respondents assessed “the regular inspection for leaks and repair” as practiced often by the selected restaurants.
3. The respondents believe that the restaurants often used small portions of food supplies to lessen food waste; however, the respondents evaluated segregation of waste products as the least observed practice by the restaurants.
4. The result also shows that there is no significant relationship with the profile of the respondents such as age, gender, and educational attainment and the green practices namely energy conservation, water conservation, proper waste management, and food packaging and furniture.

## RECOMMENDATIONS

Based on the findings the researchers recommend the following.

1. The restaurant management may establish those guidelines reliable in developing sustainable green practices in terms of energy conservation, water conservation, proper waste management, and food packaging and furniture.
2. Energy may the conservation be enhanced in terms of using the cooking vessels.
3. Encourage using urinals and toilets with less water use. Fourth, restaurants may implement waste segregation. And lastly, restaurants may encourage using eco-friendly takeaway boxes and cups.

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