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Research Article

Utilization of Fintech in Selected Tourism Establishment in Bongabong, Oriental Mindoro

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About Article

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ABSTRACT

Assessing the role of FinTech in the tourism sector is crucial for creating value and driving economic growth. This study focused on examining the business profile and utilization of FinTech in tourism establishments located in Bongabong, Oriental Mindoro. Employing a descriptive-correlational research design, data were collected through a self-made questionnaire, participated by 15 tourism establishments. The collected data were analyzed using frequency, weighted mean, and Pearson's r. The correlation analysis indicated that there was no significant relationship observed between the business profile and the utilization of FinTech in terms of organization management and customer management. This suggests that the adoption and utilization of FinTech in these areas may not be strongly influenced by the specific characteristics of the establishments. These results emphasize the importance of further research and exploration to better understand and enhance the utilization of FinTech in the tourism sector. It is essential to explore alternative factors or strategies that could facilitate the effective integration of FinTech solutions. Future studies could consider investigating other variables that may influence the adoption and utilization of FinTech, such as technological readiness, regulatory environment, or customer preferences. The study's implications highlight the significance of considering the unique characteristics and needs of tourism establishments when implementing FinTech solutions. This may ultimately lead to improved operational efficiency, enhanced customer experiences, and increased competitiveness in the tourism industry in Bongabong, Oriental Mindoro.

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1. INTRODUCTION

Financial technology, or FinTech, refers to a range of technologies that aim to enhance and automate financial services (Harriss, 2016). FinTech, or financial technology, has transformed traditional financial transactions into a more convenient digitalized system (Kumari & Devi, 2022). It has gained popularity in various industries, including tourism and hospitality, by enhancing customer experiences and improving operational efficiency (Nobar & Rostamzadeh, 2018). FinTech encompasses a wide range of products and innovations, such as crowdfunding websites, virtual currency, and cashless transactions, which are utilized to manage financial operations effectively (Alam, & Zamani, 2019).

Although the adoption of FinTech in the Philippines is lower compared to more developed countries, it has been growing in recent years, especially since the emergence of COVID-19. The central bank of the Philippines, Bangko Sentral ng Pilipinas, has encouraged people to switch to mobile payments (BSP, 2020). The mobile wallet sector, including major players like Paymaya and GCash, has seen an increase in the number of participants over time. These mobile wallets offer convenience and security, providing a variety of payment options for consumers.

Tourism establishments today have primarily focused on improving both customer experiences and organizational financial transactions. Offering convenient and flexible payment options, such as those through e-wallets, can give businesses an edge, as some customers increasingly prefer cashless transactions (Alam *et al.*, 2021; Misbah, 2022). Fintech solutions can also significantly benefit bookings and reservation processes. Additionally, some social media platforms now offer built-in fintech features (Baradaran, 2020).

For business transactions, fintech-powered ordering and payment mechanisms can provide significant benefits to suppliers (Soni *et al.*, 2022). Businesses themselves also find greater convenience in settling tax obligations via available fintech tools such as payment portals, e-wallets, and other forms of cashless payments (Zairus, 2021).

However, small businesses in Bongabong, Oriental Mindoro, are still hesitant to fully embrace FinTech due to concerns about its user-friendliness, security, and sustainability. No local studies have explored the degree of FinTech utilization and its impacts on tourism establishments in Bongabong. Therefore, this research assessed the extent of FinTech utilization in selected tourism establishments in Bongabong and examined how it is used to manage financial transactions related to customers and organizations. The study seeks to fill the research gap on FinTech adoption in Bongabong and provide insights into the challenges and opportunities for the local tourism industry. The findings can serve as a reference for tourism establishment owners and personnel in formulating strategies to promote the use of FinTech that creates convenience for their guests and other stakeholders.

2. LITERATURE REVIEW

The rise of digital payment technologies has significantly transformed the global financial landscape, with the Philippines experiencing notable changes (Pazarbasioglu *et al.*, 2020). Various nations have embraced digital payment systems, reducing

reliance on cash and promoting more efficient transaction methods. In the Philippines, this transition was accelerated by the COVID-19 pandemic, which necessitated minimizing physical contact and encouraging digital transactions. Before the pandemic, the adoption of cashless payment methods gradually increased, but the health crisis catalyzed a more rapid shift (Quimba *et al.*, 2021).

Modern technology has introduced various digital products, including mobile devices and smartphones, revolutionizing daily activities. These advancements have enabled Financial Technology (FinTech) to emerge as a competitor to traditional financial services. FinTech innovations provide alternatives to conventional payment methods, offering users more options and enhancing the overall transaction experience (Harsono & Suprapti, 2024). The shift towards a cashless society offers several advantages, such as improved transaction efficiency, reduced costs, and enhanced security. Digital payments streamline the transfer of value, making business transactions quicker and more reliable. Additionally, the reduction in cash handling can lower the costs associated with physical money production and distribution.

Moreover, the convenience of digital payments can lead to increased consumer spending and economic activity. By simplifying transactions and offering various payment options, digital platforms can stimulate consumption and drive business growth. Digital platforms can reach underserved populations, providing access to financial services that were previously unavailable. This can empower individuals and small businesses, fostering economic growth and development.

Despite the benefits, transitioning to a cashless society presents challenges. Cash has been a reliable medium of exchange for centuries, offering simplicity and security in transactions. The shift to digital payments requires addressing concerns related to data privacy and internet security (Hassan *et al.*, 2020). There are concerns about the potential for increased financial fraud and the need for robust regulatory frameworks to safeguard users (Efijemue *et al.*, 2023; Ameyaw *et al.*, 2024). Ensuring that digital payment systems are secure and reliable is essential to maintain public trust and encourage widespread adoption.

The existing digital infrastructure provides numerous opportunities for enhancing financial services and promoting economic development. The proliferation of mobile devices and internet connectivity has created fertile ground for FinTech innovations. Leveraging these technologies can improve access to financial services, particularly in remote and underserved areas. By utilizing mobile banking and digital wallets, individuals can conduct transactions, save money, and access credit more easily, contributing to financial inclusion.

3. METHODOLOGY

3.1. Research Design

The descriptive-correlational research design was used in this study. The descriptive aspect of the research design allowed the researchers to collect data without altering the study subjects or environment. This is important because it ensures that the data collected represents the actual situation in the tourism establishments at Bongabong.



The correlational aspect of the research design allowed the researchers to identify and describe the relationships between variables. In this case, the variables being studied were the use of FinTech and its impact on tourism establishments. The researchers examined the correlation between these variables to determine the extent to which FinTech is being utilized and how it affects tourism establishments in Bongabong.

3.2. Research Respondents

The respondents of the study are the managers or owners of the 15 resorts, hotels, and restaurants in the Municipality of Bongabong, Oriental Mindoro which are all utilizing Gcash, PayMaya, or any payment portals in their financial transactions involving customers, business partners, suppliers, or government entity. By targeting establishments that have adopted FinTech solutions, the study explored the benefits, challenges, and implications of digital payment systems in the tourism industry. The geographical scope of Bongabong Municipality allows for a localized analysis of FinTech adoption, while the accessibility and readiness of the selected establishments ensure the feasibility of data collection. The inclusion of a varied sample, including these fifteen establishments, enhances the validity and generalizability of the research findings, providing a comprehensive understanding of FinTech utilization in the tourism establishments of Bongabong.

3.3 Research Instruments

The researchers used a self-structured survey questionnaire with 2 parts. Part 1 is for the Profile of the Business which contains the length of its operation, the number of different services offered, and the size of the business. Part 2 contains the statements for scaling about customer management and organization management.

The questionnaire underwent through validation of experts in finance and information technology, and a reliability test using Cronbach alpha. The reliability test subjected 10 non-respondents to measure the internal consistency. The results of the reliability test for customer management are 0.82 and in organization management is 0.84 which are all interpreted as reliable.

3.4. Data Collection Procedure

Before initiating the actual data collection, the researchers undertook preliminary steps to ensure a smooth and ethical gathering process. This involved pre-surveying potential participant establishments to gauge their willingness to participate in the study. Pre-surveying serves as a critical step, allowing researchers to identify and address any concerns or questions the establishments might have regarding the study's objectives, procedures, and potential implications for their participation.

Following the initial pre-survey, the researchers engaged in coordination efforts with the establishments. This step was essential for securing formal consent from the establishments, ensuring that their participation was voluntary and informed. Once consent was obtained, the researchers distributed the survey questionnaire in printed form to the participating establishments. The choice of a printed questionnaire was

likely made to accommodate the preferences or logistical requirements of the establishments, ensuring a higher response rate by making it easier for respondents to complete the survey at their convenience. The questionnaire was designed to gather quantitative data on various aspects relevant to the study, structured to be clear and concise to encourage thorough and thoughtful responses.

In addition to the survey questionnaire, the researchers also employed additional questions aimed at triangulating the data. Triangulation is a method used to enhance the validity of research findings by using multiple data sources or approaches to investigate the same phenomenon. By asking additional questions, the researchers aimed to gather qualitative insights that could complement the quantitative data, offering a more nuanced understanding of the topic under study. These supplementary questions likely targeted specific areas of interest or sought to clarify and expand upon the information collected through the questionnaire.

3.5. Data Analysis

The data analysis process utilized in this study encompasses a combination of quantitative methods including frequency, percentage, weighted mean, and Pearson's r correlation coefficient to interpret the collected data comprehensively. Frequency and percentage analyses offer a foundational understanding of the categorical data, such as respondent demographics and service offerings, by quantifying occurrences and standardizing them relative to the sample size. The weighted mean extends this analysis by providing a nuanced view of ordinal data, where responses vary in importance, thereby revealing central tendencies that account for the significance of different response categories. Lastly, Pearson's r is employed to explore the linear relationships between the business profile of tourism establishments and their FinTech utilization, offering insights into how characteristics of these establishments correlate with their adoption of FinTech solutions, thereby highlighting potential areas for strategic development and innovation within the tourism sector.

3.6. Ethical Considerations

The researchers have taken the informed consent and voluntary participation of respondents. This involved issuing duly approved communications before the study's commencement, ensuring that participants were thoroughly briefed about the research objectives, procedures, and their rights as participants. Such measures are fundamental to fostering a transparent and trust-based relationship between researchers and participants, emphasizing the voluntary nature of participation. Furthermore, the confidentiality of all information collected during the study is rigorously maintained, with assurances that data will be anonymized and used exclusively for academic purposes. This commitment to confidentiality and ethical handling of data not only complies with academic integrity standards but also protects the privacy and interests of the participants, reinforcing the study's credibility and reliability.

4. RESULTS AND DISCUSSION

From the analysis of the data, the following results are presented:



4.1. Business Profile of the Selected Tourism Establishments

Table 1. Business Profile in terms of Length of Operation

Variable	Frequency	Percentage
1 year and below	4	27%
1-3 years	6	40%
4-10 years	3	20%
10 years and above	2	13%
Total	15	100%

Table 1 presents the demographic profile of the respondents, specifically focusing on the length of operation of their tourism establishments. The data reveal that the highest frequency of respondents, constituting 40% of the total, falls within the 1-3 year operation category, with a total of 6 respondents. Following this, the category of 1 year and below is represented by 4 respondents, accounting for 27% of the total. The 4-10 years operation category includes 3 respondents, which corresponds to 20% of the overall sample. Meanwhile, the category representing operations of 10 years and above comprises 2 respondents, equating to 13% of the total.

From the survey of 15 respondents, a significant proportion of the tourism establishment owners have been in operation for a range between 1 to 3 years. This finding underscores a youthful dynamism within the sector, with a majority of establishments being relatively new to the market. The presence of newer establishments suggests a recent influx of entrepreneurs into the tourism industry, potentially driven by emerging opportunities or a growing interest in tourism as a viable business avenue.

The distribution of operation lengths among the surveyed establishments also provides insights into the developmental stages of these businesses. Establishments within the 1-year and below category are likely still in the foundational phase, focusing on establishing their market presence and fine-tuning their service offerings. Those within the 1-3 years range may be in the process of consolidating their operations, building customer relationships, and starting to explore expansion opportunities. Establishments operating for 4-10 years are expected to have achieved a certain level of stability and might be exploring strategic initiatives for growth. Conversely, those in the 10 years and above category are likely well-established entities with deep-rooted market presence and operational resilience.

The predominance of newer establishments in the survey sample indicates a vibrant and evolving tourism sector, with the ongoing entry of new players introducing fresh concepts and competition. This dynamic could foster innovation and diversification within the industry, enhancing the overall quality and range of tourism experiences available. Additionally, the varied lengths of operation among establishments point to a sector at different stages of business maturity, reflecting a broad spectrum of challenges and opportunities for development and growth.

Table 2 delineates the range of services provided by tourism establishments, highlighting the prevalence of food services, followed by hotel and event services, with recreation activities

Table 2. Business Profile in Terms of Service Offered

Establishment	Service Offered			
	Food	Hotel	Event	Recreation
Batang 90teas' Food Hub	1			
Al Fresco Centro's Restaurant	1		1	
Japz Grill Burger and Bistro	1			
La Cecilla	1			
El Arrozal	1		1	
Le Bistro	1			
Forecastle Deck	1			
KW&E Hotel		1		
Prisville Resort	1	1	1	
Hossana	1			
Bongabong View Hotel & Bistro	1	1	1	
Naruwan Bay Resort & Hotel		1		
Anilao Eco Village Resort	1		1	
GOF Resort	1	1	1	1
Shot Puno	1			
Total	13	5	6	1

being notably less common. Specifically, the data reveal that 13 establishments offer food services, 5 provide hotel services, 6 are involved in event services, and only 1 offers recreation activities. This distribution underscores a trend where the majority of the surveyed tourism establishments in the region offer a multifaceted array of services, with a pronounced emphasis on food services, indicating its pivotal role in the tourism sector. Conversely, recreation activities are markedly less frequent, suggesting potential areas for development or underutilization within the local tourism landscape.

The observed service distribution among tourism establishments could be attributed to the increasing integration of FinTech solutions within the sector. The prominence of food services may be linked to the widespread adoption of mobile payment systems, facilitating ease of transactions and enhancing customer convenience. Similarly, the utilization of online booking platforms could foster growth in hotel and event services by streamlining reservation processes and improving operational efficiency. Furthermore, digital marketing tools may play a crucial role in promoting recreation activities, although their relatively limited presence indicates potential untapped opportunities for engagement and expansion. Additionally, access to alternative funding sources through FinTech mechanisms may enable establishments to undertake service expansion initiatives, further diversifying their offerings.

This data not only reflects the current service landscape within the tourism sector but also hints at the transformative impact



of FinTech on operational practices and service delivery. As tourism establishments continue to adopt and integrate digital solutions, there lies a significant potential for enhancing service diversity, operational efficiency, and customer satisfaction, particularly in underrepresented areas such as recreation activities. Future strategies could focus on leveraging FinTech to broaden the scope of services offered, tapping into emerging market demands, and cultivating a more holistic tourism experience.

Table 3. Business Profile in Terms of Size of the Business

Variable	Frequency	Percentage
1-9 employees	12	80%
10-99 employees	3	20%
100-199 employees	0	0
200 & more	0	0
Total	15	100%

Table 3 illustrates the distribution of employee numbers across surveyed tourism establishments, highlighting the predominance of smaller-sized businesses. Specifically, establishments with 1-9 employees constitute the largest segment, accounting for 80% of the respondents, with a frequency of 12. In contrast, the category of businesses employing 10-99 individuals represents a smaller portion, comprising 20% of the sample with a frequency of 3. Notably, there are no establishments within the survey sample that fall into the larger size categories of 100-199 employees or 200 and above, as indicated by the absence of percentages and frequencies for these groups.

This analysis reveals a significant trend: most tourism establishments in Bongabong are small-scale operations, predominantly staffed by 1-9 employees. This finding underscores the micro-scale nature of the tourism sector in the region, suggesting that these businesses may operate with limited human resources. The concentration of smaller establishments could reflect several factors, including the local economic environment, the nature of tourism demand in Bongabong, or possibly the stage of development of the tourism industry in the area.

The absence of larger establishments (with 100 or more employees) in the survey sample further emphasizes the micro-to-small-scale orientation of the tourism industry in Bongabong. This scenario presents both challenges and opportunities: while smaller establishments may face constraints in terms of resource allocation and scalability, they also have the potential for flexibility, personalized service, and niche market targeting. Understanding the characteristics of these establishments is essential for developing tailored support strategies, fostering sustainable growth, and enhancing the competitive advantage of Bongabong's tourism sector.

Table 4 delineates the frequency distribution of daily customer visits across surveyed tourism establishments. Analysis of responses from 15 participants reveals a diversity in customer traffic patterns. Notably, the category ranging from 1 to 10 customers per day registers the highest frequency, encompassing 4 respondents or 27% of the total sample. Conversely, the 11-

Table 4. Business Profile in Terms of Frequency of Customers

Variable	Frequency	Percentage
1-10	4	27%
11-20	1	7%
21-30	5	33%
31-40	2	13%
41-50 or more	3	20%
Total	15	100%

20 customer segment is represented by a solitary respondent, constituting 7% of the sample, suggesting a lesser prevalence of this range in daily customer visits.

Remarkably, the 21-30 customer segment emerges as the predominant category, with 5 respondents, or 33% reporting within this interval. This finding indicates a moderate yet significant level of customer traffic, underscoring the vitality of these establishments in attracting a consistent visitor base. Furthermore, 2 respondents, equivalent to 13% of the sample, report accommodating 31-40 customers, while an additional 3 respondents, or 20% of the sample, report receiving 41-50 or more customers daily. These statistics reveal a subset of establishments experiencing higher levels of customer engagement.

Collectively, the data suggest that the tourism establishments under study in Bongabong predominantly attract a daily customer count within the 21-30 range. This trend points towards a moderate to robust engagement level, highlighting the establishments' capacity to draw and sustain a significant visitor volume. Such insights hold implications for understanding the dynamics of customer flow within the region's tourism sector and underscore the potential for strategic interventions aimed at enhancing visitor experiences and operational capacities.

4.2. Extent of Utilization of FinTech in Selected Tourism Establishments

Table 5. Utilization of FinTech in Selected Tourism Establishment in terms of Customer Management

Items	Mean	Rank	Description
Receiving online payments from customers.	3.73	1	Always
Using various online payments.	3.20	2	Frequent
Offering advance payment for bookings.	3.00	4	Frequent
Receiving feedback or notes through the message feature of the online payment app.	3.13	3	Frequent
Giving customer promos and discounts through online payment.	2.93	5	Frequent
Overall Mean	3.20		Frequent



Table 5 presents the average perception of respondents from selected tourism establishments regarding the utilization of FinTech in customer management. The findings highlight the varying levels of usefulness attributed to different practices.

The highest-rated practice, with a mean of 3.73, is “receiving online payments from customers,” indicating that it is considered very useful. This suggests that the ability to accept online payments is highly valued by the establishments surveyed, emphasizing the convenience and efficiency it offers in customer transactions.

On the other hand, the lowest-rated practice, with a mean of 2.93, is “giving customer promos and discounts through online payment.” While still considered useful, there is room for improvement in utilizing online payment methods to provide attractive promotions and discounts to customers. Enhancing this practice may help attract more customers and foster loyalty. Overall, the respondents perceive the utilization of FinTech in customer management as useful, with an overall mean rating of 3.20. This underscores the significance of incorporating financial technology in managing customer interactions and transactions in the tourism industry.

To remain competitive in the market, establishments must provide differentiated financial services and actively leverage the capabilities of FinTech to meet the evolving needs and expectations of customers, particularly in the mobile market. By prioritizing online payment options, exploring various FinTech features, and continuously improving the customer experience, tourism establishments can enhance their customer management practices and drive growth in the digital era.

Table 6. Utilization of FinTech in Selected Tourism Establishment in terms of Customer Management

Items	Mean	Rank	Description
Paying salaries or incentives to employees using an e-wallet (Gcash, Pay Maya, PayPal, etc.)	2.53	4	Frequent
Paying utilities using an e-wallet (e.g. internet, electricity, or water).	3.00	2	Frequent
Paying taxes and employee fringe benefits premium using e-wallet (SSS, Pag-IBIG, Phil Health).	3.27	1	Always
Payment of purchases to suppliers using e-wallet.	2.80	3	Frequent
Availing and paying loans using an e-wallet (mobile banking/ e-wallet applications e.g. Tala, Home Credit, Bill Ease, Lazada pay later for the business).	2.47	5	Frequent
Overall Mean	2.81		Frequent

Table 6 offers insights into the perceptions of respondents from selected tourism establishments regarding the use of FinTech

in organizational management. These findings highlight the perceived usefulness of various practices within this realm.

The practice receiving the highest rating, with a mean score of 3.27, is “paying taxes and employees’ fringe benefits premiums using an e-wallet.” This high rating suggests that respondents view this practice as highly beneficial. The use of e-wallets for handling tax payments and employee benefits premiums brings about convenience, simplifies procedures, and minimizes the need for extensive paperwork within these establishments.

Conversely, the practice rated lowest, with a mean score of 2.47, is “availing and paying for loans using an e-wallet.” This lower score implies that this specific practice might not be widespread or readily adopted by the surveyed establishments. This presents an opportunity for these establishments to investigate and potentially adopt e-wallet technology for loan transactions, which could simplify financial processes and improve access to financial services.

The overall mean score for the utilization of FinTech in organizational management is 2.81. This score indicates a generally positive view among respondents on the usefulness of FinTech. The adoption of FinTech can significantly enhance online financial management and operational efficiency in tourism establishments. As the FinTech sector continues to expand, there is ample opportunity for these establishments to further explore and implement digital solutions that streamline financial transactions, including utility payments, purchases from suppliers, and the distribution of employee salaries or incentives, thereby optimizing their financial operations.

By embracing FinTech solutions, tourism establishments can enhance their organization management practices, increase efficiency, and streamline financial transactions, ultimately contributing to improved operational effectiveness and customer satisfaction (Barbu *et al.*, 2021).

4.3. Relationship of business profile and extent of fintech utilization of selected tourism establishment

Table 7. Correlational Analysis on the Relationship between the Profile of the Tourism Establishment and the Extent of FinTech Utilization in Selected Tourism Establishments in Bongabong Oriental Mindoro.

Corporate Profile of the Tourism Establishment	Extent of Fintech Utilization in Selected Tourism Establishment			
	FinTech Utilization in terms of Organization Management		FinTech Utilization in terms of Customer Management	
	Computed r – value	Result	Computed r – value	Result
Length of Operation	0.19	NS	0.21	NS
Number of Services Offered	0.05	NS	-0.13	NS
Size of the Business	-0.06	NS	-0.10	NS
Frequency of Customer	0.34	NS	0.34	NS

Degrees of Freedom: 148 Level of Significance: 5% Critical r – value: 0.1348 NS - not significant S - significant



Table 8 revealed that there is no significant relationship between the corporate profile of tourism establishments and the utilization of FinTech in organization and customer management. While this may initially seem unexpected, several possible reasons exist for this non-significant relationship.

Firstly, the sample size and composition of the study should be considered. The findings may suggest that the characteristics of the establishments in Bongabong, Oriental Mindoro, where the study was conducted, do not significantly influence the adoption and utilization of FinTech. The sample might not represent a diverse range of establishments or may be limited in scope, leading to a lack of variability in corporate profiles and FinTech utilization.

Additionally, the tourism industry may have unique dynamics and complexities that extend beyond the influence of individual corporate profiles. The adoption and utilization of FinTech in organization and customer management might be driven by factors outside the corporate profile, such as market conditions, customer demands, or industry regulations. These external factors could have a more significant impact on the decision-making processes of tourism establishments regarding FinTech integration.

Furthermore, the non-significant relationship could be attributed to the evolving nature of FinTech adoption in industries, including the tourism sector. FinTech is a rapidly developing field, and establishments may still be in the early stages of exploring and integrating FinTech solutions. Thus, the corporate profile may not be the primary determinant of FinTech utilization at this stage, with factors such as technological readiness, perceived benefits, or organizational culture playing a more significant role.

For a comprehensive understanding of the relationship between corporate profile and FinTech utilization in the tourism industry, further research and exploration are needed. Future studies could consider a larger and more diverse sample, incorporate a broader range of corporate profile variables, and explore additional factors that may influence FinTech adoption and utilization in organization and customer management within the tourism sector.

5. CONCLUSION

The findings of the study indicate that in Bongabong, the majority of selected tourism establishments are characterized as small and relatively new. These establishments primarily offer food services and attract a moderate number of daily customers. These findings highlight the developing nature of the tourism industry in Bongabong and reflect the specific business profile of the surveyed establishments.

Regarding the utilization of FinTech in customer and organization management, the study reveals potential benefits. However, there is a need for further improvements to optimize the effectiveness of FinTech in these areas. The findings suggest a relatively low level of awareness and understanding of FinTech among the surveyed tourism establishments. This implies that efforts should be made to increase knowledge and awareness of FinTech and its potential applications to fully leverage its benefits in customer and organization management in the local tourism industry.

RECOMMENDATIONS

Therefore, the study recommends to development of a collaborative extension program by the College of Business and Management and College of Computer Studies of the University to raise awareness and provide technical support in fintech utilization applied to tourism business operations. Moreover, further studies can be conducted to understand the sustainable and efficient strategies for tourism establishments in incorporating fintech into their business transactions.

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