

# **Environmental Dilemma among selected Future Industry Leaders in the Philippines**

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## **Abstract**

Humans are both affected by and responsible for environmental degradation, making their attitudes and behaviors crucial for achieving environmental sustainability. To investigate this, a descriptive-correlational research design and a quantitative research approach was employed to assess the environmental attitude and behavior of 392 tourism management students from selected colleges and universities in the Philippines. The findings revealed that students displayed a highly positive attitude and significant engagement in terms of energy and water consumption. However, their involvement in solid waste management, product purchasing and usage, and actual environmental practices scored considerably lower. Notably, there was no significant correlation observed between students' environmental attitudes and behaviors, suggesting a disconnect between their intentions and actions. This discrepancy highlights an issue that requires attention. While previous studies have explored environmental attitudes and behaviors, limited research has specifically focused on tourism management students. This study holds particular significance due to the students' academic exposure to environmental conservation and ecotourism, as well as the fact that many popular tourist destinations in the Philippines revolve around nature-based attractions.

**Keywords:** Environmental Education, Sustainable Tourism, Environmental Conservation and Sustainability