## ABSTRACT

The researchers determine the best predictor of sustainable development among the ecotourism activities observed in Seven Lakes which are fishing, boating, trekking, rafting, and swimming. The study is guided by the concept of sustainable development, which is usually linked with ecotourism. San Pablo City, Laguna has a big potential in ecotourism destinations. Quantitative research method was used as a tool for gathering of data through the use of survey questionnaire. Data were collected during the Second Semesters of 2014 and 2015.The effect of dependent variables (economic, socio-cultural and environmental sustainability of ecotourism) and independent variables (ecotourism activities) was analyzed using simple regression analysis since it is the most appropriate statistical method to be used. The respondents comprised of locals, government officials, and tourists with a total of 140 participants, through the use of convenience sampling and quota analysis.

Findings show that fishing is the best predictor of sustainable development among the five ecotourism activities in terms of economic, socio-cultural and environmental sustainability of ecotourism. The study revealed that further improvement of fishing activity will generate more sustainable benefits to the local community, tourists and the local government.

**Keywords:** *Ecotourism, Regression, Predictors, Sustainable Development, Seven Lakes*