

Marketing Strategies Towards Global Brand Model Among Selected Resorts in Plaridel Bulacan

Dr. Bienvenido G. De Guzman, Jr. MBA., DBA., Ph.D.

oldbien@yahoo.com.

Philippine Christian University

1648 Taft Avenue corner Pedro Gil St., Malate, Philippines

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Abstract

This study probes into the analysis of marketing strategies in the resort industry, focusing on selected resorts in Plaridel, Bulacan. Through a quantitative design and convenient sampling, data were gathered from three resorts using a researcher-made survey questionnaire. The analysis reveals the competitiveness of resorts based on various factors like physiography, activities, infrastructure, and marketing strategies encompassing product, price, place, and promotion. Key findings highlight the significance of factors such as fast response times, consistency across channels, knowledgeable staff, and clear messaging in customer retention. Additionally, the study emphasizes the importance of infrastructure development and surveys for business needs. Statistical tests show significant differences in marketing strategies, particularly in global branding, tourist volume, repeat visits, and social media and advertising impact. The study concludes by affirming the success of resort owners in implementing effective marketing strategies, reflecting the broader landscape of the resort sector in Plaridel, Bulacan.

Keywords: competitiveness, marketing strategies, resort, tourism, Plaridel, Bulacan

Introduction

The travel and tourism industry stands as one of the world's largest, most dynamic, and competitive sectors. Every year, millions of people embark on journeys, often spending substantial sums to indulge in the luxuries this industry provides. Consequently, the pace of change and evolution within the travel industry is notably swifter compared to many other business sectors. revfine.com. (n.d.)

Each business association faces an alternate advertising challenge. That is why various visionaries are applying unique strategies to set up client satisfaction as highlighted by Strydom (2005) and cited by Hinlayagan (2018). Also, Chiang (2013) and Kumar (2015) expressed that the advertising techniques of different organizations are advancing and changing relying upon the assumption set by the market. To present the business in global market organizations, one has a deep comprehension of various parts of promoting to achieve client dedication (Clarked et al 2013; Wichailert and Yousapornpaiboon, 2017). Furthermore, Hinlayagan (2018) cited that advertising resorts need various systems to achieve business. Keeping and maintaining satisfaction is crucial in today's highly competitive markets (Pourdehghan 2015), further explained that having a better brand means it is the preference of many customers that will

help owners generate more money and build benevolence. This will help the resort management succeed in such a competitive business environment.

Resort promoting is essentially the advertising of hotel amenities, which draws attention to the significance of the client's preferences and needs. Significant targets of resort showcasing are getting bigger client mindfulness creating a corporate picture, and further developing client support and its allotted. Furthermore, there is a need to develop and build a brand customer. This is because the satisfaction of the organization's customers allows marketers to gain a competitive advantage (Suthar et al., 2014). They further argued that customer satisfaction is inevitable in the service organization, Karadeniz (2009) also described those enterprises should specify which position they want to be such as positioning their product or positioning their company or combination.

Three years ago, a pandemic spread throughout the Philippines, and jobs in the travel and tourism industry which are considered amongst the fastest growing in the world of employment were greatly affected. As a result, tight restrictions on traveling by air and road were implemented hence, many travel companies and tour agencies were not given a choice but to close the company. Millions of people around the world are faced with financial insecurity and started to lose their jobs due to the cancellations of business trips or holidays of travelers. The pandemic crisis has hugely impacted the travel and tourism industry as many businesses are facing a sharp decline in revenue. Up to 50 percent or fewer flights took place, aside from the heavy losses experienced by hotels and restaurants. The pandemic crisis has resulted in many travel businesses losing significant revenue and laying off staff, while some have continued shouldering the ongoing costs for the unforeseeable future.

The rapid expansion of tourism throughout the twentieth century has brought about both opportunities and challenges for destination countries. This growth has visibly impacted the socio-cultural and socio-economic fabric of these regions. While tourism can deliver economic benefits to a destination country, it also introduces significant long-term challenges. Without careful control and strategic planning, these challenges, as seen during the pandemic, can jeopardize societal well-being.

Amidst the escalating competition among resorts, addressing the industry's inherent instability remains a key focus. Consequently, the researcher is motivated by the ever-changing preferences and behaviors of guests. This interest has led to a study centered on marketing strategies and their correlation with guest satisfaction, aimed at comprehending the enduring success of resorts in Plaridel, Bulacan.

Objectives of the Study

The study primarily aims to analyze the marketing strategies in the resort industry, focusing on selected resorts in Plaridel, Bulacan. In accordance, it seeks to answer the following questions:

1. Determine the profile of the selected resorts in the municipality of Plaridel, Bulacan, in terms of the name of the resort and current marketing strategies.
2. Understand the extent to which marketing strategies impact resort strategies, particularly through global branding, tourist volume, and repeat visits.
3. Determine the extent of the effects on the financial performance of marketing strategies among selected resorts in Plaridel, Bulacan, specifically through social media marketing, image-based advertising, and video advertising.
4. Identify highly recommended marketing strategies towards the global brand model among selected resorts in Plaridel, Bulacan.

Methodology

The researcher employed a quantitative research design to effectively address the research problems by utilizing numerical figures through statistical analysis. This study focused on the Marketing Strategies Towards a Global Brand Model among selected Resorts in Plaridel, Bulacan as the basis for an effective marketing strategy model, which utilized a descriptive research design. Descriptive research is designed to describe the characteristics or behaviors of a particular population systematically and accurately. As Erickson, G. S. (2017) explained, descriptive research is used when there is a need to identify the characteristics of certain groups, to evaluate the number of people in a stated population who perform in a certain way, and/or to provide specific explanations.

In essence, the quantitative descriptive research utilized the raw scores of the respondents from the researcher's self-made survey questionnaires to gather the necessary and important data, analyze, and interpret.

This study was limited to the resort industry of Plaridel Bulacan. The Philippine Statistics Office in its 2022 survey, shows that there (are 10) resorts in Plaridel Bulacan which are the population within the community and other areas nearby. The participants of the study were the resorts' owners and workers in Plaridel, Bulacan. The researcher obtained a total of 10 sample representatives. The respondents were classified according to age, sex, job, and marital status.

To arrive at the sample size (n), a 95% confidence level and a standard deviation of 10% were used. Likewise, the table of sample size for random selection of infinite and finite populations was used. The sample size was determined using the formula below:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n-sample size

N – total number of the resorts e- 5 percent error

substituting the values:

$$n = 10 / 1 + (10) (.0025)$$

$$n = 10 / 1.025$$

$$n = 9.75$$

The determined sample size was 9.75. This number was proportionally allocated to obtain a stratified random sample per BMBE's sub-sector or division using the following formula: $N_i = N_i / N \times 9.75$

Where n_i is the random sample for the i th company, N_i is the number of firms in the sub-sector and N is the total number of firms in the manufacturing sector. The companies including the sub-sector were chosen using systematic sampling with the formula:

$$K = N/n$$

Where K is the sampling interval, N is the total population and n is the sampling size. Therefore $K = 10/9.75$ or 1.02. Every 1st resort or company in the list was chosen as respondent.

Research Instrument. To gather the important data needed and effectively answer the research problems, the researcher used a self-made survey questionnaire that was used by the respondents to assess the Marketing Strategies Towards the Global Brand Model Among Selected Resorts in Plaridel Bulacan.

The researcher's self-made survey questionnaire served as the main tool, which underwent content validation for a better and more reliable source of data. The survey questionnaires were divided into two parts; the first part was the description/profile of the participants of the study, and the second part was the questionnaire itself. The questionnaire itself consisted of a 4-point Likert scale that served as a basis for statistical analysis and verbal interpretation to easily understand and evaluate the answers from the participants of the study. It also consisted of scaling questions that were based on the principles of the study.

Validation and Reliability. Reliability imparted the consistency of scores by the same person when retested with an identical or equivalent test. Thereafter, pilot testing (through Face-to-Face interaction) with respondents with similar characteristics as the target sample was done. Experts from the field validated the instrument being used and assessed its reliability. Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique, or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure.

Before the administration of the questionnaires, the participants were asked to sign a consent form for them to know what to do beforehand. Proper instruction on the manner of answering was provided by the researcher with the help of the adviser. Incentives were not provided. Participants of the study had the prerogative to participate or not in the study. If a participant failed to complete and return a questionnaire, a follow-up request for its completion and prior return was made. Even when the consent form was signed, the participants were given the free will to withdraw from the study at any time, without giving any reasons. The researcher ensured that the results obtained from the study were kept confidential. Moreover, the names of the higher education institutions were anonymous.

The research was under review and conformed to the legal and ethical conduct of similarity testing, the University's Institutional Ethics Review Board (UIRB), and the Research Development Innovation Center (RDIC). Furthermore, the researcher manifested integrity, self-discipline, and neutrality throughout the work. Ethical considerations in research are a set of principles that guide your research designs and practices. These principles include voluntary participation, informed consent, anonymity, confidentiality, potential for harm, and results communication.

Data Gathering. The researcher's data-gathering procedure was partially done using various related literature that were considered applicable to the study. Along with this, the researchers surveyed further data gathering. First, the researchers asked for permission via email from the Department Head of the resort company in Plaridel Bulacan they be part of the study. If approval was obtained, the researcher asked for a total performance analysis of the respondents in different Plaridel, and Bulacan resort industries. Moreover, workers from the resorts were also given the same questionnaire to answer.

The researchers created a structured questionnaire as a research instrument that was given to respondents through Facebook Messenger via Google Form, along with a letter that informed the participants of the study. Participants of the study answered the given questionnaire based on willingness and availability. Data were tallied and interpreted by the researcher along with the 4-point Likert scale for ease of understanding and interpretation.

Statistical Treatment. The data were facilitated and processed by computer software called Statistical Package for Social Sciences (SPSS). Likewise, SPSS was used to generate statistical results

that included weighted means and one simple T-test. A simple T-test was utilized to present the various information generated from the survey questionnaire. The weighted mean was used to elicit the general perception of the respondents per item in the rating scale. It was likewise used since the responses were chosen from options of quantitative values and descriptions. Moreover, the extent of implementation was analyzed and interpreted using the weighted mean.

As mentioned earlier, a simple T-test was also applied to determine the differences in assessment among the two groups of respondents. This was used in testing the significant differences in the assessment of the groups of respondents on the extent of implementation of the various components of the industry. The level of confidence at 95% or p-value at .05% was used in the interpretation of the significance of the Spearman rho correlation values computed. The decision criteria were used to be significant; the correlation value must be less than .05 or .01.

Percentage. (Korb, 2013), percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100%. It is a ratio whose second term is 100, parts per hundred, and we use the symbol “%” for percent (Math goodies).

Formula: $\% = (F/N) \times 100$

% = is the percentage F = is the Frequency

N = is the total number of respondents

Weighted mean. Weighted mean, according to (Everitt, B. S. and Skrondal, A. 2010) is an average of quantities that have been attached to a series of weights to make proper allowance for their relative importance. Weighted means are very common in statistics, especially when studying populations.

Where:

f = frequency

x = weight of the responses

N = total number of observations

The tourism industry is often cited as the largest industry in the world, contributing 10% of the world's GDP. In 2016, there were over 1.2 billion international tourists, reflecting a substantial economic impact and movement of goods and services. Tourism is also considered an export and is unique in that consumers come to the product where it is consumed on-site.

A global marketing strategy is an overall marketing approach aimed at expanding a business into markets worldwide. It serves as a reference for localized marketing plans to reach various regions and new markets. A global marketing strategy encompasses more than just selling products across borders.

Table 1 shows that 2 or 40% of resorts' strategies were affected. Tourism impacts can be grouped into three main categories: economic, social, and environmental. These impacts are analyzed using data gathered by businesses, governments, and industry organizations. Some impacts gain more attention than others. It is also important to recognize that different groups and constituencies are impacted differently.

Tourist volume

The finding reveals that 81% of tourists visit resorts based on events such as family gatherings, occasions, and other social interactions. However, looking ahead to the next five years, 46% of resorts

believe that guest experience technology will undergo the most evolution, while only 14% of resorts anticipate the most evolution in revenue management technology.

In 2019, among selected resorts in Plaridel Bulacan has an average of resort occupancy rate of 66%, setting resorts occupancy.

Table 1
Tourist Volume

Year	Percentage
2018	0%
2019	25%
2020	35%
2021	50%
2022	75%

It reveals that during 2018 operations it was a 0 zero base, 2019 it increased the volume by about 25%, by the year 2020 was only 35%, in 2021 it was 50% and in 2022 it was inclined to 75%. of customers volume in the resorts.

Revenue generated

Revenue per available room (RevPAR) is the average revenue generated per available room in a hotel. It considers a combination of occupancy, rate, and revenue for all available rooms within a property. It can be measured daily, monthly, or yearly and considers both unoccupied and sold rooms. RevPAR helps hotels determine how successful they have been in balancing rates and bookings to drive the most hotel revenue. To improve your RevPAR, you must increase occupancy, rate, or both. Consider implementing a dynamic pricing strategy, increasing rates during high demand, and reducing rates during lower demand. In addition, you should be monitoring your competitors' rates and positioning your rate plans strategically to attract more bookings.

According to Small Business Advertising & Marketing Ideas by Morgan Rush Tourism tends to drop off during tougher economic times, which is why many resorts in 2010 are considering devoting special effort and resources toward developing marketing ideas to boost sales and customer satisfaction. International travel to the U.S. dropped by 5 percent between 2008 and 2009, including a 10 percent drop in people traveling from Europe and an 8 percent drop in people traveling from Asia, according to the Office of Tourism and Travel Industries.

It's the perfect time for resorts to hone their marketing tools to establish or reposition a marketplace presence, renew relationships with previous customers, and contact new ones.

Venue

Table 2 reveals that the most expensive venue is the Function Hall Only for 27,000++. It includes an air-conditioned hall accommodating about 250-300 pax and provides top-rated facilities, including a holding/preparation area with an air-conditioned room and complimentary preup/save the date photoshoot.

Table 2

Venue

Offers for tourists			Pricing	Number of visitors/ facilities
Function Hall & Hallway			27,000++	Air-conditioned hall 250-300 pax Holding/preparation area w/air conditioner room Hold your preup/save the date photoshoot for free
Function Hallway	Hall	+	30,000++	Air-conditioned hall Garden Hallway 250-300 pax Holding/preparation area w/air- conditioned room Venue for preup/save the date photoshoot for free
Grass Garden Pavilion			15,000++	Open area Fits up to 250 people. Wall fan ventilation
Pavilion Island			12,000+++	Open area Fits 100-150 pax. Air-conditioned holding room
Fern Garden			10,000++	Open area Fits 120-150 pax. Lona/tent included fan ventilation

The second option is the Function Hall + Hallway for 30,000++, which includes an air-conditioned hallway and a garden hallway for about 250-300 pax. It also offers a holding/preparation area with an air-conditioned room and a complimentary venue for a preup/save-the-date photoshoot.

The third option is the Grass Garden Pavilion for 15,000++, providing an open area that fits up to 250 people with wall fan ventilation.

The fourth option is the Pavilion Island for 12,000++, offering an open area that fits 100-150 pax with an air-conditioned holding room.

The fifth option is the Fern Garden for 10,000++, featuring an open area that fits 120-150 pax with a lona/tent included and fan ventilation.

Repeat visits

Table 3

Customer Experience

Most Important Attribute of Customer Experience (Revisit)	Percentage
Fast response times	75%
Consistency across channels	55%
Knowledgeable staff	52%
Clear consistent messaging	46%
A Person to speak with	37%
Multiple contact points	28%
Easy to use tools for service	23%

Resort industry statistics are numerical data points that provide insights into various aspects of the hotel industry, such as the number of hotels, occupancy rates, average daily rates (ADR), revenue per

available room (RevPAR), and other performance metric.

It reveals that the top reason customers revisit resorts is fast response times at 75%. The second reason is consistency across channels at 55%, followed by knowledgeable staff at 52% in third place, clear consistent messaging at 46% in fourth place, and a person to speak with at 37% in fifth place. Multiple contact points were ranked sixth at 28%, and easy-to-use tools for service were last at 23%.

Based on the recommendations derived from the survey under study, it pointed out the importance of opening roads to facilitate the free flow of goods and services, conducting market surveys to determine shop needs and requirements, thus encouraging patronage, expansion, and overall development of the state.

Results and Discussion

1. Profile of the selected resort in the municipality in Terms of Educational

1.1. In terms of Educational Attainment

Table 4

Profile of the selected resort in the municipality in Terms of Educational Attainment

Demographic Profile	Frequency	Percentage
Highest Educational Attainment		
Elementary	1	10%
High School	1	10%
College Graduate	3	30%
Graduate Studies	5	50%

The profile of the respondent is presented in the common areas utilized to describe successful marketing strategies of the resort's owner global branding, tourist volume, repeat visits of the resort, social media marketing, ads used in image marketing and ads used in video marketing using 4 – point scale.

Table 4 presents the educational attainment profile of the selected resort in the municipality, most pursue degrees in higher education, Graduate studies (50%), College Graduates (30%), High School (10%), and Elementary (10%).

1.2. In terms of Global Brand

Table 5

Extent of Marketing Strategies Affect Resorts Strategy in Terms of Global Brand

Statements	Mean	Standard Deviation	Remarks
1. The products/ amenities of the resort have a distinct exterior and aesthetic appeal	3.55	0.54	Strongly Agree
2. The part of promotion, the building was made with high-quality materials	3.55	0.50	Strongly Agree
3. The place or name of the resort is prominently displayed from the street	3.60	0.53	Strongly Agree
4. The price is reasonable and affordable	3.45	0.50	Strongly Agree

Overall Mean = 3.54

Standard Deviation= 0.52

Verbal Interpretation= Very High

Table 5 shows the extent to of Marketing Strategies Affect resort strategy in Terms of Global Brand, the respondents tend to be more the products/amenities of the resort have a distinct exterior and aesthetic appeal ($M = 3.55$, $SD = 0.54$), and also the part of promotion, the building was made with high – quality materials ($M=3.55$, $SD = 0.55$) However, the place or name of the resort is prominently displayed from the streets ($M = 3.60$, $SD = 0.53$), and the price is reasonable and affordable. This implies that the business owners of the resort tend to embrace in terms of global brands ($OM = 3.54$, $SD = 0.52$).

1.3. In Terms of Tourist Volume

Table 6 displays the extent of marketing strategies that affect the resort strategy in terms of tourist volume.

Respondents were aware the prices of the room’s accommodations are reasonable for the guest and tourist ($M=3.53$, $SD = 0.54$), and the place has excellent maintenance of exterior panels and paint work ($M = 3.53$, $SD 0.50$). the promotions of the resort theme fit the physical condition ($M= 3.51$, $SD = 0.50$), that the product, there is ample room for accommodation and guest parking ($M= 3.47$, $SD = 0.54$). this implies the business owners tend to the effect of the resort’s strategy in terms of tourist volume. ($OM = 3.51$, $SD = 0.52$).

Table 6
Extent of Marketing Strategies Affect Resorts Strategy in Terms of Towards Tourist Volume

Statements	Mean	Standard Deviation	Remarks
1. The product, there is ample room for accommodation and guest parking	3.47	0.54	Strongly Agree
2. The promotions of the resort theme is fits to the physical condition	3.51	0.50	Strongly Agree
3. The place are excellent maintenance of exterior panels and paint work	3.53	0.50	Strongly Agree
4. The prices of the room’s accommodations are reasonable for the guest/tourist	3.53	0.54	Strongly Agree

1.4. In terms of Repeat Visits

Table 7
Extent of Marketing Strategies Affect Resorts' Strategy in Terms of Repeat Visits

Statements	Mean	Standard Deviation	Remarks
1. The product and services are good	3.45	0.60	Strongly Agree
2. They offered for affordable promotional packages for their guest	3.45	0.54	Strongly Agree
3. The place is accessible to all their client	3.45	0.54	Strongly Agree
4. Their prices is budget friendly.	3.51	0.54	Strongly Agree

Overall Mean = 3.47
 Standard Deviation= 0.55
 Verbal Interpretation= Very High

Table 7 shows the extent to of marketing strategies affect the resort's strategy in terms of repeat visits.

Respondents were aware that their prices were budget-friendly ($M = 3.51$, $SD = 0.54$). and also, the products and services are good ($M = 3.45$, $SD = 0.60$). they offered affordable promotional packages to their guest (3.45 , $SD = 0.54$). the place is accessible to all their client ($M = 3.45$, $SD = 0.54$). This implies all business owners tend to the strategy of the resorts in terms of the repeat visits of the customers ($OM = 3.47$, $SD = 0.55$).

1.5. In Terms of Social Media Marketing

Table 8

Extent of the Effects to Financial Performance of the Marketing Strategy in Terms of Social Media Marketing

Statements	Mean	Standard Deviation	Remarks
1. The product or services are posted on the social media accounts	3.47	0.57	Strongly Agree
2. The staff recognizes wear their name tags and uniforms as part of their Promotion	3.49	0.57	Strongly Agree
3. The place or venue set the direction of the resort	3.53	0.54	Strongly Agree
4. The prices offered by the resort posted on their FB page	3.51	0.54	Strongly Agree

Overall Mean = 3.54

Standard Deviation= 0.43

Verbal Interpretation= Very High

Table 8 shows the extent of the effects on the financial performance of marketing strategy in terms of social media marketing.

Respondents were aware of the following aspects: the place or venue sets the direction of the resort ($M = 3.53$, $SD = 0.54$); the prices offered by the resort, as posted on their Facebook page ($M = 3.51$, $SD = 0.54$); the staff recognizing where their name tags and uniforms are part of their promotions ($M = 3.49$, $SD = 0.57$); and the products or services being posted on social media accounts ($M = 3.47$, $SD = 0.57$). This implies that business owners tend to understand financial performance in terms of social media marketing ($OM = 3.54$, $SD = 0.43$). Table 6 illustrates the extent of the effects on the financial performance of the marketing strategy in terms of ads using image marketing.

1.6. In terms of using image marketing in advertisements

Table 9 displays the marketing strategy's impact on financial performance in terms of using image marketing in advertisements.

Table 9

Extent of the Effects to Financial Performance of the Marketing Strategy in terms using image marketing in advertisements

Statements	Mean	Standard Deviation	Remarks
1. They create a set of pictures or images of the product or services offered	3.45	0.50	Strongly Agree
2. They provide promotion packages	3.55	0.50	Strongly Agree
3. They posted pictures for the place	3.56	0.50	Strongly Agree
4. They posted about pricing scheme of the resort	3.53	0.50	Strongly Agree

Overall Mean = 3.52

Standard Deviation= 0.50

Verbal Interpretation= Very High

Respondents were aware that they posted pictures of the places ($M = 3.56$, $SD = 0.50$). Additionally, they provided promotional packages to their customers ($M = 3.55$, $SD = 0.50$). They also posted about the pricing scheme of the resort on their Facebook page ($M = 3.53$, $SD = 0.50$). Furthermore, they created a set of pictures or images of the products and services offered to customers ($M = 3.45$, $SD = 0.50$). The business owners imply the significance of the marketing strategy on financial performance in terms of using image-based advertisements ($OM = 3.52$, $SD = 0.50$).

1.7. In Terms of Ads Use video marketing

Table 10 shows the financial performance of the marketing strategy in terms of using ads in video marketing.

Respondents were aware that they provide videos of events as part of the promotion packages offered by resorts ($M = 3.58$, $SD = 0.50$). Additionally, they posted videos about the pricing scheme of the resort ($M = 3.55$, $SD = 0.50$).

Table 10

Extent of the Effects on Financial Performance of the Marketing Strategy in Terms of Ads Use video marketing

Statements	Mean	Standard Deviation	Remarks
1. They create set of videos of the product or services offered	3.55	0.50	Strongly Agree
2. They provide videos of events as part of promotion packages	3.58	0.50	Strongly Agree
3. They posted videos for the place and amenities	3.53	0.50	Strongly Agree
4. They posted videos about pricing scheme of the resort	3.55	0.50	Strongly Agree

Overall Mean = 3.55

Standard Deviation= 0.50

Verbal Interpretation= Very High

They also posted videos showcasing the place and amenities ($M = 3.53$, $SD = 0.50$). Furthermore, they created a set of videos showcasing the products and services offered ($M = 3.55$, $SD = 0.50$). This implies that business owners tend to focus on the marketing strategy in terms of using ads in video marketing.

2. Significance of differences in marketing strategies within the selected resort industry in Plaridel, Bulacan

Table 11

Significance of differences in marketing strategies within the selected resort industry

Marketing Strategies	t-value	p-value	Decision
Global brand	8.08	0.001	Significant
Towards tourist volume	5.45	0.000	Significant
Repeat Visits	12.79	0.000	Significant
Social media Marketing	9.12	0.000	Significant
Ads use Images marketing	10.11	0.000	Significant
Ads use video marketing	7.07	0.000	Significant

Table 8 indicates the significance of differences in marketing strategies within the selected resort industry in Plaridel, Bulacan. The business owners implement global branding ($t = 8.08$, $p = 0.001$), target tourist volume ($t = 5.45$, $p = 0.000$), encourage repeat visits to the resorts ($t = 12.79$, $p = 0.000$), assess the effects of social media marketing ($t = 9.12$, $p = 0.000$), use image-based marketing in advertisements ($t = 10.11$, $p = 0.000$), and utilize video marketing in advertisements ($t = 7.07$, $p = 0.000$).

Conclusions

The respondents who provided the information for this study are successful resort business owners. They typically exhibit high ratings across various dimensions identified as characteristics of successful resort business owners in the marketing strategy literature. This suggests that the data used in this study accurately reflects the situation of resort owners in the Plaridel Bulacan Resort sector. Given the size of the resort's membership in the area, it can be inferred that this data provides a representative picture of the sector as a whole. The concept of marketing strategy encompasses several key elements, namely social media marketing, and the use of ads in images and video marketing. These dimensions were derived from the interactions of indicators within the marketing mix of social media marketing and ads use in images and video marketing. The influence of these indicators on the overall marketing strategy is significant, shaping the strategies adopted by successful resort business owners.

Recommendation

Despite the findings and conclusions discussed earlier, it appears that the recommendations can be narrowed down to three key aspects aimed at addressing real-world challenges. For resort

entrepreneurs, it involves acknowledging that success in running a resort business doesn't automatically translate to being a proficient manager capable of overseeing marketing strategies within the marketing mix effectively. If an entrepreneur chooses to continue managing their resort, they must adapt their management styles and marketing approaches to meet the evolving needs of their organization. This includes adjusting their marketing skills in promotional campaigns and goal setting to align with the current realities of the market. Additionally, the composition of their marketing team needs to transition from an informal structure to a more formal one, focusing on collaboration and a shared goal rather than just marketing or production orientation.

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