

4Ps of Marketing Among Selected Resorts in Cabanatuan City

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Abstract— This study aimed to explore the 4P's or marketing mix of selected resort businesses in Cabanatuan City. The study employed a descriptive method of research. The study was conducted in (6) six registered resort businesses. The findings show that most resort owners aged 20-30, female, single, and college graduates. All the resorts have swimming facilities and rental facilities for cottages and videoke equipment. For travellers, some resorts provide accommodation in hotel rooms and the use of function halls for social events such as, but not limited to, are birthdays, weddings, recollection activities, and anniversaries. The selling of souvenir items is not in priority by some resorts. The facilities and amenities are main factors that influence prices. In terms of place, the resort owners considered accessibility, security, and competition. The resort employs advertising on the internet; brochures and banners, and flags are also part of the promotion. High competition and improper marketing effort are the top problems encountered by the resort. It is recommended that the resort should also utilize other methods of marketing its goods and services under the traditional and modern techniques. In handling competition, the resort should be producing and sustaining quality goods and services that meet the needs of the shared target customers better than others.

Keywords— marketing mix, 4Ps, resort, strategies, problems.

I. INTRODUCTION

Marketing deals with customers and maintains successful partnerships with clients. The two-fold aim of marketing is to attract new customers by offering superior value and providing satisfaction, to retain and expand current customers [1]. Marketing is a means of contact between a corporation and its clients to sell its goods or services [2].

Marketing is perceived as managing the marketing mix by AMA's latest concept. The 4Ps remain a staple of the marketing mix [3].

The Marketing Mix consists of four decisions that should be taken into account before a product is launched. Four equally significant variables characterize the marketing mix. For these four distinct components, businesses should prepare a focused approach: Product, Price, and Place & Promotion. All four variables help the

organization formulating the requisite strategic decisions for competitive advantage [4]. The marketing mix refers to factors that can be managed by a marketing manager to affect the revenue or market share of a brand [5].

A variety of new problems emerging from changing travellers and the world face the resort industry today [6]. The resort industry provides a special atmosphere where managers have to deal with a wide variety of unique problems [7]. One of the P's of marketing which is the place or location is very significant such as beaches, mountains, lakes, tropical settings or in areas such as golf, skiing, tennis and others that provide outdoor facilities for leisure and sports [8]. Many individuals consider resorts to be the best vacation experience when they see the resort prefix added to a hotel, and the inference is that they should expect superior hotel facilities and service [9].

Nueva Ecija has places for company trips, family bonding and other swimming activities, a selection of resorts that fit the needs all around the city. Cabanatuan is a 1st class component city in Nueva Ecija. The purpose of this research is to explore the marketing mix or 4Ps and the problems encountered of the resorts in Cabanatuan City.

Statement of the problem

This study aimed to explore the marketing mix or 4P's of selected resort businesses in Cabanatuan City. Specifically, it sought answer to the following:

1. How may the profile of the respondents be described in terms of:
 - 1.1 age;
 - 1.2 position;
 - 1.3 gender;
 - 1.4 civil status and;
 - 1.5 highest educational attainment?
2. How may the profile of the business be described in terms of:
 - 2.1 type of ownership;
 - 2.2 no. of employees;
 - 2.3 no. of years in operation; and
 - 2.4 average monthly income.
3. How may the marketing mix or 4Ps of the resort business be described in terms of:
 - 3.1 product/ service offered;
 - 3.2 price;
 - 3.3 place, and;
 - 3.4 promotion?
4. What are the problems encountered by the resort businesses?

II. METHODOLOGY

The study employed the descriptive method of research. According to [10], descriptive method involves determining information about variables rather than individuals. She added that this method is employed to measure existing phenomenon without inquiry into why it exists.

Its importance is based on the assumption that, through observation, analysis, and explanation, problems can be solved and practices improved. The survey, which involves questionnaires, personal interviews, phone

surveys, and normative surveys, is the most popular descriptive research process [11].

The researcher used informal interviews and survey questionnaires in data gathering. The study was conducted in six (6) registered resort businesses in Cabanatuan City.

The respondents of the study were the owners or managers of the resorts.

III. RESULTS AND DISCUSSION

3.1 Profile of the Respondents

Most of resort owners aged 20-30, female, single, and college graduates.

According to the respondent, being in resort business is a great achievement at their age. The focus on resort management also is an advantage for single-status owners. Extrinsic, intrinsic, and general job satisfaction have a profound influence on normative involvement and affective engagement on resort operation [12]. Owners of resorts can restore, innovate and develop infrastructure and encourage services such as signage, building/resort facilities, including facilities for people with disabilities [13].

3.2 Profile of the Resort Business

Most resort businesses are the sole-proprietorship type that has been in the industry for more than eleven (11) years, employing 1–10 employees, and with a monthly income of P40,000 and above. As this type of organization has the least government interference in formation and there is unlimited liability [14].

According to the respondent, the number of employees was based on the demand for resort services. The existence of the resort for eleven (11) years and its average income could support the business's sustainability.

3.3 Marketing Mix or 4Ps of Resort

3.3.1 Product/Services Offered

All the resort businesses chosen have swimming facilities. There are also rental facilities for cottages and videoke equipment. For travellers, some resorts provide accommodation in hotel rooms. The prefix resort attached to a hotel is expected superior facilities and service at that hotel [15]. For several decades, tourist hotel resorts have been seen as crucial elements in the tourism industry's leading accommodation sector [16].

Some resorts do not prioritize the sale of souvenir products. Event services for debuts, birthdays, and anniversaries are also provided by most resorts. Other activities, such as weddings, baptisms, and corporate

events, are included in the event packages of the resorts. In terms of food, the resort primarily provides bottled water, soft drinks, and junk food.

3.3.2 Price

The majority of the resort business has different rates given to customers for kids and adult amounting to P50 and P80, respectively. In other services, videoke rental prices at P1,501 to P3,000; cottage rent, P300 is the cheapest rate; hotel room accommodation ranged from P2,501 to P5,000 for families; dormitory room at P3,001 to P6,000; and lastly, function halls for social events ranged from P5,000 to P15,000. Social events, such as wedding, amounts from P50,000 to P100,000.

According to the manager, price sensitivity is considered. The demand for a good depends on several factors, such as the good price. It was noted that prices lead to the resorts' bankruptcy and, in particular, reliance on the tourists' characteristics [17].

3.3.3 Place

Factors considered by the owners in the location of the resort business. The owners believe in the accessibility of the resort to customers, the security of the premises, proximity to competition, business rates such as utility bills and taxes, workforce, and growth potential.

According to the manager, accessibility is very important once the customers look for it in an online search engine, i.e., Google Maps. [18], asserted resort hotels are now located in urban and suburban areas and have extended the idea of the resort by connecting it to meetings, conferences, and business travel. In terms of security, including the parking areas, all customer belongings are safe. In the study of [19], retailers also have a judgment in the resort area considerably more favorably than the visitors did.

3.3.4. Promotion

The resort employs advertising on the internet, print, i.e., brochures, and outdoor advertising like banners and flags.

In terms of sales promotion, lifestyle discounts are given to customers, e.g., students, employees, senior citizens. The resort also has a holiday promo. Included in this promo is a limited lifetime promo package in the form of a privilege card, indicating rebates from various resort services. According to the respondent, the resort gives more significant discounts to a group rather than individuals.

In terms of public relations, the resort staff is accommodating and welcoming. According to the respondent, the security and safety of the guest are of

utmost importance. The resort also generates employment in the barangay.

Another promotional activity that the resort employed is direct marketing. According to the manager, through social media like Facebook, they send e-flyers, e-brochures online to different private and government offices such as LGU or local government units.

Any business enterprise needs to promote its products and service to be known. [20] stated that the promotional variables consisting of ads, direct sales, promotion of sales, advertising, and word of mouth had a significant impact on room occupancy rates at the same time.

IV. RESORT PROBLEMS ENCOUNTERED

Resort Problems	WM (n=6)	Verbal interpretation	Rank
High competition	4.67	Strongly Agree	1
Improper marketing effort	3.83	Agree	2
Poor customer satisfaction	3.50	Agree	3
High service rates	2.83	Neither agree nor disagree	5
Cleanliness issue	3.50	Agree	3
No proper transportation facility	2.33	Disagree	6
Security challenges	2.83	Neither agree nor disagree	5
Lack of refreshing events and entertainment	3.17	Neither agree nor disagree	4
Overall weighted mean	3.33	Agree	

Among the resort problems, high competition with a verbal interpretation of "strongly agree" (WM=4.67) as rated by the manager, which they believe

high competition affect the resort operation. It is followed by improper marketing effort with a verbal interpretation of "agree" (WM=3.83). Meanwhile, the cleanliness issue with the verbal interpretation of "agree" (WM=3.5) ranked third. High service rates (WM=2.83), security challenges (WM=2.83), and lack of refreshing events and entertainment (WM=3.17) were rated as "neither agree nor disagree."

The lowest item rated by the manager is no proper transportation facility (WM=2.33) with a verbal interpretation of "disagree."

The rivals, consumers, and even the weather are all uncontrollable variables that can affect an organization's performance. According to the respondent, some customers compare resort prices, which is a normal thing.

Due to the growing interest in a resort destination, competition is increasing. [21], reasoned that the resort destination is a converged location targeting broad market segments for gaming and non-gaming travel facilities, including accommodation, eating and drinking places, entertainment, shopping, and convention. To stay ahead in the competition, the availability of amenities and facilities makes up a better destination.

V. CONCLUSIONS AND RECOMMENDATIONS

The life of the resort is focused on its services and facilities and those that clients want and are aware of all the options that they can choose from. To fulfill their needs for relaxation and other reasons, they could make their wise choice over another one. Swimming facilities have become standard features in resort which becomes as one of the guests' favorite facility. Other facilities and amenities such as cottages, hotels, camping sites, etc., are constructed and added to the existing resort's continuous innovation. With these changes or improvements, the resort is in competitive advantage in terms of product and services. But with good client relationship is more than anything else and worth remembering. Improvements in the facilities can justify competitors' prices. Satisfied customers can pass the stories of their great experiences or word of mouth. The resort should be continuously promoted to be known. The resort should continue promotional activities to make them always visible. The resort can make use of various online platforms, which marketing the promotion is done digitally nowadays. Other forms of promotion in terms of advertising, personal selling, direct marketing, public relations can also be options. The resort can still employ both traditional and modern ways of promoting its products and services. To cope with the competition is to create and maintain better

products and services better than others would to the shared target customers' needs.

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