

Promotional Activities of Beach Resort in Mabini, Batangas Using the Marketing Mix Model

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ABSTRACT

This study aimed to assess the different promotional activities of beach resorts in Mabini, Batangas with regards to product, price, place and promotional marketing strategies used by beach resort in Mabini, Batangas and to propose a plan of actions to further improve the marketing strategies of beach resorts in Mabini, Batangas. Descriptive type of research was utilized in the study. The 4 P's as price, product, promotion, and price are the elements of marketing strategies. Each of the four (4) elements contributes in a business to provide satisfactory service to the customer and to improve the product and services offered by beach resort. The best predictor among the 4 P's of marketing strategies was product and place based on our data gathered. It shows that when place was combined with product, the two were the best predictor among the 4 P's used in the business.

Keywords: Tourism Industry, Beach Resorts, Mabini Batangas

I. INTRODUCTION

Marketing strategy encompasses selecting and analyzing a target market. A marketing strategy articulates a plan for the best use of the organizations resources and tactics to meet its objective. It helps the organization to allocate its resources in the most practical way. The term marketing mix originated from the concept of a marketing manager's role as a mixer of ingredients. It was Jerome McCarthy who proposed the four P's classification and which up to present is widely used. Thus marketing mix as it is understood today in business is a combination of four elements, namely product, price, place and promotion.

Mabini, a first class municipality in Batangas Province located on the Calumpang Peninsula between Batangas Bay to the east and Balayan Bay to the west is in famous for its excellent diving spots, snorkeling sites and beach resorts. The beach resorts of-

fer varied services that include dive tours, scuba instruction, equipment sales and rentals, souvenirs and sea buffet. It is not surprising that Mabini is one of the most popular destinations. The resort must provide the physical facilities, price ranges, location and services that the expectation and need of the travellers (Goedlner, 1990). Based on the findings of Rabanal et. al., (2000) team work and service skills means that same managers have different knowledge of managing the business enterprise while punctuality is the effect of same factors like the accessibility of transportation and most likely the habit of late preparations in going work. Promotion is the most efficient in giving development programs and projects because they believe that the listed plans for the city by its government will be efficiently implemented through promotions (Balmes et. al. 2000).

From the stand point of business, beach resorts employ various strategies in order to promote this product and services. It is in this context that the researcher would like to assess the promotional strategies being employed by selected beach resorts in Mabini using the marketing mix model.

II. OBJECTIVE OF THE STUDY

This study aimed to assess the different promotional activities of beach resorts in Mabini, Batangas with regards to product, price, place and promotion marketing strategies used by beach resort in Mabini, Batangas and to propose a plan of actions to further improve the marketing strategies of beach resorts in Mabini, Batangas.

III. MATERIALS AND METHOD

The researchers used descriptive method. The main instrument used was a survey questionnaire. The respondents of the study were the owners, managers and employees of the following beach resorts in Mabini, Batangas namely Vistamar Beach Resort, Aguila Beach Resort, Nita Casapao Beach Resort, Philipian Beach Resort, JVC Beach Resort, Brine Valley Beach Resort, Lanorms Dive and Beach Resort, Acacia Resort and Dive Center, Aqua Venture Reef Club and Pacifico Azul Resort. Data were analyzed using weighted mean, frequency and rank.

IV. RESULTS AND DISCUSSIONS

Table 1 represents the weighted mean distribution of different marketing strategies of Beach Resort in Mabini, Batangas in terms of promotion. The respondents rated Good the promotion of the resort by means of using of brochures which obtained a weighted mean of 3.23. This appears to be the best marketing tool to use in promoting a beach resort. Print advertisement got a weighted mean of 3.12 ranked as second among

the marketing strategies to use in terms of promotion. TV advertisement has a mean value of 3.05 and ranked third among the marketing strategies in terms of promotion. Promoting a beach resort with the use of coupons has a mean value of 1.5 while use of poster obtained a mean value of 1.5 described as Fair.

Table 1
Marketing Strategies of Beach Resort in Mabini, Batangas
in Terms of Promotion

Promotion	WM	VI	Rank
Promote the resort by means of:			
1. Print Advertisement	3.12	Good	2
2. Radio Advertisement	2.37	Fair	4
3. TV Advertisement	3.05	Good	3
4. Brochures	3.23	Good	1
5. Billboards	2.25	Fair	6
6. Poster	1.50	Fair	7.5
7. Coupons	1.50	Fair	7.5
8. DOT Promotions	2.33	Fair	5
Composite Mean	2.42	Good	

Table 2
Marketing Strategies of Beach Resort in Mabini, Batangas
in Terms of Price

Promotion	WM	VI	Rank
1. Affordability of the rates of Beach Resort	2.80	Good	3
2. Discounts Cards	2.56	Good	6
3. Have a good package on a Beach Resort	3.56	Very Good	1
4. Good Rates/Fees of Beach Resort	3.52	Very Good	2
5. Have an Economy Price for the Students	2.6	Good	5
6. Have a Giveaway to the Guest	2.7	Good	4
Composite Mean	2.96	Good	

Table 2 represents the weighted mean distribution of different marketing strategies of Beach Resort in Mabini Batangas in terms of price. The respondents rated "very good" having a good package on a beach resort with a weighted mean of 3.56 which ranked first. Good rates/fess of beach resort ranks as the second marketing strategies used in terms of price and has a mean value of 3.52 described as very good. Affordability of the rates of beach resort with a mean value of 2.8 was good while giveaway to the guest with a weighted mean of 2.7 ranked fourth as a strategy that is used to make the

guests satisfied. Having an economy price for the student with a mean value of 2.6. It also implements discounts for a student rate especially for those who are having a reservation for a group of students that may celebrate occasions like birthdays or seminars while discounts cards obtained a mean value of 2.56 rated as a last among the marketing strategies here in presented.

Pricing is one of the major components of the marketing plan, which is a component of a full business plan. Assigning product prices is a strategic activity. The price one assigns will impact on how consumers view the product and whether they will purchase it. Price also helps differentiate one's product from those of the competitors. However, the price must be in line with other marketing strategies and the product attributes. Whether or not there is a developed formal marketing plan, performing some of the research necessary for a marketing plan prior to determining the pricing strategies implement is important. The knowledge gained from the research will help in assigning appropriate prices to the products or services-prices that reflect the quality and attribute the product offers the consumer. Price is the value that is exchange for products in a marketing transaction and is also an important element in the marketing mix, because it relates directly to the generation of total revenue likewise it is also the only element in the marketing mix that can be adjusted quickly and easily to respond to changes the environment.

Table 3
Marketing Strategies of Beach Resort in Mabini, Batangas
in Terms of Product

Product	WM	VI	Rank
1. Upgrade production of the Local Product	3.2	Good	3
2. Implement of a Quality of a Product	2.7	Good	5
3. Lack of Quality	2.6	Good	6
4. Quality of Service from Employee	3.56	Very Good	1
5. Facilities and Amenities	3.51	Very Good	2
6. Provide Auxiliary Service like:	2.9	Good	4
6.1 Dive and Snorkeling services	3.80	Very Good	1.5
6.2 Water Sports	3.08	Good	5
6.3 Spa and Massage	3.80	Very Good	1.5
6.4 Laundry Service	2.77	Good	7
6.5 Shuttle Service (Back and Forth)	3.33	Good	4
6.6 Catering	2.97	Good	6
6.7 Indoor/Outdoor Disco	2	Fair	10
6.8 Indoor Entertainment Facilities	2.23	Fair	8
6.9 Boat Rental Services	3.72	Very Good	3
6.10 Computer Shop/Cafe Service	2.10	Fair	9
Mean of Auxiliary Services	2.90	Good	
Composite Mean	3.08	Good	

Table 3 represents the weighted mean distribution of different marketing strategies of Beach Resort in Mabini Batangas in terms of product. The respondents rated "very good" quality of service from employee which obtained a mean value of 3.56 ranked first. Facilities and amenities with a mean value of 3.51 were also rated "very good" and ranked second. Upgrade production of a local product got a weighted mean of 3.2. The item rated low is lack of quality which obtained a mean value of 2.6. Among the auxiliary services rated very good were dive and snorkeling services, spa and massage and boat and rental services while indoor entertainment facilities and disco were rated fair.

Table 4
Marketing Strategies of Beach Resort in Mabini, Batangas
in Terms of Place

Place	WM	VI	Rank
1. The cleanliness of the place is well maintained.	3.78	Very Good	1
2. Service amenities are accessible.	3.73	Very Good	6.5
3. The place is accessible for a good transportation.	3.65	Very Good	3
4. Promotional advertisement of the Beach Resort that give good image of destination.	3.5	Very Good	6.5
5. Accessibility to the customer.	3.56	Very Good	5
6. Proper waste disposal.	3.75	Very Good	2
7. Security	3.61	Very Good	4
Composite Mean	3.65	Very Good	

Table 4 presents the marketing strategies of the beach resorts in Mabini in terms of place. The respondents rated "very good" the cleanliness of the place as being well maintained with a weighted mean of 3.78. There is a proper waste disposal in the beach resorts with the weighted mean of 3.75. Moreover, the place is accessible to a good transportation, WM=3.65. Likewise, the security of beach resort in Mabini, Batangas and service amenities are accessible and the promotional advertisement of the beach resort also give good image to the destination WM=3.5.

V. CONCLUSION AND RECOMMENDATION

The 4 P's as price, product, promotion, and price are the elements of marketing strategies. Each of the four (4) elements contributes in a business to provide satisfactory service to the customer and to improve the product and services offered by beach resort. The best predictor among the 4 P's of marketing strategies was product and place based on our data gathered. It shows that when place was combined with product, the two were the best predictor among the 4 P's used in the business. Since place and product

were the best predictor among 4 P's of marketing strategies, we propose a plan of action that includes our objectives in each of the 4 P's includes; to renovate and expand the area (resort) feasible for tourist attraction in terms of place, to promote the area through advertisement in terms of promotion, to establish a uniform price list patterned to international standard in terms of price, and to enter international cuisine and introduce new and improved amenities in the resort in terms of product.

The municipality of Mabini may consider improving the promotion of the resort by providing sufficient number of brochures, additional seminars and convention to the public. They may also create awareness among the residents to promote the place for both local and foreign tourists. The Department of Tourism of the Municipality of Mabini may consider monitoring the beach resorts in Mabini to maintain and to improve some beach resort especially the abandoned resorts. To attract more tourists, the resort managers may come up with innovative measures to maintain repeat business. Resort managers may be updated about the latest trends in giving services to guests as well as the new services guests prefer. Resort managers may also give emphasis on how to promote their resorts effectively.

The local residents of Mabini should be responsible to help the government by participating in coastal clean ups so that the waters of Mabini will be kept clean. The Department of Tourism may provide a rental van for better transportation for the tourists. Establish a standard price and discounts for students, senior citizen and for group reservation.

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