

## Destination competitiveness and marketing strategies among resorts business in Occidental Mindoro

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### ***Abstract***

The study aimed to analyze the destination competitiveness and marketing strategies among resorts business in Occidental Mindoro. Specifically, determine the level of the competitiveness of resorts in terms of its physiography and climate, mix of activities, special events, infrastructure, awareness and image, and cost / value; determine the marketing strategies employed by the resorts in Occidental Mindoro in terms of: product, price, place and promotion; test the significant difference when grouped according to the profile variables; and to propose an action plan to enhance marketing strategies of the resorts in Occidental Mindoro. This study used descriptive methods of research; data were gathered from 385 using the availability sampling. The adapted questionnaire was distributed through online survey via Google form. The Shapiro-Wilk Test and Mann-Whitney U test were used to determine the significant differences. The study concluded that all key factors of resorts are competitive, and the most rated is the physiography and climate, followed by awareness and image, cost/value, mix of activities, special events and infrastructure respectively. Marketing strategies place is most agreed next is product, then price and the last is promotion. When classified by profile, there was a substantial difference in degree of competitiveness. It was discovered that those aged 22 and under have a higher assessment of infrastructure. Meanwhile, while comparing responses to marketing strategies used by different age groups, it was discovered that those aged 22 and under used product marketing strategies. Action plan was proposed and recommendations are also given in the study.

***Keywords:*** destination competitiveness, marketing strategies, resort; tourism, Occidental Mindoro

## **Destination competitiveness and marketing strategies among resorts business in Occidental Mindoro**

### **1. Introduction**

Studies on destination competitiveness which have gained scholarly attention in the early 1990s, are still significant due to the tough competition amongst tourism destinations according to the study of Mustafa, Omar, and Mukhiar, (2019) both in local and international level. Tourism has become a key tool for economic growth and employment development, demonstrating market competitiveness. Destinations must learn how to think more like businesses and develop new products, markets, and customers (Kubickova & Martin, 2019).

There is an agreement in the scholarly literature on tourism sector that it is difficult to define and specify the concept of tourism competitiveness due to the influence of multiple factors or dimensions that influence a destination's success (Salinas Fernández et al., 2019) as one of the primary economic resource in countries all over the world, this gives economic stability in terms of global tourism. In many developing countries, tourism is one of the most significant businesses, ranking third in terms of worldwide exports after fuels and chemicals. According UNWTO (2019), the growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income.

As tourism industry continue to thrive amidst the ongoing challenges, the development of a market-oriented global promotion strategies is vital for a destination country's tourism economy, and improving destination competitiveness in the long term. (Lin et al., 2019) In the study of Goffi, et al. (2018) to view tourism in global perspective, the World Economic Forum (WEF) and Travel and Tourism Competitiveness Index (TTCI) reported that the industry is dominated by advanced countries. Those rising economies that have expressed worries about environmental sustainability, human resources, tourist job possibilities, and tourism prioritization.

Only when a marketing plan is implemented can a potential tourism destination's competitiveness be determined. The marketing mix is a popular technique for evaluating the marketing approach required to increase a destination's appeal to potential tourists. Marketing is a way to exert the destination's image as the promotional tool for positioning the destination in the market and for exposing destination's competitive advantages (Binter et al., 2016).

The Philippines is one of the countries in Southeast Asia that considers tourism to be an important source of revenue. As per the Philippine Statistics Authority (PSA) report in 2020 prior to COVID-19 pandemic, tourism's contribution to the country's GDP grew from 12.3 percent in 2018 to 12.7 percent in 2019. It is also added that Domestic tourism expenditures also grew by 10.4 percent, from P2.85 trillion in 2018 to P3.14 trillion in 2019 (<http://www.tourism.gov.ph>).

Abundant with natural and man-made beauty, Philippines is the home of some of the world's finest destination. According to Cimbaljević et al. (2018), destination competitiveness is affected by the quality of tourism experience. The quality of a location's products, as well as its pre-trip planning, on-site, and after-trip experiences, are all closely linked to its competitive advantage, especially when tourists may participate in on-site co-creation tourism experiences.

As a tropical country, Philippines is the home of some of the world's finest resorts and classified as a top tourism destination. From the definition according to (Landman, 2020), resort is full-service lodging facility, intended primarily for vacationers and usually located in places frequented for relaxation or recreation, such as beaches, seashores, scenic or historic areas, ski parks, spas. The difference to a 'simple' hotel lies in the range of services and amenities offered. In most cases, a resort hotel offers entertainment and leisure activities. A Resort may be defined as a self-contained establishment that meets the majority of a vacationer's demands while

keeping them on the grounds (lodging, food, drink, sports, entertainment, shopping, etc.).

Occidental Mindoro is one province in the Philippines that is part of MIMAROPA region (Mindoro, Marinduque, Romblon and Palawan) that is still on its early stage in developing its tourism industry. The province is mostly engaged on its agricultural products, however, there is an abrupt growth of tourism related establishment particularly resort businesses across the province in the middle of COVID-19 pandemic outbreak. Resort establishments are in rapid growth specially the beach resorts as the province are an island itself.

As the province's tourist sector grows, the provincial tourism council is beginning to collect data that will aid company owners in advertising their brands. Resorts in Occidental Mindoro are launching a marketing campaign using social media (Facebook, Twitter and Instagram). The town of Sablayan is the home of some of the best beach resort in Occidental Mindoro because of its white sand shores and it is the gateway to Apo Reef. Among the 3 major islands under the jurisdiction of Sablayan, Apo Island, is a protected area and a major SCUBA diving destination. Apo Island is part of the Apo Reef Natural Park or ARNP, a protected area located 15 nautical miles west of Sablayan, and 21 nautical miles northeast of the Calamian Islands in Northern Palawan (Sablayan Municipal Tourism Office, 2021).

Part of the study of destination competitiveness and marketing strategies of resorts business in Occidental Mindoro, the researcher seek the assistance of the Provincial Tourism Council for the data that will indicate the top resorts in the province. The researcher extracts the top 10 resorts which are all categorized as beach resort from the list provided by the Provincial Tourism Office, the data that they have are from the resorts that voluntarily submit their data and information.

The researcher used a relative study conducted by Ylagan (2018) that was applied in Batangas City that used the model of Ritchie & Crouch to identify the level of competitiveness of a destination and a relative study of Barlan and Festijo (2013) that used Marketing Mix Model to studied the promotional activities of beach resort in Mabini, Batangas. In this research study, Ritchie and Crouch model and Marketing Mix Model will be applied to the resorts business in Occidental Mindoro.

The researcher is encouraged to conduct this study to analyze the competitive inputs for marketing strategies of Top 10 beach resorts based on the data that is accumulated and recognized by the Tourism Information Center in the province of Occidental Mindoro. The results may be feasible for the future investors in the tourism industry in the province and to improve further the product and services of those that are already establish, provide tourist the assistance in terms of their decision making of their next vacation. This study will also serve as a knowledge enhancer to the stakeholders about the role of tourism industry particularly the resorts business to the locality of the province: host community, municipality, business sectors and its involvement to economy of the province. Furthermore, the outcome of the study may support as a reference to sustain the current performance of the resorts in the tourism and hospitality industry of Occidental Mindoro province.

The study aims approach the measure and understanding of the destination competitiveness, sustainability and governance, by creating a set of determinants and variable that could be of use for developing the resorts business in Occidental Mindoro. By analyzing the competitiveness inputs on its marketing strategy, it will also identify major issues of destination competitiveness and sustainability (Paunovic et al., 2020). Analyzing the competitiveness and marketing strategies of the resorts in a destination will help the whole destination itself to level up and provide the needed upgrades that will elevate the competitiveness as with resorts have played a pivotal role in tourism and can even be seen as the backbone of tourism (Viljoen et al., 2019).

## **2. Methodology**

This study used descriptive methods of research to describe the gathered information as relate to the variables and determinants to know what the competitive analysis inputs for marketing strategies of beach resorts in Occidental Mindoro is. Descriptive research aims to describe a population, situation or phenomenon

accurately and systematically. It can answer what, where, when and how questions, but not why questions. (McCombes, 2020) A destination's competitiveness can be measured from gathering qualitative information (soft data) from surveys of tourists' opinions, tourism agents, or experts in the sector (Salinas Fernández et al., 2019) that will also be applied in gathering data for the marketing strategies that resorts business employed in Occidental Mindoro.

The participants of the study are locals of the province of Occidental Mindoro that experienced to be a guests/ tourist from selected resorts across in the province either in weekly, monthly, yearly or occasional basis. Participants can be male or female that range from 22 years old and below (Gen Z) up to 55 and above (Baby Boomers) who's either a student, employee, self-employed, or OFW currently working outside the country All participants must at least experienced to visit a resort for a purpose of spending day trip, vacationing, camping, attend tournament competition and water sports in the beach. By using Raosoft to compute the 5% margin of error, the researcher come up with an estimated number of 385 as participants. These respondents were chosen using the availability sampling. The researcher requested Ms. Roxanne de Vera, the head of Local Government Unit (LGU) -Tourism Office in the town of San Jose to disseminate the questionnaire in Google Form within the other towns of Occidental Mindoro by sharing the survey link with the other LGU-tourism offices.

This research used adapted questionnaire from the study of Ylagan (2018) to measure the competitiveness of the resorts in Batangas City and (Barlan & Festijo, 2013) as it used to evaluate the promotional activities of beach resort in Mabini, Batangas using the marketing mix model. The researcher is interested in knowing the destination competitiveness and marketing strategies among resort business in Occidental Mindoro.

The applicability of Ritchie and Crouch's competitiveness model for the assessment of tourism advantages and disadvantages of a relatively small, unknown region with under-developed tourism as to (Kovačević et al., 2017) will be used to assess the competitiveness of the resorts in Occidental Mindoro. The first part of the questionnaire refers to the demographic of the respondents. It will require them to disclose their age, sex, the frequency of their visit in the beach resort, what is the purpose of their visit and the respondent's occupation., 2nd part will determine the level of competitiveness Resorts in Occidental Mindoro in terms of the Physiography and Climate, Mix of Activities, Special Events, Infrastructure, Awareness and Image, and Cost/Value. The 3rd part is to determine the marketing strategies employed by the beach resorts in Occidental Mindoro in terms of product, price, place, and promotion.

The purpose of seeking the needed approval prior to the execution of data gathering is to have a set of questions that directly provide data to the research by means of online survey via Google form. This is to ensure that errors will not be encountered by the respondents as they answer the Google form, the researcher tried to answer the Google form. Lastly, the gathered data will be automatically synced in the Google drive of the researcher then tallied, interpreted, and analyzed. The researcher notified the confidentiality of the survey together with the Google form as it is indicated in the first part of the form itself. As soon as the needed approvals are given and the email of the respondents are identified, the researcher will start to send out the online forms.

To perform data analysis, the researcher used the following statistical tools. Frequency and percentage distribution were used to describe the demographic profile of the respondents. Weighted means and ranking were used to assess the Competitive Analysis Inputs for Marketing Strategies of Beach Resorts in Occidental. The result of Shapiro-Wilk Test revealed that p-values of four major variables are less than 0.05 which means that the data set is not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for three groups were used as part of the non-parametric tests to determine the significant differences. The following Likert Scale was used in assessing the variables: 3.50-4.00 – Highly Competitive; Strongly Agree; 2.50-3.49 – Competitive; Agree; 1.50 – 2.49 – Moderately Competitive; Disagree; and 1.00 – 1.49 – Not Competitive; Strongly Disagree. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

The researcher ensured that respect will be established and prioritized before conducting the survey to genuinely connect with the participants and to collect authentic data. Prior to sending out of surveys, full consent will be requested from the participants. Email notification was sent out to clarify what data is valuable to collect by researcher. The researcher gave an ample time to the respondents in answering the questionnaire. Lastly, an adequate level of confidentiality needs to ensure by the research in gathering data from the survey participants.

### 3. Result and Discussions

**Table 1**

*Percentage of the Respondents' Profile*

Age	Frequency	Percentage (%)
years old and below (Gen Z)	140	36.4
ears old (Gen Y)	187	48.6
ears old (Gen X)	50	13.0
55 years old and above (Baby Boomers)	8	2.1
Sex		
Male	156	40.5
Female	229	59.5
Frequency of Visit		
weekly	51	13.2
monthly	68	17.7
yearly	36	9.4
occasionally	220	57.1
others	10	2.6
Purpose of visit		
Day trip to the beach	223	57.9
Beach Vacation	102	26.5
Beach Camping	17	4.4
Beach Sports Tournament	2	.5
Water Sports Activities	11	2.9
Others	30	7.8
Occupation		
Student	167	43.4
Employee	163	42.3
Self-Employed	33	8.6
OFW	18	4.7
Others	4	1.0

Table 1 presents the percentage of the respondent's profile; the highest rank belongs to aged 23-38 years old (Gen Y) with 187 or 48.6 percent; female respondents with 229 or 59.5 percent; occasionally ranked the highest in frequency of visit with 220 or 57.1; day in a beach ranked the highest responds with 223 or 57.9 percent; and student as the highest rank with 167 or 43.4 percent.

The researcher agreed with the study conducted by Liberato et al. (2018), Tourists from generation Y are thought to be highly adaptable when it comes to vacation dates and places. They also exhibit a wide range of personality qualities, from outgoing, flexible, and optimistic to demanding. They like to spend their time outside. In addition, the study of Choudhary and Gangotia (2017) suggested that this age group is frequently exposed to technology, which includes exploring travel information and making their own decisions. Because of the information that this group age is being aware of, according to Başarangil and Nişikli (2017), Gen Y also studied the effects of sustainable culture tourism perception on the intention to visit and weather to revisit.

**Table 2***Level of Competitiveness of Resorts in terms of Physiography and Climate*

Indicators	WM	VI	Rank
Variety of adventurous, challenging and exciting outdoor trips (kayaking, diving snorkeling, etc.)	2.94	Competitive	4
Opportunity to be close to nature	3.39	Competitive	1
Opportunities for nature adventure	3.34	Competitive	2
Diversity of athletic or water sports activities	2.93	Competitive	5
Offers leisure activities	3.01	Competitive	3
Composite Mean	3.12	Competitive	

Table 2 presents the level of competitiveness of resorts in terms of physiography and climate. The composite mean of 3.36 which indicates that it is competitive. Among the items cited, good weather conditions got the highest weighted mean score of 3.54 and assessed as highly competitive. Followed by the quality of natural scenery and landscapes/ environment with the mean of 3.47 and the pleasant built environment with the mean of 3.34 assessed as both. However, items such as lively rural atmosphere (3.33), cleanliness of the destination (3.30) and unspoiled nature/green areas (3.20) obtained the lowest mean score and rated the least but still assessed as competitive. One of the reasons tourists visit a beach resort is to enjoy both the sun and the sea. Some forms of tourism are more weather sensitive than others, to the point that the weather can impact or limit the scheduling and regular performance of tourism activities according to Gómez-Martín et al. (2017).

According to Schmuck et al. (2017), advertising is essential in expressing firms' and organizations' pro-environmental images and promoting environmentally friendly product features in order to raise public awareness on certain themes or problems. Unspoiled environment is a novel idea in Occidental Mindoro, where the tourist sector is likewise in its infancy. Similarly, there is a need to address a growing issue of tourism space being potentially limited and thus contested terrain, as recognized in comprehensive research into residents' perceptions, and if there is a need to examine more carefully why, how, and with what implications conflicts not only arise but also aggravate Hjalager (2020) its residents. Some tourism destinations in the province are located in the local community that are not well aware of the concept of green tourism.

**Table 3***Level of Competitiveness of Resorts in terms of Mix of Activities*

Indicators	WM	VI	Rank
Good Weather conditions	3.54	Highly Competitive	1
Unspoiled nature/green areas	3.20	Competitive	6
Cleanliness of the destination	3.30	Competitive	5
Pleasant built environment	3.34	Competitive	3
Lively rural atmosphere	3.33	Competitive	4
Quality of natural scenery and landscapes/environment	3.47	Competitive	2
Composite Mean	3.36	Competitive	

Table 3 presents the level of competitiveness of resorts in terms of mix of activities. The composite mean of 3.12 indicates that it is competitive. Among the items cited, opportunity to be close to nature got the highest weighted mean score of 3.39 and assessed as competitive. Followed by the opportunities for nature adventure and offers leisure activities with a mean score of 3.34 and 3.01, respectively and both assessed as competitive. However, items such as variety of adventurous, challenging and exciting outdoor trips (kayaking, diving snorkeling, etc.) (2.94), and diversity of athletic or water sports activities (2.93) obtained the lowest mean score and rated the least but still competitive.

It is critical to have expertise of merging both tangibles and intangibles in tourism and hospitality goods in order to give an integrated picture that captures the consumers' holistic experience (Ahn, 2019). Because the majority of the guests come as family bookings, there should be a selection of beach resort activities appropriate to children, adults, and the elderly. Outdoor activities in resorts typically take use of the good climate and natural

desert or tropical environment. The beachfront offers a variety of activities. Kayaking, banana boat rides, and jet skiing are just a few of the water sports available (Marasigan & Borbon, 2020). According to Srisangkaew (2017), potential planning is required in various marketing strategies and methods to deal with shifting client patterns and demand, which have gotten increasingly complex.

**Table 4***Level of Competitiveness of Resorts in terms of Special Events*

Indicators	WM	VI	Rank
Offers weddings, birthdays seminar reception	3.37	Competitive	1
Conduct of evening entertainment and nightlife	3.12	Competitive	2
Conduct sports tournament	2.85	Competitive	3
Composite Mean	3.11	Competitive	

Table 4 presents the level of competitiveness of resorts in terms of special events. The composite mean of 3.11 which indicates that it is competitive. Among the items cited, offers weddings, birthdays seminar reception got the highest weighted mean score of 3.37 and assessed as competitive. Followed by the conduct of evening entertainment and nightlife with 3.12 which was also assessed as competitive. However, that tally showed that conducting sports tournament (2.85), was rated the least.

As COVID-19 pandemic pushed the closure of most hotels in the county, beach resorts offer an al fresco (open air) set up that is approved by the Inter-Agency Task Force (IATF). Birthdays are also celebrated at the beach resort for a more enjoyable environment where children can play along the beach, adults can enjoy beach activities, and the elderly may relax and breathe fresh air. Seminars are held in beach resorts to provide a more relaxed setting and to lift the spirits of the participants.

According to Moy et al. (2017) wedding destinations have grown in popularity over the last decade, and they are now recognized as a key market sector for destinations to target. Aside from typical beach resort products, there is a need to enhance tourist demand by concentrating on other kinds of tourism; wedding-based tourism has garnered considerable attention in recent years, giving new tourism prospects in response to such demand (Amara, 2017). Water provides a plethora of recreational and tourism options according to Folgado-Fernández et al. (2018) that will serve as a venue for the water sports tournament. Because it is not customary to assess the success of tourism on a place, not all stakeholders of a sport tourism destination profit from these events. Tourism must be planned, and the input of all stakeholders in a location, including citizens, government officials, and company owners, must be considered (Hritz & Cecil, 2019).

**Table 5***Level of Competitiveness of Resorts in terms of Infrastructure*

Indicators	WM	VI	Rank
The building is old or historic visually appealing	2.84	Competitive	5
The place is modern or visually appealing	3.12	Competitive	3
With improve sidewalks, pathways and hallways	3.15	Competitive	2
With accessible and Hi-speed WIFI connections	2.68	Competitive	6
Convenience and access of local transportation	3.16	Competitive	1
Accessibility of facilities by disabled persons	2.92	Competitive	4
Composite Mean	2.98	Competitive	

Table 5 presents the level of competitiveness of resorts in terms of infrastructure. The composite mean of 2.98 which indicates that it is competitive. Among the items cited, convenience and access of local transportation got the highest weighted mean score of 3.16 and assessed as competitive. Followed by with improve sidewalks, pathways and hallways with 3.15 and the place is modern or visually appealing with 3.12 which the two are competitive. However, items such as accessibility of facilities by disabled persons (2.92), the building is old or historic visually appealing (2.84) and with accessible and Hi-speed WIFI connections (2.68) obtained the lowest mean score and rated the least. This is similar with Marasigan and Borbon, (2021) stating that these

infrastructure facilities are given so much attention by the resort management, but customers, since they have expectation on this, give focus of their observation on how the entire resort looks like, thus, the customers look at the place as a whole. Tourism infrastructure that fulfills the demands of tourists and provides simple access to places can help to improve the destination's image and increase visitors' desire to return (Giao et al, 2020). Fast internet connection is one of the things that guests who enjoy uploading their holiday activities and conducting live streaming consider while picking their chosen place. While most guest are particular to the internet connectivity in a destination, according to Li et al., (2018), there is an ongoing push that advocates for reducing digital usage over the holidays.

**Table 6***Level of Competitiveness of Resorts in terms of Awareness and Image*

Indicators	WM	VI	Rank
Beach resort is a destination point	3.46	Competitive	1
Maintained natural resources and physical environment	3.34	Competitive	2
Practice environmental friendliness (use biodegradable products, recyclable materials)	3.17	Competitive	5
Reflect environmentalist characteristics (observe in their management system such as: switch-off lights and air-conditioned units when not in use and saving water consumption)	3.21	Competitive	4
Promote eco-friendly or environmental image	3.29	Competitive	3
Composite Mean	3.29	Competitive	

Table 6 presents the level of competitiveness of resorts in terms of awareness and image. The composite mean of 3.29 which indicates that it is competitive. Among the items cited, beach resort is a destination point got the highest weighted mean score of 3.46 and assessed as competitive. Followed by maintained natural resources and physical environment with 3.34 and promote eco-friendly or environmental image with 3.29 which the two are competitive. However, items such as reflect environmentalist characteristics (observe in their management system such as: switch-off lights and air-conditioned units when not in use and saving water consumption) (3.21), and practice environmental friendliness (use biodegradable products, recyclable materials) (3.17) obtained the lowest mean score and rated the least. Beach resort as a destination topped the rank in the table of awareness and image. Most of the beach resorts in Occidental Mindoro are considered as main destination in their own respective town. The exclusiveness of some beach resorts makes them as the destination itself, naming few are: Pandan Isand in Sablayan, Inasakan Beach and Grace Island that both in the town of San Jose. As tourism in the province is at its early stage, the importance of awareness and image to beach resorts management is vital for them to be consider as a destination in their locality and boost the curiosity of tourist from another town to visit their place. According to Carvache-Franco et al. (2018), there is a scientific literature that acknowledges the relevance of satisfaction that promotes a destination and the favorable influence that it causes when linking it to the wish to return and for being seen as a moderating element of the destination's image. The majority of studies on destination image have concentrated on assessments of its components and their relationships to tourist pleasure and loyalty, as well as the keys to effective projection (Almeida-García et al., 2020).

**Table 7***Level of Competitiveness of Resorts in terms of Cost/Value*

Indicators	WM	VI	Rank
Reasonable fees (environmental/entrance fees, corkage, etc.)	3.28	Competitive	1
Value for money	3.23	Competitive	2.5
No hidden charges	3.22	Competitive	3
Appropriate prices for the services received	3.23	Competitive	2.5
Promotes energy conservation	3.11	Competitive	4
Composite Mean	3.22	Competitive	

Table 7 presents the level of competitiveness of resorts in terms of cost/value. The composite mean of 3.22 which indicates that it is competitive. Among the items cited, reasonable fees (environmental fees, entrance fees, corkage, etc.) got the highest weighted mean score of 3.28 and assessed as competitive. Followed by appropriate



prices for the services received and value for money with same 3.23 and both are assessed as competitive. However, items such as no hidden charges (3.22), and promotes energy conservation (3.11) obtained the lowest mean score and rated the least. One of the variables that tourists evaluate while planning a vacation and making decisions is cost/value. Reasonable costs (environmental fees, entry fees, corkage, and so on) ranked first among the researcher's responses. As tourists are particular in the manner of their spending, they are well aware and have a positive reaction towards the collection of reasonable fees such as environmental fees, entrance fees, corkage, etc. Environmental fees are one of reasonable fee that is starting to sink in into the understanding of the local tourist and has become more aware of its benefits to the destination as they are considered as public goods, that are vulnerable to overexploit and over consume. The result agreed with the findings of Witt (2019), that despite differences in facilities, visitor profiles, and existing admission prices, it demonstrated a reasonably favorable comparable trend in their visitors' willingness to pay for environmental fees of those places being preserved. It is also supported by the study of Thushari et al. (2017), that the imposition of admission fees would not only prevent over tourism and, as a result, waste, but will also contribute to the introduction and maintenance expenses. Future development plans may regard energy and tourism to be an essential component of contemporary society and vital pillars of global sustainable growth (Khan & Hou, 2020).

**Table 8**

*Summary Table on the Level of Competitiveness of Resorts*

Indicators	WM	VI	Rank
Physiography and Climate	3.36	Competitive	1
Mix of Activities	3.12	Competitive	4
Special Events	3.11	Competitive	5
Infrastructure	2.98	Competitive	6
Awareness and Image	3.29	Competitive	2
Cost/Value	3.22	Competitive	3
Composite Mean	3.18	Competitive	

Table 8 presents the summary table on the level of competitiveness of resorts when grouped according to profile. The composite means of 3.18 which indicates that it is competitive. Among the items cited, physiography and climate got the highest weighted mean score of 3.36 and assessed as competitive. Followed by awareness and image (3.29) and cost/value with 3.22 that are both are assessed as competitive. However, items such as mix of activities (3.12), special events (3.11) and infrastructure (2.98) obtained the lowest mean score and rated the least. The wealth of natural beauty on land and water makes the beach resort more enticing to tourists. Furthermore, there is strong evidence that weather and climate have a major impact on visitor motivation, destination, attractiveness, and expenditure (Matthews et al., 2019). In the study of Friedrich et al., (2020), climate, weather, and seasonality all have an impact on visitor behavior and happiness, as well as travel reasons, according to the findings of the researcher's survey. To address the new normal scenario in tourism industry, there should be infrastructure that will address such issues. Based on the findings of Thiel et al. (2021), it is advised that adequate PPE-related signage and trash containers be provided, that general and rigorous waste disposal laws be established, and that enforcement be improved. It will offer resort infrastructure with the means to protect tourist health and safety.

**Table 9**

*Marketing Strategies of Resorts in terms of Product*

Indicators	WM	VI	Rank
Variety of products	3.25	Agree	6
Promptness and courteous service	3.28	Agree	3
Quality of food and beverage	3.36	Agree	1
Quality of recreational facilities	3.16	Agree	7
Arrangement and presentation of rooms/cottages	3.27	Agree	4.5
Good and proper ventilation and lightning	3.29	Agree	2
Sanitation and cleanliness of the resort and their surroundings	3.27	Agree	4.5
Composite Mean	3.27	Agree	

Table 9 presents the marketing strategies of resorts in terms of product. The composite mean of 3.27 which indicates that it is agree. Among the items cited, quality of food and beverage got the highest weighted mean score of 3.36 and assessed as agree. Followed by good and proper ventilation and lightning (3.29) and promptness and courteous service with 3.28 that are both are assessed as agree. At the same time, items such as arrangement and presentation of rooms/cottages (3.27), sanitation and cleanliness of the resort and their surroundings (3.27), variety of products (3.25) and quality of recreational facilities (3.16) obtained the lowest mean score and rated the least. Gastronomic travel is becoming a frequent occurrence, and it is commonly acknowledged that food plays an essential role in the decision-making process for visitors. Food and beverages (e.g. wine, beer, spirits, etc.) may serve as a particularly important motivator for those individuals who have a passion for food and beverages but who are not food professionals, often referred to as “foodies”. Allocating resources to develop food and beverage goods and create marketing campaigns centered on food and beverage experiences (FBEs) has become a standard offering within destination marketing (Knollenberg et al., 2020). In addition, experiencing the total essence of local tourism is by tasting the native cuisine of the host destination. Local food and beverage is seen to have a larger part in establishing distinct identities to places. Food tourists are motivated to have unique experiences and build ties to certain resorts/destinations because of their distinctive flavor, meticulous preparation, and exquisite décor (Tsai, 2016).

**Table 10***Marketing Strategies of Resorts in terms of Price*

Indicators	WM	VI	Rank
Affordability of rates of rooms/cottages	3.31	Agree	2
the price vary according to quality	3.32	Agree	1
the price vary according to target market	3.25	Agree	4
the price are based on the prevailing market condition	3.28	Agree	3
acceptance of price	3.23	Agree	5
use discount cards / membership	2.98	Agree	6
Composite Mean	3.23	Agree	

Table 10 presents the marketing strategies of resorts in terms of price. The composite mean of 3.23 which indicates that it is agree. Among the items cited, the price vary according to quality got the highest weighted mean score of 3.32 and assessed as agree. Followed by affordability of rates of rooms/cottages at 3.31 and the price are based on the prevailing market condition with 3.28 that are both are assessed as agree. At the same time, items such as the price vary according to target market (3.25), sanitation and cleanliness of the resort and their surroundings (3.27), acceptance of price (3.23) and use discount cards / membership (2.98) obtained the lowest mean score and rated the least. Upon tallying the results for marketing strategy according to price, vary according to quality is the top most priority of the respondents. Quality is what everyone aims for in return of the amount they paid and resort establishments are not exempted when it comes to that concern as tourist will always expect to get more that what they paid for. In the study of Hutami and Narottama (2021), using low-cost prices and offering unique promotions is a key component of marketing activity. Furthermore, one of the viewpoints that defined the consumers' purchasing behavior is the price that compensates service quality and product quality in the direction of customer happiness. As a result, the price given by the business, whether expensive or cheap, reasonable or unreasonable, serves as a guideline for the consumer in deciding whether or not to proceed with the purchase (Mohammed et al., 2017).

**Table 11***Marketing Strategies of Resorts in terms of Place*

Indicators	WM	VI	Rank
The cleanliness of the place is well maintained.	3.28	Agree	5
Service amenities are accessible.	3.25	Agree	6
The place is accessible for a transportation.	3.35	Agree	3
Good image of the destination	3.42	Agree	1
Accessibility of the destination	3.36	Agree	2

**Table 11** ...continued

With proper waste disposal	3.20	Agree	7
The place is safety and secured	3.30	Agree	4
Composite Mean	3.31	Agree	

Table 11 presents the marketing strategies of resorts in terms of place. The composite mean of 3.31 which indicates that it is agree. Among the items cited, the good image of the destination got the highest weighted mean score of 3.42 and assessed as agree. Followed by accessibility of the destination at 3.36 and the place is accessible for a transportation. With 3.35 that are both are assessed as agree. At the same time, items such as the place is safety and secured (3.30), the cleanliness of the place is well maintained (3.28), Service amenities are accessible (3.25) and with proper waste disposal (3.20) obtained the lowest mean score and rated the least. Beach resort is considered as the destination itself. Accommodation, dining, activities, and natural scenery are all included. In terms of location, good image is the criteria that ranked first in marketing strategy. The destination image, which is produced by a mix of destination qualities, is an essential component in enticing people to come and motivating them to return. (e.g., beautiful landscape, shopping opportunities, cultural exchange, infrastructure, safety, and activities) (Giao et al., 2020). However, tourism activities also have negative influences on the environment, in which solid waste is one of the most significant impacts. In the tourism industry, lodging is seen as both a vital component for attracting travelers and a major source of waste (Phu et al., 2018) on which they should consider formulating policies for tourism development.

**Table 12***Marketing Strategies of Resorts in terms of Promotion*

Indicators	WM	VI	Rank
The use of radio or telecommunication advertisement	3.21	Agree	3
The use of various social media accounts (Facebook, Twitter, Instagram, emails, official website, etc.)	3.50	Strongly Agree	1
The use newspaper, brochures, print media	2.99	Agree	6
The use billboards and signages	3.00	Agree	5
Word of mouth (WoM)	3.30	Agree	2
Giving customers' discount	3.14	Agree	4
Giving souvenirs and gifts	2.96	Agree	7
Composite Mean	3.16	Agree	

Table 12 presents the marketing strategies of resorts in terms of promotion. The composite mean of 3.16 which indicates that it is agree. Among the items cited, the use of various social media accounts (Facebook, Twitter, Instagram, emails, official website, etc.) got the highest weighted mean score of 3.50 and assessed as strongly agree. Followed by word of mouth (WoM) at 3.30 and the use of radio or telecommunication advertisement with 3.21 that are both are assessed as agree. At the same time, items such as giving customers' discount (3.14), the use billboards and signages (3.00), the use newspaper, brochures, print media (2.99) and giving souvenirs and gifts (2.96) obtained the lowest mean score and rated the least. Under marketing strategy for promotion, usage of various social media got the highest respond. Digital form of marketing is the latest way to get prospective guest. According to Cabal et al., (2021), the Internet's rising relevance in marketing is being amplified as traditional marketing efforts are augmented, and possibly replaced, by internet-based marketing techniques. Furthermore, the use of social media platforms to advertise the products and services of beach resorts as destination organizations is critical since its goal is to pique the attention of its target audience (Ofori-Okyere, 2019). Same result showed in the study of Domingo (2019), that the degree of execution of resort marketing techniques in terms of promotion never considers offering gifts and souvenirs to attract and retain customer loyalty. The same result gathered from Barnes et al., (2020), while an after-service gift, as a single impulse, instantly generates a high sensation of joy, it represents only one experience in a customer's long-term relationship and so has a lower influence on total customer satisfaction.

**Table 13***Summary Table on Marketing Strategies Employed*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Product	3.27	Agree	2
Price	3.23	Agree	3
Place	3.31	Agree	1
Promotion	3.16	Agree	4
Composite Mean	3.24	Agree	

Table 13 presents the summary on marketing strategies employed by resorts business in Occidental Mindoro. The composite mean of 3.24 which indicates that it is agree. Among the item cited, the place got the highest weighted mean score of 3.31 and assessed as agree. Followed by product at 3.27 and price with 3.23 that are both are assessed as agree. At the same time, items promotion with 3.16 obtained the lowest mean score and rated the least. The data reveals that place is the priority of the respondents in Occidental Mindoro in rating the marketing strategy of a beach resort. Beach resorts are mostly located in destinations where natural environment is their main product that can be seen in both land and under water. A location with outstanding natural beauty can engage in "Place Marketing" and "Place Promotion," which will lead to fields of knowledge and a favorable image for places in the tourist industry (Salman et al., 2017). In study of Reineman and Ardoin (2017), place attachment is described as "the bonding of individuals to places" in which the physical and social characteristics of the place provide a chance to broaden the idea of place as a static, geographic, and, generally, terrestrial location.

Moreover, the researcher observed that some beach promotions in their website and Facebook pages are outdated and some provided less information that tourist may use to decide on their travel options. Tourist are avoiding in which is according to Elrahem et al. (2017), a deceptive marketing section or deceptive advertising that may result in market imperfections. Tourist will lose their trust once resort promotions turned out to be misleading. In addition to that, marketing when carried out in a deceptive manner, such as on printed advertisements and social media platforms (Facebook, Instagram, website), it will have the ability to distribute information exponentially with almost no limitations on using pictures unrelated to the resort being marketed Fedeli (2019), and once physically visited will lead to negative consequence in the establishment.

**Table 14***Difference of Responses on Level of Competitiveness of Resorts When Grouped According to Profile*

Age	$\lambda_2c / U$	p-value	Interpretation
Physiography And Climate	4.908	0.179	Not Significant
Mix Of Activities	1.628	0.653	Not Significant
Special Events	1.23	0.746	Not Significant
Infrastructure	10.969	0.012	Significant
Awareness and Image	6.058	0.109	Not Significant
Cost/Value	1.082	0.781	Not Significant
Sex			
Physiography And Climate	15989	0.078	Not Significant
Mix Of Activities	15135.5	0.010	Significant
Special Events	16500	0.197	Not Significant
Infrastructure	15011.5	0.008	Significant
Awareness and Image	14482	0.001	Significant
Cost/Value	14595.5	0.002	Significant
Frequency Visit			
Physiography And Climate	6.413	0.170	Not Significant
Mix Of Activities	4.841	0.304	Not Significant
Special Events	11.688	0.020	Significant
Infrastructure	8.404	0.078	Not Significant
Awareness and Image	10.796	0.029	Significant
Cost/Value	12.133	0.016	Significant

Purpose of Visit			
Physiography And Climate	5.792	0.327	Not Significant
Mix Of Activities	8.468	0.132	Not Significant
Special Events	12.754	0.026	Significant
Infrastructure	7.629	0.178	Not Significant
Awareness and Image	7.731	0.172	Not Significant
Cost/Value	6.818	0.235	Not Significant
Occupation			
Physiography And Climate	8.574	0.073	Not Significant
Mix Of Activities	7.715	0.103	Not Significant
Special Events	9.857	0.043	Significant
Infrastructure	30.247	0.000	Highly Significant
Awareness and Image	14.507	0.006	Significant
Cost/Value	18.512	0.001	Significant

Table 14 displays the comparison of responses on the level of competitiveness of resort in Occidental Mindoro when grouped according to profile variables. It was observed that there was a significant difference on infrastructure when grouped according to age. This was observed since the obtained  $p$ -value was less than 0.05 alpha level. Based on the post hoc test conducted, it was found out that 22 years old and below has greater assessment on infrastructure. In terms of sex, there were significant difference found on mix of activities ( $p = 0.010$ ), infrastructure ( $p = 0.008$ ), awareness and image ( $p = 0.001$ ) and cost/value ( $p = 0.002$ ). This means that the responses of male and female varies significantly, where female have greater assessment. There was significant difference observed on special events, awareness and image and cost/value since the obtained  $p$ -values were less than 0.05 alpha level. From the pairwise comparison, it was found out that those who visit the place "others" have greater assessment on the above indicators. As to purpose of visit, significant difference was found on special events ( $p = 0.026$ ) and this was observed on those who have other reasons for visiting the place. Lastly, there were significant difference on special events, infrastructure, awareness and image and cost/value when grouped according to occupation. This was observed since the computed  $p$ -values were less than 0.05 alpha level. Based from the post hoc test conducted, it was found out that those who are self-employed was considered significant.

**Table 15**

*Difference of Responses on Marketing Strategies Employed When Grouped According to Profile*

	Age	$\lambda^2c / U$	p-value	Interpretation
Product		9.81	0.020	Significant
Price		2.528	0.470	Not Significant
Place		5.839	0.120	Not Significant
Promotion		3.334	0.343	Not Significant
	Sex			
Product		14593	0.002	Significant
Price		14661	0.003	Significant
Place		14802	0.004	Significant
Promotion		15530.5	0.029	Significant
	Frequency Visit			
Product		7.549	0.110	Not Significant
Price		1.89	0.756	Not Significant
Place		7.599	0.107	Not Significant
Promotion		8.336	0.080	Not Significant
	Purpose of Visit			
Product		9.968	0.076	Not Significant
Price		10.518	0.062	Not Significant
Place		3.89	0.565	Not Significant
Promotion		10.751	0.057	Not Significant

Occupation			
Product	21.304	0.000	Highly Significant
Price	12.214	0.016	Significant
Place	13.323	0.010	Significant
Promotion	13.959	0.007	Significant

Table 15 shows the comparison of responses on the marketing strategies employed when grouped according to profile variables. It was observed that there was a significant difference on product when grouped according to age. This was observed since the obtained p-value of 0.020 was less than 0.05 alpha level. Based from the post hoc test conducted, it was found out that 22 years old and below employed the strategies on product. As seen also from the result that there was a significant difference when grouped according to sex and occupation because all p-values were less than the alpha level of 0.05. This only implies that the responses vary and from the test conducted it was found out that female and those who are self-employed greatly employed the marketing strategies.

#### 4. Conclusion and Recommendation

The main objective of this study is to evaluate the destination competitiveness and marketing strategies of resort business in Occidental Mindoro. The findings revealed that majority of the respondents are female students who belongs to generation Y, and occasionally visited the resorts usually on a day trip only. Good weather condition under the item physiography and climate was assessed as the most competitive indicator in determining the destination competitiveness of resort business in the province. Furthermore, result of the study also showed that by using the 4Ps of marketing mix, resort business in Occidental Mindoro motivated the tourist to visit the resort establishment when product that is related to food and beverages is used as the marketing tool. Base on the data that was collected, Provincial Tourism Office should take action to disclose the lowest factors that affected the destination competitiveness level of the resort business within the resort owners and Local Government Unit- Tourism Office in the entire province. By having a joint project with other concern government offices that will address the improvement in infrastructure that will benefit the resort owners and tourist, and initiatives that will promote, protect, and educate regarding green or sustainable tourism. It is also recommended that Provincial Tourism Council and academe sector in the province to conduct more subsequent research that will focus its topic on the findings beyond the researcher study's parameters to gather more data that will help enhance the destination competitiveness of resort business in Occidental Mindoro.

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