

Effectiveness of the Strategies applied by Theme Parks in CALABARZON to Factors Influencing Tourists' Buying Decisions amidst pandemic

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Abstract – This study intended to determine the effectiveness of strategies applied by theme parks in CALABARZON to factors influencing buying decisions of tourists amidst pandemic. Descriptive statistics were used to assess and present data collected from respondents which required the use of specialized data collection methods such as case studies, observation, or survey. Data were gathered from 134 tourists who have visited theme parks in CALABARZON during the COVID-19 pandemic using a research-based questionnaire. Spearman Rho was used in this study to determine the strength of association between two variables—factors affecting or influencing tourists' consuming behavior and strategies of theme parks in CALABARZON in terms of marketing, implementation of safety measures, and customer journey to get back on track. Results of the study show the effectiveness of strategies of theme parks in terms of marketing, implementation of safety measures, and customer journey to factors influencing tourists' buying decisions such as psychological, social, and cultural. These strategies are very effective to factors that made tourists more engaged and motivated to visit theme parks during this time of health crisis.

Keywords – strategies, COVID-19, factors, customer journey, pandemic.

INTRODUCTION

Coronavirus-19 is a disease that brought too many deaths, continuously raising the number of affected persons and anxiety globally. The global warning was first declared in January 2020 by the World Health Organization (WHO). It has impacted more than 90 trillion dollars of global economy since its start [1]. COVID-19 is the largest health battle in the world since the second world war. Every day, people lose their employment and wealth, with little idea of a return to normalcy. Nations that rely heavily on tourism have unoccupied and vacant hotels [2].

One of the local places in the Philippines that was highly affected by the Coronavirus is CALABARZON. The region has recorded thousands of cases. As the virus spreads out, the cases in the area continuously affect tourism and hospitality industries. Since CALABARZON is known for its summer ambiance brought by resorts and other tourist destinations, its hospitality and tourism industries are slowly declining. The government implemented a Modified General Quarantine status in some provinces which means there is a relaxed lockdown during the pandemic. Some of its malls and transportations facilities are back on their tracks.

One of the highly affected tourist attractions in CALABARZON are theme parks. Sites were closed since March 25, 2020, and it has affected hundreds of workers.

To continue the fun, a theme park in Laguna made virtual rides and adventure to bring delight and magic to everyone's homes. Those rides and adventures include Space Shuttle, Jungle Log Jam, and Enchanted Kingdom Story Musicale. Such projects aim to keep the happiness and excitement as people wait for the re-opening of the theme park.

The study was made to assess strategies made by theme parks to continue their operations that will satisfy factors affecting buying decisions of consumers or tourists amidst pandemics. It also found answers from administrators of theme parks on how they plan to continue operation during the global health crisis. Moreover, the researchers strongly believe that garnering awareness for this study can bring more information about the improvement and coping mechanisms in preventing the spread of Coronavirus-19. This is also a tool for the local government to initiate the outcomes and recommendations to bring their tourism and hospitality industries back on track.

OBJECTIVES OF THE STUDY

The objectives of this research are to determine factors that would make tourists decide to visit theme parks amidst the pandemic, in terms of: Psychological factor; Social factor; and Cultural factor. It also aims to assess strategies of theme parks, in terms of Marketing;

Implementation of safety measures; and Customer journey. Also, to correlate factors that would make tourists visit theme parks amidst the pandemic to strategies of theme parks to get back on track. Lastly, submit a proposed enhancement plan to the management and community of theme parks.

MATERIALS AND METHODS

Research Design

This research employs quantitative design with descriptive correlational approach. The descriptive correlational approach was used in this study to know the relationship of strategies of theme parks in terms of marketing, implementation of safety measures, and services or products upon re-opening.

Respondents of the Study

The respondents comprise of 134 guests or tourists who have visited theme parks in CALABARZON during the pandemic. The researchers utilized convenience sampling technique in this research wherein they applied the availability and willingness of the respondents to take part in this research. The number of respondents was determined using the G-Power version 3.1.9.2.

Data Gathering Tool

For the purposes of this research, surveys and questionnaires were used. Questionnaires are validated by the research adviser, instructor, and panelists. Hence, questionnaire for tourists who visited theme parks were prepared in English garnering 0.935 Cronbach Alpha which means it is excellent. The researchers made a letter that served as a consent from the respondents that they are willing to participate in this study. Hence, their responses remained confidential.

Data Gathering Procedure

Data gathering was conducted through a survey with the use of a questionnaire from theme parks visitors. The questions are focused on factors affecting tourists' buying decisions amidst the pandemic, strategies in terms of marketing, strategies in terms of implementation of safety measures, and strategies in terms of customer journey. Other online studies and literatures about the topic were used to support the study. The researchers utilized Microsoft Forms disseminated to the respondents.

Data Analysis

Descriptive statistics were used to assess and present all the data collected from respondents, and they required the use of specialized data collection methods such as case studies, observation, or survey. The statistical tools used in the study are Weighted Mean, Spearman Rho, Frequency and Ranking Tool.

Ethical Considerations

Ethical consideration is present in this research to maintain confidentiality with the responses and willingness of the respondents to participate in this study. First is informed consent. This fully notifies the individual in the assessment of the evaluation. Participants must know the intent of the project, who or what organization is supporting it, how it will be used if its participation has potential adverse consequences, and if access to the outcomes is granted. The primary objective of this is for an informed decision to be taken whether the individual is interested in the assessment. Second is voluntary participation. People are free of pressure to participate in the assessment. Participants are always free to withdraw without adversely affecting their involvement in future services and their ties with any researchers or research institutions. Third is do no harm. Harm can either be physical or emotional and therefore, can take the form of pressure, awkwardness, fear, and decrease in self-esteem or confidentiality. Fourth is confidentiality. Nobody may access identity information, excluding the Program Coordinator. Protection also guarantees that such information is removed from any study or written document, because many of the peer-based service also contain small numbers, it is very important to remember how papers have been worded to ensure the people have no chance to distinguish themselves even though names are not used. Fifth is anonymity. A tighter type of privacy than confidentiality, since the study team does not know the identity of the participant. This is harder to do than confidentiality because the program leader is usually identified to participants in social research.

RESULTS AND DISCUSSION

Table 1 shows that the respondents strongly agree that psychological factors (3.59) influence their buying decision, specifically in going to theme parks during this pandemic. Therefore, it can be observed that tourists are willing to visit theme parks amid the pandemic to satisfy their psychological needs as emotion and adaptation direct our attention and guide our behavior.

Meanwhile, the respondents also strongly agree that traveling has the power to bring a new perspective in a sense of reconciling a person's life (3.88) which ranked first from the given indicators under psychological factors. It can be glanced that tourists visit theme parks to reconcile their life from previous situations or experiences. Since emotion is a very adaptive form of physiological response, it refers to the ability to adjust to new experiences. Tourists also go to theme parks to discover new perspectives and outlooks in life.

Table 1. Psychological factors influencing respondents' buying decision

Psychological factors	Mean	VI	Rank
I believe that traveling has the power to bring new perspective in a sense of reconciling a person's life.	3.88	SA	1
I am motivated to travel in the midst of a pandemic because it is a means of rejuvenating one's spirit after a period of severe misery.	3.66	SA	4
I perceive that planning a trip is an important thing nowadays to relieve stress and stop anxiety.	3.70	SA	2
I believe that visiting theme parks during this time will enhance my learnings and attitude on how to become responsible of my wellbeing.	3.69	SA	3
I am motivated to travel because I want to gain knowledge that is acquired through personal experiences.	3.00	A	5
Composite mean	3.59	SA	

Legend: 3.50 - 4.00 - Strongly Agree (SA); 2.50 - 3.49 - Agree (A); 1.50 - 2.49 - Disagree (D); 1.00 - 1.49 - Strongly Disagree (SD)

Traveling can change the mindset and it has five kinds. First is it being life changing because we talk about stepping out of comfort zones and it is to develop as a person. Second is it improves the mood it instantly makes one excited, happy, carefree, and lighthearted. Third is it recharges a person. Fourth is it gives new perspective. Last is it changes a person for the better [3]. It is also very important to establish social relations for the emotional survival and welfare of mankind. The resilience of human beings is still possible with the aid of information and communication to adapt and sustain social interaction [4].

Table 2. Social factors influencing respondents' buying decision

Social factors	Mean	VI	Rank
I visit theme parks to spend one-on-one time with my friends.	3.72	SA	1.5
I visit theme parks to socialize with other people while maintaining social distancing.	3.67	SA	4.0
I believe that going out with friends makes me more productive and healthier.	3.72	SA	1.5
I visit theme parks to meet new people.	3.49	A	5.0
I visit theme parks with friends to reunite and experience the new normal.	3.71	SA	3.0
Composite mean	3.66	SA	

Legend: 3.50 - 4.00 - Strongly Agree (SA); 2.50 - 3.49 - Agree (A); 1.50 - 2.49 - Disagree (D); 1.00 - 1.49 - Strongly Disagree (SD)

Table 2 shows that respondents strongly agree that social factors influence their buying decision in visiting

theme parks because it influences major decisions in life such as how they share their experiences or how others want to experience them (3.66).

Hence, it can be perceived that they prefer to visit theme parks nowadays to socialize because they are curious on what other people post in social media based on their experience and they become more interested. Apparently, it is suggested in Table 2 that the respondents strongly agree that they visit theme parks to spend one-on-one time with their friends (3.72) and going out with friends makes them more productive and healthier (3.72) which ranked 1.5 from given indicators under social factors. It can be observed that they visit theme parks to socialize with their friends which make them more energetic, happier, and improved despite the situation.

People are social creatures, and their nature is to communicate with others. It also gives them emotional and physical benefits. They loved shared moments while others clarified that their friends kept them inspired from time to time to do some healthier things. Others said they helped them distress stuff and bring things into context by being with friends [5]. Hence, when they compared the happiest to the least happy people, they observed that the happiest people were the most social and had the best relational ties. They needed good social relationships. Similarly, another psychologist has written that a fundamental need is the desire to belong [6].

Table 3. Cultural factors influencing respondents' buying decision

Cultural Factors	Mean	VI	Rank
Buying goods and services have become part of our lives.	3.84	SA	1
I want to showcase bonding (ties) as part of our Philippine culture.	3.74	SA	2
I perceive that going to parks and tourist attractions during holidays is one of our preferences in spending time together.	3.71	SA	3
I believe that celebrating birthdays and family bonding in theme parks is already part of our tradition.	3.66	SA	4
I believe that annual spending during reunions and family's special celebrations in theme parks make it even more momentous.	3.62	SA	5
Composite mean	3.71	SA	

Legend: 3.50 - 4.00 - Strongly Agree (SA); 2.50 - 3.49 - Agree (A); 1.50 - 2.49 - Disagree (D); 1.00 - 1.49 - Strongly Disagree (SD)

Table 3 indicates that the respondents strongly agree to the influence of cultural factors in their buying decisions because of the desire or interests by customers

by a family member (3.71). It can be perceived that this factor highly contributes to their decision in visiting theme parks because of cultural beliefs that can affect the customer's decision.

The respondents also strongly agree that buying goods and services has become part of their daily lives (3.84) which ranked first among given indicators under cultural factors. It simply tells us that availing products, goods, and services is part of our daily routine and has been in our to-do list, most especially during our free times. Lastly, it shows that respondents also strongly agree to indicators saying annual spending during reunions and family's special celebrations in theme parks make it even more momentous (3.62) which is ranked fifth among given indicators. Hence, it can be supposed that spending during special events in a family is more meaningful and happier if it is spent in theme parks. From birthdays to milestones, from family reunions to retirements, holiday celebrations are on the rise. It is likewise no wonder that milestones are created to celebrate, and one of the best ways to do that is to travel [7]. Theme Park meetings are highly flexible in terms of the budget and travel style of the family. Theme parks deliver a range of new experiences that the family could never forget whether it is a VIP tour or not [8].

Table 4. Summary of factors that influence respondents' buying decision

Indicators	WM	VI	R
Psychological	3.59	SA	3
Social	3.66	SA	2
Cultural	3.71	SA	1
Composite Mean	3.65	SA	

Legend: 3.50 - 4.00 – Strongly Agree (SA); 2.50 - 3.49 – Agree (A); 1.50 - 2.49 – Disagree (D); 1.00 - 1.49 – Strongly Disagree (SD)

Table 4 signifies that the given indicators got the same verbal interpretation which is strongly agree because this factor plays a big role in the buying decision of customers. This means that these factors highly motivating to tourists as they decide to visit theme parks in this kind of situation because of how people influence each other by using this factor. Psychological and behavioral factors play key roles in shaping consumer's purchasing decisions. Each brand has an image attached to it. Consumers buy products/services based on their views of a specific product or service [9].

Table 4 connotes that among the given three factors, cultural factor got the highest rank with 3.71 weighted mean and an interpretation of strongly agree. This means culture is one of the key factors that influence tourists' decision to visit theme parks amidst a pandemic because customers decide based on influences of their family and friends. According to the

results, social factor (3.66), with a verbal interpretation of strongly agree is also influential to buying decisions of tourists. It means socializing with friends and other people tend to increase the possibility of tourists visiting theme parks.

Lastly, psychological factor (3.59) got the lowest rank among the three factors with an interpretation of strongly agree. This means that motivations and perceptions of tourists to travelling is also influential as they decide to visit theme parks because every day, consumers decide on their purchases based on what they think of reviews on what they see in social media.

Table 5. Effectiveness of marketing strategies of theme parks

Marketing	Mean	VI	Rank
Showcasing the diversity of experiences that theme parks offer (video ads).	3.67	VE	5.0
Promoting the brand/theme park online.	3.72	VE	3.5
Including safety measures in the commercial/promotion of theme parks.	3.81	VE	1.5
Offers discounts/promos due to popular demand.	3.81	VE	1.5
Regular updates in websites.	3.72	VE	3.5
Composite mean	3.74	VE	

Legend: 3.50 - 4.00 – Very Effective (VE); 2.50 - 3.49 – Effective (E); 1.50 - 2.49 – Moderately Effective (ME); 1.00 - 1.49 – Not Effective (NE)

Table 5 indicates that respondents reacted very effective to the efficacy of marketing strategies in the present situation. Hence, it shows that marketing is an effective and important strategy to use by theme parks in this time of pandemic to encourage tourists to visit their establishments. Improvement of marketing mechanisms helps establishments to get higher possibility to encourage tourists in visiting theme parks during the pandemic.

Results indicate that respondents answered very effective to the inclusion of safety measures in the commercial/promotion of theme parks (3.81) and offering promos/discounts due to popular demand (3.81) which ranked first among given indicators under marketing strategies of theme parks. It proposes that including safety practices by theme parks in their ads is an effective marketing procedure to motivate tourists to visit theme parks. It also suggests that giving promos/discounts in this time of pandemic is a prevalent demand by tourists to avail services and products offered by theme parks.

Lastly, showcasing the diversity of experiences that theme parks offer through video advertisements is also considered as very effective (3.67). Therefore, visual advertisement helps theme parks sell their services and

products amidst pandemics. It is a useful tool to promote their establishments in the online world. Every tangible experience from the past can now be felt virtually with the help of technology and the internet which means virtual advertisements can provoke tourists to visit theme parks. The culture of a person has an immense effect on his or her thinking and actions as it is so important in how people view and decide the world around them. It continues to be important to determine how and why we use products and services [10]. Also, consumer culture is a significant factor that customer perception is a mechanism where a customer gathers information about a product and interprets the information to make meaningful picture about a specific product [13].

Table 6. Effectiveness of safety measure strategies of theme parks

Implementation of safety measures	Mean	VI	Rank
Physical distancing of one meter is observed in the park and on rides.	3.83	VE	3
Use of personal protective equipment (mask, complete gear).	3.81	VE	4
Senior citizens and those below 21 years old are prohibited from entering theme parks.	3.71	VE	5
Rides are disinfected after every cycle.	3.85	VE	2
Fifty percent capacity is followed for rides, shows, restaurants, souvenir shops, and toilets.	3.86	VE	1
Composite mean	3.81	VE	

Legend: 3.50 - 4.00 – Very Effective (VE); 2.50 - 3.49 – Effective (E); 1.50 - 2.49 – Moderately Effective (ME); 1.00 - 1.49 – Not Effective (NE)

It can be seen in Table 6 that strategies of theme parks in terms of safety measures respondents answered very effective (3.81). It suggests that implementing safety measures in continuing operations of theme parks is a very effective way to persuade tourists to visit establishments. Showing proper implementation of safety measures in the operation of theme parks can encourage tourists to spend their free time in the said establishment. Providing and ensuring the 50 percent capacity of theme parks, however, will help people to have an interest to visit the park and feel safe [11].

Meanwhile, respondents answered very effective to 50 percent capacity is followed for rides, shows, restaurants, souvenir shops, and toilets (3.86) which ranked number one among given indicators. It suggests that following the regulation implemented by the IATF which is limiting tourists to 50 percent is very effective and highly followed by tourists and management of theme parks. Following safety protocols could help tourists, as well as the establishments, to have safe operations.

Lastly, Table 6 shows that senior citizens and those below 21 years old are prohibited from entering the theme parks (3.71) got the lowest rank but still has a verbal

interpretation of very effective. Hence, it says that observance of ages of tourists is very effective even if it got the lowest rank. Age restriction is strictly advised to be followed for compliance to IATF safety protocols.

Table 7. Effectiveness of customer journey strategies of theme parks

Customer journey	Mean	VI	Rank
Offers online transactions/booking.	3.82	VE	1
Requires a printed copy of e-ticket with QR code.	3.71	VE	5
If at all feasible, customers were encouraged to purchase tickets online. Consider all-inclusive vacation packages.	3.74	VE	4
Promote contact tracing apps as required by local legislation.	3.76	VE	3
Encourages using cashless transactions through credit/debit cards and the GCash application.	3.81	VE	2
Composite mean	3.77	VE	

Legend: 3.50 - 4.00 – Very Effective (VE); 2.50 - 3.49 – Effective (E); 1.50 - 2.49 – Moderately Effective (ME); 1.00 - 1.49 – Not Effective (NE)

Table 7 indicates that respondents answered very effective to the efficiency of the strategy implemented by theme parks in terms of customer journey (3.77). It proves that considering the customer journey or experiences of customers matters and highly encourages more tourists to visit theme parks. Enhancing the customer experience within the vicinity of theme parks could add more reasons for tourists to visit theme parks in spite of the pandemic.

Results also signify that offering online transactions/booking (3.82) is a very effective strategy which was ranked first among indicators given under customer journey strategies. It suggests that proposing online transactions and booking during the pandemic is highly effective than the usual transactions of before. E-transactions can prevent person-to-person contact which is the number one cause of spreading the virus.

Lastly, requiring a printed copy or e-ticket with QR code (3.71) is also very effective which was ranked last. It proves that this strategy or indicator is also very effective just like other indicators. These steps or processes could help the staff, as well as guests, to decrease the spread of the virus as they visit theme parks. It can be supported by the statement of Enchanted Kingdom in 2020 that their new set of guidelines comply with regulations that have been set by the IATF. Those guidelines and changes in their services and products include present a printed copy of the e-ticket upon entering the amusement park; no more fitting of clothes and some accessories during the pandemic; there will be

no fireworks display in the park until further notice; and encourage use of cashless transactions through credit/debit cards and GCash.

Quick response (QR) codes are now fully developed to stop the widening of the spread of COVID-19. Its main purpose is to simply know contact details or personal information of the guest before entering the establishment. Moreover, it is one of the easiest ways to maintain contactless transactions since the guest will just use their cameras to access or scan the code. Thus, it is one of the safety methods during this time of crisis but not yet fully implemented for all among establishments all around the world [12].

Table 8. Summary of strategies implemented by theme parks in CALABARZON

Indicators	WM	VI	R
Marketing	3.74	VE	3
Implementation of safety measures	3.81	VE	1
Customer journey	3.77	VE	2
Composite Mean	3.77	VE	

Legend: 3.50 - 4.00 – Very Effective (VE); 2.50 - 3.49 – Effective (E); 1.50 - 2.49 – Moderately Effective (ME); 1.00 - 1.49 – Not Effective (NE)

Table 8 indicates that strategies implemented by theme parks (3.77) are very effective as observed by tourists who have visited theme parks in CALABARZON. It means that these strategies are useful to attract customers amidst the pandemic to visit their establishments. Performing strategies that are applicable in today’s situation can help establishments encourage tourists to consume their services without worrying of getting infected by the virus. Keeping the customer happy serves as a best strategy in different aspects because it is very crucial to maximize customer satisfaction. While some customers are very satisfied, they also tell other customers what they got by using word-of-mouth because building a successful image brings overall credibility [13].

Table also shows that implementing safety measures (3.81) got the highest rank with a verbal interpretation of very effective. It can be observed that implementing and practicing safety measures is very effective for guests as they consume and use services offered by theme parks during this kind of situation. Lastly, marketing strategy (3.74) got the lowest rank with the same verbal interpretation of very effective. It simply means that this strategy is also suitable to attract and encourage guests through online platforms to visit theme parks.

Table 9 presents the relationship of psychological factors to strategies in terms of marketing, implementation of safety measures, and customer journey.

Table 9. Relationship of psychological factors to strategies implemented by theme parks

Psychological Factor vs.	Rho-value	P-value	Interpretation
Customer Journey	0.296	0.001	Significant

It can be viewed that there is a significant connection obtaining a low correlation as shown in the result of Rho-value between psychological factors and each of the strategies implemented by theme parks.

It can be observed from the results that psychological factors and strategies set by theme parks are significant to each other. The indicators under psychological factors are congruent to strategies applied by theme parks than can be seen in indicators listed under marketing, implementation of safety measures, and customer journey strategies. As marketing strategies become active by offering discounts and promos, promoting their services online, and including safety measures practices, guests or tourists tend to increase their motivations and perceptions to visit theme parks as they believe they must fulfill and satisfy their psychological needs. Upon implementing and following safety measures, tourists manage to satisfy their psychological needs through visiting theme parks. Same thing with improvement of customer journey offerings, wherein by offering online transactions and bookings, practicing cashless transactions, and promoting contact tracing applications, tourists become more encouraged to visit theme parks during the pandemic to satisfy their psychological needs. Identifying psychology and adapting human psychology factors into marketing strategies help customers make better choices and improve brand loyalty [14]. Additionally, profitable business now relies on psychological marketing or marketing psychology [15].

Table 10. Relationship of social factors to strategies implemented by theme parks

Social Factor vs.	Rho-value	P-value	Interpretation
Marketing	0.453	0.000	Significant
Implementation of Safety Measures	0.405	0.000	Significant
Customer Journey	0.350	0.000	Significant

Table 10 shows the relationship of social factors influencing buying decisions of tourists to strategies implemented by theme parks during the pandemic. It clearly says that there is a significant relationship between social factors and the three strategies which obtained 0.000 p-value which is less than the 0.05 p-value. As shown in the result of Rho-value, there is a moderate correlation between social factor to marketing and implementation of safety measures strategies. On the

other hand, there is a low correlation between social factor and customer journey strategy.

Moreover, marketing strategy and safety measures strengthen their effectiveness, social factor of tourists also toughens. Same goes with the relationship of social factor and customer journey. As the customer journey moderately affects the social needs of their consumers, tourists tend to increase their motivation to visit theme parks that would sustain their social needs.

The results prove that social factor and strategies implemented by theme parks are associated to each other. Social factors have a significant relationship to marketing strategy as well as to the implementation of safety measures. It is also interconnected to customer journey strategies that can be seen from theme parks.

As the marketing strategies of theme parks become more active by showcasing their services and experiences, it has become useful to encourage more tourists to visit their establishment to socialize with their friends and other people. Implementing safety precautions is also significant in the present condition which made tourists more convinced in visiting theme parks to meet new people and to safely enjoy rides. Enhancing the customer journey/experiences made tourists become more persuaded to go out with their friends and visit theme parks that would highly satisfy their social needs. Social factors and marketing strategy are significant to each other. Hence, small companies are concerned with successful marketing as well as the nature of goods and services they offer. If you are a small business owner who really wants to know your clients, however, you will need to learn about different social factors that can affect purchasing decisions [16]. Also, when developing and executing a company’s marketing strategy, social and cultural factors must be considered [17].

Table 11. Relationship of cultural factors to strategies implemented by theme parks

Cultural Factor vs.	Rho-value	P-value	Interpretation
Marketing	0.496	0.000	Significant
Implementation of Safety Measures	0.400	0.000	Significant
Customer Journey	0.363	0.000	Significant

Table 11 specifies the moderate correlation between cultural factors and strategies implemented by theme parks which are marketing, implementation of safety measures, while there is low correlation between cultural factors and customer journey. The relationship of each strategy to cultural factors has 0.000 p-value which simply says that they are significant to each other. The strength

of the relationship between cultural factors and strategies is obtained from the Rho-value.

As marketing techniques of theme parks to market their business strengthens, for example their promos/discounts and inclusion of safety measures in their advertisements as well as their eagerness to perform safe operations, the more they attract tourists to spend their special holidays and occasions in their establishments. Meanwhile, there is a moderate direct relationship between cultural factors and customer journey strategies which means that as they improve the customer journey of their business, they are more likely to strengthen the motivational instincts of tourists to spend their cultural celebrations in theme parks.

The results state that strategies implemented by theme parks met cultural factors influencing buying decisions of tourists who visit their establishment. It can be viewed from Table 11 that theme parks were able to meet factors needed by tourists in terms of cultural factors which encourage them more to visit their establishment. Tourists were able to meet their cultural practices in terms of considering it as part of their daily lives and needs upon visiting theme parks due to the effectiveness of the marketing strategy being set by theme parks wherein, they promote their establishment as well as their services online. They also provided promos and discounts which made tourists become more encouraged to visit theme parks during their special holidays and celebrations. Applying safety measures as one of the strategies applied by theme parks inspired tourists to satisfy their cultural needs when it comes to celebrating their special occasions outside their homes. Proving the enhanced customer journey to tourists before and upon visiting theme parks helped their establishment gain higher profit. Improving customer experiences and journey made tourists become more engaged to their cultural and accustomed ways of celebrating birthdays and annual celebrations. While developing an efficient marketing plan, a corporation must understand cultural influences of the community where a new product is being launched. People’s product consumption decisions are influenced by these cultural variables [18]. Consequently, we will be able to engage with customers in more subtle ways across markets and geographies if we have a better understanding of culture’s main features. You will greatly expand your company beyond your home market by becoming more culturally aware and sharing more persuasive messages [19]. Workers’ ability to achieve safe living conditions can also be hampered by sociocultural patterns [20]. Added to this, there are a few factors that have a significant effect on maintaining a healthy work atmosphere, and they all contribute to the company’s overall culture [21].

CONCLUSION AND RECOMMENDATION

It is reliable to conclude that psychological, social, and cultural factors have strong and significant direct relationships that tends to increase tourists' motivation to go to theme parks as they believe that they will be satisfied. At the same time, it also resulted that theme parks in CALABARZON assessed those strategies implemented by theme parks are very effective and strategies practiced and applied by these establishments are useful and strengthens their market to attract more customers during this kind of situation.

Theme parks in CALABARZON may review and determine factors influencing tourists' buying decision, most especially psychological, social, and cultural factors to satisfy their customers' needs upon visiting their establishments. Strategies implemented by theme parks in CALABARZON should be always practiced and well-monitored to maintain its effectiveness among tourists' as they visit and consume their businesses. Theme parks should market their business through video advertisements where the diversity of experiences is showcased. It is also recommended to promote theme parks online and impose regular updates in their websites. Researchers also suggest that theme parks should observe following age restrictions in accepting guests entering the vicinity. Proper use of personal protective equipment should also be practiced inside the establishment. To satisfy more the customer experience within their business, researchers suggest that theme parks could require a printed copy of the e-ticket with QR code and continue encouraging tourists to purchase tickets online as much as possible to avoid personal contact or spreading the virus. The proposed plan may be used for the enhancement and improvement of strategies implemented by theme parks to encourage and satisfy more tourists to visit their establishments despite the situation the world is facing. Since those theme parks are already performing well, however, this initial plan could also be used for future references.

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