

Factors Influencing Tourism Marketing Strategies in CALABARZON Region

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Abstract: *Marketing is a critical management role for any company, but smaller tourism companies tend to undervalue the importance of successful marketing and handle it in an unstructured and informal manner. This will reduce their effectiveness in attracting visitors and have an impact on the businesses' success. This study aims to assess the tourism marketing strategies of CALABARZON in terms of brand marketing strategies, brand position, facilities, service quality, political, social and economic stability, and systematic promotions of cultural events. The researcher used descriptive research method. The adapted questionnaire was administered to 335 tourists. Based on the findings, the tourism marketing strategies in CALABARZON is effective in doing brand positioning and handling a systematic promotion of cultural events. The tourist destination management, department of Tourism (DOT), travel agencies and operators and the local government of entire CALABARZON may collaborate for aggressive marketing campaign promoting the best and unique features of the region and create grand projects that the tourist could travel CALABAZON in one single tour package as well as to promote the accommodation, facilities and tourist activities. The future researcher may conduct similar study using different variables such as: digital web platforms marketing and emergence of technology for marketing promotion.*

Keywords – brand marketing strategies, brand position, facilities, service quality, cultural events

INTRODUCTION

Marketing is a critical management role for any company, but smaller tourism companies tend to undervalue the importance of successful marketing and handle it in an unstructured and informal manner. This will reduce their effectiveness in attracting visitors and have an impact on the businesses' success.

In destination marketing, branding entails taking a holistic 360-degree approach to crafting, building, and cultivating a distinct identity for the destination based on key considerations such as the destination proposition, history, and values. As a result, brand promotion influences destinations with a solid reputation. By being innovative, scalable, and agile in their strategy, destinations with a solid reputation can bear the test of time and remain competitive.

The strongest associations observed between price and quantity management, as well as quality control, are with adapting marketing mix and marketing effectiveness variables. Smaller companies, such as guesthouses, B&B, Inns and the like adapted marketing seriously to become more competitive, and if they don't have the necessary expertise and experience, it's worth it to brush up on what they

already know or hire a marketing professional to help. Smaller companies, such as guesthouses, the importance of well-planned and aggressive marketing campaigns can be based on the variables included in the marketing mix [1].

Brand Marketing Strategies. Tourism marketing refers to the measures and strategies used to make tourist destinations and attractions more appealing to tourists. Tourism marketing's aim is to draw visitors to a particular tourist destination. Hotels, individual cities with unique tourist attractions, states with unusual market attractions, convention centers, and other places of leisure or travel interest are examples of these sites. Tourism marketing primarily involves the use of fundamental marketing tactics and particular strategies to promote and increase tourist influx. The tourism marketing is associated to the location marketing of the tourism resources and how the marketing was executed [1].

It is important to boost your tourism content marketing campaign; the content is massive, as you are aware. The distribution of marketing or promotional materials may also be boosted by publishing ebooks. Inbound marketing can now concentrate on providing

free information to the audience that benefits them and adds value to their lives.

Marketing makes sure it will leave some space for versatility. When it comes to promoting the destination, time bound, and smart planning are fantastic; marketing content and visual presentation is very important. The impact of marketing can be observed to its sales and bookings. Building the content of marketing tools that prowess indicated within the marketing collaterals is suggested [2].

Brand Position. To place the tourist destination in the local and international tourism and hospitality market, the website accepting online transactions, bookings and reservation for local tours, events, and attractions in addition to destination marketing. It has been discovered that opening online bookings can produce high volume of bookings and reservation [2].

In the meantime, Instagram plays an important role in marketing strategies as a social media site. For tourism firms and properties depicts on social media, Instagram is the ideal place to be. This is particularly true for Gen Z, with Facebook user numbers steadily declining while Instagram strategy rise up tourist arrivals [3].

Majority of the travelers, the first things they do when arriving in at the new destination is look up the tourism board's hashtag for getting their photos shared. Setting a destination hashtag, advertising the place, the tourist activities, and even the facilities, monitoring the tourism business all reveals important value and all its aspects, and share the very high-quality visuals that are selling the destination for free to visitors. For the best, Instagram marketing strategies may increase the engagement of the tourists [2].

Facilities, Service Quality. Tourism facilities are associated to accommodation, which includes all that are provided to meet a person's needs, including places where visitors can relax, staycation, shower, enjoy the food and drinks, and as well as enjoy tourist amenities such as entertainment facilities. Tourism facilities are divided into three categories: first, accommodation, which includes all that is provided to meet a person's needs, including places where visitors can relax, stay, shower, eat, and drink, as well as enjoy tourist amenities such as entertainment facilities. Based on theoretical research, the three elements cited, namely, lodging, supporting facilities, and other auxiliary amenities were used to determine the offerings of the tourism properties. Providing parking

lots, on the other hand, helps to increase the safety and comfort of the vehicles that visitors use while traveling.

Based on the result of the study of Ginting and Sasmita [4] a clean environment will enhance the appeal of a location and should be maintained. Shopping, on the other hand, is one of the exciting and entertaining tourist activity. However, the government has paid insufficient attention to the provision of shopping stores in the village's tourist district. The establishment of souvenir shopping stores can increase the level of living local people who are willing to engage in entrepreneurship. The presence of souvenir shops along the road can attract visitors to shop.

Tourist satisfaction and meaning experience in the destination is one of the most significant sources of destination competitive advantage in the sense of service quality, since the fundamental aim of tourism stakeholders is to evaluate both the adequacy and efficacy of tourism products in terms of the facilities and services that, when combined, provide visitors with unforgettable destination experiences [5]. It is thought to be one of the most critical factors in achieving a competitive edge, a distinct picture, and effectively marketing destinations, as it affects destination selection, product and service use, decision to return, long-term relationships, and destination credibility [6].

Political, Social and Economic Stability. Today, tourism is valued and regarded as a global economic powerhouse. It has become a source of income for many people in developing countries. Although the tourism industry benefits from global jobs. When it comes to selecting tourist destinations and facilities, tourist conduct has become more nuanced and difficult [7].

The four perspectives on tourism as viewed as promising growth factor as such environmental and ecological economics where the local product are being produced and become source of living of the local communities; the social economics which relates to local owned business who were able to get opportunities to make their own living, and the political would refer to the local governance protecting the tourism resources.

These theoretical positions approaches will secure the development of the tourism from a different angle, and if they are implemented by states, tourism planning can be tailored to the global development strategy as based on the chosen strategies. This section describes each postulate, their relationship to tourism creation approaches, and then one is chosen to meet the work's objectives [9].

Furthermore, the tourist inventory is incorporated into a coordinated development plan that incorporates to the physical environment, social entity, economic status, and political peculiarities; with resources that would give an overview of the impacts; and the development of basic tourism facilities and amenities leading to touristic efficiency. Likewise, in the development of regulatory, cooperation, and coordination instruments between the three spheres of government, private sector, and civil society, as well as in designing the financial instruments and investment management that enable the region's human and natural resources to be capitalized on through sustainable tourism.

Systematic Promotions of Cultural Events.

Cultural events are increasing in number, size, and variety will serve as a form of enjoyment and entertainment for people who used to live in the modern world. Cultural events would mean unique experience as they emerged on that. From traditional theater and cinema shows to festivals, happenings, and exciting show events, there is something for everyone. Cultural activities are attracting an increasing number of people and offering major business opportunities involving a wide range of resources. Cultural activities are becoming an important prerequisite for the growth of cultural tourism as a social phenomenon. However, there are new issues with cultural event preparation, financing, execution, and effectiveness [10].

Cultural promotion stimulates people's work in the field of culture by scholarships, declarations, prizes, and technical channels on the marketing hand. Furthermore, cultural tourism is the evaluation of the tourist destination's tourism assets and resources. Tourism-related public bodies will create detailed inventories that contain all of the elements that a destination can offer tourists. The list of resources in each region would be reduced for entrepreneurs preparing to start a cultural tourism business to those elements relevant to heritage, which may be tangible or intangible. The UNESCO idea of cultural heritage can be used to clarify the definitions of tangible and intangible culture [11].

The work of the artists, architects, musicians, authors, and scientists, as well as the work of unknown tourism enthusiasts is an expression of the people's faith, and the body of values that give meaning to life, are all part of their cultural heritage. While, the languages, rites, values, historic places and landmarks, literature, works of art, archives, and libraries are all examples of tangible and intangible works that express a people's imagination. A brand's image is its core material, but image creation is not a brand. Tourists

from various cultural backgrounds have different perceptions of a destination and its picture, which is influenced by their expectations [12].

OBJECTIVES OF THE STUDY

This study aims to assess the factors influencing the tourism marketing strategies in CALABARZON REGION, more specifically, to assess the tourism marketing strategies of CALABARZON in terms of brand marketing strategies, brand position, facilities, service quality, political, social and economic stability, and systematic promotions of cultural events.

MATERIALS AND METHODS

The researcher used descriptive research method. The adapted questionnaire was administered to 335 tourists. The respondents were the tourists who visited the top five (5) attractions in CALABARZON based on the tourist arrivals of 2018. The total number of respondents for each province was computed based the effective size of 0.25, a power probability of 0.95 and an alpha level of 0.05 using G* power 3.1.9. During the conduct of research, respondents were selected at random and allocated proportionally.

The researcher used an adopted instrument from Ibrahim [2] to assess the tourism marketing strategies of CALABARZON in terms of brand marketing strategies, brand position, facilities, service quality, political, social, and economic stability, and systematic promotions of cultural events. This instrument undergone a reliability test with Cronbachs' alpha value equivalent to (0.931) whereas other items have each variable greater than accepted percent 0.60, which indicates consistency of the study.

Weighted mean and Rank were used to determine the tourism marketing strategies of CALABARZON in terms of brand marketing strategies, brand position, facilities, service quality, political, social and economic stability, and systematic promotions of cultural events.

RESULTS AND DISCUSSION

Table 1 exhibits the Tourism Marketing Strategies in CALABARZON in terms of Brand Marketing Strategies. Respondents overall rated these brand marketing strategies as less effective with a composite mean of 2.42.

Respondents considered "Tourism marketing campaigns to have promoted various tourist activities within the destinations" as effective at the first rank with 2.67 followed by "Tourism marketing works on attracting people to a specific location without recommending a particular sites or accommodations "with 2.52.

Table 1. *Tourism Marketing Strategies in CALABARZON in terms of Brand Marketing Strategies*

Brand Marketing	WM	VI	R
1. The marketing strategies and campaigns promoted local business products and services	2.32	LE	4
2. Tourism marketing campaigns promoted the facilities in the destinations	2.27	LE	5
3. Tourism marketing campaigns promoted various tourist activities within the destinations	2.67	E	1
4. Tourism marketing focused on attracting visitors to a specific location	2.35	LE	3
5. Tourism marketing works on attracting people to a specific location without recommending a particular sites or accommodations	2.52	E	2
Composite Mean	2.42	LE	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

Tourism marketing campaigns have the power to draw people in, ignite the economic development and truly putting a place on the map. The primary objective of the destination marketing management is to promote the place and attract tourists. One of the tactics involved is to create a marketing brand and has its own identity. Visiting the official website of each province in CALABARZON illustrated the stunning views of natural attractions, historical discussion and list of many tourist activities and products. Further, tourist’s activities are included in imprint or online brochures and in the respective social media accounts of the tourism and hospitality establishments.

This may be related to the findings of Bunghez [13] which found that destination choice influences accommodation, locations, events, and activities in various aspects of destination marketing. Tourism has a multiplicative character due to the variety of activities that make up its content. It is extremely important for a destination's touristic success. As a result, destination marketing entails the key practices, as well as the right combination of group amenities and facilities [14].

On the other hand, “Tourism marketing campaigns promoted the facilities in the destinations”

was rated less affected and at the least rank with 2.27 weighted mean.

Respondents considered the facilities in the destination base on their purpose. Availability of team building facilities is frequently asked for corporate account. Hotels or resorts’ facilities are also inquired or queried by the respondents. They investigated for swimming pool, outdoor and indoor sports facilities, and other facilities of recreational activities. Tourist facilities refer to the infrastructure, equipment, and services that allow tourism to take place: visitors enjoy the attractions while remaining healthy [15].

More so, tourist facilities are required to adhere to the limits of affordability capability, affecting the characteristics of environmental degradation as well. Its growth has had major consequences: the appearance of large tourist facilities spread through diverse and extensive regions, necessitating large investments, and necessitating development, management, promotion, and exploitation strategies; Huge transient demographic shifts, resulting in dramatic environmental changes and a variety of motivations and demands [16].

Table 2. *Tourism Marketing Strategies in CALABARZON in terms of Brand Position*

Brand position	WM	VI	Rank
1. Brand position the well-known products between competitors	2.25	LE	4
2. Brand position raised the awareness on local products and services	2.54	E	3
3. Created mental image of the local products, services, and tourist activities to the customers	3.07	E	1
4. Established the destinations including the local brands as perceived uniquely by the customers	2.89	E	2
5. Brand position created “recall” effect using specific way in the presentation of local products / services and tourist activities of the destinations	2.12	LE	5
Composite Mean	2.58	E	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

Table 2 presents the Tourism Marketing Strategies in CALABARZON in terms of Brand Position. Respondents, considered these tourism marketing strategies in terms of brand position as effective with a composite mean of 2.58.

Top in the list was Creating mental image of the local products, services and tourist activities to the customers which was considered as effective by the respondents with a weighted mean of 3.07. Ranked mid was that Brand position raised the awareness on local

products and services with 2.54 weighted mean and rated as effective as well. A brand's aim is to create a distinct and unforgettable identity in the marketplace that represents a source of value for the customer. Contemporary destination marketers are faced by visitors who are constantly seeking lifestyle fulfillment and experiences, and branding is perhaps the most effective marketing weapon available to them.

According to the findings, destinations have excellent resorts and attractions, each country claims to have a unique culture, environment, and history, each place claims to have the friendliest people, and high standards of customer service and facilities are now anticipated. As a consequence, the need for destinations to develop their own distinct identities – to set themselves apart from their competitors – is more important than ever.

When it comes to booking vacations, destinations with a strong market presence and enticing attractions will remain at the forefront of consumers' minds. Strong branding would help a destination stand out in the crowded global tourism market, which is highly competitive and dynamic. Building and retaining brand value is critical to business success, so brand management is rapidly moving from a sideline marketing issue to a core business strategy.

Tourists' perceptions were concluded as highly subjective, resulting to obtain different impressions based on how they feel about the place, how they engage to the people around and their interest as well to the destination. Their thoughts and emotions influence their perception toward the place. The picture of a destination that a tourist has can be very personal,

as it is based on each tourist's individual impressions of the location. In addition, the mental image creates and reflects a tourist's awareness and beliefs about a place, while the affective or subjective image refers to their feelings or emotional responses to it [17].

Respondents, on the other hand, rated the marketing technique as having a "recall" effect when local products/services and tourist activities of the destinations were presented in a particular way.

Furthermore, these are "raw materials" for the tourism product, according to the assumption, and as such are part of the territory where the company is located. They are made up of natural and cultural resources, locations, and events that pique the visitor's interest and inspire him or her to act based on their characteristics or position in a sense. As a result, destination image studies are the backbone of effective marketing campaigns, and image is one of the few points of distinction from other tourist destinations in an era of ever-increasing competition.

The tourists' post-visit satisfaction is influenced by their recall of the destination image. The quantitative research and theoretical analysis of the definition of destination image indicate that the overall image of this destination is a multidimensional phenomenon with cognitive and affective dimensions. As a result, tourists' expectations are shaped not just by their own experience and opinions about the site's features, but also by their feelings and perceptions of the destination [17]. As a result, destination brands need to be powerful and consistent; it's not a good idea to project the same picture to all consumer [18].

Table 3. *Tourism Marketing Strategies in CALABARZON in terms of Facilities*

Facilities	WM	Verbal Interpretation	Rank
1. Has adequate facilities to attract more customers.	2.47	Less Effective	2
2. Facilities created positive mental image.	2.39	Less Effective	4
3. There are suitable facilities in tourism.	2.13	Less Effective	5
4. Facilities are used in promoting a certain tourist destination.	2.68	Effective	1
5. Facilities suit to the level of the touristic destination.	2.44	Less Effective	3
Composite Mean	2.42	Less Effective	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

Table 3 presents the Tourism Marketing Strategies in CALABARZON in terms of Facilities. Overall, respondents rated these tourism marketing strategies as less effective with a composite mean of 2.42. The respondents rated one out of five strategies as effective, that is, Facilities are used in promoting a certain tourist destination with 2.68 weighted mean at the first rank. Facilities suit to the level of the touristic

destination was at the middle rank with 2.44 and interpreted as less effective.

In the marketing collateral, facilities are highlighted. The properties, features, and location of facilities and amenities are featured and viewed on the website. Hotel rooms, restaurant outlets, scenery outside the hotel windows, parks, and the lobby were all on view. Resorts often have seascapes or scenery in their properties, as well as indoor facilities and

amenities. Furthermore, one of the most important factors affecting tourists' decisions to visit a tourist destination is the facilities available. Facilities can refer to transportation conveniences, amenities, or utilities, and they can also refer to the vehicles, tools, or gears used in various tourist activities.

Tourism strategy, which should preferably be aligned with the strategic plan for overall regional growth, benefits from destination marketing. However, destination marketing entails using tourism for purposes such as enhancing the area's overall reputation to attract business, expanding facilities that can also be used by the local community, achieving

environmental improvements, or instilling pride in the locals [18].

The last in the list and was considered as less effective, as well, was that they have suitable facilities in tourism with a mean of 2.13. Tourist has variety of reasons to travel. They have many expectations that need to please and convince. The situation is not always on how it suits to them but rather it should be more than to what they think. Enough is not enough but there could be more to what they expect. It always suits to their perception and preferences. Since the marketing strategies were being measured in its effectiveness which has a positive response of establishment in support facilities and services [19].

Table 4. *Tourism Marketing Strategies in CALABARZON in terms of Service Quality*

Service Quality	WM	VI	Rank
1. The service quality in the destination increased the success of the marketing promotions:	2.46	LE	3
2. The marketing promotions on the service quality in the destinations are matched/true.	2.67	E	1
3. The quality of the service and its price is balance to each other.	2.57	LE	2
4. social media is effective in campaigning the quality of the service in the destination.	2.18	LE	4
Composite Mean	2.47	LE	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

Table 4 displays the tourism marketing strategies in CALABARZON in terms of service quality. Respondents also rated them as less effective with a composite mean of 2.47. The highest on the list and was considered effective was that the marketing promotions on the quality of the service in the destinations are matched and true with a mean of 2.67.

At the middle rank was the quality of the service in the destination increased the success of the marketing promotions (2.46) and was rated as less effective. Tourists are still interested in what kind of service the property in the destination will provide. Tourists, for the most part, value their money, so they place a high value on the quality of service or experience they will have when visiting the destination. They enjoyed being pampered, looked after, and made to feel valuable while staying at the hotel. This is how they describe service quality: it's all about them or geared toward them. The content of advertising materials used by destination marketing management, such as imprints or online brochures, is critical in the tourist decision-making process. As a result, members of the travel distribution channel collaborate with destinations and advertise their products using the images given [18].

Last on the list was the “social media is effective in campaigning the quality of the service in

the destination” (2.18) and was less effective, as well, for the respondents. The marketing tactics used to promote to tourists are not impressive. They were not influenced or motivated to visit the area by social media. The strategic position of the provinces in Metro Manila, as well as their proximity, is a major factor in how they spend their time traveling, especially when they only need to escape for a short time and want to fly for less money than they would if they flew or sailed somewhere else. Place marketing has grown exponentially, and the industry has become more advanced as a result. Globalisation and the ever-increasing number of foreign are partly to blame for this growth, which has an important effect on its competitiveness [20].

Table 5 shows the Tourism Marketing Strategies in terms of Political, Social and Economic Stability. The leading strategy was that People preferred more the economically stable destinations (2.83). At the middle rank was that “People give more importance to their safety and security in the touristic destinations” (2.58) and was considered as effective, too. Tourists are drawn to destinations that are new and progressive. They wanted to visit a place with high-rise buildings, infrastructure with new architectural designs, prosperous business and industry, and they admired the people's improved standard of living.

Table 5. *Tourism Marketing Strategies in CALABARZON in terms of Political, Social and Economic Stability*

Political/ Social and Economic	WM	VI	Rank
1. The political stability renders the marketing strategies successfully.	2.29	LE	5
2. It is important to improve the political and economic status for a successful marketing strategy.	2.63	E	2
3. People give more importance to their safety and security in the touristic destinations.	2.58	E	3
4. People preferred more the economically stable destinations.	2.83	E	1
5. The price or cost of the tour influenced the process of tourism marketing strategies.	2.49	LE	4
Composite Mean	2.56	Effective	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

They were encouraged to move and start a new life in a foreign country. This is due to the destination's financial situation. As a result, there is a progressive industry in the tourism industry in CALABARZON, as there are properties that are visually appealing and advanced. Provinces have a relatively stable economy.

The direct influence of the first round of monetary circuit came from tourists; economic potential is the ability to absorb tourism functions without causing undesirable activities; and the indirect impact is the ability to absorb tourism functions without causing undesirable activities. The beneficial effects of tourism stimulate progress and economic growth, create improvement to the tourist activities and innovates far beyond that other destinations could offer. Nevertheless, beneficial effects of tourism may have an impact to economic progress and development to the tourism stakeholders [16].

Furthermore, the visitor is both a buyer of goods and a recipient of services in terms of economics. Part of the investments goes directly to economic of the tourism

industry (housing, food, transportation, etc), The other part goes to local governments or the state budget in the form of fees, taxes, and other levies, and the third half goes to other sectors of the economy for payment of goods and services provided to meet the needs of the tourism industry. As a result, tourism will contribute to the economic growth of both a local community and a country's economy by generating revenue from domestic and international tourists [13].

On the contrary, respondents rated this strategy; the political stability renders the marketing strategies successfully, as less effective with a weighted mean of 2.29. Tourists are turned off when a location is exploited politically. When things, activities, or places are politically inclined or convinced, tourists are reluctant to travel. They initially have the impression that the area is not safe or stable for travel. As a result, when marketing is regulated by the government, it is seen as a drawback by visitors.

Table 6. *Tourism Marketing Strategies in CALABARZON in terms of Systematic Promotion of Cultural Events*

Promotion of Cultural events	WM	VI	Rank
1. Promoting cultural events attracts more tourists.	2.94	E	1
2. Marketing strategies raised awareness on cultural events of the destination.	2.49	LE	4
3. Culture-based marketing strategies are important to increase the success of the promoting process.	2.56	E	3
4. Most tourist destinations involved in the culture events in their strategies.	2.79	E	2
5. Traditions and cultural events increased the success of the marketing strategies.	2.14	LE	5
Composite Mean	2.58	E	

Legend: 3.50 – 4.00 = Very Effective (VE); 2.50 – 3.49 = Effective (E); 1.50 – 2.49 = Less Effective (LE); 1.00 – 1.49 = Needs Improvement (NI)

Table 6 displays the tourism marketing strategies in CALABARON in terms of systematic promotion of cultural events. Respondents generally assessed these strategies as effective with a composite mean of 2.58. Leading the list was Promoting cultural events attracts more tourists with a weighted mean of 2.94 and was rated effective.

Culture-based marketing strategies are important to increase the success of the promoting process (2.56) was at the middle rank and was also rated effective. Leisure tourists may be attracted to cultural activities. Each province in CALABARZON has its own distinct cultural events that are well-observed each year. During several festivals in the region, many tourists arrive. The

growth and revival of cultural and religious practices encourages an increase in local people's interest in sustaining and preserving natural and cultural tourist goals, which can thus be capitalized, initiating new cultural action in religious plan - pilgrimage [16].

On the other hand, traditions and cultural events increased the success of the marketing strategies with 2.14 weighted mean was at the last rank and was considered less effective by the respondents. Tourists claimed that marketing success was not contingent on promoting customs and cultural activities. Instead, focus on how it's available online, such as through social media tools and online reviews, and how it can recognize a target market's need and define the intent of goods, services, or events.

Tourists often referred to the official provincial site of each province when promoting attractions or itineraries in the region. Traditions and cultural events are listed, but they are not the focus of the material. Other information can be found on the official website's home page. Cultural tourism is a critical component of several local communities' economic growth and Cultural destinations, as well as other tourist destinations such as beach locations, will draw more visitors [17].

CONCLUSION AND RECOMMENDATION

Based on the findings, the tourism marketing strategies in CALABARZON is effective in doing brand positioning and handling a systematic promotion of cultural events. The tourist destination management, department of Tourism (DOT), travel agencies and operators and the local government of entire CALABARZON may collaborate for aggressive marketing campaign promoting the best and unique features of the region and create grand projects that the tourist could travel CALABAZON in one single tour package as well as to promote the accommodation, facilities and tourist activities. The future researcher may conduct similar study using different variables such as: digital web platforms marketing and emergence of technology for marketing promotion.

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