

PROMOTIONAL STRATEGIES OF INLAND RESORTS IN PANABO CITY

A Thesis
Presented to
The Faculty of UM Panabo College
Panabo City



In Partial Fulfilment
Of the Requirements for the Course
Marketing Research
(Marketing 222)

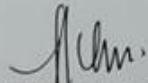


Louwie Joy Y. Roxas
Rey Alibanggo
Christian R. Ombajin

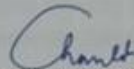
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ACCEPTANCE SHEET

This thesis entitled **PROMOTIONAL STRATEGIES OF INLAND RESORTS IN PANABO CITY** prepared and submitted by **Louwie Joy Roxas, Rey Alibanggo** and **Christian Ombajin** in compliance with the requirements in the Research Subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.




AMELIE L. CHICO, DM, FRIM
Research Coordinator



LIEZEL V. CHAN, Ph. D
Dean of College
UM Panabo College

APPROVAL AND ENDORSEMENT SHEET


This thesis entitled **PROMOTIONAL STRATEGIES OF INLAND RESORTS IN PANABO CITY** prepared and submitted by **Louvie Joy Roxas, Rey Alibanggo** and **Christian Ombajin** in partial fulfillment of the requirements of the course Marketing Research (Marketing 222), has been examined and accepted, and is hereby endorsed.



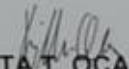
APRIL ROSE L. SAM
Research Adviser

PANEL OF EXAMINERS

Accepted and approved, after examination during the final defense as per requirements of Marketing Research (Marketing 222)



AMELIE L. CHICO, DM, FRIM
Member



ANTONIETTA T. OCAY, DBA
Chairperson

ABSTRACT

This attempts to give a conceptual insight about the Promotional strategies of Inland Resort in Panabo City. It includes promotional strategies refer to a sort of correspondence to clients or customers and prospect that convince or remind about the products, services and ventures. Under Promotional Strategy, there are Pull Strategy, Push Strategy and the combination of Pull and Push Strategy as indicators. Customers of the inland resorts really matter on how the resort being promoted to them. Promotional strategy as independent variable the study used constructive questions taken out from the different concrete views.

Keywords:*Promotional Strategy; Pull strategy; Push strategy; Combination of Pull and Push strategies.*

DEDICATION

I dedicate this research study to my family, for giving me patience and also for their financial support. To my friends for giving me courage to complete this research; to our professors who never failed to help us in make this research successful. Lastly to Almighty God for guiding us always and giving us more strength to accomplish this research.

Louwie Joy Y. Roxas

I dedicate this study to my family who never give up on the financial support and unconditional patience; to my friends for sharing their knowledge about the research and to my group mates who give me more courage to step out and do my best to fulfill my task; to our advisers who gave their knowledge to make this study more reliable and also to our Almighty Father for giving me hope.

Rey Alibanggo

I dedicate this research to the people who supported me most. To my family who never surrender to what I need during the making of this research, to my group mates who give me more strength to continue ; to our professors who give us advices and also to the Lord who is our hope for every day weaknesses.

Christian Ombajin

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Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

Promoting an inland resort is not easy as we thought, most especially when we had a lot of competitors. Less promotional strategies will affect to the progress of the resort due to lack of push and pull strategy about resort's information.

In South Africa, a known inland resort struggles to achieve their targeted number of tourists in a year because of their ineffective push and pull promotional strategy. Only few tourists visited the resort because of the customers are not aware about the existing inland resort in the area (Mearns & Boshoff 2017).

In the Philippines, one popular inland resort encountered decrease in number of guests visited due to ineffective usage of social media and insufficient funds for posters to be posted on different area for the awareness of the customer about the resort. This takes a lot of risk for the part of the owner because they need to improve and developed more their promotional strategies (Bautista 2006).

In Panabo City, as per interview of one of the employee of inland resort, he stated that the inland resort is less popular because of the promotional strategy tools that they need to consider like posters, fliers or even social media is not totally effective. As a result, the inland resort is not getting more customers or tourists. Thus the researchers conducted this study

to determine the level of promotional strategies in inland resorts in Panabo City.

Statement of the Problem

This study is conducted to determine the promotional strategies of inland resorts in Panabo City. It sought to answers the following questions:

1. What is the level of promotional strategies of Inland Resorts in PanaboCity in terms of:

1.1 Pull Strategy;

1.2 Push Strategy; and

1.3 **Combination of Pull and Push Strategies?**

Theoretical and Conceptual Framework

This study is anchored on the theory of Chand (2013) who stated that push, pull and the combination of two are the promotional strategy that will help to distribute information about the product.

It is also supported by Magloff (2018) who pointed out that in promotional strategy important in communicating with customers. Push strategy, pull strategy and the combination of push and pull are the three basic types of promotional strategies that help the business to be successful.

As shown in conceptual paradigm of the study in figure 1. The independent variable of the study is promotional strategies with the indicator of *pull strategy* that refers attempting to take the products to the customers. Followed by *push strategy* that refers to get the customers to come to you, hence the term pull, where marketers are attempting to pull customers in. Lastly *the combination of pull and push strategies* referring to use the pull and push strategy together for a better result.

MAIN VARIABLE

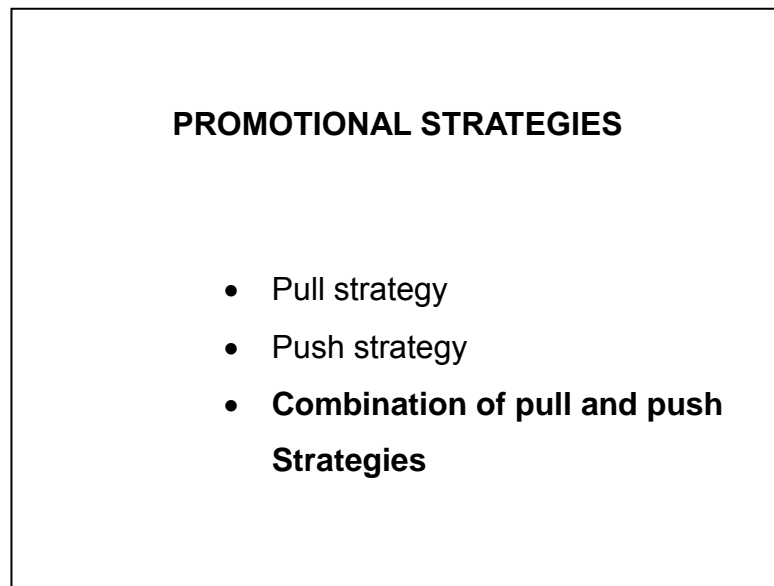


Figure 1. Conceptual Paradigm showing the variables of the study

Significance of the Study

The result of this study will provide insight and valuable contributions to the following:

Inland resorts owner. The result of the study will be helpful to the resort owner as their basis for having the implementation of promotional strategies that can be used in the business. It also adds some ideas for making the inland resort more attractive.

Tourist. This study will serve as their guide in searching the well promoted inland resort with factual information.

Future Researcher. This study will enable to boost the knowledge of the researcher about the promotional strategies that they can use as a guide for the research.

Definition of Terms

Some of the terms in this study are herein defined to convey the meaning intended by the researchers and to establish a common frame of reference.

Promotional Strategy. Is a component of the marketing strategy with the purpose of informing, persuading, and influencing the customer's purchase decision (Dekimpe and Hanssens 2014). In this study, promotional strategies refer to a sort of correspondence to tourists and prospects that convince or remind through push strategy, pull strategy, and combination of push and pull strategies.

Chapter 2

REVIEW OF RELATED LITERATURE

This chapter presents the related literature and studies conducted by different authors that will give the readers a more unobstructed view of what is emphasized in this study.

Promotional Strategy

In the study of Lao (2002) it stated that selling an inland resort for tourist destination ought to be organized to propose the importance of tourism, and enhancing centers by using establishing most new sights.

Besides, Zickwund (2003) said that inland resorts promotion ought to establish to serve as opportunity accommodations in addition to for pastime of tourist. As a business organization and presenting a full sort of products and services, the resort industry has won balance in society.

However, Mujtaba (2007) stated that as for resorts to be aggressive and remain in the inland resort, it has to provide suitable services to the tourist, low-cost charges of room/cottages, hospitality of personnel and recreational activities that satisfy maximum to the vacationer. Consequently, promotional techniques of the inland resort have to derive commonly, inelastic, and broadly fluctuating.

It is equally vital that McFarlane (2007) said that promoting inland resorts should recognition on presenting a unique design of leisure facilities, a pleasant welcome, and courtesy from employees, precise and proper air flowof

rooms, right sanitation and cleanliness of the surroundings and a excellent offerings to the visitor that enables obtain a incredible boom of the lodge.

Nevertheless, Donnelly (2006) said that promoting of resorts can be stepped forward via analysis of spending and establishing goals, higher selection of suitable promotional techniques and improvement of additionally detailed statistics on the effect of promotion. Improve a full kind of products with high first-class coupled with courteous and prompt offerings from the personnel.

Also, Weinstein (2004) states that managers of accommodations frequently try and have excessive tourist satisfaction with the aid of studying as a whole lot as they can approximately their customers. The more managers recognize almost the tourist, the higher they can satisfy their needs. Many managers believe that enhancing andgrowing the promotional techniques of the inland resort can have a remarkable effect on the fulfilment of their enterprise.

Also, Edmundz (2017) growing inland resort promotions research the belongings' goals for revenues. Observe when doing can be doing promotions some hotels need developments at some point of slow times because they booked stable with little advertising and marketing attempt for the duration of an excessive season. Accommodations want most promotional finances for the period of the busy season when competition for tourist is highest.

Pull Strategy, Consequently, to Holm (2007) pull strategy is when a message is designed to place a logo that directed to end-user clients or tourists, and then the intention is to generate increased tiers of consciousness, trade and give a boost to attitudes, lessen chance, encourage involvement and

motivate the customer to visit at the inland resort. This motivation is to stimulate action so that the goal markets something first-rate to be revel in within the hotel.

For Healey (2013) the use of pull strategy is selling the inland resort to direct the information approximately the resort to the tourist who seeks for a better and accommodating resort. Advertising is the promotional tools typically utilized in this case. If they achieved it maintain purchaser courting.

Hence, Corniani (2008) stated that the pull strategy referred to techniques that begin from the marketplace and pass closer to the inland resort. Gratifying the tourists via the making in their call for a request will assist in enhancing the progress of the inland resort due to the fact the wide variety of the resort tourists will increase together with the earnings.

On the other hand, Cornish (2013) stated that on developing more approach so that it will assist in reaching the pleasure of the tourists in terms of the services and promotions that they may avail on the inland resort.

Furthermore, Gupta (2013) said that pull strategy purpose at without delay promoting to tourists via venues as participation in a few exchanges indicates so that the exposure of the resort will boom. It's also nice to include social media to promote the inland resort.

Push Strategy. On the study of Healey (2013), that push strategy is while the owner of the inland resort will discover some other advertising company merely to sell their inland resort. They are not without delay the only who provide the information to the tourists. There are some intermediaries contain earlier than it got here to the customers. It is ideal for the business even though it will cause a fee because the promotion is greater attractive.

Additionally, Gupta (2013), stated that the inland resort offers few sports-related activities for the visitors of the resort. Promos and discounts are some of the promotional techniques to help the inland resort is greater visited than the alternative competition.

For Corniani (2008), a push strategy refers to the Improvement of methods that emanate from the inland resort and move closer to the market. The resort invents, develops and proposes reductions, promos, programs, and sports which might be destined to discover tourists. The tourists continually seek the best and new for them.

Furthermore, Baines et al. (2008), stated that a push strategy describes the work the inland resort owners and employees need to perform to deliver the products and services to the tourists. The push technique can work well for lower value items offered by the inland resort where tourists are ready to make their decision on the spot.

Similarly, Jain (2000) stated that push strategy means looking at the new possibilities on how we reach prospect tourists. It includes advertising the inland resort using billboards, poster and a lot more outdoor promotional activities that will help the tourists to identify to what the inland resort that want go and what are the things that found to enjoy at the resort.

Combination of Pull and Push Strategy, In the idea of Edward, Hinkelman & Sibylaa (2015), explains that the combination of push and pull strategy is a compelling blend when it used together. It is because it captures all dimension of the market. It identifies the needs and wants of the customer to experience.

Moreover, Gupta (2013), stated that the combination of both is mainly applied to push tactics with the hope of persuading the tourists to visit the inland resort while the resort is creating the demand activities to the tourists.

Likewise, Aaker (2014) studied that establishing an assumption on the effectiveness of the combination of push and pull strategy will increase the resort demand and sales. While maintaining the image of the inland resort, the owner should know the promotional strategies on how they are going to promote the inland resort to have the increased number of tourists, and it will come back all over and over again.

Furthermore, Mureithi (2013) stated that enhancing the effectiveness of promotional strategies in the inland resort is essential. Every time the two types of promotional strategies will be combined it will result in a good result for the inland resort it is because the inland resort is satisfying the need of the tourist based on their demand.

Lastly, Johnson (2014), found out that the combination of the two promotional strategies will lead to the positive performance of the inland resort. It is a better way to promote the business due to it was already tested and proven. Tourists want exciting, so they will seek an inland resort that will answer their excitement.

Chapter 3

METHOD

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures and statistical

Research Design

The researchers used the descriptive-correlation method. Descriptive research described the nature of a situation as it exists at the time of the study and identifies the causes of this circumstances wherein a data was gathered. It involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Suero 2015)

Research Subject

The respondents of this study were the selected tourists in Panabo City. The researchers utilized convenient sampling technique. The researchers wrote a letter to the business licensing office to secure copy for the number of registered inland resort of the city.

Table 1

Distribution of Respondents

Inland resorts in Panabo City	Respondents Inland resorts customers
Inland Resort 1	50
Inland Resort 2	50
Inland Resort 3	50
Total	150

Research Instrument

Questionnaires were constructed to elicit responses needed to yield the result. It was being presented to the adviser and panels for the correction and suggestion. The said questionnaires were answered by the respondents to know the discern themselves.

The following scales were used to determine the Customer Satisfaction among selected resorts in Panabo City.

Scale	Descriptive Equivalent	Interpretation
4.50-5.00	Very high	This means that the promotional strategy of inland resorts in Panabo City is Observed at all times.
3.50-4.49	High	This means that the promotion strategy of selected inland resorts in Panabo City is observed in majority
2.50-3.49	Moderate	This means that the Promotional strategy of selected inland resorts in Panabo City is observed in many but not in majority cases
1.50-2.49	Low	This means that the promotional strategy of selected Inland Resort in Panabo City observed in few instances
1.00-2.49	Very Low	This means that the promotional Strategy of selected inland resort in Panabo City is not observed

Data Gathering Procedures

The process in conducting the study involved the following steps;

Seeking Permission to Conduct the Study. The researchers sent a letter asking permission to the owner or manager of Inland Resort to conduct study.

Validation of the Instrument. The questionnaire was validated by validators.

Administration of the Instrument. Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time. Personal Interviews were conducted for clarity of answers from the respondent.

Retrieval of the Questionnaire. After the researcher administration of the questionnaire, the data were immediately collected.

Collection of Data. After collecting the questionnaire, it was immediately tallied and was subjected to statistical interpretation

Statistical Treatment of Data

The following statistical tools were used in this study:

Weighted mean. This was use to determine the level of promotional strategies of inland resorts in Panabo City.

Chapter 4

PRESENTATION AND ANALYSIS OF FINDINGS

The chapter consists of the presentation and analysis of findings relevant to the queries raised in the previous chapter. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

Level of Promotional strategies of Inland Resorts in Panabo City

The level of promotional strategies is measured in terms of pull strategy, push strategy and combination of pull and push strategies. The analysis is based on five items questions in every indicator relating to the promotional strategy of inland resorts in Panabo City.

Shown in Table 2 is the level of promotional strategies of the inland resort in Panabo City with the overall mean point of 4.03 described as high. It means that promotional strategies is observed in the majority. It implies that the promotional strategies are being noticed by the tourists of the inland resort. As Lao (2002) stated that promoting an inland resort for a tourist destination, it must be organized to advocate the importance of tourism.

Furthermore, as reflected in Table 2, the first indicator is pull strategy with the mean 3.86 as high which means that promotional strategies is observed in a majority. It implies that the pull strategy of the inland resort gives a positive impact on the tourists of the inland resort. Based on the idea of Cornish (2013), stated that on the creation of more strategy that will help to reach the satisfaction of the tourists in terms of the services and promotions that they will avail at the resort.

Table 2

**Level of Promotional strategies of
Inland Resorts in Panabo City**

Pull Strategy	Mean	Descriptive Equivalent
The inland resort		
1. giving reason customer to visit	3.56	High
2. informing directly the customer	3.83	High
3. helping the business to improve its communication	4.02	High
4. relaying demand from the customers	3.91	High
5. managing the tourists relationship	3.97	High
Over-all Mean	3.86	High
Push Strategy		
The inland resort		
1. attracting customer	3.87	High
2. is more visited than others	3.90	High
3. answering to what the customer need at the resort	3.73	High
4. using to follow what customer demands	4.07	High
5. informing the customer about the resort	4.02	High
Over-all Mean	3.92	High
Combination of Pull and Push Strategies		
1. capturing all the dimension of the market	4.04	High
2. persuading the customer to visit at the resort	4.02	High
3. increasing the number of visitors and customers	3.93	High
4. satisfying needs of the customer based on their demand	4.03	High
5. having a positive performance	4.12	High
Over-all Mean	4.03	High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

Based on Table 2, the highest item for the first indicator is the number 3 with the mean 4.02 described as high in *helping the inland resort to improve its communication* it means that the promotional strategy is observed in a majority. It implies that the tourists are very particular to observe how the employees response. While item number 1 got the lowest mean of 3.56 described as high in *giving reason tourists to visit the inland resort* that the promotional strategy is observed in a majority. It means that the pull strategy is useful in terms of attracting tourists.

The remaining items which are 5, 4 and 2 have a mean of 3.97, 3.91 and 3.83 respectively with the descriptive equivalent of high in *manage the tourist's relationship, relay demand from the tourists* and *inform the tourists directly*. It implies that the promotional strategy is observed in a majority. It means that tourist is greatly influenced by the strategy that is being used.

The second indicator is the push strategy with the mean 3.92 described as high. It means the promotional strategy is observed in a majority. It indicates that the tourists of the inland resort are satisfied with how the resort treats them during the accommodation. As Baines et al. (2008), stated that a push strategy describes the work the inland resort owners and employees need to perform to deliver the products and services to the tourists. The push technique can work well for lower value items offered by the inland resort where tourists are ready to make their decision on the spot.

Item number 4 got the highest mean of 4.07 in use *to follow what tourists' demands* the descriptive equivalent of high. It means that the promotional strategy is observed in a majority. It implies that the tourists are

willing to visit the inland resort because the strategy is satisfying the expectation of the resort. On the other hand item, number 3 got the lowest mean of 3.73, described as high in answer to *what the tourists need at the resort*. It means that the promotional strategy is observed in a majority. It implies that the push strategy is being valued by the tourists of the inland resort.

The remaining item number 5, 2 and 1 got the mean of 4.02, 3.90 and 3.87 respectively described as high in *informing the tourists about the inland resort, is more visited than others and it attracts tourists*. It means that the promotional strategy is observed in the majority. It implies that the push strategy used in the inland resort is effective.

The last indicator is a combination of pull and push strategies with the mean 4.03 described as high. It means the promotional strategy is observed in the majority as stated by Gupta (2013), that the combination of both is mainly applied to push tactics with the hope of persuading the tourists to visit the inland resort while the resort is creating the demand activities to the customers.

Item number 5 got the highest mean of 4.12 in has a *positive performance* with the descriptive equivalent of high. It means that the promotional strategy is observed in a majority. It implies that the customers of the inland resort are very observant on why how employees do their performance. On the other hand item, number 3 got the lowest mean of 3.93, described as high in *increase the number of tourists*. It means that the promotional strategy is observed in a majority. It implies that the tourists are also particular on the number of tourists visit the inland resort and had good feedback.

The remaining item number 4, 2 and 1 got the mean of 4.03, 4.02 and 4.04 respectively described as high *satisfy needs of the tourists based on their demand, persuade the tourists to visit at the inland resort and capture all the dimension of the market*. It means that the promotional strategy is observed in a majority. It implies that the tourists are interested in visiting the inland resort because of the strategies being observed by them.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents the summary of findings, conclusions and recommendations of the study.

Summary of findings

The findings of the study are the following:

1. The overall mean rating obtained by promotional strategies is 4.03 in terms of pull strategy, push strategy and combination of pull and push strategies is interpreted as the promotional strategy is observed in majority.

Conclusions

Based on the findings of the study the following was the conclusion drawn.

The level of promotional strategy of inland resorts in Panabo City is high.

Recommendations

From on the findings and conclusions of the study, the following are the proposals were drawn.

1. Offer new features to the tourists such as wave pool level up with a slide or some new tourist attraction to increase the number of visitors.
2. The inland resort employees may always be available every time tourists need them most especially when they need assistance and information;
and;

3. Increase the number of tourists through the excellent service offered and accommodating personnel's.
4. Future researchers may use this as references for their study, provided that their research will be conducted to inland resort in Panabo City to see if the tourists genuinely observe the promotional strategies.



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APPENDIX A-1

Letter of Permission to Conduct the Study

February 19, 2019

Ms. APRILYN G. BONSUBRE

Zenaida inland resort owner
Prk. Talong, Gredu
Panabo City

Maam:

A greeting of happiness and peace to you.

To undersign are currently on their thesis entitled "Promotional Strategies of Inland resort in Panabo City" for our marketing research subject.

In line with this, we would like to ask permission from your office to allow us to administer the questionnaire to your customers. Attached are the questionnaires for your information and guidance. We assure that the data shall be treated with utmost confidentiality.

It is hope that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

REY ALIBANGGO

LOUWIE JOY ROXAS

CHRISTIAN OMBAJIN
Researchers

Noted:

APRIL ROSE L. SAM

Adviser

APPENDIX A-2

Letter of Permission to Conduct the Study

February 19, 2019

Ms. JEAN G. MELOCOTON
Gambriel inland resort owner
Prk. 7, San Francisco
Panabo City



Maam:

A greeting of happiness and peace to you.

To undersign are currently on their thesis entitled "Promotional Strategies of Inland resort in Panabo City" for our marketing research subject.

In line with this, we would like to ask permission from your office to allow us to administer the questionnaire to your customers. Attached are the questionnaires for your information and guidance. We assure that the data shall be treated with outmost confidentiality.

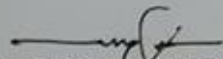
It is hope that this request be given favourable action and preferential attention.

Thank you very much.

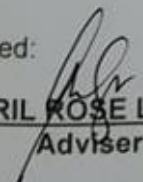
Respectfully yours,


REY ALIBANGGO

LOUWIE JOY ROXAS


CHRISTIAN OMBAJIN
Researchers

Noted:


APRIL ROSE L. SAM
Adviser

APPENDIX A-3

Letter of Permission to Conduct the Study

February 19, 2019

Mr. FRANCISCO A. PANERIO
Del Franco inland resort owner
Prk. 4, Consolacion
Panabo City

Sir:

A greeting of happiness and peace to you.

To undersign are currently on their thesis entitled "Promotional Strategies of Inland resort in Panabo City" for our marketing research subject.

In line with this, we would like to ask permission from your office to allow us to administer the questionnaire to your customers. Attached are the questionnaires for your information and guidance. We assure that the data shall be treated with utmost confidentiality.

It is hope that this request be given favourable action and preferential attention.

Thank you very much.

Respectfully yours,

REY ALIBANGGO

LOUWIE JOY ROXAS

CHRISTIAN OMBAJIN
Researchers

Noted:

APRIL ROSE L. SAM
Adviser

APPENDIX B-1

Letter of Validation

February 06, 2019

RAMONCHITO NALANGAN,MM
UM Panabo College
Panabo City

Sir:

You are one of the chosen expert validator of our questionnaire entitled **“PROMOTIONAL STRATEGIES OF INLAND RESORT IN PANABO CITY”**. In view of this it would be much appreciated if you share your expertise by rating our questionnaire.

It could be also a great help for the undersigned if you can't write your comments, suggestions and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your cooperation and valuable contribution to this request.

Respectfully yours,

REY ALIBANGGO

LOUWIE JOY ROXAS

CHRISTIAN OMBAJIN
Researchers

Noted by:

APRIL ROSE L. SAM
Adviser

APPENDIX B-2

Letter of Validation

February 06, 2019

ANTONIETTA T. OCAY, DBA
UM Panabo College
Panabo City

Ma'am:

You are one of the chosen expert validator of our questionnaire entitled **“PROMOTIONAL STRATEGIES OF INLAND RESORT IN PANABO CITY”**. In view of this it would be much appreciated if you share your expertise by rating our questionnaire.

It could be also a great help for the undersigned if you can't write your comments, suggestions and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your cooperation and valuable contribution to this request.

Respectfully yours,

REY ALIBANGGO

LOUWIE JOY ROXAS

CHRISTIAN OMBAJIN
Researchers

Noted by:

APRIL ROSE L. SAM
Adviser

APPENDIX B-3

Letter of Validation

February 06, 2019

AMELIE L. CHICO, DM, FRIM
UM Panabo College
Panabo City


Ma'am:


You are one of the chosen expert validator of our questionnaire entitled "**PROMOTIONAL STRATEGIES OF INLAND RESORT IN PANABO CITY**". In view of this it would be much appreciated if you share your expertise by rating our questionnaire.

It could be also a great help for the undersigned if you can't write your comments, suggestions and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your cooperation and valuable contribution to this request.


Respectfully yours,


REY ALIBANGGO


LOUWIE JOY ROXAS


CHRISTIAN OMBAJIN
Researchers

Noted by:


APRIL ROSE L. SAM
Adviser

APPENDIX B-2

Letter of Validation

February 06, 2019

ANTONIETTA T. OCAY, DBA
UM Panabo College
Panabo City

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Respectfully yours,


REY ALIBANGGO


LOUWIE JOY ROXAS



CHRISTIAN OMBAJIN
Researchers

Noted by:


APRIL ROSE L. SAM
Adviser

Appendix C-1

Validation Sheet



UM
The University of Mindanao

RESEARCH AND PUBLICATION CENTER

[] Main [] Branch _____

QUESTIONNAIRE VALIDATION SHEET

Title of Research: PROMOTIONAL STRATEGIES OF INLAND RESORT IN PANABO CITY

Proponents : LODWIE JOY B. ROXAS, CHRISTIAN R. OMBASILI, REY A. ALIBANCO

To the Evaluator: Please check the appropriate box for your ratings.

Point Equivalent: 5 – Excellent 2 – Fair
 4 – Very Good 1 – Poor
 3 – Good


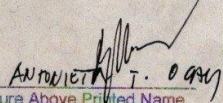
	5	4	3	2	1
<p>1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.</p>		/			
<p>2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.</p>		/			
<p>3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.</p>			/		
<p>4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.</p>		/			
<p>5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.</p>			/		
<p>6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.</p>		/			
<p>7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items.</p>		/			

R. N. [Signature]
Signature Above Printed Name

F-13100-004/ Rev. # 1/ Effectivity: July 24, 2017


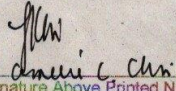
Appendix C-2

Validation Sheet

 The University of Mindanao	RESEARCH AND PUBLICATION CENTER [] Main [x] Branch <u>Panabo</u> QUESTIONNAIRE VALIDATION SHEET																																																
Title of Research: <u>PROMOTIONAL STRATEGIES OF HILLAND RESORT IN PANABO CITY</u> Proponents: <u>LOUIE JOY Y. ROXAS, CHRISTINE R. OMBARIAN, REY A. AUBANEGGO</u>																																																	
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<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">  ANTONIETA J. OMBARIAN </div> <div style="border-top: 1px solid black; width: 150px;"></div> </div> Signature Above Printed Name																																																	

Appendix C-3

Validation Sheet

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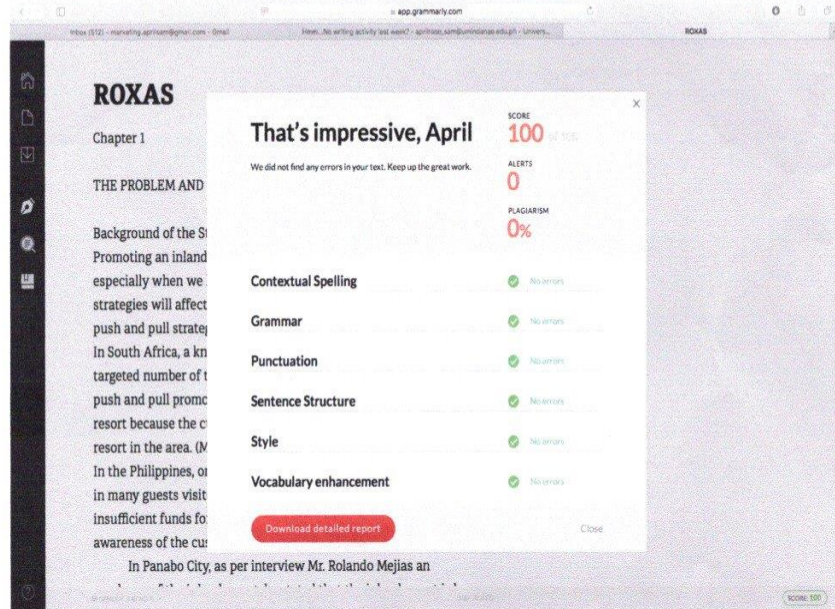
APPENDIX D

Questionnaire

Pull Strategy The inland resort ...	5	4	3	2	1
1. Give reason customer to visit					
2. inform directly the customer					
3. help the business to improve its communication					
4. rely demand from the customers					
5. manage the tourists relationship					
Push Strategy The inland result ...	5	4	3	2	1
1. it attract customers					
2. is more visited than others					
3. answer to what the customer need at the resort					
4. use to follow what customer demands					
5. inform the customer about the resort					
Combination of Pull and Push Strategy The inland resort ..	5	4	3	2	1
1. capture all the dimension of the market					
2. persuade the customer to visit at the resort					
3. increase the number of visitors and customers					
4. satisfy needs of the customer based on their demand					
5. have a positive performance					

Appendix E

Grammarly Certification



ROXAS, OMBAJIN & ALIBANGO

GRAMMARLY GRADE: 100%


APRIL ROSE L. SAM
RESEARCH ADVISER

Appendix F

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
Shopia Calunsa and conducted Research Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Promotional Strategies of Island Resort in Panabo City"
during the period Feb 27, 2019
(State inclusive dates)

Shopia Calunsa
Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
May Cuiroy and conducted Research Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Promotional Strategies of Island Resort in Panabo City"
during the period Feb 27, 2019
(State inclusive dates)

May Cuiroy
Name and Signature of Authorized Personnel

Plagiarism Test

Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

Promoting an inland resort is not easy as we thought, most especially when we have a lot of competitors. Less promotional strategies will affect to the progress of the resort due to lack of push and pull strategy about resort's information.

In South Africa, a known inland resort struggles to achieve their targeted number of tourists in a year because of their ineffective push and pull promotional strategy. Only few tourists visited the resort because of the customers are not aware about the existing inland resort in the area (Meinhart & Condit 2017).

In the Philippines, one popular inland resort encountered decrease in number of guests visited due to ineffective usage of social media and insufficient funds for posters to be posted on different area for the awareness of the customer about the resort. This takes a lot of risk for the part of the owner because they need to improve and developed more their promotional

Match	Source	Match Percentage
1	www.seaandweb.info	2%
2	globalbizresearch.org	1%
3	Submitted to Polytechnic State College	1%
4	Submitted to Regent's University London	1%
5	www.scribd.com	1%
6	spjones.ajjmc.com	1%
7	Submitted to Argoay U.	1%
8	theels.suu.ac.th	1%

ALIBANGGO ROXAS OMBAJIN

FIRST RUN PASSED 9% (05/17/19)

CONGRATULATIONS

DR. AMELIE L. CHICO

Research Coordinator – UMPC



LOUWIE JOY Y. ROXAS

Prk. 1 Brgy San Francisco Panabo City
louwiejoyroxas@gmail.com
Contact # 09498402426

PERSONAL DATA:

Age : 22 yrs old
Date of Birth : September 25 , 1996
Civil Status : Single
Sex : Male
Height : 5'4
Religion : Christian
Citizenship : Filipino
Language Spoken : English, Bisaya and Tagalog

EDUCATIONAL BACKGROAUD:

Elementary : Sto. Nino Elementary School
Secondary : Francisco Adlaon Learning Institute
College : UM Panabo College

AFFILIATION:

Young Marketers Society Member (2015-2019)

SEMINARS AND TRAINING:

Power Dressing and Workplace Etiquette (January 2019)
Road Map to Wealth (February 2019)
Sell your Self (March 2019)



REY A. ALIBANGGO

Prk. 14 Callawa , Buhangin Davao City
Reyalibanggo@gmail.com
Contact #09307005003

PERSONAL DATA

Age : 20 yrs old
Date of Birth : December 12 , 1998
Civil Status : Single
Sex : Male
Height : 5'2
Religion : Pilipinista
Citizenship : Filipino
Language Spoken : English, Bisaya and Tagalog

EDUCATIONAL BACKGROUND:

Elementary : Mabunao Elementary School
Secondary : Mabunao National High School
College : UM Panabo College

AFFILIATION:

Young Marketers Society Member (2015-2019)

SEMINARS AND TRAINING

Power Dressing and Workplace Etiquette (January 2019)
Road Map to Wealth (February 2019)
Sell your Self (March 2019)



CHRISTIAN R. OMBAJIN

Prk. 6 Ising , Carmen , Davao del Norte
Nijabmo.chan@gmail.com
Contact #09127419903

PERSONAL DATA:

Age : 20 yrs old
Date of Birth : November 8 , 1998
Civil Status : Single
Sex : Male
Height : 5'9
Religion : Roman Catholic
Citizenship : Filipino
Language Spoken : English, Bisaya and Tagalog

EDUCATIONAL BACKGROUND

Elementary : Carmen Central Elementary School
Secondary : Carmen National High School
College : UM Panabo College

AFFILIATION

Young Marketers Society Member (2015-2019)

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