



**PROPOSED MARKETING STRATEGIES FOR ALTA RIOS AS A SPRING  
RESORT DESTINATION IN INDANG , CAVITE**

**De La Salle University- Dasmariñas**

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## ABSTRACT

**Title:** “MARKETING STRATEGIES OF ALTA RIOS AS A SPRING RESORT  
DESTINATION IN INDANG, CAVITE”

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### **PURPOSE OF THE STUDY**

The researchers conducted the study to assess the marketing mix of Alta Rios Camp Resort & Conference Center in Indang, Cavite towards developing a proposed marketing strategies that will enhance and improve the current promotional strategies of Alta Rios resort.

### **METHODOLOGY**

The study is a quantitative type of research to assess the marketing mix of Alta Rios Spring Resort Destination at Indang, Cavite. The respondents of the survey were customers/guests and employees of Alta Rios, local residents and Government officials. Slovin's method was used to determine the sample out of the given population to gather the essential data. Survey method was also used and considered as appropriate tool to gather the response of target samples because it clearly assesses Marketing Strategies in Alta Rios Spring Resort Destination in Indang, Cavite. It is considered as the most practical way to gather the data. A statistical treatment of data was used to compile and generalize the results of the survey and interpreted the results using the range of interpretation table.

### **SUMMARY OF FINDINGS**

The study aims to assess the Alta Rios Camp resort and Conference Centre in Indang, Cavite through marketing strategies. The results will be used to come up with proposed marketing strategies.



The study answered the following questions:

1. What is the profile of the respondents in terms of?
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Educational attainment
  - 1.4 Income
  - 1.5 Occupation
2. How do the respondents assess the level of Alta Rios Camp Resort and Conference Center in the following marketing mix fundamentals?
  - 2.1 Product
  - 2.2 Price
  - 2.3 Place
  - 2.4 Promotion
3. Is there a significant relationship between the profile of the respondents and their assessment on the marketing mix?
4. Based on the findings, what marketing strategies can be proposed?



1.1. Results showed that 41 percent of the total respondents were 18 to 28 years old; 25 percent were 29 to 39 years old; 20 percent were 40 to 50 years old; 12 percent were 51 to 59 years old; and, 2 percent of the respondents were 60 years and above. It indicates that majority of respondents were from 18 to 28 years old which or 41 percent of the total respondents.

1.2. The profile of respondents in terms gender showed 55 percent are male while 45 percent are females.

1.3. 8 percent of the respondents obtained master's degrees; 46 percent of respondents are college graduates; 37 percent are undergraduates; 3 percent finished vocational courses; and, 8 percent are high school graduates. On the other hand, none of the respondents are elementary graduates or hold a doctorate degree.

1.4. The respondents are widely scattered when it comes to income distribution. 32 percent of the respondents did not declare their income. 5 percent of the respondents declared that they receive a salary of P5, 999 and below while 11 percent has a salary of P6, 000 – 9,999. 14 percent of the respondents showed an income of P10, 000 – 14, 000 while 20 percent has an income of P15, 000 – 19, 999. 18 percent of the respondents have a salary of P20, 000 and above.

1.5. The highest segment of the respondents reveals that 58 percent are employed, followed by students with 24 percent while self- employed and unemployed are last with 9 percent. Not one of the respondents is under- employed.



2.1. For product assessment on amenities and services offered by the resort, the highest item under product is cottage with a mean of 4.21 and the lowest is quality service with 2.66.

2.2. For place, it shows the assessment of respondents on the price of Alta Rios Camp Resort and conference center. The highest item under price is the spring resort providing relaxing experience with a mean of 4.44 and the lowest is convenient location with 2.40.

2.3. For price, the assessment of respondents on the place of Alta Rios Camp Resort and conference center is as follows: The highest item under place is discount for group with a mean of 4.01 and the lowest is fee which includes Internet and free drinks with 1.31.

2.4. For the promotion assessment of the respondents on the promotion of Alta Rios Camp Resort and conference center, the highest item for promotion is promotion of eco friendly environment with a mean of 3.87 and the lowest is convincing advertisements with 1.32.

3.1. All of the profile of the respondents, the hypotheses are all accepted, and there is no significant relationship between the respondents' profile and their assessment on the level of marketing mix of Alta Rios Camp Resort and Conference Center (Product).





3.2. All of the profile of the respondents, the hypotheses are all accepted and there is no significant relationship. Only the educational attainment is rejected and there is a significant relationship between the respondents' profile and their assessment on the level of marketing mix of Alta Rios Camp Resort and Conference Center (Place).

3.3. All of the profile of the respondents, the hypothesis is accepted and there is no significant relationship between the respondents' profile and their assessment on the level of marketing mix of Alta Rios Camp Resort and Conference Center (Price).

3.4. All of the profile of the respondents, the hypothesis is accepted and there is no significant relationship between except from educational attainment that is rejected and has a significant relationship. The respondents' profile and their assessment on the level of marketing mix of Alta Rios Camp Resort and Conference Center (Promotion).

4. The proposed marketing strategies that the researchers would like to propose is the improvement on their current marketing strategies and additional marketing strategies for Alta Rios Resort. These are advertisements on television, radio and online, advertisements in any newspaper or magazines, additional tarpaulin around Indang, road signage and other promotional tools and strategies. These can help Alta Rios Resort become popular and to be known as an ultimate spring resort destination in Indang, Cavite.



## CONCLUSIONS:

Based on the foregoing findings, the following conclusions were derived:

1. Majority of respondents are composed of 18-28 years old while the least age bracket responded is 60 and above. The respondents are composed of 64 females and 78 males or a total of 142 respondents. Majority of the respondents are degree holders or college graduates and none of the respondents hold a doctorate degree, post graduate and elementary education. Most of the respondents did not declare their income and none of the respondents answered post graduate and elementary graduates. The highest segments are employed while none of the respondents are under-employed
2. The product overall assessment of the respondents is agree when it comes to products, facilities and services. There is also a good vacation experience. The place overall assessment of the respondents is agree because of the resort location and environment as well as recreational activities of the resort. The price overall assessment of the respondents is slightly agree. Most of the respondents are local residents who are slightly agree because they are not absolutely satisfied with resort rates. The overall assessment of respondents on promotion is slightly agree because the resort lacks promotional materials and strategies. The summary of Marketing Mix of Alta Rios Camp Resort & Conference Center. The Interpretation for the 4P's is all slightly agree.





3. There is no significant relationship in age, gender, educational attainment, income and occupation between product and price in the assessment of Alta Rios Camp Resort and Conference Center, the hypothesis were all failed to reject. For the Place and Promotion only the education attainment was rejected and there is a significant relationship while in age, gender, income and occupation are failed to rejected and there is no significant between the respondents' profile and their assessment on the level of marketing mix of Alta Rios Camp Resort and Conference Center.
4. Based on the survey questionnaires answered by the respondents, marketing strategies have been proposed to enhance and improve the current promotional strategies of Alta Rios Resort.

#### **RECOMMENDATIONS:**

Based on the foregoing findings and conclusions, the following recommendations are offered:

1. The resort should be more courteous in handling guests and customers' service should be their first priority. Employees must undergo seminars or training in handling customers in exchange for amenities and quality service. Good customer service will serve as effective promotion. They also need to maintain the cleanliness of their lodging facilities to satisfy guests.



2. The resort should install more road signs around Tambo, Kulit or Indang and add a map of the resort in their brochures. Shuttle service should be included in their accommodation package.
3. The resort should include free Wi-Fi and meals in their package accommodation.
4. The resort must employ various promotional tools such as television and radio ads, incentive programs, and sponsor events to create awareness and attract both existing and prospective customers. They must also come up with promotional schemes during off seasons.
5. For future researchers, a study about the management operation of Alta Rios resort should follow. This is meant to assess the daily operations of the resort. Furthermore, it is also recommended to do a study about the development of the Alta Rios Resort for it to be more competitive.