



De La Salle University - Dasmariñas

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Tourism Management Department

In Partial Fulfillment in the Course Requirement

Of the TOUR411 - Tourism Research Methods and Techniques

**“Marketing Mix of San Lazaro Leisure and Business Park:**

**Basis for Promotional Plan”**

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## THESIS ABSTRACT

**Title:** MARKETING MIX OF SAN LAZARO LEISURE AND BUSINESS  
PARK: BASIS FOR PROMOTIONAL PLAN

**Proponents:**

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**Degree:** B. S. Tourism Management

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**Purpose of the Study**

The promotional strategies of San Lazaro Leisure and Business Park have not been effective. For this reason, the researchers decided to assess marketing mix fundamentals to enhance current promotional strategies of the site. The researchers' purpose is to come up with a strategic promotional plan. With this study, the researchers can help the local government to introduce a tourism site in the whole province with the hope of being known.



## **Methodology**

Quantitative research was used based on statistical data in the study entitled Marketing Mix of San Lazaro Leisure and Business Park basis for promotional plan. Based on Altinay & Paraskevas (2008), the purpose of quantitative research is to know how variables affect another in a population. This is done by quantifying relationships between variables that researchers use. The main research design, which is under quantitative research category, is the descriptive study. As defined by Altinay & Paraskevas (2008), the primary goal of this study is to assess samples at a specific point in time without attempting to change behavior or the conditions in which it exists.

Descriptive survey was used as data-gathering tool to know respondents' demographics and how these participants observed and responded in regards to the site's marketing mix. With this, the researchers were able to assess the product, price, promotion and place of the site. Proponents were able to propose a promotional plan. The use of survey questionnaires was implemented. Respondents received a self-completion survey wherein they answered questions. These were used as basis for the researchers' study.

## **Summary of Findings**

The results gathered by researchers according to statement of the problem is stated and discussed below.



However, the participants without any response to the criteria, are not included in the discussion based on beliefs that this will not affect the study.

1) What is the profile of the respondents in terms of:

1.1) Age

Finding shows that the age group of 18-30 years old has greater percentage of participants in the study with 58 percent of total score. Meanwhile, only 3 percent of the group below 18 years old are least participants in the study.

1.2) Gender

Gender results show that 56 percent of participants are male and 42 percent are female.

1.3) Nationality

It was observed that majority of guests in SLLB are Filipinos while only one percent of the entire population is Filipino-American.

1.4) Income

Research findings show that the income bracket of 10,000- 19,000 got the highest percentage of 26. Meanwhile, 70,000 and above got the lowest percentage of one percent.

2) How do respondents rate the marketing mix used by San Lazaro Leisure and Business Park as perceived by respondents:

2.1) Product,

Researchers assessed the marketing mix of San Lazaro Leisure and Business Park which are Betting and Chantilly. When it comes to betting



was the betting process. It is organized with mean score of 4.12 while the lowest rank was that the commentator was heard clearly with the mean of 2.90. On the other hand, the highest rank in Chantilly was appropriateness of table sizes in the restaurant with recorded mean of 3.73. The lowest rank is wide variety of food with recorded mean of 3.15.

## 2.2) Price

Based on survey questionnaires, researchers noticed that respondents agreed on the statement that entrance fees are affordable with the mean of 4.34. With regards to Chantilly, respondents were neutral regarding price of beverages and food. The highest mean recorded was 3.40 which is the price of beverages and food.

## 2.3) Place

The researchers assessed the places of betting and Chantilly. When it comes to place of betting, the highest rank recorded was that the race track is clean with mean of 4.99. The lowest was that the building is well designed with mean of 3.77. On the other hand, Chantilly's highest rank recorded was that the restaurant is clean with the mean of 3.91. Its lowest rank was that the place is accessible with a mean of 3.60.

## 2.4) Promotion

Based on the result of survey questionnaires, respondents were neutral about the promotion of betting and Chantilly. However, the highest promotion was that the site is constantly seen on television ads



The lowest rank was brochures and flyers with a mean of 2.89. On the other hand, Chatilly's highest rank was that the site is advertised in social networking sites with a mean of 3.46. Brochures and flyers have the lowest rank with mean of 2.83.

3) How does the profile variable of respondents relate to the marketing mix of San Lazaro Leisure & Business Park?

The researchers used chi-square for statistical treatment to determine the relationship between profile variables and marketing mix of San Lazaro Leisure & Business Park. The results showed p-value is greater than 0.05 so null hypothesis accepted. There is no relationship between age, gender, nationality and income ratings of respondents. It further implies that rating about San Lazaro Leisure Park does not depend on the profile of respondents.

4.) Based on the respondents' responses, what promotional plan can be proposed?

A promotional plan was proposed based on findings of the study. The output started from the current condition of San Lazaro Leisure and Business Park to the proposed promotional campaign.

## Conclusion

1. Based on the results of the study, researchers concluded that majority of respondents were 18 to 30 years old while the rest of respondents were below 18 years old. In terms of ge



respondents were male who got 56 percent compared to 32 percent female respondents. 96 percent of respondents were Filipinos and most of them did not declare their monthly income.

2. The product of San Lazaro Leisure and Business Park got an overall mean of 3.66 which means that most of respondents agreed. There was an overall mean of 4.34 (price) which means that most of respondents agreed. In terms of place, they got an overall mean of 4.22 to which most respondents agreed. Based on promotions, there was an overall mean of 3.33 which indicates that respondents neither agree nor disagree.

3. However, Chantilly Bar and Bistro rates in terms of products with an overall mean of 3.47. This means that respondents neither agree nor disagree. While the price got an overall mean of 3.40, respondents do not agree or disagree. In terms of place, they got an overall mean of 3.78 which shows that most of the respondents agreed. They obtained an overall mean of 3.25 regarding promotions which means that respondents neither agree nor disagree.

4. Since p-values are greater than 0.05, the null hypothesis is accepted. This implies that there is no relationship between the marketing mix of Sal Lazaro Leisrue and Business Park and profile of respondents. It further implies that the rating about the San Lazaro Leisure Park and profile of SLLBP are independent from each other.



5. A promotional plan was proposed based on findings of the study. The output started from the current condition of San Lazaro Leisure and Business Park to the proposed promotional campaign itself.

### **Recommendation**

After the final analysis, it is therefore recommended that:

1. Based on the findings, San Lazaro Leisure and Business Park's (SLLBP) positive measures can be retained and negative measures can be improved. A promotional plan that will enhance strengths and improve weaknesses shall be proposed and put into action.

2. San Lazaro Leisure and Business Park must add and improve their current promotional campaign by adding jeep ad boards, bus boards, tarpaulins and billboards.

3. Highlight the affordable entrance fee and low betting fee of San Lazaro in terms of promotional materials.

4. Add promotional video before, after and in between races which are shown on television.

5. Distribute brochures and flyers in any public areas near SLLBP.

6. Provide transportation service from the main road going to the SLLBP proper.

7. It is also recommended to improve the sound system of the commentator clearly.

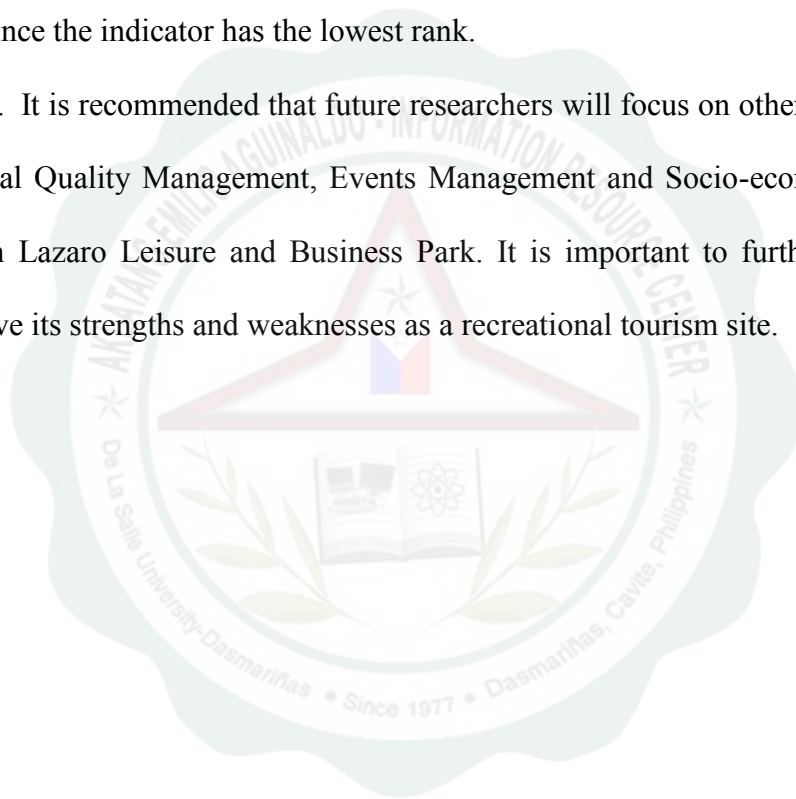




8. Based on findings, the wide variety of food has the lowest rank. More selection of food should be added. This will be done by adding group package meals and promo meals.

9. Consulting an architect for layout design of the building will be of great help since the indicator has the lowest rank.

10. It is recommended that future researchers will focus on other aspects such as Total Quality Management, Events Management and Socio-economic impact of San Lazaro Leisure and Business Park. It is important to further know and improve its strengths and weaknesses as a recreational tourism site.





**TABLE OF CONTENTS**

APPROVAL SHEET	
ACKNOWLEDGEMENT	i
THESIS ABSTRACT	ii
<b>CHAPTER I - THE PROBLEM AND ITS BACKGROUND</b>	
Introduction	1
Background of the Study	5
Statement of the Problem	7
Hypothesis	8
Significance of the study	8
Scope, Limitations and Delimitations	9
Definition of Terms	10
<b>CHAPTER II – RELATED LITERATURE</b>	
Conceptual Literature	13
Research Literature	22
Synthesis	26
Conceptual Framework	28
Conceptual Paradigm	29



**CHAPTER III – RESEARCH METHODOLOGY**

Research Design	31
Participants of the study	32
Instrumentation	33
Data Gathering Procedure	34
Statistical Treatment of Data	35

**CHAPTER IV – PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA 37**

**CHAPTER V – SUMMARY, CONCLUSION AND RECOMMENDATION**

Summary of Findings	54
Conclusion	57
Recommendation	59

**OUTPUT 61**

**BIBLIOGRAPHY 76**

**APPENDICES 83**

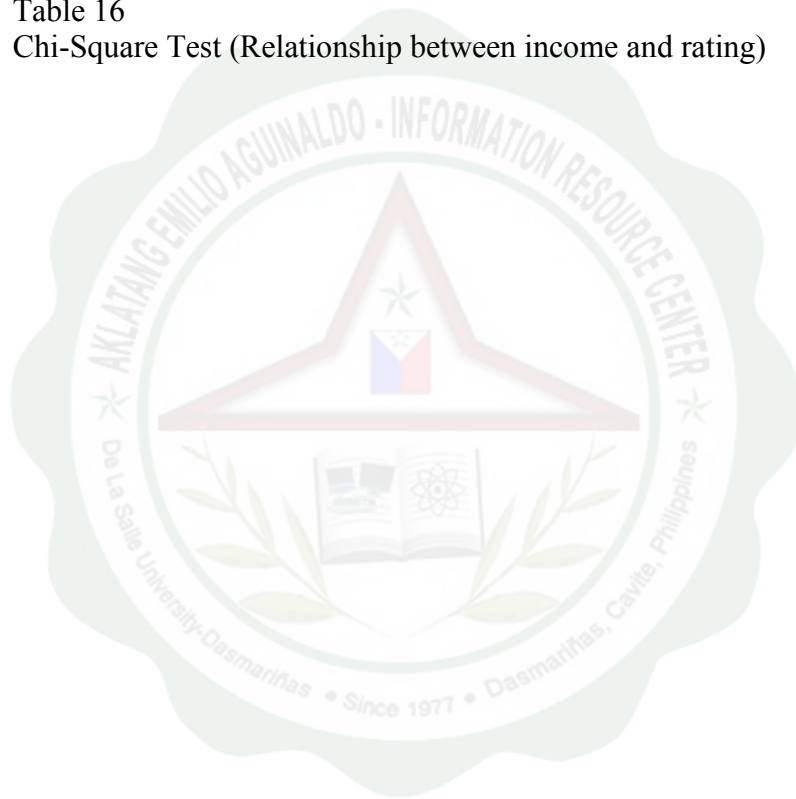


## LIST OF TABLES

Table 1	
Distribution of Participants	32
Table 2	
Ratings of respondents in terms of product (betting in SLLBP)	41
Table 3	
Ratings of respondents in terms of price (betting in SLLBP)	42
Table 4	
Ratings of respondents in terms of place (betting in SLLBP)	42
Table 5	
Ratings of respondents in terms of promotion (betting in SLLBP)	43
Table 6	
Ratings of respondents in terms of product (Chantilly Bar and Bistro)	45
Table 7	
Ratings of respondents in terms of price (Chantilly Bar and Bistro)	46
Table 8	
Ratings of respondents in terms of place (Chantilly Bar and Bistro)	47
Table 9	
Ratings of respondents in terms of promotion (Chantilly Bar and Bistro)	48
Table 10	
Over-all rating of Marketing Mix of betting in San Lazaro Leisure and Business Park	49
Table 11	
Over-all rating of Marketing Mix Chantilly Bar and Bistro	50
Table 12	
Over-all rating of the marketing mix of San Lazaro Leisure and Business Park	51
Table 13	
Chi-Square Tests (Relationship between age and rating)	



Table 14	
Chi-Square Tests (Relationship between gender and rating)	52
Table 15	
Chi-Square Tests Relationship between Nationality and the Rating	52
Table 16	
Chi-Square Test (Relationship between income and rating)	53





**LIST OF FIGURES**

Figure 1 Conceptual Paradigm	29
Figure 2 Age of the respondents	37
Figure 3 Gender of the respondents	38
Figure 4 Nationality of the respondents	39
Figure 5 Income of the respondents	40

