



PROPOSED COLLABORATIVE MARKETING STRATEGY FOR THE ASSOCIATION OF LAIYA RESORT OWNERS IN SAN JUAN, BATANGAS

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Abstract

The Association of Laiya Resort Owners (ALRO) in San Juan, Laiya Beach is a SEC registered non-profit, non-stock organization, an association aimed at promoting, developing and improving sustainable tourism in Laiya. *ALRO* has 17 members which are Aquatico, Aquaverde, Alahbiga beach resort, Blue Coral, Estrellas De Mendoza, Kabayan, La Luz, Laiya Coco grove, Laiya White Cove, Palm Beach, Paseo verde, Playa Laiya, Presidentia Laiya, Sabangan beach resort, Sigayan, Tamarrindu and the Virgin Beach Resort. The study was conducted to identify and make suggestions on what the researcher had gathered through the use of the guide questions. The researchers proposed a collaborative marketing strategy that is open to everyone that can well afford to stay in the resorts that are part of the ALRO. Through this Laiya beach will be a well-known tourist weekend getaway in luzon.

This is the collaborative marketing strategy of the ALRO for them to apply or use to promote Laiya Beach. Therefore the findings of the researchers will improve the creation of the final output, a collaborative marketing strategy between the researchers and ALRO that will focus on the Laiya Beaches' promotional aspects.

Keywords: Collaborative Marketing Strategy, Promotions, Association of Laiya Resort Owners, Laiya Beach, Sustainable Tourism