

Perceived Utilization of the 7P's In Selected Tourist Destination of Dapitan

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Abstract — This study investigated the perceived utilization of the Ps of marketing in promoting tourist destinations in Dapitan City, Zamboanga del Norte, Philippines. A descriptive survey-correlation questionnaire was administered to 200 respondents across four tourism destinations in the city. The findings revealed a “high extent” of perceived utilization for all 7Ps, with an overall weighted mean of 3.55. A significant difference was found between the utilization of the 7Ps and the respondents’ profiles, suggesting that age, sex, education, and income influence perceptions. Recommendations include focusing on youth-oriented programs, leveraging online and word-of-mouth marketing, and improving infrastructures like restroom and signage. This study found that while Dapitan City’s tourist destinations are perceived to utilize the 7Ps of marketing, further improvement is needed to reach optimal levels of tourist satisfaction. Perceptions of marketing mix utilization are significantly influenced by respondents’ demographics, highlighting the need for targeted marketing strategies. By implementing the recommended strategies, Dapitan City can enhance its tourism offerings and attract a wider range of visitors, ultimately contributing to the growth and success of the local tourism industry.

Keywords — *Marketing mix, 7Ps, Tourism, Dapitan City*

I. Introduction

In 2015, Eddine, an international management consultant, stipulated that, marketing is important to business endeavours is a truism. As one international management consultant observed, the “heart” of “business success” is in “its marketing”; even if one offers “the best products or services,” no one “would know about” them “without marketing” (Eddine, 2015).

In the 1960s, the marketing trend was to promote products in terms of the 4Ps model, a distillation by E. Jerome McCarthy of Neil Borden’s marketing mix concept. The four Ps respectively stand for product, price, place, and promotion. Marketing in terms of the four Ps involved marketing “what the product is” and “what makes it unique;” what its price is after “a concrete understanding” of what the product offers; promoting the product through, among other things, “advertising” and “public relations;” and identifying “what the ideal locations are to convert potential clients into actual clients” (Purely Branded, n.d.; (Twin, 2019).

In the 1980s, the marketing trend shifted to the 7Ps model, which consisted of McCarthy’s 4Ps, to which Bernard H. Booms and Mary J. Bitner added the 3Ps of people, process, and physical evidence—on the belief, later accepted by majority of marketing theorists, that the 4Ps and the 3Ps together—or the 7Ps--accommodated a more service orientation and, hence, was better suited in

services marketing (Rafiq, 2016). The three added Ps refer to people, or staff essential in product or service promotion; process, keeping track of activities to efficiently facilitate the delivery of benefits associated with the product; and physical evidence, or "the service delivered and any tangible goods that facilitate the performance and communication of the service" Booms & Bitner, 1981).

Tourist destinations contextualized within social and environmental sustainability (Sorensson & von Friedrichs, 2013) continue to receive wide accolades in the global tourism industry (Geary, 2013). The tourism industry, in general, is considered as one of the largest industries in the global economy from the aspect of capital investment and revenues. Ecotourism, in particular, is one of the fastest growing types of tourism in the world and its main aspects are economic, ecological, social and cultural (Barkauskiene & Snieska, 2013); as alternative tourism, it involves visiting natural areas in order to learn, to study, and to carry out environmentally friendly activities; it is tourism based on nature experience, and its success helps enable the economic and social development of local communities.

As responsible tourism, ecotourism seeks to promote and conserve the pristine ecological and cultural environment, raise awareness for the conservation of natural heritage, and support sustainable tourism (Bramner, 2009). Its tourism management strategy embraces evaluation of community attraction, visitor services, organization capabilities, ability to protect resources, as well as marketing (Brussels, 2012).

In view of the foregoing, it would be instructive to know if service-oriented businesses, such as tourist destinations in general, or in particular. Dapitan City's selected tourist destinations in particular, have availed of the 7Ps as their marketing tool. The issue assumes importance as there is no research or scholarly article--either in print or non-print media—that addresses the planned focus of this study. And yet, tourist destinations should have received the attention they deserve, in that the better planned they are, the more successful, they contribute to the growth of ecotourism that is encouraged no less by the United Nations (news.un.org/en/tags/ecotourism). This study is therefore the first of its kind that looked into the utilization of the 7Ps in marketing selected tourist destinations of Dapitan City, as perceived by visitor-respondents.

Perception is the process by which people select, organize and interpret information from the outside world (Deepa & Jayalakshmi, 2016). A tourist's or visitor's perception of a destination's value, along with visitor satisfaction and loyalty, is vital for successful destination marketing (Kim & Thapa, 2017) (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). Positive perceptions usually correlate with dynamic expectations, which give tourists impetus or motivation to travel to positively perceived destinations. The impact of place perception on tourist well-being provides an understanding of how destination attributes influence tourists' responses (Reitsamer & Brunner-Sperdi, 2017) (Mlozi, Pesamaa, & Haahti, 2013).

This study focused particularly on marketing, that is, on the perceived utilization of the 7Ps in marketing selected tourist destinations located in Dapitan City, Zamboanga del Norte. Results of the study served as bases for the researcher's recommendations to Dapitan City's Local Government Unit in general, and to the City's Department of Tourism in particular.

Literature Review

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours (Press., September, 2005). The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes" (WTO, 2010).

Many of have been "tourists" at some point in their lives, either with friends, families with co-employees or even with members of an organization. But to define tourism is quite a difficult thing to do. Tourism means people travelling for fun. It includes activities such as sight-seeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". ... Some people travel to do an activity which they cannot do at home. According to Anuar A. A. (2013) the tourist friendly destination is a concept which satisfies the tourists through utilization of the elements of activity, space, and product without any interruption and difficulties starting from the place of residence the preferred tourism destination

The United Nations made an agreement for members to replace the term of ~International tourist by visitor. Visitor means as any person traveling to a country, other than that in which he or she normally resides, for any reason other than following an occupation remunerated from within the country visited. This definition was created for international travelers, but it can easily be adapted for tourists traveling within their own country (domestic tourist) by substituting the word region or area for the country. Visitor thus can refer to sorts of traveler. Mill and Morrison said that tourism was difficult to explain and difficult to consider it as an industry. Tourism itself was not industry, yet it enabled many kinds of related business. Tourism is an activity relevant to someone's traveling (International Scholarly and Scientific Research & Innovation 9(3) 2015).

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year (www.go2hr.ca › [getting-know-BSc-tourism-industry](#) › [what-is-tourism](#)) Tourism is an industry of national interest and importance since it contributes to the socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mould an enhanced sense of national pride for all Filipinos. Mould national pride. (www.coa.gov.ph › [NGAs](#) › [Department-of-Tourism](#) › [DOT_ES2011](#)). With the passage of Republic Act No. 9593, the tourism industry in the country was given emphasis by each local government unit. It is not

only a means to showcase the scenic and historical sites of the country but it also added to the economic and cultural development. (www.coa.gov.ph > NGAs > Department-of-Tourism > DOT_ES2011)

As an engine of investment, employment, growth and national development, the state has endeavored to strengthen the Department of Tourism and its allied agencies to carry out the legal mandate effectively and efficiently. It has been declared as a valuable element in the nation's financial state. It is considered and an industry of national interest and importance since it contributes to the socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mould an enhanced sense of national pride for all Filipinos.

Legal Basis

Republic Act No. 9593 otherwise known as Tourism Act of 2009 section 2 explicitly for the growth of this industry; and (c) Promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities. The Act is known as "The Tourism Act of 2009" declares tourism as a contributory factor to the nation's economy. This is well expressed in the declaration of policy whereby the state declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.

In view of this the following tenets are hereby expressed in the law on the need of government to do:

- a. Ensure the development of Philippine tourism that is for and by the Filipino people, conserve and promote their heritage, national identity and sense of unity;
- b. Recognize sustainable tourism development as integral to the national socioeconomic development efforts to improve the quality of life of the Filipino people, providing the appropriate attention and support for the growth of this industry;
- c. Promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities;
- d. Create a favorable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country;
- e. Develop the country as a prime tourist hub in Asia, as well as a center of world congresses and conventions, by promoting sustainable tourism anchored principally on the country's

history, culture and natural endowments, and ensuring the protection, preservation and promotion of these resources; and

- f. Encourage private sector participation and agri - tourism for countryside development and preservation of rural life.

Dr. Wang Aiman and Sumayya Begum (2012) investigating the impact of marketing mix elements on tourist's satisfaction found out that the product and tourist satisfaction are positively related to each other. This result was reiterated by Magatef (2015).

Cizmar and Weber (2000) pointed out, destination choice remains one of the first and most important decisions made by tourists; and this decision in turn is, to a large extent, subject to a number of external factors, such as country image, accessibility, attractiveness, safety, etc. • (Cizmar, S. and Weber, S. , 2000) Marketing effectiveness of the hotel industry in Croatia.. *International Journal of Hospitality Management*, 19(3): 227–240.

On destination choice respondent's age, gender, educational attainment and family income have a bearing as stipulated in the studies presented in the succeeding lines. Millennial and the Gen Z group are a travel-demanding generation for their fascination with exploring the world (<https://www.travelmarketreport.com/articles/How-Travel-Expectations-Change-from-One-Generation-to-the-Next>). On gender, McGehee et al found that women were more likely to be motivated by culture, opportunities for family bonding and prestige, while men placed more importance on sports and adventure when engaging in the pleasure travel experience. While men seek action and adventure which taking risks, women are more likely searching for cultural and educational experiences, with security and safety as a priority.

On the education of respondents results revealed that more educated people engage in international travel more often, while those less educated travel within the state more often. The education level of potential tourists may not only affect their preferences, but also information seeking prior to purchase, the way of decision making, and selection of specific destination all respondents have similar factors affecting their decisions to travel, as well as similar needs and motives. The difference between them occurs when they go further in the process of thinking how to satisfy those needs and motives.

Gender is significantly linked to different consumer variables such as leisure activities and preferences as well as shopping behavior (Bem, 1981; Spence, 1984). Despite the different requirements regarding some of the destination attributes , both genders agreed on selecting “image of destination”, “variety of tourism attractions”, “value for money”, “safety and security” and “accessibility to the destination”, as the most important attributes that at the same time performed well and satisfied tourists (McGehee, 1996; Carr, 2001).

Gender is a major factor in influencing travel demand and has a significant effect on vacation decision (Nicholau & Mas, 2004; Peterson, 2007).

Income, age & income are strongly related to travel intention. (Kattiyapornpong & Miller, 2008) Based on the information-processing theory, decision-making process with the following five phases: need awareness, information search, destination of alternatives, purchase, and purchase evaluation, the level of income does not affect the first phase of need awareness, but strongly affects all the other phases of the decision-making process when choosing a tourism destination (Serbia Republic).

The study conducted by Zeithaml (1998) as cited by Zarei (2013) defined perceived value as: perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Jung Sun (2013) believe that perceived value is a comprehensive evaluation of costs and tangible and intangible benefits. Baldauf et al. (2003) found that loyal customers recognize a favourable benefit opportunity, and customers who are familiar with products and logos willingly pay a price premium. In other words, brand loyalty and brand awareness are positively related to perceived value (cited in Sarvari, 2012)

According to Crompton & al. (2010) perceived quality has a significant effect on perceived value as cited in Ghloizadeh Sarvari, 2012. Studies have shown that perceived value is one of the most important and effective factors on loyalty (Baker & Crompton, 2000; Yoon et al, 2010; International Scholarly and Scietific Research & Innovation, 2015)

On this regard it is noteworthy to mention price, another important element of the marketing mix. The observable satisfaction on price, among other things as an essential consideration in tourism marketing is supported by Kojori (2013) who noted that one of the main reasons resulting in attracting more tourists is the factor of tourists' satisfaction with what they gained when visiting particular regions. Past studies have indicated that leisure travelers are price sensitive compared to business travelers (Lehto et al., 2004). Therefore, once tourists suspect that the product price is high, they will try to avoid buying the product. Apart from pricing, the issue of security, language barrier could also affect tourist purchasing decision.

In terms of promotion Research has proven that tourist information is an important element to have a positive image about the destination and the decision making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for tourism industry (African Journals of Business Management), importantly, the state of competitiveness of a destination can effectively be raised by the quality of services and organizations (tourist) which complement these clusters and built infrastructures. Integrating related products and services in an appropriate manner will contribute toward maintaining and building a destination's continuing (sustained) competitiveness (Tsai, Song & Wong, 2009).

In terms of people, customer-oriented concept is one in which tourists are regarded as customers at tourist friendly destinations, and that relations between customers and suppliers affect environmental performance. (Anuar A. A., 2013)

Guest satisfaction is heavily influenced by service factors such as employee attitude and the pacing and order of services provided. It found that the greater the client satisfaction, the higher the revenues for a given hospitality business, and that service plays a far greater role than price and location in the guest-purchase decision (Cornell Hospitality Research, 2012). For one to understand the behavior of consumers, he or she needs to understand the internal and external factors that influence their decision making (Moutinho, 1987).

Personnel refers to the service employees who produce and deliver the service. Personnel are keys to the delivery of service to customers. Personnel are also considered as the key element in a customer centered organization as well as a way to differentiate variables with product, services, channel, and image (Kotler, 2000). The actions of all the personnel normally influence success of action and function of an organization

According to Masberg, Chase, & Madlem, (2003, p. 19), “to the customer, only service may distinguish a business from its competition”. Being customer-oriented entails meeting consistently the following dimensions of service: reliability, assurance, tangibles, empathy and responsiveness (Freeman & Glazer, 2020).

Images and media sources have a strong impact on tourist choices, and influence others in both overt and subtle ways. Local facilities and more general tourism resources provide the basic background on which every tourist experience takes place which then reiterates the research finding re the significant relationship between physical evidence with tourist satisfaction. (National Conference on Advances in Engineering, Technology & Management)

II. Methodology

In this study, the descriptive survey-correlation method was used, utilizing a questionnaire as the main tool for the gathering of data. It was conducted in the four selected tourist destinations the Floating Cottages, Rizal Shrine, Gloria’s Fantasyland, and Dakak Beach Resort all in Dapitan City, Zamboanga del Norte. Dapitan City lies on the north-western coast of the island of Mindanao with approximate geographical coordinates of 8° 50 North latitude and 123° 30 East longitude. It is about 404 nautical miles (or 650 kilometres) southwest of Metropolitan Manila. Its topography is described as level to rolling. The interior is hilly and mountainous with elevation ranging from 200 to 400 feet above sea level. Coastal areas are generally plain except for some hilly terrains along northern coastlines.

Floating Cottages. One of the newest tourist attractions in Brgy. Taguilon, Dapitan City is the Floating Cottage. It is composed of twenty (originally two) cottages. These were designed by the local community to create new ideas in providing recreational and leisure activity area. Large cottages, can accommodate about fifty (50) people, have generators to provide electricity for videoke and sound system. Regular cottages can accommodate thirty (30) people. Both large and regular cottages, however, are not designed to accommodate requests for staying overnight: the

coast guard does not allow it for security and safety reasons. This may explain the lack of sleeping and comfort rooms. It is about ten to twelve minutes ride away from Dapitan City proper.

Rizal Shrine. Rizal Shrine is located in the seaside barangay of Talisay about a kilometre northwest from Dapitan city proper--is one of the oldest tourist attractions in the city where the Philippines' national hero, Dr. Jose Rizal, lived as an exile from 1892 to 1896 after being accused of sedition by the Spanish colonial authorities. The park was established in 1940 as Rizal National Park, covering an initial area of 10 hectares (25 acres) through Proclamation No. 616 signed by President Manuel Luis Quezon. In 2000, it was enlarged to its present size of 439 hectares (1,080 acres) with a buffer zone of 15 hectares (37 acres) and was declared a protected landscape under the National Integrated Protected Areas System through Proclamation No. 279

Gloria's Fantasyland. Gloria's Fantasyland, which started operations in 2009, is a world-class commercial center and one of the biggest theme parks outside Metro Manila (it sits on three hectares of land). Owned by the Jalosjos family (who also owns Dakak Beach Resort), it is situated along Sunset Boulevard and very near to Dapitan's hotels, inns, and shores. Locals usually recommend night visits to the theme park for its light combination and stage performances. The fantasyland is about twenty minutes ride away from the airport of Dipolog City, and fifteen minutes from Pulawan, the port of Dapitan.

Dakak Beach Resort. Dakak Beach Resort is a thirty- minute drive from Dipolog City's Airport. It offers tours, cruises, and travel packages that highlight Dapitan's rich culture, history, and lush surroundings. Considered by some to be the diving mecca of Mindanao, the resort is most known for its beautifully shaped cove, powdery white sand, pristine blue waters, and excellent dive sites with an abundance of coral reefs, and a magnificent sunset horizon. Dakak Park and Beach Resort boasts of 15 hectares of wooded land, a natural reservoir for native plants and animals, and a 750-meter private white-sand beach.

A total of two-hundred (200) tourists were identified in the following manner: fifty (50) represented the Floating Cottage; fifty (50) represented the Rizal Park and Shrine; fifty (50), the Gloria's Fantasyland; and fifty (50), Dakak Beach Resort. In choosing the tourists as respondents, the researcher used purposive sampling. Here the researcher approached tourists "on purpose," with the thought that they "best fit the profile" of respondents relative to the research study (www.surveygizmo.com/resources/blog/purposive-sampling-101/).

The main research instrument used in gathering data was a researcher-made questionnaire, which was submitted to the researcher's panel adviser and members for evaluation and approval. After incorporating their suggestions, the researcher tested the updated version of the instrument on clients or customers of the four selected tourist destinations in Dapitan City with the Cronbach Alpha of 0.7955. The trial respondents informed the researcher that the questionnaire was easy to understand.

The survey questionnaire was composed of two parts. The first part asked for the profile of the respondents in terms of age, sex, educational attainment, and family income. The second part focused on the respondents' perceived utilization of the 7Ps of product, price, place, promotion, people, process, and physical evidence in marketing Dapitan City's selected tourist destinations.

III. Results and Discussion

The majority of the respondents were relatively young, with 37.5% falling within the 26-35 age bracket, followed by 34% in the 36-45 age bracket. Respondents under 25 years old made up to 14.5% of the sample, while those between 46-56, and over 56 years old represented 10.5% and 3.5% respectively.

The data also revealed a slight majority of female respondents (52.5%) compared to male respondents (47.5%). This aligns with previous research suggesting women are more likely to be motivated by culture, opportunities for family bonding and prestige, while men place more importance on sports and adventure when engaging in the pleasure travel experience. McGehee et al. (1996) found that while men seek action and adventure, often taking risks, women are more likely searching for cultural and educational experiences, with security and safety as a priority. Gender is significantly linked to different consumer variables such as leisure activities and preferences, as well as shopping behavior (Bem, 1981; Spence, 1984). Despite the different requirements regarding some of the destination attributes, both genders agreed of selecting "image of destination", "variety of tourism attractions", "value for money", "safety and security" and "accessibility to the destination", as the most important attributes that at the same time performed well and satisfied tourists (McGehee, 1996; Carr, 2001). Collins & Tisdell (2002) argue that gender is the major factor in influencing travel demand. It also has a significant effect on vacation decisions (Agahi & Parker, 2005).

A significant portion of the respondents (60.5%) were college graduates, followed by 17.5% with master's level of education, 15.5% with college level education, 5% who are high school graduates, and lastly, only three (3) or 1.5% who have reached high school level. Based on the foregoing, it is safe to state that a large majority of the respondents are educated. Research reveals that the more educated people engage in international travel more often. The education level of potential tourists may not only affect their preferences, but also information seeking prior to purchase, the way of decision making, and selection of specific destination. All respondents have similar factors affecting their decisions to travel, as well as similar needs and motives.

For the respondents' family income, the largest group (30%) earning between PhP 15,001 and PhP 30,000. While income does not impact the initial awareness of travel needs, it significantly influences subsequent decision-making phases, including information search, destination selection, purchase and evaluation.

The service personnel who deliver tourism services are crucial to customer satisfaction and organizational success. Personnel are keys to the delivery of service to customers. They are also considered as the key element in a customer-centered organization as well as a way to differentiate variables with product, services, channel, and image (Kotler, 2000). The actions of all the personnel normally influence the success of action and function of an organization. Moutinho (1987, p 25) argues that for one to understand the behavior of consumers, he or she needs to understand the internal and external factors that influence their decision making when choosing a tourism destination. Income and age are strongly related to travel intentions (Kattiyapornpong & Miller 2008).

The weighted mean was utilized to compute the respondents-perceived utilization of the 7Ps in marketing the selected tourist destinations of Dapitan City. The results show that the respondents perceived a high level of utilization of the marketing mix elements, or 7Ps, across selected tourist destinations in Dapitan City. The overall weighted mean for the **product** marketing was 3.44, indicating a “high extent” of utilization. This was driven by positive perceptions of transportation availability, fast transfers from the port, convenient food and beverage options, and the availability of souvenirs. However, the perception of “overnight stay possible” was rated as “moderate extent” with a weighted mean of 3.07.

The marketing of **place** received an overall weighted mean of 3.62, also falling under the “high extent” category. This implies that respondents highly valued the availability of safe and clean water, accessible roads, a secure peace and order situations, an abundant seafood, and the option of online bookings. These findings align with today’s concern for safety and security in travel destinations. As Xu (2013) observed, global economic development is often hindered by political unrest, regional conflicts, and natural disasters. On the other hand, **price** marketing received an overall weighted mean of 3.51, indicating a “high extent” of utilization. All individual statements, including affordable fares, cost effective amenities, readily available food and beverages, consistent tariff rates, and the observance of seasonal rates, were perceived as “high extent”. This satisfaction with price is supported by Kojori (2013), who noted that tourist satisfaction with their experiences is a key factor in attracting more visitors.

Promotion marketing scored a weighted mean of 3.49, indicating “high extent” utilization. This was driven by positive perceptions of tourist information availability, social media advertising, word-of-mouth communication, online booking options, and the suitability of locations for special occasions. Mainolfi (2018) found that hosting special events can boost tourism development, leading to loyalty and attachment to the destination. Popesku (2014) noted that the development of information and communication technologies, particularly the internet, has significantly influenced the use of marketing tools. Social media is especially important for tourism, which is an information-intensive activity, and personal recommendations, including those from social media, are particularly important due to the intangibility of tourism products.

People marketing received a weighted mean of 3.54, indicating “high extent” utilization. This was driven by positive perceptions of friendly management personnel and staff, approachable staff, service-oriented workers, well-addressed guest needs, and people-oriented personnel, Anuar, A.A (2013) found that a customer-oriented concept, where tourists are regarded as customers at tourist-friendly destinations, is crucial for environmental performance. Similarly, **process** marketing earned a composite weighted mean of 3.53, indicating “high extent” utilization. This was driven by positive perceptions of full payment made upon arrival, advance reservations, first come-first serve practices, readily facilitated transfer assistance, and the acceptance of debit/credit cards. The importance of process is supported by Kim H.C. (2016), who stressed the tourism destination image formation process and highlighted the concept of ‘schema’, which is a mental structure for perceiving and classifying acquired information or knowledge,

Physical Evidence received a composite weighted mean of 3.73, indicating a high extent utilization. This was driven by positive perceptions of panoramic views, pollution-free environments, responsible tourism practices, the value for money, and the sustainability of tourist destinations in the long term. Frochot (2013) described the influence of images in shaping the consumers or tourists experience. Images and media sources have a strong impact on tourist choices and influence others in both overt and subtle ways. Local facilities and more general tourism resources provide the basic background for every tourist experience. It turns out that the appropriate use of local resources impacts both business and development or growth of local economies.

Table 1 Significant Difference between Perceived Utilization of 7Ps and Respondents Age Profile

7P's of Marketing	Sum of Squares	df	Mean Square	F	Sig.	Interpretation	Decision
Product	14.179	9	1.575	1.630	.114	Accept	No Significance
Place	6.850	7	.979	.970	.456	Accept	No Significance
Price	19.857	6	3.310	3.679	.002	Reject	Has Significance
Promotion	17.514	9	1.946	2.065	.037	Reject	Has Significance
People	26.430	9	2.937	3.362	.001	Reject	Has Significance
Process	28.802	10	2.880	3.341	.001	Reject	Has Significance
Physical Evidence	13.145	7	1.878	1.954	.066	Accept	No Significance

Analysis of table 1 revealed significant differences in the perceived utilization of price, promotion, people and process across different age groups. This rejects the null hypothesis, indicating a significant relationship between age and the utilization of these 7Ps in marketing Dapitan City’s tourist destinations. Conversely, no significant differences were found in the perceived utilization of product, place, and physical evidence across age groups, supporting the null hypothesis for these elements. This suggests that age does not significantly influence the perceived utilization of these 7Ps in marketing. These findings align with the research by Liang (2018) who investigated the influence of endorser-product fits on consumer purchase intentions,

and Bretones (2018) who explored the attitudinal variables influencing travel and entrepreneurial decisions, highlighting the potential impact of cultural context on these choices.

Table 2 Significance Difference between 7Ps Utilization in Marketing Selected Dapitan City Tourist Destinations and Respondents Sex Profile

7Ps of Marketing	t Stat	t Critical (two-tail)	p-value	Interpretation	Decision
Product	-0.83	2.31	0.43	Accept	No significance
Place	0.59	2.31	0.57	Accept	No significance
Price	-1.77	2.31	0.12	Accept	No significance
Promotion	1.41	2.31	0.19	Accept	No significance
Place	0.47	2.31	0.65	Accept	No significance
Process	0.25	2.31	0.81	Accept	No significance
Physical Evidence	1.72	2.31	0.12	Accept	No significance

Statistical analysis of the data (Table 2) revealed that all t-statistics for the 7Ps of marketing were less than their two-tailed critical values, leading to the acceptance of the null hypothesis. Similarly, p-values for all 7Ps were greater than the alpha level of .05, indicating no significance difference in the perceived utilization of the 7Ps between male and female respondents. This suggests that sex does not significantly influence the perception of marketing practices in Dapitan City's tourist destinations. These findings align with the study by Aarssen (2018) who found that psychological well-being is often associated with increased self-esteem, while low self-esteem is linked with psychological problems. This suggests that individuals may make decisions based on rational thought processes, one often chooses the option that is most feasible and aligned with his or her values during severe weather and natural disasters.

Table 3. Significant Difference between Perceived Utilization of the 7P's in Marketing Dapitan City's Selected Tourist Destinations and the Educational Attainment Profile of the Respondents

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	81.236	66	1.231	1.378	.060
Residual	118.764	133	.893		
Total	200.000	199			

p-value < 0.05 is significant

There is a significant difference between perceived utilization of the 7P's of marketing to the selected tourist's destination in the city of Dapitan and the profile of the respondents based on educational attainment. The finding was supported by Pink-Harper (2015) who pointed out that as people are growing more educated, progress appears to be slowing among younger adults. Adults holding a four-year college degree rose from 24 percent to 28 percent from 2000 to 2008, a lower share of 25-to-34 year-olds than 35-to-44 year-olds held a four-year college degree in 2008, a

reversal from the pattern in 2000. Nearly a quarter of those younger adults have completed some college, but not a degree. Educational disparities by race and ethnicity evident at the national level are uniformly present in large metropolitan areas. Economic growth stress the role of human capital in the form of education, but empirical studies have been hampered by inadequate data according to (Barro, 1993)

Table 4. Significant Difference between Perceived Utilization of the 7P’s in Marketing Dapitan City’s Selected Tourist Destinations and the Family Income Profile of the Respondents

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.067	69	.943	.909	.667
Residual	134.933	130	1.038		
Total	200.000	199			

p-value <0.05 is significant

There is a significant difference between the perceived utilization of the 7Ps of marketing to the selected tourist destinations in the city of Dapitan and the profile of the respondents based on family income.

The finding was supported by McLanahan (2008) states that income inequality and family structure changes and find a wide range of estimates of the correlation. According to Seligson, (2019), inequality in the distribution of income increase or decrease in the course of a country's economic growth.

IV. Conclusion

Based on the findings of the study, the following conclusions are drawn:

One, the marketing mix or the 7Ps respondents perceived this as utilized in the marketing of Dapitan City’s selected tourist destinations. However, it is essential that the selected tourist destinations do not only maintain but also need to improve the in service since its closer to so on the hypothetical mean range of moderate extent 3.25 than the perfect high extent of 4.00.

Two, perceptions on the utilization of 7Ps are influenced by respondents’ demographics age, sex, educational attainment, and average family income.

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