

Experiences on Extreme Weather Events and Promotion Strategies of Resort Business Owners in Zambales, Philippines

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ABSTRACT: The study aimed to describe the experiences on extreme weather and marketing strategy adaptation capability needs of resort business owners in Zambales. The descriptive quantitative method of research was used in this study. The survey questionnaires supplemented by unstructured interviews were the main data gathering instruments. The purposive quota sampling technique was used. The data collected were processed and treated using frequency count, percentage, mean, weighted average, Likert Scaling Technique, Analysis of Variance and Pearson- r Correlation Test. The respondents of the study are one hundred thirty-two (132) resort business owners and employees. The findings of the study show that the resort business in Zambales is generally owned by based on single proprietorship. Resort business have been existing for quite long with few number of employees. The resort owners had always experienced different extreme weather events which include severe rainfall, storm surge and floods, increased summer dryness and cyclones. The promotion strategies include, provision of additional amenities to maintain customer's loyalty, print media to promote services, use local newspaper to advertise the hotel, they need to have sufficient budget for advertising. They based pricing on cost of product, decided upon profits and competitors' and offer in deciding prices. There is no significant difference on the experiences of extreme weather events of resort businesses. There is a significant difference on the marketing practices in terms of promotion and pricing among the resort business owners. There is a very low negative correlation between the experiences on extreme weather events and marketing strategies of the business resort owners in Zambales.

KEYWORDS: *Experiences, Extreme Weather, Promotion Strategies, Adaptation Capability, Resort Owners*

I. INTRODUCTION

The UK Climate Projections (2014) describes extreme weather as weather phenomena that are at the extremes of the historical distribution, especially severe or unseasonal weather. Similarly, the meteorological or statistical definition of extreme weather events is events at the extremes (or edges) of the complete range of weather experienced in the past. Defined in this way, extreme weather events include, but are not limited to, severe events like heatwaves or intense rainfall. For example, the warmest day of winter could be described as a weather extreme.

The Fifth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC, 2014) stressed that climate change related-risk stems from the extreme weather events such as heat waves, extreme precipitation, and coastal flooding. Accordingly, the frequency of heat waves has increased in large parts of Europe, Asia and Australia. Likewise, the number of heavy precipitation events has increased in most land regions. In North America and Europe, the frequency or intensity of heavy precipitation events has increased. The IPCC has already predicted that risks associated with extreme events will continue to increase as the global mean temperature rises.

In 2015, the United Nations Climate Change Summit released the list of countries who suffered most from extreme weather events. The summit identified that Honduras, Myanmar, Haiti and Philippines were the most affected and hit by two decades of extreme weather events. The four top climate-vulnerable countries were followed by Nicaragua, Bangladesh, Vietnam, Pakistan, Thailand and Guatemala. The list was based from the Global Climate Risk Index (2014) analyses of quantified data and impacts of the events which includes the number of fatalities, economic losses, and hardship of the victims. These extremes weather events categorized as heavy rains, flooding, and landslide were the major cause of 2014 global damaged. Furthermore, the GCRI

index revealed that between 1995 to 2014, there were 525,000 people killed and more than \$19.27 trillion losses suffered globally because of extreme weather events.

In the case of the Philippine the Asian Development Bank (2012) study states that the country has been always susceptible to variations in ocean temperature and rainfall due to the El Niño effect. As reflected from the 2013 Climate Change Vulnerability Index, the Philippines ranked 2nd most at risk country in the world that may experience extreme weather condition. The ADB stressed that 50.3% of the country's land area is economically at risk from multiple hazards such as floods, typhoon, and earthquakes. This means some 81.3% of the country's population or around 76.6 million Filipinos are prone to economic impacts brought by natural disasters.

There is now a broad scientific consensus that the global climate is changing in ways that are likely to have a profound impact on human society and the natural environment over the coming decades. In business, especially in tourism industry, the impact of extreme weather events associated with climate change really are alarming. The challenge for business managers is to ensure that business continuity plans acknowledge the potential for such events and have contingencies in place to ensure that their organization can recover from an extreme weather event in a timely fashion (Taylor, Peacock, Banfill, & Shao, 2010).

In this humbly objective why the researcher came up with this type of study. The tourism industry- more specifically the commercial and local resort industry, as one of the economic player of the province are evidently at risk with the occurrence of extreme weather events. The researcher believed that the resort owners of Zambales already established their own extreme weather events management system, having known that the province is the exit point of seasonal tropical cyclones of the country. However, there are still extreme weather events the resorts owners are less prepared and less adaptive. As such, the researcher would like to conduct this study, which focus toward the different extreme weather events experienced within the province and determine the promotion strategies, resilience and adaptive capabilities of resort industry to identify the best practices that will effectively help the resort owners in the management of impacts and consequences of extreme weather events. The findings of this study would benefit the resort owners of Zambales, local tourism industry, tourist and customers and the local government units for they would be provided insights on the impacts, mitigation and mechanism of resort managers towards the effects of the extreme weather event in the resort business management and operation.

II. OBJECTIVES OF THE STUDY

The study's main objective was to determine the experiences on extreme weather events, and promotion strategies of resort business owners in Zambales, Philippines. Specifically, the study aimed to determine the corporate profile of the resort business owners; to describe the experiences of the resort business owners toward extreme weather events; to describe how the resort business owners manage the extreme weather events in terms of promotion strategies and pricing strategies; to test the difference on the experiences of resort business owners towards extreme weather events and the difference on the strategies to manage the extreme weather events; and to test the relationship on the experiences and management of extreme weather events by the resort business owners.

III. MATERIALS AND METHODS

The descriptive survey research design was used in this study. The principal aim in employing the descriptive methods are to describe the nature of a situation as it exists at the time of the study and to explore the causes of particular phenomena. The present study described and determined the promotion strategies and resilience to extreme weather events of resort business, descriptive type of research and ethnography are combined to effectively conduct the study.

The respondents are the selected commercial and local resort owners of Zambales, from Palauig, Iba, Botolan, Cabangan and San Felipe which has beach resorts that are located in areas that are prone to extreme weather events. The total number of resort is 30 and total population of resort owner-respondents is one hundred thirty-two (132) which were determined using purposive sampling. In this study, the researcher will choose all the commercial and local resort owners as primary source of data because of the limited numbers of population instead of getting a sample.

The questionnaire was the main data gathering tool of the study. The first part of the questionnaire solicited the corporate profile of the respondents; second part assessed the experiences of the respondents toward extreme weather events; third part assessed how the respondents manage the extreme weather events in terms of promotion strategies and pricing strategies. The main instrument was validated first hand by the Research Ethics Committee of President Ramon Magsaysay State University (PRMSU) Zambales, Philippines. After the approval, the test of validity and reliability of the questions stipulated in the survey was conducted through pilot testing from 10 resort owners of Olongapo City, located after the municipality of Subic. This was done purposively to ensure that the questions will give reliable results which may generalize later on. Olongapo

City was selected because it is a city in the province of Zambales, and it resemble many characteristics of commercial and local resort of the province.

The primary data collection method was the distribution and accomplishment of questionnaire. The researchers conducted the distribution of the questionnaire personally and had a brief interview with the local and commercial resorts owners. The unstructured interviews, on the other hand, were conducted after the initial findings of the study. For the analysis of data, frequency/count, percentage and weighted mean were used as descriptive statistics. Analysis of Variance (ANOVA) and Pearson r were used to test the hypotheses.

RESULTS AND DISCUSSION

Profile of the Resort Business Owners

Table 1
Frequency, and Percentage and Mean Distribution of the Resort Businesses
in terms of Number of Employees

Number of Employee	Frequency	Percentage
35-39	3	10.00
30-34	3	10.00
25-29	4	13.33
20-24	9	30.00
15-19	5	16.67
10-14	6	20.00
Total	30	100.00
Mean Number of Employee		20

Table 1 shows the frequency and percentage distribution of the resort businesses in terms of number of employees. Three (3) or 10 percent has 35-39 employees; three (3) or 10 percent has 30-34 employees; four (4) or 13.33 percent has 25-29 employees; nine (9) or 30 percent has 20-24 employees; five (5) or 16.67 percent has 15-19 employees; and six (6) or 20 percent has 10-14 employees. The mean number of employees of the resort businesses is 20. The employees are usually composed of housekeeping staff, front desk, room service staff, lifeguards, maintenance staff, cook and dining staff and gardeners. Some resorts business has pool maintenance and event organizers.

Table 2
Frequency and Percentage Distribution of the Resort Businesses
in terms of Type of Business Organization

Type of Business Organization	Frequency	Percentage
Single Proprietorship	13	43.33
Partnership	10	33.33
Cooperative	0	0.00
Corporation	7	23.33
Total	30	100.00

Table 2 shows the frequency and percentage distribution of the resort businesses in terms of type of business organization. Thirteen (13) or 43.33 percent are single proprietorship; ten (10) or 33.33 percent are partnership, and seven (7) or 23.33 percent are corporation. Most of the single ownership was handed through the years and partnerships are among family members. Resort owners prefer to finance their resort singly as they want to avoid future problems as to management and decision making. Among the more prominent findings of the study is the fact that the hotels and resorts situated in ChiangMai are largely sole proprietorship in nature. Almost all managers are college graduates, and the majority of them are female. A great majority offered more than sixteen rooms that are mostly double size in nature, and the most common forms of service used are self-service and bell-boy assistance. While the most common promotion practice of the hotels and resorts is print media, other forms such as local radio, brochures distribution and bill-boards nearby are the most common ways of advertising (Sangkaworn&Mujtaba, 2013).

Table 3
Frequency and Percentage Distribution of the Resort Businesses
in terms of Number of Years in Business

Number of Years in Business	Frequency	Percentage
20 and above	5	16.67
15-19	7	23.33
10-14	10	33.33
5-9	5	16.67
below 5 years	3	10.00
Total	30	100.00
Mean Number of Years		13

Table 3 shows that the mean number of years in business of the resorts businesses is 13 years. The beach resort owners expressed that tis business provided them with good earnings during the peak seasons and provide them also good venue to relax for themselves with no costs. They also revealed that engaging in resort business can help them become creative as to how to enhance their business. Developments within the international resort industry have both contributed to, and been shaped by new trends. The market has grown exponentially over the past few years, far beyond the traditional boundaries of the American mountains and Spanish beaches to encompass swathes of new development along the Caribbean and Central American coast, and continued expansion in Eastern Europe. The Far East is also beginning to make its mark, notably in Thailand, the Philippines, Malaysia, where ongoing political sensitivities have failed to assuage either the ambitions of the modern resort developer or the radar of the adventurous consumer.

Table 4: Frequency and Percentage Distribution of the Resort Businesses
in terms of Product and Services Offered

Products/Services Offered	Frequency	Percentage
Accommodation	26	86.67
Food and Beverages	18	60.00
Maid and Room Service	22	73.33
Internet Connectivity	19	63.33
Recreational Facilities	27	90.00
Cottages/Picnic Area	30	100.00
Reception/Conference Venue	16	53.33
Firing Range	0	0.00
Other/s	7	23.33

Table 4 shows the frequency and percentage distribution of the resort businesses in terms of products and service offered. Twenty six (26) or 86.67 percent offers accommodation; eighteen (18) or 60 percent offers food and beverages; twenty two (22) or 73.33 percent offers maid and room service; nineteen (19) or 63.33 percent offers internet connectivity; twenty seven (27) or 90 percent offers recreational facilities; thirty (30) or 100 percent offers cottages and picnic areas; and sixteen (16) or 53.33 percent offers reception and conference venue.

Resort owners wish to offer different products as they believe that “Resorts that want to succeed within the context of heightened competition and demand will need to respond to evolving consumer expectations by providing activities and experiences that span seasons and generations, and creating an environment capable to provide business tourism with family ambience, and environmental sustainability with modern luxuries. The good news for developers is that these new multi-use resorts are of higher value than their single-use predecessors because they create more revenue streams. More uses mean more markets and higher visitor levels year-round, and contemporary property schemes such as ‘fractionals’, condo-hotels and lease backs can generate higher income levels by creating both a greater incentive to invest and a greater volume of potential investors.

Table 5: Frequency and Percentage Distribution of the Resort Businesses
in terms of Number of Clients

Number of Clients (in a year)	Frequency	Percentage
3500-3999	2	6.67
3000-3499	1	3.33
2500-2999	4	13.33
2000-2499	4	13.33

1500-1999	4	13.33
1000-1499	7	23.33
500-999	5	16.67
below 500	3	10.00
Total	30	100.00
Mean Number of Clients		16.81

Table 5 shows that the mean number of annual clients is 16.81. The annual clients are the visitors during summer, the peak season, followed by the organization who conducts seminar, trainings and conferences in between of the months, and the loyal customers from different cities who regularly visit the resorts. Resort guests today seek shorter but more frequent trips, travel closer to home, hassle-free arrangements, and all-inclusive pricing with lots of activities. Resorts are now offering more inclusive packages that offer perceived value to customers similar to that offered by the cruise industry. Some resorts are reintroducing meal plans while others are offering complete themed experiences such as golf or culinary packages (Ryan & Scheler, 1997).

Experience on Extreme Weather Events of the Resort Business Owners

Table 6
Frequency of Experience of Extreme Weather Events of the Resort Business Owners

Extreme Weather Events	Frequency	Rank
Severe Rainfall	Always	1
Drought	Often	6
Water Scarcity	Sometimes	9
Cyclones	Often	5
Storm Surge	Always	2
Hurricanes	Seldom	12
Floods	Always	3
Increase Summer Dryness	Always	4
Heat Wave	Often	7
Extreme Cold	Often	8
Thunderstorm	Sometimes	10
Increase Wind Speed	Sometimes	11
Tsunami	Never	14
Earthquake	Seldom	13

Table 6 shows the frequency of experience of extreme weather events of the resort business owners. Severe rainfall, storm surges, floods and increase summer dryness belong to top 4 of frequent experience extreme weather events and perceives as always experience; clones, drought heat wave, extreme cold follows and perceives as often experience; water scarcity, thunderstorm, and increase wind speed perceives as sometimes experience; earthquake as seldom experience; and tsunami as never experience.

The Earth's climate has changed in the past due to geophysical factors, including the oscillation of its axis as it travels round the sun. Over recent years, however, human activity has been the cause of more profound and rapid change. Since the industrial and agricultural revolutions, the use of fossil fuels as energy sources, together with intensive agriculture and deforestation, have led to an increase in atmospheric carbon dioxide (CO₂) and methane (CH₄) levels which are now higher than at any time in the last 800 000 years. This will have a profound effect on the Earth's climate, which will warm as a result (Hov, et al., 2013).

Small businesses are more vulnerable to lasting economic damage from storms because they lack the access to the capital and resources of large corporations. Not only do they rely on business from within their immediate vicinity, but the majority of small businesses have a single physical location. This means they lack the backup resources, organizational structures and geographic diversity that large companies have and allows them to more easily recover from a major event. Due to a lack of backup resources, small businesses suffer more from indirect damages from major storms, such as power outages, supply chain disruptions, loss of work hours and more (Small Business Majority, 2014).

Resort Business Owners' Marketing Strategies in terms of Promotion

Table 7 : Weighted Mean, Descriptive Rating, and Rank of Resort Business Owners' Marketing Strategies in terms of Promotion

Promotion			
A. Factors observed to capture and maintain customers' loyalty	Weighted Mean	Descriptive Rating	Rank
1. Giving customer's discount	4.00	Often	5
2. Providing additional amenities such as maid service, radio , television plus cable TV, telephone/intercom	4.32	Always	2
3. Providing additional assistance	4.07	Often	4
4. Greeting customers and being friendly	4.42	Always	1
5. Providing customers with clean and ventilated rooms/cottages	4.24	Always	3
6. Giving souvenirs and gifts	3.55	Often	6
Average Weighted Mean	4.10	Often	
B. The management uses the following promotion practice	Weighted Mean	Descriptive Rating	Rank
1. Personal selling	3.52	Often	2
2. Print media	3.98	Often	1
3. Sales promotion (e.g. give free gifts)	3.22	Sometimes	3
Average Weighted Mean	3.57	Often	
C. Ways of advertising the hotels, inns and resorts	Weighted Mean	Descriptive Rating	Rank
1. Local radio	4.06	Often	2
2. Local newspaper	4.17	Often	1
3. Brochure distribution	3.79	Often	4
4. Billboard nearby	3.87	Often	3
Average Weighted Mean	3.97	Often	
D. The hotels/resorts observed the importance of promotion	Weighted Mean	Descriptive Rating	Rank
1. The hotels/resorts have sufficient budget for advertising	4.23	Always	1
2. The hotel/resorts have a strong promotion programs	3.86	Often	3
3. Promotion affects the volume of sales	3.93	Often	2
4. The advertising activities could reach target clientele	3.84	Often	4
Average Weighted Mean	3.97	Often	
General Weighted Mean	3.90	Often	

Table 7 shows the weighted mean, descriptive rating, and rank of the resort business owners' marketing practices in terms of promotion.

On the factors observed to capture and maintain customers' loyalty, the resort owners' perception on providing additional amenities such as maid service, radio, television plus cable TV, telephone/intercom as always practiced with a weighted mean of 4.32 and rank as 1; providing customers with clean and ventilated rooms/cottages as always practiced with a weighted mean of 4.24 and rank as 2; and providing additional assistance as often practiced with a weighted mean of 4.0 and rank as 3. The average weighted mean of resort owners in the practices to capture and maintain customers' loyalty is 4.10 interpreted as often practiced.

On the management uses of promotion practices, the resort owners perceived print media as always practice with a weighted mean of 3.98 and rank as 1; perceived personal selling as often practice with weighted mean of 3.52 and rank as 2; and perceived sales promotion (e.g. giving of free gifts) as sometimes practiced with a weighted mean of 3.22 and rank as 3. The average weighted mean of resort owners in the promotion practices is 3.57 interpreted as often practiced.

On the ways of advertising the hotel, inns, and resorts, the resort owners perceived local newspaper as often practiced with a weighted mean of 4.17 and rank as 1; perceived local radio as often with a weighted mean of 4.06 and rank as 2; perceived billboard nearby as often practiced with a weighted mean of 3.87 and rank as 3;

and perceived brochure distribution as often with a weighted mean of 3.79 and rank as 4. The average weighted mean of the resort owners practice or ways of advertising is 3.97 interpreted as often practiced.

On the factors on how the resorts observed the importance of promotion, the resort owners perceive the hotels/resorts have sufficient budget for advertising as always with a weighted mean of 4.23 and rank 1; perceive promotion affects the volume of sales as often with a weighted mean of 3.83 and rank 2; perceive the hotel/resorts have a strong promotion programs as often with a weighted mean of 3.86 and rank 3; and perceive the advertising activities could reach target clientele as often with a weighted mean of 3.84 and rank 4. The average weighted mean of the resort owners in the importance of promotion is 3.97 interpreted as often.

The general weighted mean of the resort owners practice in promotion is 3.90 interpreted as often. Research studies put emphasis on the growing importance of the Internet in marketing (Simon, 2005). Specific emphasis has been placed on the growing role that the resorts' website plays (Atkinson, 2005)-an emphasis that has become magnified as traditional marketing activities become supplemented, and possibly replaced, by internet-based marketing approaches. Third-party websites have been identified as playing an important marketing role, with distributors' sites, such as Travelocity, being adopted by major resort players. Specific attributes and website features that contribute to website effectiveness has also been investigated (Baloglu&Pekcan, 2006 and Perdue, 2001). Interest in exploring the methods and capabilities used to collect guest information at resorts had also been conducted, (Khanna, 2005). Applying technology for this use is welcomed as data collection is important in understanding guests and the changing guest market (Baumann, 2005). The use of Internet to obtain guest feedback and to employ this feedback to help guide and improve resort operations (Higgins, 2005), has also been investigated.

Resort Business Owners' Marketing Practices in terms of Pricing

Table 8 shows the weighted mean, descriptive rating, and rank of resort owners' marketing practices in terms of pricing.

On the management uses the means of pricing, the resort owners perceived based on cost/expense of product as always practice with a weighted mean of 4.23 and rank; perceive discount as often practice with a weighted mean of 4.08 and rank2; perceived as psychological is often practiced with a weighted mean 4.08 and rank 3; perceive based on demand as often practiced with a weighted mean of 3.87 and rank 4; and perceived based on the price of competitors as often practiced with a weighted mean of 3.76 and rank 5. The average weighted mean of the resort owners' practices in management means of pricing is 4.00 interpreted as often practiced.

On the internal factors affecting pricing decision, the resort owners perceive profit as always practice with a weighted mean of 4.08 and rank 1; perceive business structure as always practice as often with a weighted mean of 4.05 and rank 2; perceived as available offer is often practiced with a weighted mean of 3.90 and rank 3; and perceived cost as often practiced with a weighted mean of 3.84 and rank 4. The average weighted mean of the resort owners' practices in internal factors affecting pricing decision is 3.97 interpreted as often practiced.

Table 8 : Weighted Mean, Descriptive Rating, and Rank of Resort Business Owners' Marketing Strategies in terms of Pricing

Pricing				
A. The management uses the following means of pricing	Weighted Mean	Descriptive Rating	Rank	
1. Based on cost/expense of product	4.23	Always	1	
2. Based on demand	3.87	Often	4	
3. Psychological (e.g P991.95, P399)	4.06	Often	3	
4. Discount	4.08	Often	2	
5. Based on the price of competitors	3.76	Often	5	
Average Weighted Mean	4.00	Often		
B. Internal factors affecting pricing decision	Weighted Mean	Descriptive Rating	Rank	
1. Profit	4.08	Often	1	
2. Available offer	3.90	Often	3	
3. Cost	3.84	Often	4	
4. Business structure	4.05	Often	2	
Average Weighted Mean	3.97	Often		
C. External factors affecting pricing decision	Weighted Mean	Descriptive Rating	Rank	

1. The market and demand	3.95	Often	2
2. Competitors price and offer	4.30	Always	1
3. Other factors such as political, environmental, demography	3.83	Often	3
Average Weighted Mean	4.03	Often	

On the external factors affecting pricing decision, the resort owners perceive competitor price and order as always practiced with a weighted mean of 4.30 and rank 1; perceive the market and demand as often practiced with a weighted mean of 3/95 interpreted as often and rank 2; and perceive other factor such as political environmental, demography as often practice with a weighted mean of 4.03 and rank 3. The Average weighted mean of the resort owners practice in internal factors affecting pricing decision is 4.03 interpreted as often practiced.

Research on resort pricing and packaging strategies has explored the concept of yield management and the promotional pricing practice of offering deep discounts on season passes at Colorado ski resorts (Perdue, 2002). Cross-product elasticity and impacts of the promotional pricing program on customer usage behavior and satisfaction levels were also examined. Other research examining all-inclusive resort product offerings have been shown to positively influence value perceptions among visitors, particularly among first time resort visitors (Naylor & Frank, 2001). Other research has documented how discounting and pricing strategies (e.g., changes from the shoulder to primary seasons) can impact resort operations were also conducted (Mudambi& Baum, 1997).

Variations on the Experiences of Extreme Weather Events of Resort Business

Table 9 shows the analysis of variance to test the significant difference on the experiences of extreme weather events of resort businesses. Since the computed values of F which 1.67 is less than the critical values of F which is 2.49, accept the null hypothesis. Thus there is no significant difference on the experiences of extreme weather events of resort businesses.

Table 9 : Analysis of Variance on Significant Difference on the Experiences toward Extreme Weather Events of Resort Business

	Source of Variation	SS	df	MS	F	P-value	Fcrit	Interpretation/ Decision
Experiences of Extreme Weather Events	Between Groups	9.89	13	0.99	2.72	0.00	3.87	Accept Null Hypothesis Not Significant
	Within Groups	105.11	118	0.36				
	Total	115.00	131					

The geographic location of Zambales has contributed to the perceptions of the respondents as to their experiences. All resort owners expressed that they experienced the same extreme weather events that cause them to incur problems with the services they offer to guests. According to the 2013 Climate Change Vulnerability Index, the Philippines ranked 9th most at risk country in the world and as early as 2012, the Asian Development Bank (ADB) released a study stating that 50.3% of the country's land area is economically at risk from multiple hazards such as floods, typhoon, and earthquakes. This means some 81.3% of the country's population or around 76.6 million Filipinos are prone to economic impacts brought by natural disasters (Philippine Climate Change, 2011).

Table 10 : Analysis of Variance on Significant Difference on the Marketing Practices of the Resort Business Owners

	Sources of Variation	SS	df	MS	F	F crit	Interpretation/ Decision
Promotion	Between Groups	0.564285	3	0.188095	2.5417	3.4105	Accept Ho Not Significant
	Within Groups	0.962017	13	0.074001			
	Total	1.526302	16				
Pricing	Between Groups	0.008225	2	0.004112	0.1263	4.2564	Accept Ho Not Significant
	Within Groups	0.292942	9	0.032549			
	Total	0.301167	11				

Table 10 shows the analysis of variance to test the significant difference on the marketing practices of the resort business owners in terms of promotion and pricing. Since the computed values of F which are 82.30 and 114.37 are greater than the critical values of F which are 2.49 and 2.54, reject the null hypothesis. Thus

there is a significant difference on the marketing practices in terms of promotion and pricing among the resort business owners.

The Municipality of Mabini may consider improving the promotion of the resort by providing sufficient number of brochures, additional seminars and convention to the public. They may also create awareness among the residents to promote the place for both local and foreign tourists. The Department of Tourism of the Municipality of Mabini may consider monitoring the beach resorts in Mabini to maintain and to improve some beach resort especially the abandoned resorts. According to Barlan&Festijo (2013), to attract more tourists, the resort managers may come up with innovative measures to maintain repeat business. Resort managers may be updated about the latest trends in giving services to guests as well as the new services guests prefer. Resort managers may also give emphasis on how to promote their resorts effectively

Table 11
Pearson-r Correlation Test of Significant Relationship between the Experiences of Extreme Weather Events and Marketing Management of Resort Businesses

Correlation	Variable	Experiences of Extreme Weather Events	Marketing Management
Pearson-r Coefficients Sig (2-tailed) N=300	Experiences of Extreme Weather Events	1	-0.05
	Marketing Management	-0.05	1

Table 11 shows the Pearson-r coefficient test of significant relationship between the experience of extreme weather events and marketing management of resort businesses. The computed Pearson-r coefficient is -0.05 which shows a very low negative correlation. Extreme weather events can affect special events on a short-term basis (e.g., short rain storm) or for the entire event (multi-day rain or high winds, for examples). Weather was identified as the second most important factor contributing to event failure, only after a lack of corporate sponsorship of the events and festivals. However, according to the resort owners, they had established their clients and that their marketing of the products they have will not be affected by the extreme weather conditions. Customers and clients return to their resorts after any extreme weather events. The owners' promotional strategies have been established to the customers and satisfaction to their services were sought after.

IV. CONCLUSIONS AND RECOMMENDATIONS

The experiences on extreme weather and marketing strategy of resort business owners in Zambales were described in this study. Results revealed that a resort business owner which is a single proprietor has 22 average number of employee, operating for 13 years with a variety of products and services offered with an annual estimated client of less than two thousand. The resort business owners had experienced extreme weather events severe rainfall, storm surge, floods, increased summer dryness and cyclones. The promotion strategies to manage extreme weather condition include, the provision of additional amenities to maintain customer's loyalty, use of print media and local newspaper to promote services of the hotel and sufficient budget for advertising. They based pricing on cost of product, decided upon profits are consider competitors' and offer in deciding prices.

The analysis of variance result that a no significant difference on the experiences of extreme weather events of resort businesses. There is a significant difference on the marketing practices in terms of promotion and pricing among the resort business owners. There is a very low negative correlation between the experiences on extreme weather events and marketing strategies of the resort business owners in Zambales.

Data suggest that the marketing strategies in terms of promotion and pricing needs to perfectly practice by the resort businesses and resort owners to further increase the number of clients and visitors and attract more tourist to their respective locations. Consider other means of marketing the resort products and services. For instance, the resorts management may create an online portal for tourist and prospective visitors to view their websites and resort's offering. Be creative in offering other products and services aside from the basic ones. Zambales shore has a fantastic and magnificent long beaches which offers much more than we can imagine. Equip the resort owners and their employees on the nature, preparation, response, mitigation and adaptation from extreme weather events, natural disasters and climate change effects. The government may consider resort owners' needs in adaptation to extreme weather events in their plan of support. Inform, deliver and disseminate the results and findings of this study among the concern government agency to serve as their basis in policy and decision making towards the impact, mitigation and adaptation of extreme weather events and other related events which affects the tourism industry of the province.

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