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## The Relationship Between Marketing Strategies of Tourism and Tourist Satisfaction in The Municipality of Impasugong

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### Abstract

The study aimed to assess the relationship between marketing strategies of the Communal Ranch in Impasugong, Bukidnon and tourist satisfaction. Moreover, the study was theoretically based on the 5A's of tourism model that was proposed by Dickman (1989) <sup>[11]</sup> which determined the following pillars to destination development and tourist retention as essential: attraction, accommodation, amenities, activities and accessibility. The study employed a quantitative, correlational research design to gather data by a validated survey of 150 tourists who were selected using the convenience sampling techniques. The descriptive analysis showed that there was a very high-level marketing strategy implementation ( $M=3.957$ ) and general satisfaction of the tourist ( $M=3.956$ ). The Spearman's Rho test showed that there was a positive correlation of significance between marketing strategies using the 5A's and tourist satisfaction ( $r=.817$ ,  $p=.001$ ). Thus, the null hypothesis was rejected. Most of the attributes were rated high but road conditions were ranked among the first areas to be improved to make them more accessible. This research was useful in the literature of tourism management because it empirically confirmed the 5A's framework in a ranching community setting and served as a guide to the local government units to ensure that they allocated their resources in the most effective way in order to achieve sustainable growth in tourism. Also, for the future researchers, they may explore additional factors beyond the 5A's.

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### 1. Introduction

Tourism satisfaction is one of the factors in the tourism industry. It is typically defined as the fulfillment of a tourist's expectations, wishes, or needs during their travel experience. These expectations served as a standard, so the level of Satisfaction depended on the quality of the services and products they were offered during their visit. This renders tourist satisfaction a key measure of a tourism destination's success and quality.

In recent years, the tourism industry has experienced impressive growth driven by rising demand for unique and meaningful travel experiences. The Municipality of Impasugong, Bukidnon, with its rich cultural heritage, beautiful natural scenery, and warm people, has tremendous potential for attracting both local and international tourists.

The Impasug-ong Communal Ranch is the largest government-owned ranch in the Philippines, spanning 642 hectares. It is located in Capitan Bayong, Impasug-ong, Bukidnon. The ranch is a major tourist destination, offering relaxation and leisure, as tourists visit to enjoy its amenities, horseback rides, and cultural displays. Many tourists came to the ranch. When traveling, a tourist considers the five essential aspects, which are also known as Dickman's 5As of tourism. The 5 A's of tourism is a theory that describes the five essential elements required by a successful tourism destination: Attractions, Accessibility, Accommodation, Amenities, and Activities. These factors work together to attract and satisfy tourists, ensuring they have a good time, which in turn leads to repeat visits and positive recommendations. According to the Study of Susada M. L. S. (2022) <sup>[30]</sup>, a way of looking into the profile of a sustainable destination is that of Dickman (1989) <sup>[11]</sup>, which refers to the 5As of tourism: Attraction, Accommodation, Accessibility, Amenities, and Activities. Furthermore, several studies have explored the 5As and

individual profiles, such as Nowacki & Kruczek's (2021) <sup>[22]</sup> study, which examines how attraction moderate's tourist experiences and Satisfaction in a sustainable destination. Furthermore, Nzeku & Duffet (2021) <sup>[23]</sup> also found that tourists displayed a positive cognitive reaction and affective behavioral attraction. Moreover, Bose & Biju (2020) found that foreign tourists prefer homestays, increasing the likelihood of longer stays at the destination.

In addition, Suwintari *et al.* (2023) found that the place where tourists stayed significantly affected their Satisfaction, which they often viewed as their home away from home. The tourists were satisfied if the hotel offered excellent service, attentive customer service, and clear staff policies. Consequently, in the same study, Accessibility is also a predictor of the overall tourist experience. Supported by Biswas *et al.* (2020) <sup>[6]</sup>, where research revealed that Accessibility influences customer satisfaction despite age as a moderating variable. Regarding the destination's amenities, the mixed-method study by Dzulkipli & Masjhoer (2020) <sup>[13]</sup> found that tourists are satisfied with the tourist site when it offers comprehensive amenities. Also, Hermawan *et al.* (2019) <sup>[15]</sup> have revealed that amenities positively influence tourist satisfaction and loyalty.

Furthermore, the satisfaction of tourists is considered an evaluation of tourism services or products and often becomes a driver of loyalty and word of mouth. The study found that tourist satisfaction, as measured by trust, contentment, and happiness, has a significant effect on word of mouth. (Dwivedi *et al.*, 2021) <sup>[12]</sup>. Moreover, the 5A's model is known to be used in examining sustainable tourism destinations, empirical research that examines the usage of these marketing strategies to influence satisfaction in a government-owned communal ranch is lacking. Existing research has considered isolated effects, such as the moderating role of attraction and accessibility or how it affects the "home away from home" effect. However, there is a lack of knowledge regarding how all five of these dimensions impact tourists' satisfaction in the case of Impasugong. The current study responds to this need by examining the relationship between the 5A's marketing strategies and tourist satisfaction with the Communal Ranch. Additionally, it seeks to provide bench-marking opportunities for other tourism businesses to improve their operations and offer a strategy that can be adopted in a competitive industry.

Thus, the study aimed to assess the marketing strategies of communal ranch on tourist satisfaction using the 5A's of tourism. The 5A's helped the tourism industry attract tourists and make the destination more appealing. The objective of the study was to explore and analyze the effectiveness of marketing strategies using the 5A's and their relationship to tourist satisfaction at Communal Ranch.

### 1.1. Objective of the study

The objective of the study was to explore and analyze the effectiveness of marketing strategies using the 5A's and their relationship to tourist satisfaction at Communal Ranch:

- The respondents' level of marketing strategies in terms of the 5A's Attraction; Accommodation; Amenities; Activities; and Accessibility.
- The level of tourist satisfaction at Communal Ranch, and
- The significant relationship between marketing strategies (5A's) and tourist satisfaction. The null is no

significant relationship between tourism satisfaction and marketing strategies.

### 1.2. Significance of the study

The result of this study aimed to analyze the relationship between marketing strategies (5A's) and tourist satisfaction. Department of Tourism. The study's results can inform the formulation of new marketing activities and enhance tourist destinations to attract more visitors, thereby increasing revenue.

Tourism Business. This study would be a valuable tool for business owners, as it helps raise brand awareness, boost revenue and drive expansion, attract and retain customers, and enhance engagement.

Tourism Employees. This study could give relevant information for the growth and development of the tourist destination.

Tourist. This study can serve as a valuable resource for advancing knowledge and promoting learning about the tourist destination.

*Future Researchers.* This study served as a reference and support for future researchers, helping to identify new factors that may be closely related to their own topics.

### 1.3. Conceptual Framework

This research aims at examining the correlation between marketing strategies (5A's) and tourist satisfaction in Communal Ranch, in the Municipality of Impasugong, Bukidnon the study was anchored in the concept of marketing strategies and tourist satisfaction. This study revolves around two variables, where the independent variable is marketing strategies, utilizing the 5A's, which include attractions, activities, accessibility, accommodation, and amenities. These are key independent variables in this study, and the dependent variable is tourist satisfaction.

This study was anchored on Dickman (1989) <sup>[11]</sup> 5A's theory, which suggested that each tourism destination should develop using the five 'A's, which were the attraction, accessibility, accommodation, amenities, and activities, to effectively attract its tourists. He emphasized that 5A was the most crucial element in successful tourism development. The relation of this theory to the study was to gauge tourists' satisfaction with the Communal Ranch's attractions, accommodations, amenities, activities, and accessibility.

The 5A's are: Attractions, which refers to tourism resources such as host culture, events and festivals, and the destination's natural uniqueness; attractions are frequently the reason tourists visit a destination and give them an experience (Richards, 2002) <sup>[24]</sup>; Accessibility, which refers to the mode of transportation that makes it easier for tourists to arrive and move around their destination (Rodrigues, 2017); Accommodation, which refers to places where tourists can stay while visiting; Amenities, which are facilities and services offered to visitors at the destination, such as restaurants, public restrooms, tourist information centers, and communication network facilities; and Activities, which refers to recreational activities accessible to tourists.

According to Samaraweera K.G. Upekshani's study (2019) <sup>[26]</sup>, the journal factors of Chanapong Arpornpisal and the influence of the 5A's are examined. Indeed, this can serve as a basis for the government's deliberations and decision-making on tourism growth, ongoing innovation, and the development of regulations to build a cutting-edge tourist

destination. It can also serve as a gauge of the degree of tourist satisfaction with tourism-related activities in Tomohan City.

On the other hand, the intention to revisit is significantly influenced by tourist satisfaction, and people are more likely to return to a tourist destination if they were pleased with their previous visit. The tourism region is expected to see a rise in revenue if people plan to revisit, demonstrating that the area offers high-quality tourism and remains a popular destination for travel-related activities. Based on the 5A's, the degree of tourist satisfaction is determined by whether the tourist was satisfied and, if so, whether they intend to revisit Tomohan City's tourist destination. If the tourist intends to return, this will help Tomohan City draw more tourists and grow its tourism industry (Warbung, C. J., Tulung, J. E., & Saerang, R. T., 2021) <sup>[33]</sup>.

#### 1.4. Statement of the Problem

The study aimed to examine the effectiveness of marketing strategies using the 5A's and their relationship to tourist satisfaction at Communal Ranch. Specifically, it sought the following objectives:

1. To identify the respondents' level of marketing strategies in terms of the 5A's Attraction; Accommodation; Amenities; Activities; and Accessibility.
2. To identify the level of tourist satisfaction at Communal Ranch.
3. To assess the significant relationship between marketing strategies (5A's) and tourist satisfaction.

#### Research Hypothesis

Ho1. There is no significant relationship between tourism satisfaction and marketing strategies.

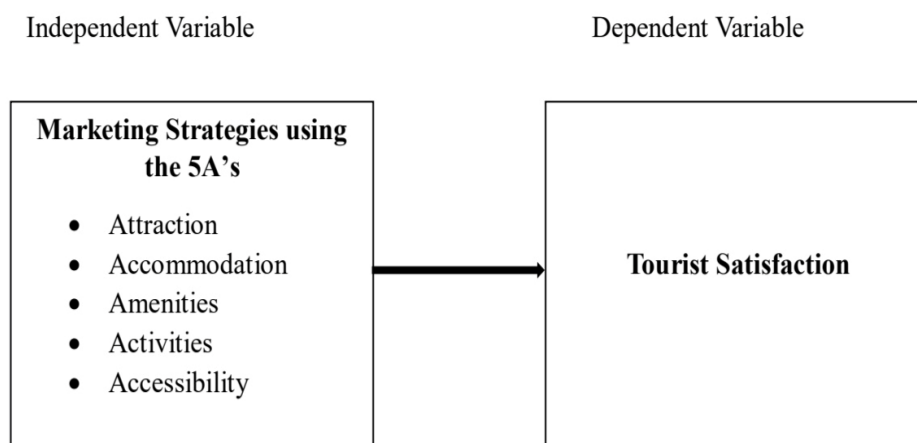


Fig 1: Framework of the Study

## 2. Methodology

### • Tourism Marketing Strategy

The process of tourism marketing links tourists' demands to the services provided by tourism organizations and facilitates the exchange of value (Hadid, 2024). In Impasugong, where key tourism resources, such as natural scenery and cultural heritage, have strong potential, strategic marketing measures could lead to a significant increase in visitor engagement and Satisfaction. As Sofronov (2019) <sup>[28]</sup> highlighted, the primary objectives of tourism marketing were to identify target markets, enhance loyalty, and track the tourist path, ultimately leading to a competitive advantage for destinations.

Further, tourism marketing played a significant role in fostering tourists' satisfaction, an essential factor in ensuring the continued growth of the tourism industry. Ali and Saadon (2024) concluded that tourists' satisfaction with the quality of a specific destination was directly affected by successful marketing strategies that considered and anticipated tourists' desires. These involved several consumer-centered approaches, such as gathering customer needs, designing customer packages, and incorporating experiential marketing. Determining tourists' desires was an important element of tourism marketing strategy. This was achieved through market research, which was used to develop appropriate goods and services. Promotion and advertising helped raise awareness of these goods and services among different types of tourists. Examples include airlines, travel

agencies, and tour operators, which provide information on the place and method of purchasing goods and services (Belarmino, 2023) <sup>[5]</sup>.

The opportunity cost also refers to the process of identifying potential and actual demand for tourism, communicating with tourists to understand and evaluate their preferences, needs, and desires, and adapting and designing tourism products and services to address those needs and requirements while optimizing the organization's goals. Marketing tourism products was also known as this process (Chatterjee and Dsilva, 2021) <sup>[8]</sup>.

Furthermore, the goal of tourism marketing is to attract tourists to a certain destination. These destinations include hotels, specific cities with distinctive tourist attractions, states with exceptional market attractions, convention centers, and other leisure or vacation destinations. Additionally, the primary objective of tourism marketing is to attract and increase the number of visitors by employing targeted strategies and fundamental marketing techniques. Tourism marketing is closely tied to destination marketing of tourism resources and the methods used to market them.

### • Attraction

Tourists may be drawn to destinations with unique value propositions, such as attractions. These could be natural, such as (beaches, mountains, forests, and waterfalls), or cultural, such as sites that tourists are likely to revisit (Jalilifar & Moradi, 2019; Ma *et al.*, 2020) <sup>[16]</sup>. Additionally, offering a

wide variety of food and beverages could help ensure that tourists are satisfied. Food can occasionally serve as a symbol of a destination's culture and diversity, enhancing visitors' enjoyment. (Akanmu *et al.*, 2020; Leivas *et al.*, 2020; Ridha & Hidayat, 2020) <sup>[2]</sup>.

An attraction is a location or something that entices tourists to visit a tourism destination. Natural, cultural, and recreational attractions are examples of tourist attractions that are said to influence how tourists perceive a place. These include entertainment, historical events and attractions, and natural attractions (Rajesh 2014; Biswas *et al.* 2020) <sup>[6]</sup>. Tourist attractions are the primary draw, and tourism would not be possible without them (Haneef *et al.*, 2019).

This suggests that a successful tourist destination, such as the communal ranch in Impasugong, requires special features to attract visitors. Such activities included showcasing local culture, offering recreational activities such as horseback riding, and serving on-site-prepared food. The ranch needed to be accessible, with good roads leading to it and clear directions, so that tourists would be satisfied.

#### • Accommodation

Accommodation and other amenities greatly influenced tourists' satisfaction, as they regarded the accommodation as a home away from home. Factors such as high-quality service, contemporary designs, and helpful employees significantly contributed to the overall visitor experience (Suwintari *et al.*, 2023). Nevertheless, visual differences between the price and the quality of services, even in the domain of food safety and cleanliness, had adverse impacts on Satisfaction (Sianipar *et al.*, 2021) <sup>[27]</sup>.

Additionally, clean, well-maintained core facilities were required to ensure tourists' well-being (Amin *et al.*, 2021; Gonzalez Mansilla *et al.*, 2023) <sup>[4]</sup>. Therefore, these findings suggest that tourism development and visitor satisfaction should be integrated into marketing strategies that include enhanced services, targeted promotion, and infrastructure redesign for these companies. In this regard, the Municipality of Impasugong may have played a significant role in providing adequate accommodations, thereby boosting tourists' earnings and promoting tourism in the area.

Moreover, accommodation influenced tourists' happiness and was often regarded as a second home. Tourists were satisfied if the hotel offered good customer service, stylish accommodations, a modern environment, and fair staff policies (Suwintari *et al.*, 2023). However, when the cost was not equal to the service required, such as food safety, security, and sanitation desired by the customer, it could also influence the satisfaction level among tourists. Two such amenities included cleanliness and quality, which impacted the degree of tourists' satisfaction. All related facilities, such as food hygiene, place hygiene, water safety, access to health services, and other amenities, were interconnected and used as indicators of overall tourist satisfaction (Amin *et al.*, 2021) <sup>[4]</sup>.

Therefore, the better the place to stay, the better the tourist's trip. They desired cozy, clean accommodations, like a home away from home. Thoughtful and hospitable individuals employed in the tourism sector were also significant. Even clean and well-maintained facilities within the locality, not just the hotel itself, were a significant factor. When tourists took a trip that cost them a lot of money but the place was dirty or the food was not good, they were dissatisfied. In a nutshell, they desired their money worth. When a place like

Impasugong wanted more tourists, it should have ensured that accommodations were clean and well maintained, with good service. This entailed the general cleanliness and maintenance of the destination itself. As a result, the tourists enjoyed themselves and even made a second visit.

#### • Amenities

The study by Minh, Rahman, and Thi (2023) <sup>[21]</sup> argued that to determine what tourists expected of the place, the researchers ought to have contextualized their expectations. This research sheds light on tourists' expectations, experiences, and satisfaction levels. Consequently, this information can be used by tourism management stakeholders to develop effective marketing plans and campaigns.

These amenities were considered a key motivation for revisiting the location among visitors (Samaraweera K.G. and Upekshani T., 2019) <sup>[26]</sup>. The amenities included infrastructural facilities, but there were also issues with sanitation and hygiene. The tourism sector is expected to benefit from the development of these facilities. Thus, tourist pleasure is positively correlated with the availability of health services, safe drinking water, clean places, and hygienic food preparation. Additionally, there is a positive correlation between happiness and infrastructure facilities such as parking spaces and amenities, telecommunications facilities, banking services, money exchanges, signs, and indications. The perception and Satisfaction of tourists are significantly impacted by several variables, including banking services, internet and IDD facilities, customs, and airport services (Samaraweera K.G. & Upekshani T., 2019) <sup>[26]</sup>.

This suggests that a tourist destination requires specific features to attract visitors. Good facilities are also important. Cleanliness, safe food and water, and accessible health services are essential. These types of services make visitors happy and encourage them to return.

#### • Activity

A tourism activity combines eco-tourism, cultural aspects, and the journey of an exploration tour. It is socially acceptable, high-quality, low-impact, and environmentally sustainable. It seeks to combine culture and pleasure, benefiting both the host country and the visitor. There are some parallels between eco-tourism, wildlife tourism, and adventure and sport tourism. It also includes science and research travels, as well as other kinds of educational visits. It can be characterized as responsible tourism, which involves tourists' physical and mental engagement and adheres to principles of ecological, biological, and cultural preservation. Important factors to consider include leisure and education, respect and introspection, initiative, practice, and constructive engagement, as well as local professional acquaintances and tour guides with academic credentials (Active Tourism, 2019) <sup>[1]</sup>. The demand is met by tourism. When it comes to travel, tourism sites have the most distinctive features, justifications, and significance. People discuss activity-based tourism as a demand-generating force that draws tourists (Vjector, 2019) <sup>[32]</sup>.

According to Buhalis & Cooper (2022), public sector entities provide the infrastructure required for tourism to flourish and oversee the sustainability of areas and travel destinations. It was resources owned by residents and destinations that could be used to fulfill tourists' needs and wants. An entire tourism ecosystem developed, facilitating tourism and value creation.

This ecosystem was comprised of business owners and investors, employees, middlemen, and the government. This implied that tourism activity supported its multifacetedness, with a view to sustainability, cultural integration, and active involvement. It ensured that tourism was viewed not only as a recreational activity, but also as a means of education, preservation, and socioeconomic development. Moreover, the assertion that tourism activity was a demand generator highlighted the need for places to strategically position their tourist attractions, which aligned with tourism marketing tactics that position destinations by offering unique experiences. The earlier work on the importance of professional guidance, however, was useful. Tourism was more meaningful when the experience was made educational, culturally appropriate and safe hence a well-trained tour guide enhanced the journey. Further work could have focused on how tour guides and organized activities affected the overall tourist experience and the destination's sustainability. Finally, tourism activities played a major role in attracting travelers and enhancing their travel experiences. They not only provided pleasure and recreation but also educated, facilitated cultural exchange, and sensitized the environment. Well-planned activities also boosted the appeal of the destinations and provided guests with long-term experiences.

#### • Accessibility

One important piece of tourism infrastructure is access. It is particularly crucial in areas with a large dispersion of tourist attractions. Highways, bridges, airports, and various transportation services are all readily accessible. The expansion of tourism is typically viewed as requiring convenient access to tourist destinations, including transportation and amenities for rapid internal mobility (Yadanar, 2020).

Accordingly, the standard and affordability of transport infrastructures, such as air services and airports, ground traffic networks, and waterway facilities, comprise a robust and desirable transport network. The transportation network directly links tourism roots with tourist destinations, offering transportation within these destinations, including attractions, hotels, and shopping areas. A destination should be easily accessible, especially when the country is geographically dispersed. "The function and interaction of the transport types, ways, and terminals supporting tourists and from destinations, and the provision of transport within a destination" is a transport network relevant to tourism (Yadanar, 2020).

Additionally, a tourist destination should be easier to reach. It is essential to attract tourists' attention. A good road network, reasonable travel expenses, sufficient knowledge and documentation on the destination, and the ability to arrive without traffic jams are all necessary for it. According to Baker, one of the main factors influencing travelers' pleasure is the time and money required to reach their destination. The road network, taxi services, and ease of access have been identified as affecting tourists' overall pleasure. He concluded that cab services are less accessible and interactive. Tour guides' quality, friendliness, responsiveness, communication skills, site descriptions, and ability to deliver pertinent information are among the criteria used to gauge tourists' satisfaction (Samaraweera K.G. & Upekshani T., 2019) <sup>[26]</sup>.

#### • Tourist Satisfaction

The assessment of a specific tourism service or product by tourists is known as tourist satisfaction, and it catalyzes word-of-mouth and loyalty. Research has shown that tourist satisfaction, trust, contentment, and pleasure have a considerable impact on word-of-mouth (Dwivedi *et al.*, 2021) <sup>[12]</sup>. Customer satisfaction in other industries, including banking, mobile commerce, communication, and service sectors, also influences consumers' use of digital platforms, such as social media, online restaurant reviews, and social virtual world services (H. M. Lee *et al.*, 2020; Rahman *et al.*, 2021) <sup>[18]</sup>.

Additionally, to increase visits and foster tourist loyalty, the quality of tourism products is improved using the metric of tourist satisfaction. The phases of a customer's response to a service provider's offering are generally referred to as the satisfaction level. The two most important factors are performance and expectations. A person's experience with the quality of services received determines their level of satisfaction (Dzulkifli, 2020) <sup>[13]</sup>. Additionally, tourist satisfaction catalyzes word-of-mouth and loyalty, and it is regarded as tourists' assessment of a specific tourism service or product. Research has shown that tourist satisfaction, trust, contentment, and pleasure have a considerable impact on word-of-mouth (Dwivedi *et al.*, 2021) <sup>[12]</sup>.

Customers in the Philippines booked flights online for over \$1.37 billion. Furthermore, \$693.4 million and \$394.4 million were spent on hotels and vacation packages, respectively (Rodrigues *et al.*, 2021) <sup>[25]</sup>. Determining if tourists' contentment motivates these online activities and whether their Satisfaction stems from their interactions with tourism-related goods and services is crucial. Nevertheless, no data or model integrated the three factors and employed tourists' happiness as a mediating variable, despite research on the relationship between electronic word-of-mouth and tourist satisfaction as well as the impact of Tourism 5As. The purpose of this study is to investigate the relationship between Siargao Island, Philippines' Tourism 5As and Electronic Word of Mouth, as well as the role of tourist satisfaction as a mediator.

Moreover, tourist satisfaction was a major determinant of destination success, which significantly influenced the likelihood of tourists returning. Libre *et al.* (2022) further concluded that destination image, tourist experience, and perceived value interacted to create general Satisfaction, which subsequently led to the development of revisit intentions. Their paper argued for fostering a positive experience and a strong, desirable image of the destination, which, in turn, attracts returning visitors.

Additionally, tourist satisfaction often predicts intention to revisit, and individuals tend to return to tourist destinations if they enjoyed their visit. If there are plans to return, the tourism industry will generate more revenue, demonstrate that it remains a popular destination for travel activities, and continue to offer high-quality tourism experiences. The degree of tourist satisfaction, based on the five A's: accessibility, accommodation, attraction, activities, and amenities, was determined by whether tourists were satisfied and, if so, whether they intended to return to the Tomohon City tourist destination. If they do, this benefits Tomohon City by attracting more tourists and growing the local tourism

industry (Warbung, C. J., Tulung, J. E., & Saerang, R. T., 2021) [33].

Therefore, the 5A's (accommodation, accessibility, activities, amenities, and attractions) are super important for making tourists happy. Good places to stay, easy ways to get around, fun things to do, helpful facilities, and amazing sights all combine to make for a great trip. When tourism places effectively utilize these 5A's and promote them, tourists have a more enjoyable experience. Tourist satisfaction is key to repeat business and positive word of mouth, both online and offline. Satisfied tourists are more likely to revisit the destination and recommend it to others. This satisfaction stems from a positive experience, encompassing the ranch's image, the activities offered, and the perceived value of the visit. In conclusion, marketing strategies using the 5A's, which are accommodation, accessibility, activity, amenities, and attraction, have a relationship to tourist satisfaction.

The literature review provided a solid theoretical foundation for the study, demonstrating that a significant connection between tourism marketing strategy and tourist satisfaction has been observed in other studies. It identified that the 5A of tourism, which include attraction, accommodation, amenities, activities, and accessibility, are significant factors for a successful tourist destination. The RRL also emphasized that satisfied tourists are more likely to revisit a destination and to create positive word of mouth, which is one of the objectives of tourism businesses. It is through these studies that the research established a framework for what needs to be measured and why the factors are significant to tourist satisfaction.

In conclusion, the study results directly justified and confirmed the existing information in the RRL. The research established a positive relationship between all 5A and tourist satisfaction at the Communal Ranch. The result confirmed the relationship reported in the literature for the particular location, thereby upholding the research's central concept: that marketing strategies have a tangible, quantifiable impact on tourists' happiness. The research results are empirical and support existing theories and research, underpinning the conclusion that concentrating on the 5A's is a successful approach to promoting tourist satisfaction and the success of the tourism business.

### 2.1. Research Design

The study adapted a quantitative research design to enable the systematic collection, measurement, an analysis of numerical data. This approach was appropriate because the study aimed to objectively assess tourist's perceptions and determine the relationship between marketing strategies and tourist satisfaction. Statistical tools such as the mean and standard deviation were used to summarize responses, while correlation analysis provided a basis for examining associations between variables in a precise and replicable manner.

In particular, the descriptive and correlational research designs were applied. The research problem of the descriptive design of the study was addressed, as the goal was to create a vivid perception of the current state of tourism marketing at the Communal Ranch by examining marketing strategies within the framework of the 5A Completions. To gather data on each of these factors, the study collected detailed information on tourists' perceptions and experiences using a descriptive design. The area of marketing strategies in Communal employed the 5A's.

Additionally, a correlational research design was employed to explore the relationship between marketing strategies and tourist satisfaction. The correlational design enabled the researchers to determine whether changes in the 5A's marketing strategies were associated with changes in tourist satisfaction. This helped ascertain the strength and direction of this relationship.

### 2.2. Participants of the Study

The respondents in the study were tourists at the Communal Ranch, which means that the population directly feels the impact of the marketing policies being considered. In order to choose such participants, the researchers used the non-probability convenience sampling, which is forced by the practical limitations of a tourist location, where respondents are hardly ever free but only at the moment when they pass by as they come and leave. Such a method made it possible to collect data very quickly and ensure that all of it is relevant, as well as that it is well-aligned with the particular goals in the research. To maintain the quality of the data, deselection was done to tourists above the age of 18 years who were willing to take part, and tourism employees were avoided to prevent internal bias.

### 2.3. Population Sampling

The researcher employed a non-probability sampling procedure, specifically convenience sampling, because our respondents were limited to those available at the communal ranch during that time, as tourists came and went. This allowed the researcher to gather data quickly. This approach helped the researchers collect data rapidly. The result of this sampling was more significant and perceptive, as the data rich, pertinent, and closely related to the study's objective.

"The required sample size was determined using G\*Power 3.1 software. An a priori power analysis was conducted using the "correlation; Bivariate normal mode" under the exact test family to approximate power for Spearman's Rho. It was set with two-tailed test parameters and a medium effect size (0.3), indicating a medium influence of marketing strategies on tourist satisfaction. The level of significance of 0.05 was selected to give equal weight to Type I and Type II errors, and a 0.80 level of power was used to guarantee an 80 percent likelihood of observing significant effects. According to the calculation, the minimum sample size was 138 respondents. The researcher used 150 respondents to administer the questionnaires, rather than the minimum required, to improve statistical validity and reduce the risk of data problems.

### 2.4. Data Analysis

The following descriptive and inferential statistics were utilized in this study by the use of Statistical Package for the Social Sciences (SPSS) for the following statement of the problems:

*Problems 1 and 2.* To identify the respondent's level of marketing strategies in terms of the 5A's and to identify the respondent's level of tourist satisfaction. The mean and standard deviation were used to identify levels of the marketing strategies within the 5A's dimension and subsequent level of tourist satisfaction at Communal Ranch. Computing the means of the factors enabled the researchers to compare which of the specific elements in 5A's are functioning at the levels of "Very High" and this allowed the data to be sorted in a way that is easy to compare and interpret. (Hong *et al.*, 2021).

**Problem 3.** To assess the significant relationship between tourist satisfaction and marketing strategies. For this inferential statistic, in order to deal with the main question of the research which is the relationship between marketing strategies and tourist satisfaction, Spearman's rho was used. A special selection of this non-parametric inferential test is that it was used to gauge the strength and direction of the relationship between the independent variable which are the 5A's and the dependent variable which is the tourist satisfaction. (Khawla, A. A. A., 2022) <sup>[17]</sup>.

Statistical significance (p-values). The statistical significance test relied on p-values to determine the probability of the results correlations to have happened through possibility. The study has introduced a significance level of 0.05 and therefore determines a strict threshold of the null hypothesis rejection, which determined whether the marketing strategies implemented do have a practical, quantifiable impact on the satisfaction of the tourist.

## 2.5. Research Instrument

The study adapted the questionnaire items developed by Velasquez *et al.* (2024) <sup>[31]</sup> entitled "*Assessment through 5A's of Tourism in Cuyapo, Nueva Ecija: A Basis for Tourism Development Plan.*" Also by Descarten, R. (2023) <sup>[10]</sup> entitled "*Tourism 5A, Tourism Satisfaction, and Electronic Word of Mouth in a Small Island Destination*", it was focused on the specific locations, which are Cuyapo, Nueva Ecija, and a small island destination, respectively.

The adaptation ensures that the collected data can be easily translated to the new study's purpose while retaining the benefits of the original questionnaires, which are established and validated. There were two parts of the questionnaire. The first part was Marketing Strategies using 5A's (attractions, activities, accessibility, accommodation, and amenities), and the second part was tourist satisfaction. Items were rated on a 4-point Likert scale ranging from Dissatisfied (1) to Very Satisfied (4).

The researchers modified, these tools to suit the study's setting and purpose. The questions were modified to mention Communal Ranch, attractions, and services pertinent to the new study, rather than Cuyapo in Nueva Ecija or the small island. The researchers designed the questions to align with the distinctive nature and objectives of the tourism development of Communal Ranch.

The questionnaire was used to gather data that served as a basis for addressing the problem of this study. Data were gathered after conducting a survey using a questionnaire. The study was conducted using a face-to-face survey at Communal Ranch. Three experts reviewed the instrument for content validity, and pilot testing was conducted to ensure clarity and reliability.

- **Validation of Instrument.** The instrument was also subjected to a stringent validation procedure to make sure that the items were able to measure the 5A dimensions and tourist satisfaction. It was sent to a committee of professionals in business administration. These reviewers evaluated the questionnaire in terms of conceptual clarity, technical accuracy, and their applicability to the context of Bukidnon tourism landscape. Their comments were included in order to perfect the wording and make the instrument culturally and pragmatically suitable to the target respondents.
- **Expert Evaluation.** To be appropriate for the educational context of the University, the expertise of the

domain in technology-enhanced education and academic achievement were engaged to review the questionnaire for conceptual clarity and contextual relevance.

- **Reliability Analysis (Cronbachs Alpha).** In order to achieve internal consistency, the instrument was also made to undergo reliability testing. The alpha of Cronbach was used to determine the level of relatedness of the set of items as a group in each variable. The results of the analysis produced coefficients that were above the standard level of 0.70 in all the sub-scales such as Attraction, Accommodation, Amenities, Activities, Accessibility and Tourist Satisfaction. These findings validated the instrument as very reliable and able to yield consistent findings in the sample of 150 respondents.
- **Instrument Structure.** The completed tool comprised two main parts. Part 1 was used to measure the degree of level of Marketing Strategies through the 5A framework, second part was used to measure the level of satisfaction of the respondents. Each was rated on a 5-point Likert scale, where 1 (Very Low/Strongly Disagree) would be the lowest possible score and 5 (Very High/Strongly Agree) would be the highest possible score. This standardized form enabled the accurate determination of mean scores and consequential analysis of the results using Spearman rho.
- **Data Collection.** The data collection process was conducted in a systematic manner that focused on methodological sustainability and protection of the participants.
- **Consent.** This started following official approval by the concerned academic and municipal authorities. After getting the permission, the researchers coordinated with the management of the Impasug-ong Communal Ranch to arrange the schedule of data collection.
- The researchers went out to the field during the field visits where they met potential respondents in the common areas and exit points of the ranch. Each person was clarified on the objectives and scope of the study to be carried out to ensure that they were well informed before any data was collected. The questionnaires were then sent to the individuals that fitted the inclusion criteria and the researchers were available to explain any questions that might arise in the process of filling the questionnaires. Knowledge of the study and willingness to participate.
- Moral protection was applied for the first point of contact. Involvement was purely voluntary and the respondents were made aware of their right to pull out of the survey at will without reprisal. All participants were informed of their right to participate before the instrument was given out. In order to maintain the clarity, the researchers gave a short orientation on the goal of the research and the role that their feedback would play in the enhancement of local tourism services.
- **Data privacy and confidentiality.** The researchers also respected the utmost principles of ethics by ensuring the anonymity and confidentiality of all respondents. The survey forms did not have any personal information including name or contact details. All the data collected was handled with a high level of confidentiality and was only accessed by the research team to use academically.
- **Data Handling.** To uphold the utmost principles of privacy, the survey was covered by anonymity and

confidentiality since no personal details were necessary. The work with the data was done in accordance with the safe practices in order to avoid unauthorized access. Physical questionnaires were kept in a secure place whereas, the digital data was kept in password-secured files.

## 2.6. Ethical Consideration

Before the actual data collection, the researchers ensured that the participants understood they were taking part in a study, the purpose of the research, and the methods being used, and that no material information was left out.

They were also made aware that their decision to participate or not would be respected and valued, and that they had the right to withdraw from the study at any time. All information gathered was kept in the strictest confidence and used only for the completion of the study.

This study will undergo a plagiarism detector test such as a plagiarism checker for students, to avoid indications of plagiarizing other authors or researchers' ideas and words without proper acknowledgement. This study did not create or fabricate inaccurate facts or observations during the data gathering. There were no assertions of incomplete or presumed results. There was no trace of misinterpretations or manipulation of results to meet a theoretical expectation, neither was there any evidence of overstatement.

The researchers had no intention of disclosing any Information that would negatively affect the welfare of the participants. This study did not violate participant privacy of force them into acting contrary to their own will, and ensured that no damage to the participant self-esteem was done in any manner. The research document was subjected to a series of revisions according to the standards of the Bukidnon State University ethics review committee for the guidelines and ethical considerations of the study.

## 3. Results

After the analysis, these were the findings based on the SOP; the following were the findings shown in the study:

## 4. Descriptive Statistics

**Table 1:** Descriptive Statistics for Marketing Strategies – Attraction

Construct / Item	Mean	Std. Deviation	Interpretation
1. The tourist spot was well-maintained and clean.	4.000	.0000	Very High
2. The information provided about the tourist spot was sufficient.	3.993	.0816	Very High
3. The tourist spot preserved its natural beauty.	4.000	.0000	Very High
4. The tourist destination has a unique image.	3.987	.1151	Very High
5. The tourist spot respects the natural environment.	4.000	.0000	Very High
Overall Mean	3.996	.0393	Very High

Note: (N=150)

Aligned with the 5A's marketing strategies (Dickman 1989)<sup>[11]</sup>, this section explores how tourists viewed the marketing strategies at Communal Ranch. Table 2 shows the respondents' overall ratings of the 5A's marketing strategies: Attraction, Accommodation, Amenities, Activities, and Accessibility. Responses were interpreted using the following scale: Very High (4.00-3.25) – Very High level of Satisfaction; High (3.24-3.50) – High level of Satisfaction; Low (2.49-1.75) – Low level of Satisfaction; Very Low (1.74-1.00) – Very low level of Satisfaction. Starting with attraction, the result showed a very high level of Satisfaction with an overall mean (M = 3.996, SD = 0.0393). The respondents rated the attractions in the tourist spot positively.

For problem 1, the goal is to identify the respondent's level of marketing strategies in terms of attraction, accommodation, amenities, activities, and accessibility.

The assessment of marketing strategies is "very high" in terms of attraction. Indicating that the tourist was delighted with the attraction at the communal ranch. Like the attraction, the information provided to tourists about the spot was sufficient and respected the natural environment.

Additionally, the assessment of marketing strategies is "very high" in terms of accommodation. Indicating that the tourist was delighted with the accommodation in the communal ranch, as the accommodation was clean, and satisfied with the friendliness and attitude of locals towards tourists.

Also, the assessment of marketing strategies is "very high" based on amenities. Indicating that the tourist was very satisfied with the amenities in the communal ranch, such as the fact that the amenities are clean and well-maintained, and they are sufficient to meet the needs of the tourist.

Along with the assessment of marketing strategies, the level is "very high" based on the activities. Indicating that the tourist was very satisfied with the recreational activities in the communal ranch, like horseback riding, hiking, and sightseeing.

Apart from this, the assessment of marketing strategies is "very high" based on accessibility. Indicating that the tourist was very satisfied with the accessibility of the communal ranch.

For problem 2. To identify the respondent's level of tourist satisfaction.

The assessment of marketing strategies is "very high" based on tourist satisfaction at the communal ranch, indicating that tourists were very satisfied with their visit.

For problem 3. To assess the significant relationship between tourist satisfaction and marketing strategies.

There was a significant correlation between the dependent variable, tourist satisfaction, and the independent variable, marketing strategies, leading to the rejection of the null hypothesis.

The mean scores of statements such as, the tourist spot was well-maintained and clean, the tourist spot preserved its natural beauty, and the destination respects the natural environment were high (all M=4.000, SD=0.0000), indicating that the respondents also had positive views regarding the attractions of the tourist spot. The tourist destination has a special image too, which was also rated highly (M=3.987, SD=0.1151)<sup>2</sup>. The degree of the respondents' response on attraction, which is "very satisfied", implies that respondents generally agreed that the tourist spots were well-maintained, clean, preserved their natural beauty, had a unique image, and respected the natural environment.

According to the study of Subido-Khalil, R. A., & De Jesus, F. S. (2023) <sup>[29]</sup>, their assessment shows the level of tourist satisfaction with Bongabon, Nueva Ecija's attractions. It had the highest weighted mean of 3.56 and was interpreted as "Very satisfied" because "the tourist spots were preserved with their natural beauty and not enhanced with modern-day construction." However, the lowest weighted mean of 3.26, with the meaning of Satisfied (3), ranked last, as the tourist spots had available vehicles at any one time of the day that were unique to the tourists. Because of its beautiful surroundings and mountain scenery, the attraction appeared to be among the major tourist attractions in Bongabon.

Also, Ma *et al.* (2020) posited that this positive mood led one to believe that attractions contributed to the Satisfaction of tourists and might have been employed to encourage repeat visitation. The average scores of all items were relatively high, which indicated that the attraction was perceived positively by the respondents. Tourism businesses could not do without attractions, which provide the Satisfaction of tourists. Tourists could be attracted to destinations that had distinctive value propositions, like attractions. These might either have been natural (beaches, mountains, forests, and waterfalls) or cultural places to which tourists might have tended to revisit.

**Table 2:** Descriptive Statistics for Marketing Strategies – Accommodation

Construct / Item	Mean	Std. Deviation	Interpretation
1. The accommodation is well-cleaned, comfortable, and safe.	4.000	.0000	Very High
2. Pleased with the locals' hospitality and attitude toward visitors.	3.987	.1151	Very High
3. The entrance process is timely and efficient.	3.840	.3678	Very High
4. The accommodation is located in a convenient location.	4.000	.0000	Very High
5. The accommodation has a relaxing ambiance.	3.993	.0816	Very High
Overall Mean	3.964	.1129	Very High

Note: (N=150)

Overall, the accommodation was rated as very high ( $p = 3.964$ ,  $SD = 0.1129$ ). A close correlation was observed with the accommodation being well cleaned, comfortable, and safe, and the accommodation is located at a convenient location ( $M = 4.000$ ,  $SD = 0.0000$ ). Nevertheless, the effectiveness of the entrance process obtained a lower score ( $M = 3.840$ ,  $SD = 0.3678$ ). This implies an overall good experience regarding cleanliness, comfort, safety, and position, while entrance procedures should be enhanced. The quality of the room, quality services, modern designs, and friendly staff had a significant influence on the Satisfaction of the tourist. Facilities that were tobacco-themed also ought to have been hygienic to reflect the well-being of the tourists. A study by Subido-Khalil, R. A., and De Jesus, F. S. (2023) <sup>[29]</sup> indicated that the accommodation service was one of the features of the tourist location that satisfied the respondents. It was the first one with the weighted mean of 3.50 and the verbal interpretation of Very Satisfied. The phrase "Supplies

household items and appliances are available" had the lowest weighted mean of 3.43, which was assessed as Very Satisfied. This illustrated the importance of accommodation in the supply of tourism services; hence, it was one of the foundations of the industry.

Moreover, the quality of accommodation and facilities was an important factor in satisfying tourists, as the study of Suwintari *et al.* (2023) showed that the quality of the hotel was usually considered the second home of a tourist. The overall experience of the visitor was highly improved by factors like good service, contemporary designs, and accommodating personnel. Nevertheless, the perceived discrepancies between service quality and cost, especially food safety and cleanliness, might have had a negative impact on Satisfaction (Sianipar *et al.*, 2021) <sup>[27]</sup>. Additionally, well-maintained and clean core facilities are essential for ensuring tourists' well-being (Amin *et al.*, 2021; González-Mansilla *et al.*, 2023)

**Table 3:** Descriptive Statistics for Marketing Strategies – Amenities

Construct / Item	Mean	Std. Deviation	Interpretation
1. The amenities were clean and well-maintained.	3.980	.1405	Very High
2. The amenities were sufficient to meet the needs of visitors.	3.893	.3097	Very High
3. The tourist spot offered toiletries.	3.993	.0816	Very High
4. The tourist spot has a dine-in area.	3.993	.0816	Very High
5. The tourist spot has a place for tourists to buy goods.	3.993	.0816	Very High
Overall Mean	3.9704	.1390	Very High

Note: (N=150)

In relation, respondents also rated amenities as Very High ( $M = 3.9704$ ,  $SD = 0.139$ ). There were high scores in the availability of toiletries, dining areas, and shopping facilities (all  $M = 3.993$ ,  $SD = 0.0816$ ). The lowest mean was that of some of the amenities, which were adequate to satisfy the visitors ( $M = 3.893$ ,  $SD = 0.3097$ ).

According to the study of Subido-Khalil, R. A., & De Jesus, F. S. (2023) <sup>[29]</sup>. The Assessment of tourist satisfaction in Bongabon, Nueva Ecija, utilizing the 5A's of tourism with a focus on Amenities. "The tourist spots offered internet connection" had the lowest weighted mean of 3.13 and was interpreted as "satisfied," while "The tourist spots offered

sufficient parking provision" received the highest weighted mean of 3.48 and was verbally interpreted as "very satisfied." According to the data, amenities are free services and facilities provided to make a tourist's stay more comfortable and convenient.

The amenities serve as a driving force behind visitors' decision to return (Samaraweera K.G. & Upekshani T., 2019) <sup>[26]</sup>. Infrastructure facilities, as well as aspects related to sanitation and hygiene, are considered amenities. The tourism sector should benefit from the development of these facilities. Thus, tourist pleasure is positively correlated with the availability of health services, safe drinking water, clean

places, and hygienic food preparation.

Additionally, there is a positive correlation between happiness and infrastructure facilities such as parking spaces and amenities, telecommunications facilities, banking services, money exchanges, signs, and indications. The

perception and Satisfaction of tourists are significantly impacted by some variables, including banking services, internet and IDD facilities, customs, and airport services (Samaraweera K.G. & Upekshani T., 2019) <sup>[26]</sup>.

**Table 4:** Descriptive Statistics for Marketing Strategies – Activities

Construct / Item	Mean	Std. Deviation	Interpretation
1. The activities offered by the destination are satisfying.	3.987	.1151	Very High
2. The activity areas are properly sited to minimize site disturbance.	4.000	.0000	Very High
3. The tourist spot is safe for carrying out activities.	3.987	.1151	Very High
4. The activities were suitable for a wide range of visitors.	3.953	.2116	Very High
5. The destination demonstrates the ability to understand visitors' needs and provide information before and during activities.	3.993	.0816	Very High
Overall Mean	3.984	0.1047	Very High

Note: (N=150)

Activities were rated with the overall rating of Very High (M = 3.984, SD = 0.1047). They not only agreed but also overwhelmingly agreed that all activities are placed in an appropriate location which will not disturb the site (M=4.000, SD=0.0000). The staff having the capability to give information was also good (M = 3.993, SD = 0.0816), and the safety of activities (M = 3.987, SD = 0.1151) was also right. That means that the Satisfaction with the activities, their safety, and the given information is high. Tourism activities can include exploration, eco-tourism, and culture, with an aim to fuse leisure and culture. They are defined as having low environmental impact, being environmentally friendly, of good quality, and socially acceptable.

According to the study of Subido-Khalil, R. A., & De Jesus, F. S. (2023) <sup>[29]</sup>, the purpose of the activities in Bongabon, Nueva Ecija, is described above. With the highest weighted mean of 3.49, "relaxation opportunities" was assessed as "Very Satisfied." With the lowest weighted mean of 3.34, "The Ability to understand needs and provide information before and during activities" was deemed "satisfied." It shows that, as is well known, tourism activities cover a wide variety of activities that tourists might engage in at a particular tourist site. Several activities attract tourists to a certain place, like Bongabon.

Then, according to Buhalis & Cooper (2022), public sector entities provide the infrastructure required for tourism to flourish and oversee the sustainability of areas and travel destinations. Both the residents and the destinations own the resources that tourists use to satisfy their needs and desires. A whole tourism ecosystem has grown up to support tourism and value generation. Owners and investors of businesses, employees, middlemen, and the government make up this ecosystem.

In addition, from the study of Active Tourism (2019) <sup>[11]</sup>, a tourism activity combines eco-tourism, cultural aspects, and the journey of an exploration tour. It is socially acceptable, high-quality, low-impact, and environmentally sustainable. It seeks to combine culture and pleasure, benefiting both the country being visited and the guest. There are some parallels between eco-tourism, wildlife tourism, and adventure and sport tourism. It also includes educational science and research travels, as well as other kinds of educational visits.

Also, the study of Vjector (2019) <sup>[32]</sup> shows that demand is met by tourism. When it comes to travel, tourism sites have the most distinctive features, justifications, and significance. The people talk about activity as a demand-generating tourism and how the activities draw tourists (Vjector, 2019) <sup>[32]</sup>

**Table 5:** Descriptive Statistics for Marketing Strategies – Accessibility

Construct / Item	Mean	Std. Deviation	Interpretation
1. The tourist spot was easy to reach by various modes of transportation.	3.820	.3855	Very High
2. The transportation options were affordable and reliable.	3.853	.3550	Very High
3. It was easy to obtain information about reaching and moving around the tourist spot.	3.960	.1966	Very High
4. The route to the tourist spot was safe and secure.	3.747	.4364	Very High
5. The scenery along the way to the tourist spot was enjoyable.	3.987	.1151	Very High
Overall Mean	3.8734	.2977	Very High

Note: (N=150)

Finally, the accessibility was at a high level on the overall scale (M = 3.8734, SD = 0.2977) <sup>24</sup>. The highest ratings were given to the scenery during traveling to the tourist spot (M = 3.987, SD = 0.1151) and difficulty of getting information (3.960, SD=0.1966) <sup>25</sup>. Nonetheless, people have expressed their concern about the safety and security of the path leading to the tourist destination (M = 3.747, SD = 0.4364) and the convenience of the means of transport that can be used to access it (3.820, SD=0.3855). The accessibility as a tourism attraction infrastructure is a major and important aspect, particularly in areas where attractions are distributed, and this infrastructure comprises highways, bridges, airports, and

transportation services. The accessibility of tourist destinations and fast travel within those destinations are important parameters in the development of tourism.

According to the study of Subido-Khalil, R. A., & De Jesus, F. S. (2023). 5. With a weighted mean of 3.57, the street sign/signboard to Bongabon tourist attractions received the highest ranking and was deemed "satisfied." However, the diagnosed category that was the least weighted at 3.22, which was that of telecommunication facilities near tourist destinations, was considered to be satisfied. The information proved that all people could participate in and enjoy traveling experiences through the availability of tourism. Access

demands, whether or not they are associated with a physical condition, are more prevalent.

Then, according to the study of Yadanar (2020), one important piece of infrastructure for tourism is access. It is particularly crucial in areas with a large dispersion of tourist

attractions. Highways, bridges, airports, and a variety of transportation services are all accessible. The expansion of tourism is typically viewed as requiring convenient access to tourist destinations in terms of outside transportation and amenities for rapid internal mobility.

**Table 6:** Descriptive Statistics for 5A's Marketing Strategies - Attraction, Accommodation, Amenities, Activities, and Accessibility

Construct / Item	Mean	S.D.	Interpretation
1. Attraction	3.9960	.0393	Very High
2. Accommodation	3.9640	.1129	Very High
3. Amenities	3.9704	.1390	Very High
4. Activities	3.9840	.1047	Very High
5. Accessibility	3.8734	.2977	Very High
Grand mean of marketing strategies	3.9576	.1387	Very High Level of Satisfaction

The overall findings reflected by the overall mean of (M=3.9576, SD=0.1387) show that 5A Marketing Strategies: Attraction, Accommodation, Amenities, Activities, and Accessibility, portray that the tourists were largely delighted with all the marketing strategies at Communal Ranch. In particular, the total means across the dimensions of Attraction, Accommodation, Amenities, Activities, and Accessibility all fall within the very high satisfaction range of 3.25-4.00. The respondents were very satisfied, indicating a very high level of Satisfaction at Communal Ranch. This indicates that the prevailing marketing plans, as viewed by the 150 respondents, are most effective in making tourists

content with the different amenities during their stay at the ranch, through its natural beauty, structure, activities, and accessibility.

According to the study of Subido-Khalil, R. A., & De Jesus, F. S. (2023). Regarding the accommodations, the respondents said they are tidy and well-maintained. In terms of accessibility, it is simple to notice and follow the street sign or signboard leading to Bongabon tourist attractions. Furthermore, regarding activities, the majority of respondents stated that the place offers opportunities for relaxation. According to the respondents, the tourist destinations also provide sufficient parking.

**Table 7:** Descriptive Statistics for Tourist Satisfaction

Construct / Item	Mean	Std. Deviation	Interpretation
1. I'm satisfied with the accessibility going to the spot.	3.867	.3602	Very High
2. I'm satisfied with the local transport.	3.873	.3533	Very High
3. I'm satisfied with the overall value for money.	3.987	.1151	Very High
4. I'm satisfied with the quality and comfort of accommodation options.	3.993	.0816	Very High
5. I'm satisfied with the affordability of the entrance fee.	3.993	.0816	Very High
6. I'm satisfied with the variety and quality of tourist attractions.	4.000	.0000	Very High
7. I'm satisfied with the cleanliness of tourist attractions.	3.993	.0816	Very High
8. I'm satisfied with the staff of the tourist spot.	4.000	.0000	Very High
9. I'm satisfied with the road condition.	3.693	.4627	Very High
10. I'm satisfied with the signage and directions.	3.973	.1616	Very High
11. I'm satisfied with the souvenirs offered at the spot.	3.993	.0816	Very High
12. I'm satisfied with the information provided online about the spot.	3.993	.0816	Very High
13. I'm satisfied with the regulations of the spot.	3.993	.0816	Very High
14. I'm satisfied with the local food and drinks available at the spot.	3.993	.0816	Very High
15. I'm satisfied with the natural beauty of the spot.	3.993	.0816	Very High
Overall Mean	3.956	.1404	Very High

Note: (N=150)

The table shows that overall, respondents expressed "Very High" Satisfaction (M = 3.956, SD = 0.1404). Several aspects of the tourist experience received very high ratings, including Satisfaction with the variety and quality of tourist attractions, cleanliness, staff, souvenirs, online information, regulations, local food and drinks, and natural beauty (all with means around 3.99). However, the respondents were least satisfied with the road condition (M = 3.693, SD = 0.4627). This indicates that while tourists are generally satisfied with most aspects of Communal Ranch, the road conditions may need attention.

According to Descartes (2023). Tourist satisfaction did not significantly relate to accessibility, accommodations, and attractions. It was fascinating to observe a strong correlation between facilities and tourists' enjoyment (b=0.604, p=0.00); in this case, the higher the amenities, the greater the tourists'

satisfaction. There was also a weak, positive, and significant relationship between activities and tourists' pleasure (b=0.225, p=0.005), such that a change in activities could have produced an impact of 84.8 percent when tourists' satisfaction increased. Lastly, there is a strong, positive, and substantial correlation between EWOM and tourist satisfaction (b=0.822, p=0.000), which may account for 67.5 percent of the variance.

Then, the assessment of a specific tourism service or product by tourists is known as tourist satisfaction, and it catalyzes word-of-mouth and loyalty. Research has shown that tourist satisfaction with trust, contentment, and pleasure had a considerable impact on word-of-mouth (Dwivedi *et al.*, 2021)<sup>[12]</sup>. Customer satisfaction in other industries, including banking, m-commerce, communication, and service sectors, also influences consumers' use of digital platforms, including

social media, online restaurant reviews, and social virtual world services (H. M. Lee *et al.*, 2020; Rahman *et al.*, 2021) [18].

Moreover, the intention to revisit is significantly influenced by tourist satisfaction, and people are more likely to revisit a tourist destination if they were pleased with their previous visit. If there are plans to return, the tourism industry will make more money, demonstrate that it remains a popular destination for travel activities, and continue to offer high-quality tourism. The degree of tourist satisfaction based on the five A's: accessibility, accommodation, attraction, activities, and amenities were determined by whether or not the tourists are satisfied and, if so, whether or not they intend to return to the Tomohon City tourist destination. If they do, this benefits Tomohon City by attracting more tourists and growing the local tourism industry (Warbung, C. J., Tulung, J. E., & Saerang, R. T., 2021) [33].

Additionally, to increase visits and foster tourist loyalty, the quality of tourism products is improved using the metric of tourist satisfaction. The phases of a customer's response to a

service provider's offering are generally referred to as the satisfaction level. The two most important factors are performance and expectations. A person's past experience with the quality of the services they received determines their level of satisfaction (Dzulkifli, 2020) [13]. Additionally, tourist satisfaction catalyzes word-of-mouth and loyalty, and it is regarded as tourists' assessment of a particular tourism service or product. Research has shown that tourist satisfaction with trust, contentment, and pleasure had a considerable impact on word-of-mouth (Dwivedi *et al.*, 2021) [12].

Lastly, tourist satisfaction is a critical determinant of a destination's success, significantly influencing the likelihood of repeat visits. According to Libre *et al.* (2022), factors such as destination image, tourist experience, and perceived value interplay to shape overall Satisfaction, which in turn fosters revisit intentions. Their study highlights the importance of creating positive experiences and building a strong, appealing image of the destination to attract repeat visits.

**Table 8:** Spearman's Rho Test of the Significant Relationship Between Marketing Strategies and Tourist Satisfaction.

Marketing Strategies	R-value	P-value	Interpretation
Activities	.164*	.045	Significant
Accommodation	.295**	<.001	Significant
Attractions	.024	.774	Not Significant
Accessibility	.925**	<.001	Significant
Amenities	.217**	.008	Significant
Overall Marketing Strategies	.817	<.001	Significant

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*Correlation is significant at the 0.05 level (2-tailed).

A Spearman's rank correlation was conducted to examine the relationship between tourism marketing strategies and tourist satisfaction in the municipality of Impasugong, given the non-normal distribution of tourist satisfaction (see Appendices).

Table 9 shows that all aspects of the 5A's marketing strategies showed significant positive correlations with tourist satisfaction. The table presents the correlation coefficients and p-values for the association between the various dimensions of the marketing strategies (5A's) and general tourist satisfaction. The findings show that attraction ( $r=.178$ ,  $p=.029$ ), accommodation ( $r=.295$ ,  $p<.001$ ), amenities ( $r=.217$ ,  $p=.008$ ), activities ( $r=.164$ ,  $p=.045$ ), and accessibility ( $r=.925$ ,  $p<.001$ ) are significantly positively associated with tourist satisfaction, as indicated by p-values less than 0.05.

The correlation coefficient of 0.798 indicated a significant positive relationship between marketing strategies and tourist satisfaction. The statistically significant p-values ( $<0.001$ ) indicate that these correlations cannot occur by chance. This implies that marketing strategies that incorporate the 5A have a practical, measurable effect on tourists' satisfaction. These were critical marketing strategies for enhancing tourists' satisfaction, as the positive links showed. The implications of the current study provide a significant empirical basis for strategic planning, resource allocation, and policy-making, to maximize visitors' pleasure and foster sustainable tourism expansion grounded in proven, efficient marketing principles.

Tourism marketing involved matching tourists' needs to the services of tourism organizations, enabling a smooth exchange of values (Hadid, 2024). In the case of Impasugong,

where natural landscapes and cultural heritage were the key tourism resources, strategic marketing actions resulted in a massive increase in visitor interaction and Satisfaction. The basic goals of tourism marketing, as highlighted by Sofronov (2019) [28], were to identify target markets, build loyalty, and trace the tourist journey, thereby helping destinations establish a competitive advantage.

Moreover, tourism promotion was critical to increasing tourist satisfaction, an essential measure for the stability of the tourism industry. Ali and Saadon (2024) argued that efficient marketing plans directly increased levels of tourist satisfaction by meeting their interests and demands. These strategies included consumer-oriented techniques, specialized packaging, and experiential marketing. Discovering what tourists wanted was an important element of the tourism marketing strategy. This was achieved by conducting market research, which served as the starting point for developing appropriate goods and services. Through promotion and advertising, prospective tourists are made aware of these goods and services. For instance, airlines, travel agencies, and tour operators provide information on where and how to purchase the goods and services (Belarmino, 2023) [5].

Also, the management process of identifying the potential and actual demand for tourism, interacting with tourists to learn about and assess their preferences, needs, and desires, and then adapting and designing tourism products and services to meet and enhance those needs and requirements while simultaneously optimizing the organization's objectives is known as marketing tourism products (Chatterjee & Dsilva, 2021) [8].

As a result, correlation shows a significant positive

relationship between marketing strategies using the 5A at Communal Ranch. These findings suggest that implementing the 5A's marketing strategies is important for tourists to revisit and recommend the destination. Tourism businesses like Communal Ranch can use the 5A's marketing strategies to attract more tourists.

## 5. Discussion

Overall, the factors, when taken together, only, product price, brand image, and social influences, are statistically significant, which means that the three independent variables are significant in explaining the variation in smartphone purchase intention. The result is supported by the study of Rai *et al.* (2023) conducted in the Kathmandu Valley, the capital city of Nepal, which found that product attribute has no significant impact on customers' purchase intention and conversely, social factors, product pricing, and brand image significantly influence customers' purchase intention. This greatly contradicts the study of Briones *et al.* (2022), which revealed that product features are one of the factors that are influential in convincing customers to purchase smartphones. Also, the study of Rakib *et al.* (2022) shows that brand image, product features, and product price have a significant influence on customers' purchase intention.

## 6. Conclusion

Tourist satisfaction was a major determinant of tourism business success, and these strategies can be achieved through the 5A's marketing framework. This discusses the effects of 5A's marketing strategies in Communal Ranch, based on the data and research cited in recent studies. Knowledge of these strategies can offer insights into how businesses can promote tourism, with a view to ensuring customer satisfaction that leads to permanent relationships.

The understanding of Communal Ranch marketing strategies implies that there is a strong justified connection between the 5A, which include attraction, accommodation, amenities, activities, and accessibility, and tourist satisfaction. 5A marketing strategies are considered very effective and instrumental towards maintaining tourist satisfaction. Future studies may examine additional areas for development in these strategies to maximize tourist experiences within an enterprise in the long run and achieve business success.

Lastly, a correlation analysis identified a statistically significant relationship between marketing strategies that apply the 5A's and Tourist Satisfaction. This implies that consistent employment of 5A strategies is not only appealing for attracting tourists but also for developing sustainable tourist revisit and retention. As shown in the results, this information can be used by Tourism companies such as Communal Ranch to increase tourist satisfaction, thereby strengthening the business and retaining tourists

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

Given that Communal Ranch in the Municipality of Impasugong has achieved success in the tourism industry, it is recommended that the Department of Tourism Sustain and further enhance its current marketing strategies. Continued emphasis on the core components of (5A's) as these significantly influence tourist satisfaction and destination competitiveness.

From a policy perspective, the department of tourism in coordination with the local government unit (LGU) of Impasugong should prioritize infrastructure development

particularly the improvement and maintenance of road networks leading to tourist destinations. Establishing policies that allocate funding for transportation infrastructure and enforce standards for accessibility will directly address the primary concern of tourist and improve overall destination appeal.

Items of professional practice tourism employees and services providers in the municipality of Impasugong should be given access to continuous training and capacity building programs. These programs should focus on customer service excellence hospitality management and cultural sensitivity to ensure high quality accommodation service and the delivery of a warm welcoming tourist experience. Institutionalizing regular skills training and performance evaluation system can further professionalize the local tourism workforce.

Furthermore, the department of tourism may establish clear operational guidelines and regulatory framework while strengthen marketing campaigns that highlight the municipality natural attraction and cultural heritage.

Lastly, future researcher are encouraged to explore additional factors beyond the 5As that may influence tourist satisfaction, such as service quality, cultural immersion, digital information accessibility and sustainability practices. Expanding the scope of research can provide a more comprehensive understanding of tourist behaviour and support the formulation of more responsive policies, improved curricula, and evidence based professional practices.

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