

**PROMOTIONAL EFFICACY AND COMPETITIVE ADVANTAGE  
OF DIFFERENT AMUSEMENT PARKS  
IN CAVITE**

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**JOMARI T. ASAS  
MARY JEAN M. BALIGHOT  
JEANICA N. GUARINO**  
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Republic of the Philippines  
**CAVITE STATE UNIVERSITY**  
**Don Severino de las Alas Campus**  
Indang, Cavite  
Tel. (046) 415 0013 Telefax (046) 415 0012  
e-mail:cvsu.op206@gmail.com

**COLLEGE OF ECONOMICS, MANAGEMENT AND  
DEVELOPMENT STUDIES**

**Department of Management**

Authors : **JOMARI T. ASAS**  
**MARY JEAN M. BALIGHOT**  
**JEANICA N. GUARIÑO**

Title : **PROMOTIONAL EFFICACY AND COMPETITIVE ADVANTAGE  
OF DIFFERENT AMUSEMENT PARKS IN CAVITE**

**APPROVED:**

*Mari*  
**MARY GRACE A. ILAGAN** 12-05-17  
Adviser Date

*Princess*  
**PRINCESS M. FELICIANO** 12-07-17  
Technical Critic Date

*Gener*  
**GENER T. CUENO** 12-12-17  
Department Chairperson Date

*Marietta*  
**MARIETTA C. MOJICA** 12-13-17  
College Research Coordinator Date

*Florindo*  
**FLORINDO C. ILAGAN** 12-18-17  
Dean Date

SEP 26 2018



## ABSTRACT

**JOMARI T. ASAS, MARY JEAN M. BALIGHOT AND JENICA N. GUARIÑO.**  
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The study was conducted from October to December 2017 in different amusement parks of Cavite, namely: People's Park, Picnic Groove, Sky Ranch, Paradizoo, Ginger Bread House, Reptiland Adventure, Terra Verde Nature Farm, and Residence Inn Zoo.

Descriptive research was used to provide further insights into research problems by describing the socio-demographic profile of the tourists in Cavite, the thematic characteristics of amusement parks such as man-made, zoo and theme park, the promotional strategies used and how competitive are the different amusement parks.

Descriptive statistical tools were used in presenting and analyzing all the data collected. Means, ranges and frequency counts were used to describe the socio-demographic profile of the participants, the promotional strategies as well as the travel habits of the tourists. Mean values and standard deviation were used to described how promotional strategies work (efficacy) and the competitiveness of the pre-identified amusement parks as perceived by the tourists. Furthermore, Friedman test was employed to measure the promotional efficacy and the competitive advantage of the different amusement parks.

In overall result the study revealed that there is a significant difference in the promotional efficacy in terms of the thematic characteristic and there is a significant



difference in the competitiveness in terms of thematic characteristic in different amusement parks in Cavite.

Based on the findings, it can be viewed that in terms of how the promotional strategies work (efficacy) in accordance to its function, the use of social media and word of mouth was found to be significantly different as compared to other media. The findings in competitiveness revealed that based on the different aspects considered in the study, it was only in terms of safety and security measures where the participants found significant differences.

Based on the result, the study recommend to the management, is to improve their promotional strategies and exert more efforts in promoting the amusement parks and maintain their facilities to attract more tourists. Management should provide more security and have a safety measure to ensure that the tourist is secured when they travel it is one of the important in competitive advantages of the amusement parks.

For the tourist, they will able to broaden their perspective about amusement parks in Cavite as a tourist destination. In addition it may help them to choose the better destination when they visiting the amusement parks.

For the future studies, they will expand the findings about the amusement parks, addressing the problem at hand as well as anticipate the future predicaments related to this study. They can use the findings here in their own study related to the topic discussed here



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