

MARKETING STRATEGIES AND TOURIST SATISFACTION AT HILLSIDE RESORT

ABSTRACT

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KEYWORDS

*marketing strategies, tourist
satisfaction, resort marketing,
visitor experience, hillside
resort*

ARTICLE ID

AASGBCPJMRA-AB65862

This study examined Hillside Resort's marketing strategies and tourist satisfaction. It sought to describe how visitors perceived the resort's marketing approaches, identify challenges encountered during visits, and provide information relevant to tourist preferences and hospitality marketing. The study used a descriptive research design. A structured survey questionnaire was administered to 100 tourists who had visited Hillside Resort in Montalban, Rizal. Stratified random sampling was used. Data were analyzed using frequency and percentage distribution, weighted mean, ranking, a four-point Likert scale, and a t-test. Most respondents were young adults aged 20–29, with an almost equal distribution of male and female participants. The source interprets this demographic pattern as suggesting that the resort's marketing initiatives appealed primarily to millennial and Generation Z tourists. The study identified marketing visibility, accessibility, affordability, feedback mechanisms, promotional packages, service quality, transaction efficiency, and security as areas requiring improvement. It recommends continued innovation and closer alignment of marketing activities with tourist expectations to support satisfaction, repeat visits, and market positioning.

RECOMMENDED CITATION

Abaquita, A., Barbacena, D., Duran, K., Hungria, R. J., & Pinlac, J. C. (2026). Marketing Strategies and Tourist Satisfaction at Hillside Resort. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 115.