

## ENHANCED MARKETING PLAN FOR WENSHA SPA CENTER: A CASE IN PASAY CITY, METRO MANILA

**KIM ANJELO A. CAPTAN<sup>1</sup>, WILLIAM GERARD B. BULABOS<sup>2</sup>,  
MARIA ANGELA MAZO<sup>3</sup>, ERNESTO C. MANDIGMA JR.<sup>4</sup>**

<http://orcid.org/0000-0002-6631-3240><sup>1</sup>, [0000-0001-6438-2464](http://orcid.org/0000-0001-6438-2464)<sup>2</sup>

[0000-0001-5281-5509](http://orcid.org/0000-0001-5281-5509)<sup>3</sup>, [0000-0002-1721-0026](http://orcid.org/0000-0002-1721-0026)<sup>4</sup>

[kimanjelo@yahoo.com](mailto:kimanjelo@yahoo.com)<sup>1</sup>, [liambulabos@yahoo.com](mailto:liambulabos@yahoo.com)<sup>2</sup>,

[Ricaza.angela@yahoo.com](mailto:Ricaza.angela@yahoo.com)<sup>3</sup>, [ecmandigma@dlsud.edu.ph](mailto:ecmandigma@dlsud.edu.ph)<sup>4</sup>

De La Salle University  
Dasmariñas Cavite, Philippines

### ABSTRACT

*The marketing plan is an outline of the company's overall marketing effort that used to focus on resources and plan for its growth and success. The marketing mix is the utmost ultimate concept that consists of various components of marketing tools, which helps to determine a clear and effective strategy to bring a product to market. The main purpose of this study is to assess and analyze the customer's satisfaction using 6P's of the marketing mix. The marketing mix is frequently vital when shaping a product or brand's offer and is mostly related to the four P's: price, product, promotion, and place. In service marketing, yet, the four Ps are extended to the six P's or 6 Ps of Marketing to address the diverse nature of services. This study aimed to enhance the marketing strategies of Wensha Spa in Pasay City to improve competitiveness in the market. It determined the profile of the respondents in terms of age, gender, and educational attainment. It ascertained the significant difference in the assessment of the marketing strategy of the respondents when grouped according to profile. The investigation is quantitative using the descriptive method and survey questionnaire as the main tool distributed to the guests after proper validation and reliability testing using Cronbach Alpha. Ethical consideration and proper statistical tools were used, such as frequency, percentage, weighted mean, T-test, and F-Test. The findings help enhanced the 6p's marketing mix of Wensha Spa, which leads to guest satisfaction and makes it competitive, resulting from attaining more customers and gaining additional revenue. Based on the analysis, the researchers were able to come up with an enhanced marketing plan that will benefit and improve their current marketing strategies to further provide the needed satisfaction of their guests.*

*Keywords: Marketing Plan, 6ps' Marketing Mix, Quantitative Research, Philippines*

### INTRODUCTION

Wellness tourism is emerging and continually growing to be one of the most promising niche markets within the tourism field and diverse sector, leading to a wide range of visitor's needs and desire. Leisure, relaxation, health, and revitalization are among the many

concepts related to tourism and recently have become the focus of many tourism researchers. According to Executive Order no. 10, Chapter 3, Sec. 6. Rules and Regulations on Spa set by the Department of Tourism, Manila stated that: "Sanitation measures like cleaning and sterilizing of equipment, robes, sheets, blankets, pillowcase, towels or other materials which may

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come in direct contact with the client’s body shall be adopted in accordance with the standards prescribed under Presidential Decree No. 856, otherwise known as the Sanitation Code of 1976.” (Chapter 3, Sec 6. General rules on the operation and maintenance of spa establishments). Kotler et al. (2005) says that an effective market starts with a well-informed marketing plan that will serve as a guide or an outline to ensure that the business will grow and gain profit as well as a marketing strategy that is part also of the marketing plan, which will help to identify the mission, vision, and goals of the business. The products and services will sell very easily if the company has a full understanding of what the customer wants and needs and ensures that the services or products will be promoted effectively. On this regard, the concept that the researchers used in the study were the Marketing Mix applying the 6ps. The marketing mix is the utmost ultimate concept that consists of the various components of marketing tools, which helps to determine a clear and effective strategy to bring a product to market. Marketing Mix is made up of factors such as the product, price, place, promotion, people, and physical evidence, known as the six Ps. Price is the only marketing mix element that produces revenue. Product is the amount of money charged for an excellent service offered to the target market. Place includes company activities that make the product available to the target customers. The promotion comprises of the particular mix of publicizing, advertising, individual offering, deals advancement, and direct-promoting instruments that the organization uses to convey client worth and build customer loyalty persuasively (Kotler et al., 2014). On the other hand, Khan et al. (2014) stressed that new Ps were brought into the marketing scene to face up a highly competitively charged environment. People refer to a human interface between the consumer and the products and services offered by the firm. Physical Evidence is material cues such as packaging, websites, paperwork, brochures, furnishings, signage, uniforms, business cards,

warranties, etc. to indicate the nature of their offerings.

**CONCEPTUAL FRAMEWORK**

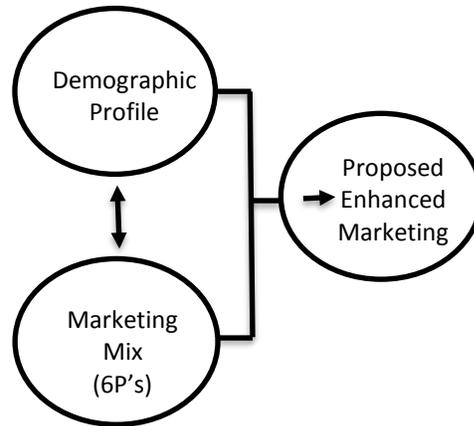


Figure 1. Research Paradigm

The researchers’ study is related to the study of the marketing mix of a selected day spa in Imus as the basis for a promotional program by Balido et al. (2012). The gap of both studies aimed to formulate and develop a marketing plan that will benefit the chosen tourism attraction. Both studies fell under the Health and Wellness Tourism, which offer specialized beauty and fitness services and extended programs related to the improvement of health. In the said study of Balido, the researchers assessed the services offered by the selected day spas in Imus using the four Marketing Mix fundamentals to come up with a marketing plan. Meanwhile, in the present study, it assessed the services offered and customers’ experience and perspective, but using the six marketing mix fundamentals to formulate and propose an enhanced marketing plan.

**OBJECTIVE OF THE STUDY**

The purpose of the research was to assess the marketing strategy of Wensha Spa Center in Pasay, Metro Manila, and proposed an enhanced marketing plan. The customer’s experience and perspectives towards Wensha



Spa marketing strategy were the bases to determine further and create a suitable and effective marketing plan for the spa that will make it more competitive and known among the other wellness spas. Specifically, the researchers sought to answer the following: 1) to determine the profile of respondents in terms of age, gender, educational attainment and monthly income; 2) to assess the respondents' perception about the marketing strategy used by Wensha Spa Center in Pasay, Metro Manila in terms of product, price, place, promotion, people, and physical evidence; 3) to ascertain the significant difference in the assessment of the marketing strategy of the respondents when grouped according to profile; 4) to propose an enhanced marketing plan based from the respondent responses; 5) to answer the research problem, and to test the hypothesis of study, where there is no significant difference between the profile variable of the respondents with their assessment of the marketing strategy of Wensha Spa Center in Pasay, Metro Manila.

## METHODOLOGY

The researchers used quantitative research since the study aimed to determine the relationships of the respondents to the 6 P's. In quantitative research, the data was in numerical form to analyze it using mathematical-based methods. Under quantitative research, the researchers used descriptive research method which was also called statistical research. The population in the study was the customers who experienced the products and services offered by the Wensha Spa. To succeed in today's competitive marketplace, companies need to focus in satisfying and meeting customer's needs (Kotler et al., 2014). The source or the sampling frame was the guest folio of January 2018. The researchers determined the sample size of Wensha spa using the Raosoft, which resulted in 179 respondents. The sampling method used during the gathering of data was non-probability convenience in which the statistician approved the population, sampling frame, sample size and sampling method used in

the study. The researchers ensured that the thesis adviser and statistician thoroughly checked the paper. All the information that was included in the study was all true, justifiable, and reliable. The researchers used a survey questionnaire for their data collecting tool which adopted and modified from the study entitled "Assessment of marketing mix of Tus' clay pots & skillets and Niel's kitchen at Westgate Center, Alabang: Basis for an Enhanced Marketing Plan, (2015)." The questionnaire was composed of two parts: the profile of respondents in terms of age, gender, and educational attainment and indicators assessing the responses of respondents based on the 6P's of marketing, using a 4-point Likert scale ranging from strongly agree to strongly disagree. The researchers were given permission to conduct a survey outside the spa. However, the respondents have the right to decline the survey. The data that were gathered were analyzed using Frequency, Percentage, Weighted Mean, T-test, and ANOVA. The frequency and percentage were used to interpret the data in terms of the profile variables while T-test was used to determine whether the means of two groups were statistically different from each other. Meanwhile, the ANOVA was used to find out if the frequency of two or more groups differed significantly or to test the significant difference among several groups.

## RESULTS AND DISCUSSIONS

### 1. Demographic Profile of the Respondents

**1.1 Age.** Most respondents were between 29-39 years old, which correspond to 39.1%. Results indicate that most of the participants were in their thirties. According to Daniels et al. (2011), this is the time where questions of personal satisfaction arise. And stress is a major component to a number of mental and physical health issues. As can be observed, this age group frequently goes to a spa for relaxation and health treatments. On the other hand, 18-28 years old ranked second with a percentage of 26.3%. As it is, nowadays, spas

are no longer known just for relaxation and pampering but also for beautification that attracts young people to visit them. On the other hand, the least number of respondents was between 51-59 years old, which corresponds to 5.0%. Contrary to the study of Spa Industry of Bordoloi et al., (2013), they found that most of their respondents were 30 below.

**1.2 Gender.** Results on gender revealed that 85 respondents or 47.5 % were male, and 94 or 52.5 % were female. This implies that most of the guests were female and were most likely to visit Wensha Spa. They also visited mostly in groups such as families and a small group of friends. Similarly, the study of Bordoloi et al., (2013) revealed that most of the spa-goers were female, which corresponds to 65%. This indicates that females were more beauty conscious than men. However, there were plenty of services for men to enjoy at the spa too. Everyone deserves to look and feel their best, so there are several spa treatments available which are perfect for men to lie back and enjoy.

**1.3 Educational Attainment.** Findings showed that most respondents were college graduate, 112 out of 179 were present, which corresponds to 62.6% while one out of 179 respondents were elementary graduate, which is the least number of respondents. The result indicates that the majority of selected respondents have knowledge and maturity to participate in the study. With this information, a customer's perception will help improve existing service and helps to make a better business decision. Furthermore, education has an extremely important role as it is vital in the purchase decision (Ioncica et al., 2012).

**1.4 Monthly Income.** As shown, respondents were widely scattered when it comes to income distribution. Majority of the respondents were earning between 31,000-45,000 pesos, which correspond to 34.6%, which means that most of the respondents were high wage earners and can afford the products and services of Wensha spa. This implies that most

of them don't consider spa as a luxury, but as a healthy lifestyle. With that information, income was made part of the variables to be looked upon as this plays a role on buying process, choice, and behavior, which is highly important in creating a marketing mix (Ramya, N. & Ali, M (2016).

## 2. Respondents Assessment of 6 P's

**2.1 Product.** In terms of the products offered by Wensha Spa, the highest assessment was on item number 1, wherein the Spa packages were made to fit the needs of the customers as agreed by most of the respondents. Meanwhile, the lowest were indicators four and five relating to food, which was not surprising since their main product was the Spa, not the buffet. This infers that Wensha Spa focuses more on their spa packages rather than the quality of the food, which can be improved. In the book of Cohen and Bodeker (2008), signature products give a spa the ability to offer something unique, and many spa operators are keen to offer treatments and products that were not available anywhere else. From a marketing perspective, this can be an asset, but the disadvantage can be that a savvy spa goer may well not trust the spa's ability and expertise to create good, effective products and prefer to purchase a recognized global brand. This relates to how Wensha Spa focuses more on their Spa products than their buffet since it is only offered to be different than other spas.

**2.2 Price.** Findings show that the majority of the respondents agreed that the standard spa packages were affordable and reasonable in value and were assessed as High. The result of the assessment was not surprising because of the value that one can get from the spa packages. Purchasing any package regardless of the price already grants the customer access to the Spa's complimentary buffet and 8 hours of stay inside the Spa. One of the best features in Wensha spa is the 8 hours stay available through the purchase of any spa package. To note, if the prices of the therapists and products are based

on high quality, chances are clients will return despite the high fees as they may be after the quality than quantity.

**2.3 Place.** It shows that most of the respondents agreed that Wensha Spa and its buffet were both open daily and operated even during the holidays. This indicates that the respondents observed that the spa is open even during the holidays, which provide another option for people who want to spend their holidays relaxing in a spa. On the other hand, most of the respondents agreed that Wensha Spa can easily be located and can easily be seen by their customers. Results agreed with the results in the study of Riaz & Tanveer (n.d), as they wrote that place refers to the availability of the product to the targeted customers. While Goi (2011) stated that place strategy refers to how an organization will distribute the product or service they are offering to the end user.

**2.4 Promotion.** It shows that in terms of promotion, the highest assessment was number 1 where the spa provides promotional materials like brochures, banners, and tarpaulin. The proponents noticed that Wensha spa uses brochures as their primary form of advertising their spa and the products and services it offers since it is the cheapest and the easiest way to promote. On the other hand, the lowest assessment was indicator 4, where the spa has a reliable and helpful website and was assessed as disagree. Another thing that the researchers noticed was they don't offer a membership card for customers. Websites are a popular method of information on what the spa and its services.

**2.5 People.** Results reflect that respondents have agreed that the foremost indicator when it comes to people was on staff were attentive. This indicates that the staff members seemed to anticipate the needs of every customer in the spa. Meanwhile, the lowest assessment was on item number 6, where the staff is well-presented and groomed, to which the respondents agreed to. It can be surmised from results that respondents deemed

that well-groomed staff of a spa was an important factor to attract and ensure repeat purchase from customers. More so, uniforms must match their job and be comfortable. Results then did not confirm what was stated in the Day Spa Employee Handbook (2012) that a spa should always be committed to providing a consistent level of service to its customers. It should encourage each employee to be committed to assisting in professional development. Training and career development ensure that each employee is equipped to serve its customers.

**2.6 Physical Evidence.** In terms of physical evidence, the highest assessment and agreed by respondents was item number 2, on that there were enough parking spaces for customers. It shows that the parking spaces are one of the key elements in guest satisfaction. Results conform with the article Reserved Parking Space: An Important Business Necessity, where it was cited that commercial establishments or business locations should come with parking spaces at or near the building premises. The size of that space varies depending on the size of the company. In many cases, the number of available parking spaces is unfortunately limited, which results in car-stall congestion during peak or business hours. As further cited by Cohen & Bodeker (2008), elements of good quality spa facilities include attention to interior design, increasing guest relaxation, transition areas, and generous public space, environmental controls for guest comfort.

### 3. Significant difference in the assessment of the marketing strategy of the respondents when grouped according to profile.

**3.1 Grouped by Age.** It shows that the difference is not significant at all in the assessment of the respondents on the product, promotion, people and physical evidence of the Wensha Spa when grouped by age, leading to the acceptance of the null hypothesis of no significant difference. However, it is found

significant in the assessment of respondents on place and price of Wensha Spa when grouped by age. The hypothesis of no significant difference was rejected. Results indicate that age affects the price where the older the guest, the guest is more capable of buying a product or services. On the other hand, younger people depend on the allowance they get from their family. Age also affects the place where every customer has different priorities and things to do first before they go to spa centers, and it is more convenient for customers if the location is near the area.

**3.2 Grouped by Gender.** It is found that the difference is not significant at all in the assessment of the respondents on the product, price, place, promotion, people and physical evidence of the Wensha Spa when grouped by gender, leading to the acceptance of the null hypothesis of no significant difference. This indicates that the products and services offered by Wensha spa were well-distributed for both men and women. In contrast to the study to the study of Goi, C.L., (2013) which shows that female acquire higher mean compared to male. For female, they consider the place as the most essential factor, while, male consider the product as the most essential compared to other factors of the marketing mix.

**3.3 Grouped by Educational Attainment.** It is found that the difference is not significant at all in the assessment of respondents on the price, people, process, and physical evidence of the Wensha Spa when grouped by educational attainment. The null hypothesis of no significant difference was accepted. However, it revealed to have a significant difference in the assessment of respondents on the product, place, and promotion of the Wensha Spa. The null hypothesis of no significant difference was rejected. This indicates that educational attainment affects the product, where the college graduates were more likely particular in want they wanted to avail. They were more knowledgeable about the product or services, and they knew what to expect, and they also

knew if the satisfaction was met. Meanwhile, elementary graduates were more likely innocent about the product and services of the spa centers because they have the least amount of experience and knowledge about it. Educational attainment affects the promotion; the college graduates were more likely to understand what was indicated in the promotional platforms and have more appreciation of it more. This study was similar to that of Lautiainen (2015) who said that an individual's decision includes buying products or services were influenced by personal factors which includes the buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers change during their life and buying of products alter is depending on age and stage of life.

**3.4 Grouped by Monthly Income.** It shows that the difference is not significant at all in the assessment of the respondents on the product, price, place, promotion, people and physical evidence of the Wensha Spa when grouped by monthly income; hence the null hypothesis of no significant difference was accepted. Monthly income was not affected by the 6Ps of the marketing mix. The sources of subjective well-being have recently been extensively studied. The central question was whether money could buy happiness, or in other words, what the relationship between objective and subjective evaluations and perceptions of life is. It is similar to the study of Humlum (2011), who cited that people always find ways to purchase a certain product of choice regardless of their monthly income.

#### 4. Enhanced Marketing Plan

The marketing plan is an important tool for Wensha Spa to be able to create right and effective tactics that help reach the target audience and boost customer base. Through the examination of the marketing strategy of the products and services offered by Wensha Spa, it brings a more successful and ultimately effective marketing plan. It allows the company to



capitalize and will give an incredible fulfillment on each who will visit this spot and make them capable of coming over again more than once. Mission: To make Wensha Spa center in Pasay as one of the most competitive spas in the Philippines. Vision: To provide an enhanced marketing plan for Wensha Spa Center in Pasay, which can be used for their benefit and improvement of their current marketing strategies and to provide the needed satisfaction of the guests further.

## CONCLUSIONS

The results of the study can be restated as:

1. Results revealed that most of the customers who visit the Wensha Spa are between 29-39 years old and least is 50-59 years old. Most of them are female and college graduate with an income of 31,000-45,000 pesos. The services that women more prefer the spa offers for the reason that women are more beauty conscious than men.
2. The respondents agreed that packages are made to fit the needs of the customers and got the highest rating, and the standard spa packages are affordable and reasonable in value. The respondents agreed that the spa and buffet are both open daily and during the holiday.

On the other hand, the promotion has the lowest rating among all the marketing mix fundamentals. Conversely, the respondents disagreed that the spa has a reliable and helpful website.

3. People have the highest rating among the entire marketing mix fundamentals based on the rating of the respondents.
4. There is no significant difference in the assessment of the respondents on the product, promotion, people and physical

evidence; however there is significant difference in price, place, and promotion when grouped by age while there is no significant difference in the assessment of the respondents on the price and people of the Wensha Spa when grouped by educational attainment. However, there is a significant difference in the assessment of the respondents on the product, place, and promotion when grouped by educational attainment; while there is no significant difference in the overall assessment of the respondents on the marketing mix of the Wensha Spa when grouped by gender and monthly income.

## RECOMMENDATIONS

The researchers wish to make some recommendations, which, if taken into consideration, might bring some positive changes to the current approach such as:

1. The management may create a meal plan for a week and hire a professional chef and kitchen staff with experience in the buffet.
2. Create a membership program for frequent guests.
3. Hiring of new employees with experience for front desk and customer service and create proper training for employees.
4. Widen the space allotted for the receiving area.
5. Create a Website where guest can avail the product and services offered with the promotional pictures and videos. Through this, booking via Yelp, Google and other Directories may be done. Further partnership with service providers such as Facebook, Instagram, and many more, may be established.
6. Provide a pleasing and comfortable uniform for the staff and seminars about

proper grooming and hygiene may be provided.

7. Renovate the facilities that need to be renovated to make the ambiance pleasing.

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### AUTHORS' PROFILE

**Kim Anjelo A. Captan** is a graduating college student from De La Salle University – Dasmariñas, and taking up Bachelor of Science in Tourism Management. His artistic background and charming personality are a few factors in his goal to one day become a flight attendant or an actor.



**William Gerard B. Bulabos** is currently taking up Bachelor of Science in Tourism Management in De La Salle University – Dasmariñas. He was a Food and Beverage Supervisor in Carowinds – A Cedar Fair Park in North Carolina. His communication and PR skills help him to collaborate well with people.



**Maria Angela Mazo** is a graduating college student from De La Salle University – Dasmariñas, and taking up Bachelor of Science in Tourism Management. She wanted to become a flight attendant because of her love for traveling.



**Ernesto Cataquis Mandigma Jr.** received the Bachelor of Science in Tourism in 2000, Master of Business Administration in March 2002, Master in Public Administration in October 2002, Master of Arts in Education major in Education Management in 2005, Master in Education in 2011 at the Golden Gate Colleges



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