

Reinforcing the Pathway to Environmental Conservation and Sustainability: An Assessment of Bakhawan Nature Study & Eco Park's Operation and Marketing Strategies

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Abstract

This qualitative research is a study of reinforcing the pathway to environmental conservation and sustainability by assessing the Bakhawan Nature Study & Eco Park's operation and marketing strategies. It aimed to determine the functions of management and marketing strategies that were applied and practiced in the organization and to determine the impact of the management practices to the operation of the organization. Additionally, by studying the operation and marketing strategies, this research proposed a marketing plan that can be applied by the organization. Furthermore, the research was conducted based on the face to face interview with the participants. The participants were composed of fifteen individuals, four of them were park visitors, three were operation staff, three local community residents of Kalibo, two from KASAMA management representative, one Barangay Official representative, another representative from MDRRMO and one DOT personnel. Based on the study, the research found out the management function performed includes planning, organizing, directing and controlling. Also, the study revealed that the marketing strategies applied having social media platforms in marketing, maintaining and showing good customer relation to promote by word of mouth and market innovation and product development. This study was a good indication that could lead to a valuable insight not only in promoting tourism industry, but also for the reforestation project to be supported by all concerned parties involved. This study could contribute primarily in the preservation of mangrove forests, the shield and barrier to floods and storm surges in the local community, particularly in Barangay Buswang New, Kalibo who directly benefited to it. This study also encouraged everyone to be an environmental advocate, support volunteer, a steward to sustain and protect Bakhawan Nature Study & Eco Park.

KEYWORDS: functions of management, marketing strategies, management practices, Bakhawan Nature Study & Eco Park

Chapter 1

THE PROBLEM AND ITS BACKGROUND

This chapter presents the introduction of the study that highlights the philosophical assumptions, theoretical framework, research purpose statement, research questions as the basis of the study. This study also presents the significance of the study, its scope and limitations, and the definition of terms use as a guide.

Introduction

The Bakhawan Nature Study & Eco Park which opened to the public in 1990 is a mangrove reforestation project which measures 220 hectares of mangrove trees. The reforestation was started from the muddy shoreline of Barangay Buswang New to prevent flood and storm surges. The Bakhawan Nature Study & Eco Park was created by Kalibo Save the Mangroves Association (KASAMA), a non-government organization, with the help of the local government of Kalibo, Aklan and the Department of Environment and Natural Resources (DENR). The mangrove reforestation project did not only address the community's flood problems but it also gave the means of livelihood for the local people in the area. On February 19, 2005, the project was hailed as one of the exemplary forests managed in the whole Asia and Pacific by the United Nations Food and Agriculture Organization (Bakhawan, 2014).

The story behind the Bakhawan Nature Study & Eco Park is how the community of Buswang New transformed from mudflats into a productive mangrove forests through the initiative of the late former Congressman, Allen Salas Quimpo who proposed the conversion of mudflats to mangroves (Bakhawan, 2014).

In 1989, the Secretary of the Department of Environment and Natural Resources (DENR) Fulgencio "Jun" Fatoran supported the initiative and agreed to transform it into a mangrove forest (Bakhawan, 2014).

The Bakhawan Nature Study & Eco Park is considered as one of the most popular tourist attractions in Kalibo. The centrepiece of the Eco Park is a 1.3 km bamboo trail that takes visitors deep into the mangrove forest. The Eco Park is an ideal destination for eco-tourism, it is the home to different species of mangrove trees and it serves as a sanctuary for various types of birds and marine species (Bakhawan, 2014). Each individual can contribute and encourage to promote this local tourist attraction with once in a lifetime experience with the mangrove forest.

PHILOSOPHICAL ASSUMPTIONS

Bakhawan Nature Study & Eco Park is a unique ecological tourist zone, citing its abundant biodiversity and natural beauty. The researcher finds it interesting to study the Eco Park to spread widely or encourage everyone to become a support volunteer or be an environmental advocate of Bakhawan Nature Study & Eco Park. This study served as an assessment and strived for improvements such as infrastructures and future building projects. The study aimed to raise awareness to those concerned individuals of their responsibility on the conservation and sustainability of natural resources.

As a local concerned in the community, the researcher found it interesting to know what functions of management, marketing strategies and practices does the management applies in Bakhawan Nature Study & Eco Park. The conduct of this assessment could serve as a wide range of awareness and maximize its relevance that may delves to reinforcing the pathway to environmental conservation and sustainability of mangrove forests.

Bakhawan "mangroves" are habitats to thousands of species of animals. Different variety of species lives and breed in the mangrove ecosystems such as fish, crabs and birds.

Unfortunately, when mangrove forests are gone, if it is not protected, this may lead to the extinction or threat in the survival of many wildlife.

Furthermore, mangroves are natural coastal fortress. Mangroves act as a natural fortress against floods and storm surges. The sediments from the land and the river are filtered by the roots of mangroves, eventually protecting the coastline and slowing erosion.

Moreover, it is also a carbon absorber. Mangrove forests contribute to fight against global warming by absorbing carbon dioxide from the atmosphere. Bakhawan Nature Study & Eco Park is well known not just as tourist attraction but also serves us and protects us by reducing the impact of typhoon, storm surge, flash floods and the strong heat of El Niño.

THEORETICAL FRAMEWORK

The Bakhawan Nature Study & Eco Park is considered as one of the most popular tourist attractions in Kalibo. Thus, it needs to be assessed and studied in order to contribute to its continuous operation and geared to its effective application of management function, marketing strategies and practices that make a huge impact on its sustainability. This study aimed in reinforcing the pathway to environmental conservation and sustainability of Bakhawan Nature Study & Eco Park by assessing its operation and marketing strategies.

This study was anchored on sustainable marketing theory which focuses on how businesses, including eco-parks, can align their marketing efforts with sustainable practices while meeting consumer needs and preferences (Winner, 2024).

This study was also based on Triple Bottom Line Theory (People, Planet, Profit). This theory assesses an organization's performance based on three dimensions: social, environmental, and financial (Winner, 2024). For Bakhawan Nature Study & Eco Park, it could guide the evaluation of marketing strategies and operations in terms of their impact on the environment, community involvement, and economic sustainability.

The theoretical perspectives (sustainable marketing theory and triple bottom line theory) can help and support this study to analyze and evaluate Bakhawan Nature Study & Eco Park's management functions, marketing strategies and management practices. Guided by these perspectives, the assessment sets a level of understanding on how the park's strategies align with sustainable principles. Bakhawan Nature Study & Eco Park serves as a place where wildlife is free to occupy, to live and breed. Management may take charge to contribute to broaden eco-tourism landscape.

RESEARCH PURPOSE STATEMENT

This study aimed in reinforcing the pathway to environmental conservation and sustainability of Bakhawan Nature Study & Eco Park by assessing its operation and marketing strategies. Specifically, it sought to answer the following questions:

1. What functions of management are observed and practiced by Bakhawan Nature Study & Eco Park?
2. What marketing strategies are practiced by Bakhawan Nature Study & Eco Park?
3. What is the impact of these management practices to the operation of Bakhawan Nature Study & Eco Park?
4. Based on the result of the study, what marketing plan can be proposed?

SIGNIFICANCE OF THE STUDY

The results of this study were deemed beneficial to the following:

Kalibo Save the Mangroves Association (KASAMA). The organization could make use of the findings to improve their management functions, marketing strategies and management practices as organization's decision-making tool based on the result of the study. They would know or assess what strategy could be applied in the long run.

Community. The information from this study could benefit the external business establishment (sari-sari store) located near Bakhawan, because of the chances that visitors' opportunity to buy from their store. The chance of employability would increase when Bakhawan Nature Study & Eco Park could generate more services and additional staff could be outsourced.

Visitors / Tourist. For local and non-local visitors or foreign tourist as a form of guide to their travel list, this study would benefit them to know what are the amenities, facilities, products and services which the Bakhawan Nature Study & Eco Park is offering to satisfy their needs.

Local Government Unit (LGU) or Barangay New Buswang. For the local government unit of Barangay Buswang New this study could benefit them to maintain and preserve the mangroves that will anchor and protect the barangay from calamities such as flash floods and typhoon.

Local Government Unit (LGU) or Municipal Disaster Risk Reduction and Management Office. For the MDRRMO the study could benefit them to reduce the casualties and to lessen the damages of typhoon that will hit the whole Kalibo.

Department of Tourism. For the Department of Tourism this study could benefit Kalibo to increase its popularity and the tourism industry would grow for additional income or earnings of the local government units.

Department of Environment and Natural Resources. For the Department of Environment and Natural Resources to increase volunteers and environmental advocate that plays a big part in patrolling and maintaining the Bakhawan Nature Study & Eco Park's existence.

Future Researcher. To be more informative and be vigilant on preserving the mangroves this study would increase their interest to protect the nature.

The significance of this study extends beyond the specific context of Bakhawan Nature Study & Eco Park, offering broader implications for sustainable tourism, environmental conservation efforts, community development, and business strategies in similar eco-friendly settings.

SCOPE AND LIMITATION

This study on the assessment of Bakhawan Nature Study & Eco Park's operation and marketing strategies made use of qualitative research design. This study further assessed its impact of management practices to the operation of Bakhwan Eco Park. The study included 15 participants including respondents from KASAMA, operation staff and management, the community of New Buswang, Kalibo in Aklan, visitors within Aklan (local) and tourist outside Aklan (non Aklans), local government units (LGU) or the Barangay New Buswang, MDRRMO or Municipal Disaster Risk Reduction and Management Office and Department of Tourism. Personal interactions or face to face interview with the participants was conducted, follow up or additional questions for clarifications was done through phone calls and text messenger.

DEFINITION OF TERMS

For the purpose of clarity and understanding, the following terms were given their conceptual and operational meaning.

Operations Management. Operations management is the administration of business structure, practices, and processes to enhance efficiency and maximize profit. It refers to the management of functions that business needs to run effectively day-to-day, including: overseeing multiple departments and providing goals; overseeing and streamlining process; balancing revenue and cost; developing strategic plans; and

production, logistics, and supply chain (Coursera Staff, 2024).

In this study, the term “operations management” referred to ensure a smooth and enjoyable experience for visitors while minimizing environmental impact. The mangrove reforestation project geared towards its success with efficient planting techniques, monitoring controls and management practices. The management and the organization KASAMA which operates the park, manage the park activities which includes ecotourism, maintenance, research and reforestation.

Marketing Strategy. Marketing strategy is the process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage (David Aaker, 2005).

“Marketing strategy” as used in this study referred to the promotion and encouragement on the part of the visitors to make use of digital marketing such as social media, website and online travel agencies. Moreover, Bakhawan Nature Study & Eco Park applied the marketing strategy using traditional way of promotion such as flyers, brochures and word of mouth. The management in partnership with local community engage in tourism activities and environmental programs such as showcasing the local handicraft, culture and food to support the local tourism industry.

Environmental Conservation and Sustainability. Environmental conservation and sustainability are two related but distinct concepts that aim to protect the natural world and our relationship with it. **Environmental conservation** is the practice of preserving the natural habitat, while **sustainability** is the practice of improving the environment for human health. Both concepts are essential for the well-being of people and the planet, especially in the face of climate change and biodiversity loss (Edwin Cornelius, 2023).

In this study, “environmental conservation and sustainability” was the main focus why Bakhawan Nature Study & Eco Park should strengthen their advertising campaigns and other marketing strategies. Management must raise more funds not just for tourism purposes but to conserve and protect the species in Eco Park, this fund could be a great help to replace and repair the damages of the boardwalks and continuous maintenance and cleanliness of the Bakhawan Nature Study & Eco Park.

Chapter 2

REVIEW OF RELATED LITERATURE

This chapter presents a comprehensive review of the related literature, delving into the reinforcing the pathway to environmental conservation and sustainability of tourism industry sector. Specifically, it focused on the case study of Bakhawan Nature Study & Eco Park, assessing its management operation and marketing strategies. The synthesis of diverse studies of functions of management that are observed and practiced by the organization, marketing strategies by the organization, and the impact of the management practices in tourism industry sector.

Tourism offering not only economic growth and cultural exchange but also significant challenges and consequences for local communities has long been recognized as a dynamic and transformative industry. Tourism has emerged as a potent catalyst for socio-economic change, both positive and negative, in destinations around the globe. (Agarwal, et al., 2023).

Tourism has grown into one of the world’s major industries and has thus become an increasingly important. As stated under the Republic Act of 2009, also known as the Republic Act No. 9593 the national policy for tourism which encourages the business enthusiasts to invest and employ people while developing tourism spots that includes ecotourism of the country (Balan, 2021).

Another research conducted by local author Thea M. Balan is the “Potentiality of Ecotourism Sites in the Province of Aklan: Basis for a Proposed Development Plan”. This study was conducted to assess the potentiality of ecotourism in Aklan. It presented the current status of the potential eco-tourism sites in Aklan in terms of festivities and events, spots and attraction, accommodation, food, the level of preparedness LGU’s, infrastructure and marketing and tested the significant difference on responses when grouped according to profile variables finally, able to propose an ecotourism development plan.

According to Thea M. Balan, Department of Tourism have implemented such marketing strategies to set a tour package wherein it offers to combine the top destination when it comes to tourist arrival: Palawan, Cebu and Boracay tour is very enticing tour adventure to many tourists. This can be considered a strong collaboration of local governments among the three provinces (Palawan-Cebu-Aklan). However, DOT perceived that they need to have aggressive marketing collaterals and strong ties with both local and private entities to obtain the desired output. Her study emphasized the need of the local government to focus first on the implementation of marketing promotion of ecotourism.

Aside from Boracay, in Aklan there are also many beautiful and interesting attractions to visit in the province. It has the Bakhawan Ecopark Nature Study & Eco Park. This is the prime ecotourism destination in the place. River trekking along with natural white rocks formation in the Timbaban River, experience the romantic seascape of Hinugtan Beach, while in Jawili Falls & Beach, Tangalan go down and refresh to the 7- basin waterfalls. Further, visiting the Montag Living Museum is a unique experience to have an actual activity through immersion with the locals. These are only few close encounters with the splendid moments while staying in Aklan (Balan, 2021).

Previous research conducted by foreign authors, Nancy J. Turner, Alain Cuerrier, Leigh Joseph particularly at Bakhawan Nature Study & Eco Park such as “Integrating Science-Based and Local Ecological Knowledge: A Case Study of Mangrove Restoration and Rehabilitation Projects in the Philippines”. This study drawn attention to the combination of hypothetico-deductive methods with community environmental understanding in mangrove reconditioning scheme in the Philippines, this includes Bakhawan Nature Study & Eco Park. This study accentuated the importance of joint effort that respect and incorporate local practices for effective ecological restoration and sustainability.

Nancy J. Turner is a distinguished professor emeritus and past Hakai Professor in Ethnoecology at the University of Victoria, a Pierre Elliott Trudeau Fellow, and author of "Ancient Pathways, Ancestral Knowledge: Ethnobotany and Ecological Wisdom of Indigenous Peoples of Northwestern North America". Another author, Alain Cuerrier is a researcher who collaborates with Nancy J. Turner and Leigh Joseph on projects related to Indigenous knowledge and ethnobiology. While, Leigh Joseph is another researcher who collaborates with Nancy J. Turner and Alain Cuerrier, focusing on Indigenous knowledge, ethnobiology and sustainability.

Another research related to this study was conducted by foreign authors Clare Duncan, Jurgenne H. Primavera, Nathalie Pettorelli. Julian R. Thompson, Rona Joy A. Loma, Heather J. Koldewey, their study is entitled to “Rehabilitating mangrove ecosystem services: A case study on the relative benefits of abandoned pond reversion from Panay Island, Philippines”. Their study showed that the mangroves provide vital climate change mitigation and adaptation (CCMA) ecosystem services (ES), yet have suffered extensive tropics-wide declines. To mitigate losses, rehabilitation is high on the conservation agenda. However, the relative functionality and ES delivery of rehabilitated mangroves in different intertidal locations is rarely assessed. In a case study from Panay Island, Philippines, using field- and satellite-derived methods, we assess carbon stocks and coastal protection potential of rehabilitated low-

intertidal seafront and mid- to upper-intertidal abandoned (leased) fishpond areas, against reference natural mangroves (Duncan et al., 2016).

Bakhawan Nature Study & Eco Park, New Buswang, Kalibo, a remnant area of a former deltaic mangrove at the mouth of Aklan River (Cadaweng and Aguirre, 2005; Walton et al., 2006). Following over-exploitation of mangrove timber, large portions of the seaward area have been replanted with *Rhizophora* spp. since the early 1990s (Duncan et al., 2016).

Environmental management is placing increasing emphasis on the services provided by the world's ecosystems (Cardinale et al., 2012). Mangrove forests deliver numerous important ecosystem services (ES) to humans such as food and fuel, nursery habitat, recreation (Barbier et al., 2008, 2011).

Crisis Management and Resilience is when communities heavily reliant on tourism may be particularly vulnerable to crises, such as natural disasters or economic downturns. Research has shown that communities with effective crisis management plans and diversified economies are more resilient in the face of such challenges (Faulkner & Russell, 1997). Examining how local communities can enhance their resilience to external shocks is crucial in understanding the long-term socio-economic sustainability of tourism (Agarwal, et al., 2023).

Functions of Management

Operations management is concerned with managing the resources that directly produce the organization's service or product. The resources will usually consist of people, materials, technology and information but may go wider than this. These resources are brought together by a series of processes so that they are utilized to deliver the primary service or product of the organization. Thus, operations are concerned with managing inputs (resources) through transformation processes to deliver outputs (service or products) (Rowbotham et al., 2007).

Once understood, operations management can be seen as a vital part of any organization. Without an operation, an organization remains an abstract wish. Operations management is, therefore, a widespread activity embracing all sectors of the economy (Rowbotham et al., 2007).

Management is playing a vital role in the progress and prosperity of a business enterprise. The main purpose of management is to run the enterprise smoothly. Basically, management functions are those groups of activities, which constitute the core of basic responsibilities of a manager's job. A brief explanation of the basic functions of management is given below:

The first function is planning, it is the primary function of management and involves the process of determining objectives, discovering alternative courses of action and selecting an appropriate course of action for achieving objectives. In other words, planning is the determination of a future course of action to achieve a desired result. Under planning, it is ascertained that what should be done, how it should be done and who should do it. Before starting of a job all above mentioned activities must be considered otherwise, the objectives of a business cannot be achieved.

Second function is organizing, when the plans are laid down and the objectives specified, the next step is to give practical shape to the work to be performed to attain those objectives. This task is accomplished by the managerial function of organizing. Or we can say that, the process of creating this structure of roles is known as organizing.

Third function is staffing, it refers to knowing about the manpower requirements in the organization and filled the various posts with suitable employees. An organization may succeed only if it has trained staff in each and every department and this work is done by staffing. So, staffing refers to placement of right

person in the right jobs. Staffing includes selection of right persons, training to those needy persons, promotion of the best persons, retirement of old persons, performance appraisal of all the personnel and adequate remuneration of personnel.

Fourth function is directing function of management involves guiding, leading and motivating subordinates so that they contribute towards achieving organizational objectives. It is done by giving necessary instruction to them regarding the assigned work and motivating them to perform in a satisfactory manner. Communication, motivation and leadership are the essential elements of directing function.

Lastly, the fifth function is controlling: The process of management begins with the planning function and concludes with the controlling function. It involves comparison between the actual work performance and the planned standards and taking corrective steps when there is a difference between the two.

Marketing Strategy

A strategy is a vital pattern of current and planned aims, resource deployments and communications of an organization with markets, competitors and other environmental features. The definition recommends that a strategy should specify 1) what (aims to be accomplished), 2) where (on which sectors and product-markets to focus) and 3) how (which resources and activities to assign to each product-market to accomplish environmental opportunities and fears and obtain a competitive benefit) (Kumar et al., 2021). Based on the study of Philip Kotler, one of his write ups was "Principles of Marketing," that highlights how strategic planning, organizing marketing resources, leading marketing teams, and controlling marketing activities contribute to successful marketing outcomes (Tuten et al., 2010). He emphasized the role of management functions in executing and crafting effective marketing strategies.

A well-developed strategy comprises five elements. The first one is the scope of an organization refers to the degree of its important area, the amount and kinds of businesses, product offerings and market areas it contends in or plans to go in. Choices about an organization's essential scope should mirror the board's vision of the organization's objective or mission. Among its few exercises and item showcases, this ongoing theme depicts the imperative idea of its business and what it should be (Kumar et al., 2021).

Second, goals and objectives, strategies likewise should include expected degrees of accomplishment on at least one scope of execution like volume improvement, profit commitment, or return on investment throughout expressed time-frames for every one of those businesses and product markets and the organization all in all (Kumar et al., 2021).

Third, resource distributions, every organization have limited financial and human resources. Outlining a strategy also involves determining how those resources will be acquired and allocated across businesses, product markets and practical divisions and exercises inside every business or product market (Kumar et al., 2021).

Fourth, identification of a sustainable competitive benefit, one massive piece of any strategy is recognizable proof that the organization will compete in every business and product market inside its space. How it finds itself to improve and support a severe advantage over existing and potential contenders is crucial. To acquire this, supervisors should evaluate the open market doors in each business and product market and the organization's unmistakable capacities or qualities contrast with its rivals (Kumar et al., 2021)

Fifth is synergy, it exists when the organization's businesses, asset arrangements, product markets and abilities supplement and reinforce. Synergy enables the entire exhibition of the related companies to be superior to it would somehow or another be: The real gets more prominent than its parts (Kumar et al.,

2021).

According to Yunshu Xia, marketing strategy is all about identifying the customer needs and wants and creating products, promotions, prices, and places that respond to those needs and wants. The 4Ps of marketing are product, price, place and promotion, which are popular among the marketing professions. The place is used to describe a product's physical or online placement; a product, event or brand is promoted through interactions with target consumers in the marketing mix, which results in sales between employees and customers, also known as promotion; in terms of the products, it relates to a product's attributes, advantages, designs, packaging and branding. It is the key component of the marketing plan; price last but not least is how much a client is willing to spend on a good or service. This research aims to apply 4Ps strategies analysis to the various brands and gain a deep understanding on their experiences, proposing some feasible suggestions for future improvement (Yunshu Xia, 2021).

Environmental Conservation and Sustainability

The environment has been defined as the sum total of all surroundings of a living organism, including natural forces and other living things, which provide conditions for development and growth as well as of danger and damage. An environment is what surrounds a thing or an item. The environment could be a physical or human element. The physical environment includes the built environment, natural environment, air conditions, water, land, atmosphere, etc. The human environment such as people surrounding the item or thing, this is also known as the social environment and includes elements such as spiritual environment, emotional environment, home, family, etc. The environment is a fluid dynamic thing. In other words, environment can be defined as the sum total of water, air and land interrelationships among themselves and also with the human being. It includes all the physical and biological surrounding and their interactions. It has been defined by the western new collegiate dictionary, as "the aggregate of all the external condition and influences affecting the life and development of an organism". There is an interaction between organism and environment. For example, the earth's atmosphere with Oxygen and Carbon dioxide as component gases, is as essential part of the environment and for life as we know it. The existence of these gases is a consequence of the action of living organism, as well as necessary condition of life. The relationship between vegetation and soil provides another type of example. The interaction problem is particularly confusing in the case of man and the human environment. In the case of man, we have to consider the cultural as well as the biological and physical environment. In orienting and judging our surrounding we depend on our sensory systems. Environmental studies have provided an approach towards understanding the environment of our planet and the impact of human life upon the environment. Thus, environment is actually global in nature. It is a multidisciplinary science whose basic aspects have direct relevance to every section of the society. Its main aspects are: first, conservation of nature and natural resources; second, Conservation of biological diversity; third, control of environmental pollution; fourth, stabilization of human population and environment; fifth, social issue in relation to development and environment; sixth development of nonpolluting renewable energy system and providing new dimension to nation's security (Eliman, 2021).

Environmental conservation: Environmental conservation is the act of conserving or saving our natural resources through careful management. This means we can use the resources but wisely and responsibly. Examples: reducing waste, saving trees, recycling, using renewable resources that do not deplete our natural resources. And it decreed collective ownership of all-natural resources. All the land of this only one earth should be managed so that the long – term survival of man as part of the ecosystem is guaranteed.

So, in thinking about environmental problem there is only one earth, so we have to be very careful not to destroy the nature's potential (Eliman, 2021).

The assessment of operations and marketing strategies of Bakhawan Nature Study & Eco Park provides a comprehensive understanding of existing research and studies both abroad and within the locality. The insights from these different sources will inform the evaluation of Bakhawan Nature Study and Eco Park's strategies and operations.

Peter Drucker's management theories shed light on the strategic aspect of marketing management. His writings, like "The Practice of Management," emphasize the importance of effective planning and organizing in marketing, aligning marketing goals with overall business objectives (Ulin, 1954).

Michael Porter's work on competitive strategy delves into how management decisions influence the competitive positioning of a business. His concepts, such as the Five Forces framework, elucidate how management functions impact the formulation and execution of competitive marketing strategies (Com, 2015).

Collaboration between Philip Kotler and Gary Armstrong in their book "Marketing: An Introduction" emphasizes the managerial functions in marketing strategies, highlighting the importance of strategic planning, organizing marketing efforts, leading teams and controlling marketing activities to achieve organizational goals. (Armstrong et al., 2019)

David Aaker's contributions on brand management and strategic marketing emphasize the role of management in building and sustaining strong brands. His works, including "Building Strong Brands," underscore how effective management contributes to brand strategy formulation and implementation (Aaker, 2012).

Local authors offer diverse perspectives on how management functions intersect with marketing strategies. They emphasize the significance of strategic planning, resource allocation, leadership and control mechanisms in driving successful marketing initiatives. Their insights provide a foundation for understanding how managerial decisions influence the development, implementation and success of marketing strategies within organizations.

Josiah Go, a prominent marketing strategist and author, focuses on marketing management and entrepreneurship in the Philippine context. His works, such as "Marketing Plan: Building the Profitable Preferred Brand" explore various aspects of marketing management, including strategic planning, market analysis and execution strategies (Go, 1997).

Chiqui Escareal-Go's works, such as "Market Entry Strategy: International Marketing Management," discuss strategic planning and management functions related to entering and competing in the global market, while contextualizing these strategies within the Philippine business environment (Go, 2001).

Dr. Ned Roberto is recognized for his contributions to marketing management in the Philippines. His books like "Strategic Marketing" and "Basic Marketing" delve into the strategic aspects of marketing management, emphasizing the role of planning, organization, and leadership in developing effective marketing strategies (Roberto, 2002).

These Filipino authors contribute to the understanding of management functions in shaping effective marketing strategies within the local context. Their research and publications provide insights into how strategic planning, organizational leadership, resource allocation, and control mechanisms influence marketing strategies in the Philippine business landscape.

According to Brundtland Report in 1987 one of the theories that supports Bakhawan Nature Study & Eco Park is Sustainable Development Theory. This theory highlights the demand for mercantile, community-

based and environmental stewardship. This theory is relevant for assessing how Bakhawan Nature Study & Eco Park balances conservation efforts with eco-tourism operations.

Based on the study of Honey in 1999 another theory that supports Bakhawan Nature Study & Eco Park is Ecotourism Theory. This theory states the accountability of tourism that protects the environment, contributes local communities, and provide a social instruction to tourists. This theory is important to evaluate the sustainability of tourism of Bakhawan Nature Study & Eco Park.

According to Freeman in 1984, another theory that supports Bakhawan Nature Study & Eco Park is the theory Stakeholder Theory. This theory states that management should reflect on all concerned parties or interested parties such as community residents, visitors, ecological organizations and government. This theory is important on the engagements of concerned parties of the marketing promotion towards the conservation of Bakhawan Nature Study & Eco Park.

Moreover, as per Ajzen in 1991, another theory that supports Bakhawan Nature Study & Eco Park is the Theory of Planned Behavior which suggests manner and perception of the social expectation to adopt a particular behavior. This will lead the Bakhawan Nature Study & Eco Park to raise awareness and influence the visitors or tourist to be an environment advocate to promote volunteerism.

Based on the study of McCarthy in 1960, another theory that supports Bakhawan Nature Study & Eco Park is Marketing Mix Theory. This includes the 4Ps, the product, price, place, promotion which highlight the application of marketing strategies that can captivate nature lovers and teach them on preservation. This theory assists to form an opinion whether the eco-park's marketing is effective in promoting sustainability.

Additionally, based on the study of Grossman and Krueger in 1991, another theory that supports Bakhawan Nature Study & Eco Park is Environmental Kuznets Curve Theory. This theory urges that economic development initially leads to environmental degradation but improves with sustainable policies. It helps assess whether the eco-park's strategies contribute to environmental protection despite increased tourism.

According to Mathieson and Wall in 1982, another theory that supports Bakhawan Nature Study & Eco Park is Carrying Capacity Theory. This theory mentions that there is a limit to how many visitors an environment can support before degradation occurs. This is important in determining whether Bakhawan Nature Study & Eco Park manages visitor numbers sustainably.

Another author Emerson in 1976 emphasizes another theory that supports Bakhawan Nature Study & Eco Park is Social Exchange Theory which suggests that people and organizations collaborate in exchanges when they perceive benefits. This theory guides to study on the applied practices of conservation efforts and eco-tourism.

According to Elkington in 1994, another theory that supports Bakhawan Nature Study & Eco Park is Triple Bottom Line. This includes people, planet and profit. People stand for the highlights the need to balance social, planet stands for the environment and profit for economic sustainability. This theory is important for assessing whether the eco-park effectively integrates these three aspects into its operations.

Another author Murphy in 1985 emphasizes another theory that supports Bakhawan Nature Study & Eco Park is Community-Based Tourism Theory. This draw attention to local community involvement in tourism development. This theory is significant for assessing the role of concerned parties in the eco-park's management and decision-making.

Synthesis

In conducting multifaceted approach, the aspects of the tourism industry, this chapter conscientiously delved into the management operation, marketing strategies and management practices that can contribute greater impact on the operation of Bakhawan Nature Study & Eco Park. Tourism offering not only economic growth and cultural exchange but also significant challenges and consequences for local communities has long been recognized as a dynamic and transformative industry. Tourism has emerged as a potent catalyst for socio-economic change, both positive and negative, in destinations around the globe. Tourist destination such as Bakhawan Nature Study and Eco Park must need to have aggressive marketing collaterals and strong ties with both local and private entities to obtain the desired output. The assessment of the study emphasized the need of the local government to focus first on the implementation of marketing promotion of ecotourism. The research emphasized to continuously support the mangrove restoration projects across the Philippines, including Bakhawan Nature Study & Eco Park. Communities that are heavily reliant on tourism may be particularly vulnerable to crises, such as natural disasters or economic downturns. Research has shown that communities with effective crisis management plans and diversified economies are more resilient in the face of such challenges. Examining how local communities can enhance their resilience to external shocks is crucial in understanding the long-term socio-economic sustainability of tourism. As the chapter unfolds, the study integrated the theoretical framework such as Triple Bottom Line (People, Planet, Profit), Stakeholders' Theory, Sustainable Development Theory, Ecotourism Theory, Theory of Planned Behavior, Marketing Mix Theory, Environmental Kuznets Curve (EKC) Theory, Carrying Capacity Theory, Social Exchange Theory, Community-Based Tourism (CBT) Theory, weaving together a comprehensive understanding of Bakhawan Nature Study & Eco Park's operation and marketing strategies in reinforcing the pathway to environment conservation and sustainability.

Chapter 3**RESEARCH METHODOLOGY**

This chapter covers the Research Design, Locale of the Study, Sampling, Participants and Setting, Data Gathering Instrument, Data Gathering Procedure, Data Analysis, Trustworthiness and Ethical Consideration.

Research Design

The research design for assessing Bakhawan Eco Park's marketing strategies and operations involved a structured approach aimed at comprehensively evaluating various aspects. This research employed through qualitative methodology with research questions, allowing for in depth insights and a nuanced assessing Bakhawan Nature Study & Eco Park's operation and marketing strategies. The data collected was through face to face interview with the participants of the study. This face to face interview was supported with audio and video records that were transcribed and generated codes to analyze the study.

Locale of the Study

The locale of the study for assessing Bakhawan Nature Study & Eco Park's operations and marketing strategies was the park itself, situated in Buswang New, Kalibo in the province of Aklan, Panay Island, Philippines.

Bakhawan Nature Study & Eco Park is a unique ecological tourist zone, citing its abundant biodiversity and natural beauty. The Bakhawan Nature Study & Eco Park is a 220 hectares (540 acres) mangrove forest. The mangrove reforestation project started in 1990 when the local government and several non-government organizations transformed the muddy shoreline of Barangay Buswang New into a mangrove reforestation site to prevent flood and storm surges in the community. The Bakhawan Nature Study & Eco Park is dubbed as the Philippines' most successful mangrove reforestation project. The Bakhawan Nature Study & Eco Park is operated by the Kalibo Save the Mangroves Association (KASAMA).

Sampling, Participants and Setting

The participants were composed of fifteen individuals, four of them were park visitors, three were operation staff, three local community residents of Kalibo, two from KASAMA management representative, one Barangay official, one MDRRMO personnel and one DOT personnel.

The population on the assessment of Bakhawan Nature Study & Eco Park's marketing strategies and operations included various groups associated with the park.

The park visitors include the individuals who visited Bakhawan Nature Study & Eco Park, representing the target audience for the park's marketing efforts.

Operation Management, Staff and Personnel were those involved in the operational decisions, marketing strategies, and day-to-day management of the park.

Local community members or residents were those living near the park whose lives might be impacted by park initiatives.

Face to face interview with the participants delved into operational strategies, community impact, and marketing approaches. Participants coming from DOT, MDRRMO and Barangay Representative gave additional ideas on how the Bakhawan Nature Study & Eco Park serves with a double purpose to the community as a local and international tourist attraction and as well as a shield or barrier from storm surge, flash floods and strong heat of El Nino.

Data Gathering Instrument

In assessing Bakhawan Nature Study & Eco Park's marketing strategies and operations, various data gathered from qualitative information through semi-structured interview with open-ended questions, protocols were crafted, allowing for flexibility to explore emergent themes. Interviews were conducted with participants' consent to ensure accuracy in data transcription and analysis. The face to face interviews were conducted with the participants, follow up questions were applied for clarification through phone calls. The researcher also used other sources such as brochures, websites and Facebook pages.

Data Gathering Procedure

Prior to the commencement, informed consent was obtained from management to ensure the alignment with organizational policies and ethical standards. The interviewer provided a comprehensive background of participants, to conduct study's objectives and procedures. Data collection primarily occurred through asynchronous channels, with participant's responds through face to face interview, text messenger and phone calls. Recorded video and audio documented observations, interview responses and document analysis findings. These procedures ensured transparency, confidentiality and ethical integrity throughout the research process, culminating in a robust dataset for analysis and interpretation. During the interview,

the researcher gave an outline to the participants on how the interview will go. The researcher visited the offices and residence of the participants and the interview was conducted with the participants appointment schedule, some participants like park visitors and community locals responded to interview on the day the researcher visited the Bakhawan Nature Study & Eco Park.

Data Analysis

The data analysis for this qualitative study primarily involved thematic content analysis for the information gathered through in-depth interviews. Thematic content analysis is a method for identifying, analyzing and reporting patterns or themes within the data. It allowed for a systematic and in-depth assessment of Bakhawan Nature Study & Eco Park. The identified themes were presented and discussed in the findings chapter, providing a nuanced understanding of the operations and marketing strategies.

Trustworthiness

The data collected from the interviews have been treated with utmost care and confidentiality. The identity of the participants has been kept anonymous as requested and their responses have been respected and accepted without any bias or judgement. The answer provided in the interviews were solely based on personal experiences and tenure of the employee in the park, ensuring that the data collected were accurate and relevant to the research objectives.

Ethical Consideration

The study followed to ethical principles to safeguard the confidentiality of the participants. Informed consent was obtained from all the participants, emphasizing their voluntary participation. Anonymity was preserved in reporting findings and sensitive information was handled with utmost confidentiality.

Chapter 4

FINDINGS AND DISCUSSIONS

This chapter is a crucial part of the research paper, where the researcher presents the findings, discussions and analysis of the gathered data. The main objective of this chapter is to provide a deep understanding of the research questions and how they were addressed through the data collection and analysis process.

The participants of the study are categorized into their connection and level of their contribution to Bakhawan Nature Study & Eco Park. In this study, the researcher conducted and interviewed fifteen participants. They consist of the two (2) representatives of Board of Directors of the Kalibo Save the Mangroves (KASAMA); three (3) operation staff and the management of the Bakhawan Nature Study & Eco Park; three (3) persons among the community, resident and the neighboring store outside Bakhawan; one(1) MDRMO representative, one(1) Barangay Official representing the Barangay Buswang New where Bakhwan Eco Park is located, one (1) representative of Kalibo Tourism Office; and four (4) park visitors.

I. Functions of management that are observed and practiced by Bakhawan Nature Study & Eco Park.

In this study, the researcher interviewed operation staff and representatives from the KASAMA were first asked. These operational individuals have been part of the company for a minimum of one year and KASAMA representatives for a minimum of 5 years. They are currently serving in various roles in the Bakhawan Nature Study & Eco Park. They were selected as participants due to their extensive knowledge

and position to discuss what management practices, management functions that are observed and applied in Bakhawan Nature Study & Eco Park.

The management functions that were practiced and applied in Bakhawan Nature Study & Eco Park were **planning, organizing, directing and controlling**.

Based on the interview with the participants, one of the management's functions that was practiced in Bakhawan Nature Study & Eco Park was **planning**. This includes conducting enough planning and guidance on how to proceed and make the best use of resources. As per interview with Participant 1, *"At Bakhawan Eco Park, we hold monthly board meetings in addition to weekly meetings for planning with Bakhawan officers, the tourism manager, the forest manager, and personnel every Thursday from 12:00 to 1:00."* (P1, L31-33). She also mentioned, *"It will always provide us enough planning and guidance on how to proceed and make the best use of our resources. Are we acting appropriately? At the same time, we need to assess what is required, what services are needed and how the KASAMA are responding."* (P1, L37-40)

Another management practice or function that was observed and practiced in Bakhawan Nature Study & Eco Park was **organizing**. One of the participants when she was asked about how Bakhawan Nature Study & Eco Park's level of preparedness in terms of risk management answered, *"Actually, we do have a first aid kit, but now we also have to set schedules for training since we need to prepare our workers and renew their knowledge. Therefore, we will be providing training on risk management and first aid as part of our basic education since we think it is crucial."* (P1, L64-67).

Another management practice or function that was observed and practiced in Bakhawan Nature Study & Eco Park was **directing**. This includes guiding, leading and motivating subordinates so they can contribute towards achieving organizational goals. According to one of the participants, *"Uh, indeed, it is necessary to verify what they need. Ah, maintain your composure and then figure out what they need. Then, you can prepare for the situation where we have to give instructions and lead the people there. Sometimes, it can be difficult to understand how you, as a manager, must lead and guide the people and determine what assistance they needed."* (P1, L53-58). Communication, motivation and leadership are essential elements of directing function. According to one participant during the interview, *"We must motivate, inspire, and constantly influence and lead the people. Thus, you should take part and carry out the task. Well, that's the leader, huh? Set a good example."* (P1, L75-77)

Another management practice or function that was observed and practiced in Bakhawan Nature Study & Eco Park was **controlling**. It involves comparison between the actual work performance and planned standards and taking corrective steps when there is a difference between the gap. According to one participant, when she was asked if they have an internal control in their cashier's collection, she mentioned that, *"We do not have a POS, only manual collection. The cashier plans the deposit collection on a regular basis. Tickets are collected every day. There is a monitoring logbook. So, we can audit to check the balance, right? Well, huh. However, based on the reports of the visitors, I believe that Bakhawan Eco Park is part of the Aklan provincial monitoring system. We submit reports to the Tourism Office on a monthly and frequent basis. These include the student's age, the local tourist's age, the gender (male or female) and all other reports are done by Bakhawan"* (P1, L87-93). She also added, *"In every case, there may be a ticket and a receipt. Apart from the receipt, we maintain a log book. It is important to know if all of the receipts and logbook entries are accurate. Each student has their own color, which is known as color coding."* (P1, L96-98). Another observation during visit in the place, there were entrance machines just like machines used in railways like MRT. They have that machine so that in the future, park visitors will just use beep card to enter

the park. But it is not yet working. According to the participant, when asked why it is not yet functional, she mentioned that, *“Actually that is one thing to be functional in the future, using card to enter the park. But it is still not working.”* (P1, L101-102) This is a new innovation in the park, if it could be implemented then, that is for their collection operation still put into rightful hands to raise fund for the sustainability and maintenance of the park.

II. Marketing Strategies Practiced by Bakhawan Nature Study & Eco Park Bakhawan Eco Park

Bakhawan Nature Study & Eco Park marketing strategies are **online promotional marketing using social media, encourage park visitors to visit by word of mouth and show good customer services, market innovation and product development.**

According to one participant, the marketing strategy that was practiced in the park was **online promotional marketing using social media**. She said that she promotes the park using social media (P1, L107). Other participant said on how she will promote the Eco Park by posting of experiences in Facebook. (P5, L528)

According to other participant, the marketing strategy that was practiced in the park was to **encourage park visitors to visit the place through word of mouth and show good customer services**. *Park visitors encourage their relative (P4, L449-450) to experience the same, by word of mouth, showing good treatment and services to park visitors, so they will come back again.”* Another participant said on how the marketing strategy that she used is inviting friend. According to her, *“We invite friends and friends will invite other friends. Entertain the visitors because first impression lasts. Show your good impression to the visitors; make them feel at home...”* (P7, L696-699)

Another participant also answered that the marketing strategy that was practiced in the park was **market innovation and product development**. This market innovation on price strategy checks for the competitiveness of the product based on costing (P1 L134-137). The management must continue repairing and renovating to maintain the foundation of boardwalk, *heavy weights may create unsafe experience and park visitors hesitant to come back* (P3, L373). Based on park visitors' interview, the management must provide store to sell food and drinks at the last station (P5, L494-500). There is currently no store at the park's last station. Visitors have also suggested adding a restaurant that offers variety of menu to attract more guests and enhance their experience (P6, L598-599). Also, the management plan to sell items with tatak Bakhawan Eco Park, such as souvenir items (P9, L896-899) to promote Bakhawan Eco Park. According to one participant, she said that *“...they have a display of a few souvenirs, the entrance was world class already with the assistance of LGUs, former administration and Senator Loren Legarda. So, they have developed the entrance into a very modern facility. They also offer the tamilok demonstration that's what we market to our guest. So, everytime we have guest we market the tamilok demonstration for 300 pesos and now they have added facility like kayaks. Kayak rental for 100 pesos per 3 hours. So, we had talked also with our development planning they have to provide additional attraction example sa end ng walk way to add something to make our guest really stay and enjoy the place.* (P14, L1131-138).

The management have a marketing strategy that could make Bakhawan Nature Study & Eco Park to have more guest for the sustainability of the Park, but it still needs improvement such as additional and aggressive promotional strategies like posting on the social media, encouraging more park visitors, innovating more products and improving the boardwalks as well as their services.

III. Impact of management practices to the operations of Bakhawan Nature Study & Eco Park.

Bakhawan Nature Study & Eco Park has implemented several management functions and marketing strategies. Thus, the need to assess the impact of these management practices to the operation of Bakhawan Nature Study & Eco Park. This includes an overall impact in environmental conservation and sustainability such as **materials preferred for the boardwalk is environmentally friendly for environment protection, maintain cost efficient and most sustainable materials, provides livelihood to the community, practices reward effort to motivate performance workers satisfactorily.**

The management decided to build boardwalk still in bamboos because these **materials were environmentally friendly for environment protection.** When the researcher asked what was the materials preferred for boardwalks, one participant mentioned that, *"We don't use nails to prevent the bamboo to sip water which causes it to damage easily. Usually, the recommendation was to tie the bamboo. Other materials are not environmentally friendly it may affect the trees. The Bakhawan Nature Study & Eco Park promotes tourism. Tourism is just an added value, an attraction to create a self sustain funding to Bakhawan Nature Study & Eco Park and still the main purpose is to conserve and maintain the mangrove forest. (P1, L190-194).*

Also, another management practice that created impact to the operation of Bakhawan Nature Study & Eco Park is they was the **maintenance of a cost efficient and most sustainable materials**, such as bamboo. Another question was asked by the researcher, as to why does boardwalks remain to be in bamboo if it could be change to concrete? One participant answered, *"Actually, it is not true that bamboo maintenance is too high. Bamboo is the most cost efficient, it is the most accessible, it is the most sustainable. If we use let's say metal its very expensive, an amount that ah not only is the amount high but is also experimental." (P2, L261-264)*

The cost of maintenance is still cheaper and it takes million of funds to concretized the boardwalks. According to one participant he said that maintenance of bamboo boardwalks is still cheaper and it could give **livelihood to the community** of agricultural farmers who could generate income from this bamboo. Based on the participant's answer, *"It's cheaper. And then it was also good with the maintenance because it provides the livelihood to the community, they can earn from it." (P2, L268-269).* Some sari sari store owners said that they benefited from the park visitors of Bakhawan Nature Study & Eco Park because they serve as an option store of the visitors. According to one participant, *"Yes, if there are more park visitors in Bakhawan, they find a cheaper product." (P10, L914-915)* Sari sari stores near the Bakhawan Nature Study & Eco Park bring customer's option to buy in their stores, store owners in return contributing to cleanliness of the roads outside Bakhawan.

Also, management do **practices reward effort** in their performance regarding the assigned work that motivates them to perform satisfactorily. According to one participant, she said, *"Yes, we practiced reward effort. If there are extra projects, persons serving there have incentives. We are consistent. We listen actively." (P1, L158-159)*

MODEL

This study revolved around these concepts: Bakhawan Nature Study & Eco Park's practices to management operation and marketing strategy and the impact of management practices to environmental conservation and sustainability. This study determined the functions of management that were observed and practiced by Bakhawan Nature Study & Eco Park. The study goes with assessment of marketing strategies and operation and what marketing plan can be proposed.

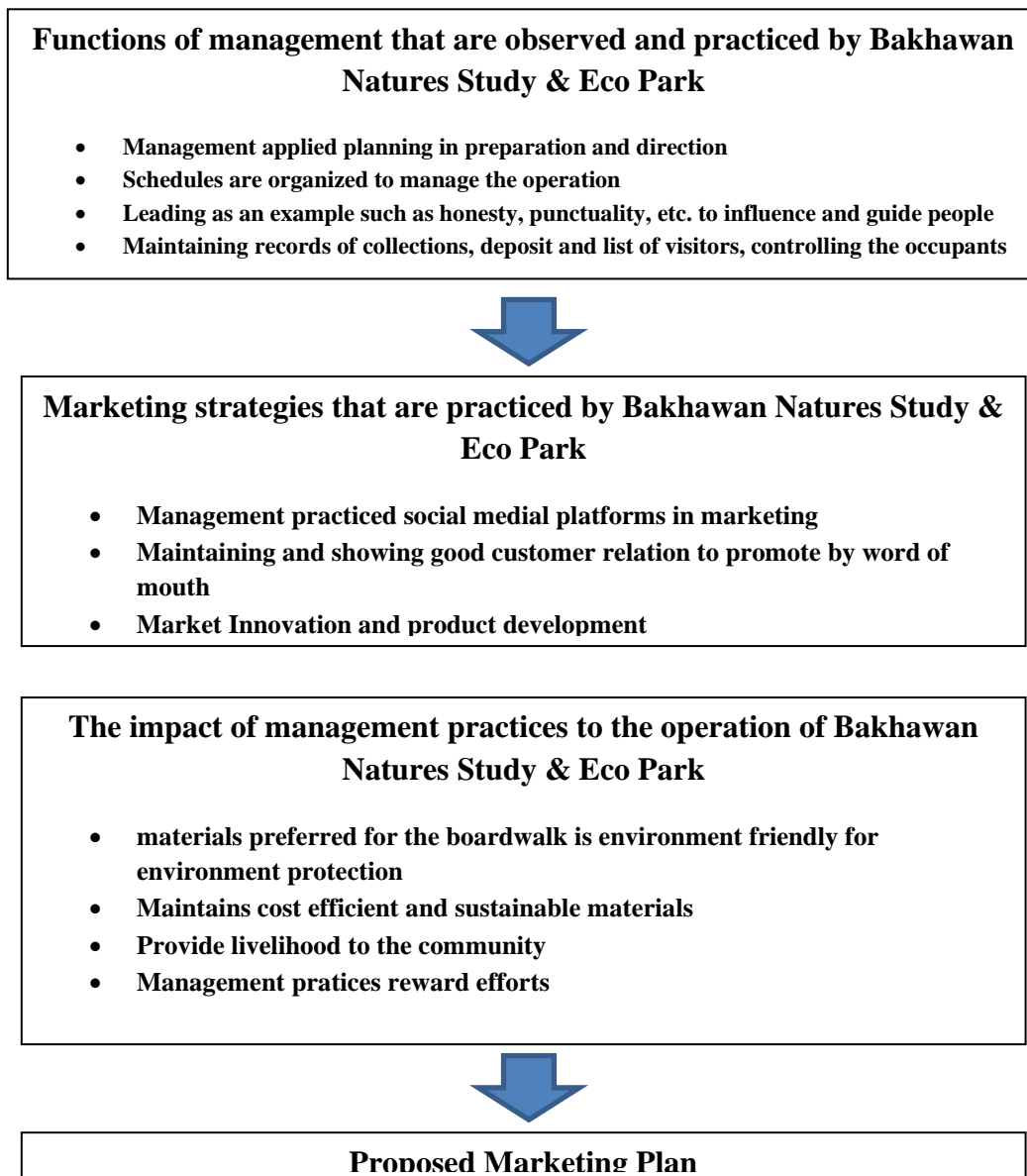


Figure 1 Simulacrum of the Study

Chapter 5

SUMMARY, CONCLUSION, RECOMMENDATION

Summary

This study of assessment of Bakhawan Nature Study & Eco Park's operation and marketing strategy requires attention to help on the environmental conservation and sustainability of the place.

The study aimed to answer the following questions:

1. What functions of management are observed and practiced by Bakhawan Nature Study & Eco Park?
2. What marketing strategies are practiced by Bakhawan Nature Study & Eco Park?
3. What is the impact of these management practices to the operation of Bakhawan Nature Study & Eco Park?
4. Based on the result of the study, what marketing plan can be proposed?

Findings of the Study

This study presented the following findings:

1. The participants of the study were categorized into their connection and the level of contribution to Bakhawan Nature Study & Eco Park. They consisted of three (3) operation staff and the management of the Bakhawan Nature Study & Eco Park; two (2) representatives of Board of Directors of the Kalibo Save the Mangroves (KASAMA); three (3) persons among the community, resident and the sari-sari store owners outside Bakhawan; one(1) MDRRMO representative, one(1) Barangay Official representing the Barangay Buswang New where Bakhwan Eco Park is located, one (1) representative of Kalibo Tourism Office; and four (4) park visitors.
2. The functions of the management were being performed and practiced by Bakhawan Nature Study & Eco Park. This included the planning, organizing, directing and controlling.
3. The marketing strategies that were practiced by Bakhwan Nature Study & Eco Park through management practiced social medial platforms in marketing, maintaining and showing good customer relation to promote by word of mouth and market innovation and product development. The management have a marketing strategy that could make Bakhawan Nature Study & Eco Park have more guests for the sustainability of the Park, but there still need for improvement such as additional and aggressive promotional strategies like posting on the social media, encourage more park visitors, innovate more products and improvements of their boardwalks as well as their services.
4. There is a great impact of marketing practices to the operation of the Bakhawan Nature Study & Eco Park. These management practices were working methods or innovation that managers used to improve the effectiveness of work system. This included an overall impact in environmental conservation and sustainability such as materials preferred for the boardwalk as environmentally friendly for environment protection, maintain cost efficient and most sustainable materials, provides livelihood to the community, practices reward effort to motivate performance workers satisfactorily.

Conclusion

Based from the result of the study, it concluded:

1. There was a big challenge, Bakhawan Nature Study & Eco Park to reinforcing the pathway to environmental conservation and sustainability is how to attract more guest or park visitors.
2. Practicing the management functions and marketing strategies resulted to an impact on the operation of Bakhawan Nature Study & Eco Park.

Recommendation

Based from the result of the study, the following recommendations were proposed:

1. To promote Bakhawan Nature Study & Eco Park to local tourist or outside visitors of Aklan. The attraction of more visitors may create more entrance fee and higher collections that can help Bakhawan Nature Study & Eco Park maintain the sustainability of the mangrove forest, most especially when it comes to the maintenance of their boardwalk and financing their bills and the salary of their employees.
2. To maintain the existing Facebook page of Bakhawan Eco Park, the management must have an administrator who can update and manage the page of Bakhawan Eco Park official page.
3. Since Bakhwan Eco Park is one of the adopted communities of Northwestern Visayan College, marketing students from Bachelor of Science in Business Administration can assist the newly hired

staff sustain the development and training of employees on how to make advertisement and promotions which can be posted on their page.

4. There is a need of proper training and seminars for the operation staff of Bakhawan Eco Park for them to be equip on performing their services such as basic learning for first aid and rescue operation, tourism promotion and marketing strategies.
5. To help promote the tourist attraction, the main reason people come and go in Bakhawan Eco Park is the presence of the mangrove forest. With this the management must continue safeguarding and continue its environmental advocacies.
6. Since the park is open for every organization or group who may perform environmental conservation and sustainability, it is encourage to invite more volunteers on practicing an eco-friendly activity like tree planting programs which increases the number of planted mangroves each year.

As a result of the study this proposed marketing plan can be applied. See below.

Bakhawan Nature Study & Eco Park Proposed Marketing Plan

I.	Digital approach	Creating Website	Create a very interesting website to support the Bakhawan Nature Study & Eco Park build a strong presence online.
		Search Engine Optimization	Optimize the website with relevant keywords such as "Bakhawan Nature Study & Eco Park" to improve its visibility in search and ranking.
		Engagement in Social Media	Make use of online platforms like Facebook and other social media platform to have more exposure. Post high quality videos and photos that gains more engagement. Make the audience relatable.
II.	Content Marketing	Creating Blogs	Make blogs and support blogs created for Bakhawan Nature Study & Eco Park
		Creating Video Content	Make a very engaging video content within the place of Bakhawan

			Nature Study & Eco Park.
III.	Collaboration and Partnership	Partnership with local business	Have more engagement with local business partners this will also attract park visitors if there are more products or goods offered in the Bakhawan Nature Study & Eco Park they are very interested to go there.
		Educational Institutions	Collaborate with schools and universities to organize field trips and educational programs, emphasizing the park's role in environmental conservation and providing hands-on learning experiences.
IV.	Community Engagement	Volunteer Programs	Make use of the tree planting programs for the environmental awareness, it fosters social and environmental voluntarism.
		Cultural Events	Cultural programs like “Ati-atihan sa Kalibo” dance presentation must be showcased in Bakhawan Nature Study & Eco Park upon arrivals of the visitors. It marks our ancestors’ cultural activities portraying what Aklanon’s identity is.
V.	Public Relations and Media Outreach	Influencers Partnership	Invite more guest who are social media influencers, they can be

VI.	Customer Engagement and Feedback		a great help in sharing what Bakhawan Nature Study & Eco Park's offered like inviting them to taste "tamilok".
		Media Press Release	Create events and invite media to feature the event held in Bakhawan Nature Study & Eco Park.
		Surveys and Reviews	Make use of evaluation tools like surveys and reviews to know what we can still offer and to improve more our product and services.
		Loyalty Programs	Offer loyal customers with discounts to repeat their visits and make referrals.
		Marketing Strategies	Regularly assess the performance of marketing initiatives and adjust strategies based on data-driven insights to ensure continuous improvement and effectiveness.

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