

## Innovation practices, service convenience and brand identity: Basis for a proposed brand identity framework of resorts in CALABARZON region

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### **Abstract**

This study aimed to propose a brand identity framework that may be implemented within the resort for service improvement in CALABARZON Region. The researcher assessed the innovation practices, service convenience dimension of guest, and brand identity of resorts in the region. It investigated the significant differences in responses when grouped according to demographic profile and determined the significant relationship that exists between the three main variables. A quantitative research approach was used in the study, including descriptive and correlative research design for better comprehensive results analysis. The respondents of the study were guests who are staying and have stayed at the specified DOT accredited resorts in CALABARZON Region. The instruments applied in this study were adapted and modified from three different studies. Weighted mean and rank were used to analyze the assessment of the three main variables. Shapiro-Wilk Test, Mann-Whitney U Test, and Kruskal Wallis Test were used to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. The respondents are mostly female, 19 to 25 years old or Gen Z, who stayed in the resort at least twice, and leisure/recreation is the purposed of their visits. The findings of the study may have a theoretical contribution and implication to the growing body of knowledge in resort business. It shows that the better the innovation practices, the better service innovation resulting in an improved brand identity. This implies that resort business may put high prioritization to innovation practices, service innovation and brand identity as these may contribute to the overall success of the business. Lastly, the researcher proposed a brand identity framework which shows the interrelationship among three main variables and extended relevant recommendations.

**Keywords:** innovation practices, service convenience, brand identity, resorts, CALABARZON region

## **Innovation practices, service convenience and brand identity: Basis for a proposed brand identity framework of resorts in CALABARZON region**

### **1. Introduction**

The resort industry is continually evolving to meet the demands of an ever-changing market while addressing these pressing trends and issues. Successful resorts are those that effectively balance innovation, sustainability, guest satisfaction, brand identity, and operational efficiency. Over the course of the last few years, from a global perspective, the hospitality industry has been witnessing rising levels of activity within an atmosphere that is fiercely competitive. However, the ongoing crisis has made a substantial impact on how people conduct their lives and interact with one another. There are also massive changes in the way businesses operate. For instance, the concept of a “minimal contact” kind of environment has led to an increase in dependency on automation and digitalization. As a result, there has been a tremendous evolution in customers’ expectations and perceptions of hospitality and tourism products and services. When the level of tourist activity returns to what it was before the pandemic, the hospitality industry will need to win back the trust of its customers by strengthening its brand and improving its services through innovation so as to be equipped in responding to these trends and new business requirements. With this, technology is currently being utilized in many aspects of resort innovation. The new technological era is becoming feasible to provide a completely individualized customer experience in order to surpass their expectations as well as enhance the identity of a brand. For example, Millennial Resorts in Batangas Province offers a paperless and contactless check-in option for their guests at their Crusoe Cabins and Cocoons in the master planned Landco Beachtowns CaSoBe (Calatagan South Beach) and Club Laiya, Laiya, San Juan, Batangas, located about three hours outside of Metro Manila. Apart from these, some resorts also deployed an e-concierge facility (digital signage) while some resorts also enhanced their online booking systems and integrated Facebook Messenger Chatbot into the resorts’ websites. Contactless payments have also been utilized largely by most hospitality businesses to minimize physical contact with the customers. Not to mention, the DOT is working to improve connectivity in at least 94 popular tourist destinations (which includes all provinces in the CALABARZON region) in the Philippines. As a matter of fact, one of the agency’s strategies for 2023 is to develop a “Tourist Lifecycle App,” which will serve as a “Super App” that aims to connect tourists to accredited establishments for accommodation, shopping, rides to accredited transportation, tour operators, and tour guides. The value of online advertising via social media sites such as Facebook, Tiktok, Instagram, Twitter, and YouTube as promotional tools for highlighting how technology and innovation add convenience to the provided services are also being applied to the resort business.

In the tourism industry, innovation is regarded as an operational issue that helps businesses and regions expand and experience sustainable growth (Panfiluk, 2023). Given the significance of developing brand identity through innovation and convenience of service, the resort has recently become connected in all aspects of modern life, causing in substantial shifts in customer behavior. Similarly, innovation and service convenience has grown to be crucial elements in resorts for preserving a brand’s competitive advantage and enhancing the guest experience. In view of this and because it remains to be seen if there is any research that directly linked the relationship between innovation practices to service convenience and how these influence the brand identity in the region’s hospitality sector, particularly in resorts – the researcher deemed it necessary in pursuing a study that investigates the relationship of innovation practices and service convenience and how it influenced the identity of the brand to make a significant theoretical contribution to the body of knowledge. Furthermore, as both hospitality and tourism industries continue to open their doors for tourism after the pandemic, one of the major concerns of the management should be to keep the clientele by satisfying their new demands, adjusting to their new way of life, exhibiting empathy, and rebuilding their confidence. Post-pandemic, one of the most significant tendencies that can be observed is the continuous growth of businesses that focus on developing novel approaches to innovation that may improve service convenience and enhance the identity of the brand.

The introduction of innovations is linked to the adaptation of the tourist service offered to the ever-changing needs of clients (Kisiel et al., 2020). Novel services, products, or new applications are considered innovations (Schumpeter et al., 1960; cited in Panfiluk, 2023). While the term "innovativeness" has been defined as a novel or improved service or product (or a combination of services and products), which was created as a result of the application of expertise, on which novelty, usefulness, or value are based, was applied by the company and is significantly different from previous products or services (Panfiluk, 2023). Service convenience is another essential theory underpinning the study. Convenience was described as the perceived amount of time and effort required in order to accomplish the customer's goals that are related to the purchase or use of a service. In the hospitality literature, the concept of service convenience has been recognized to play an important role. The association between customer satisfaction and behavioral intention is significantly moderated by service convenience. When it comes to offering accessibility for customers with limited amounts of time, service convenience is of the utmost importance (Kurniawan et al., 2019). Meanwhile, brand identity plays a significant role in any business, particularly in the hospitality and tourism industries, because it conveys to consumers what a brand provides or what the brand stands for. Brand identity refers to a brand's recognition that distinguishes the brand from others and creates an emotional relationship with consumers by being committed to their values and delivering as per their expectations (Ratasuk, 2022).

To achieve the objective of the study, it has integrated the conceptual frameworks of various researchers related to the assessment of innovation practices, service convenience, and brand identity of the resorts in CALABARZON. Product innovation, service innovation, marketing innovation, and technical innovation were utilized to assess the innovation practices of the resorts which were adapted to the study of Rasa (2019). While the service convenience dimension of guests in terms of decision convenience, access convenience, benefit and post-benefit convenience, and transaction convenience were presented and derived from the study of Roy et al. (2018). Lastly, it has determined the brand identity among resorts in terms of brand reputation, brand relevance, brand personality, brand performance, and brand relationship, which were also presented and adapted to the study of Bosch and Venter (2006). Although hospitality and tourism have become an increasingly important part of research into service innovation over the last few decades, various studies have suggested that more empirical evidence about hospitality and tourism innovation is needed. In this way, researchers can gain a better understanding of the innovation phenomenon in the hospitality and tourism industry. A positive experience will not only affect a guest's stay but will also affect their behavior and online reviews following their vacation. Consequently, hospitality operators or owners and managers should recognize the improvement opportunities in sales, customer satisfaction, service quality, and productivity that could arise from expanding service innovation and leveraging new technologies in their business operations. Furthermore, knowing about the present demands of customers is necessary for innovation. In recent years, recommendation systems have emerged as a critical tool for retaining existing customers and attracting new ones. Essentially, because the hotel business operates in a highly competitive environment, placing a strong emphasis on maximizing efficiency and performance effectiveness by developing novel approaches to innovation should be a continuous process. Furthermore, when customers are aware of and engaged with supplied service conveniences, they are more certain to be satisfied since they are aware of the handy benefits of the full array of services linked with the company (Kaura et al., 2015). As a result, one could argue that service innovation through the use of technology could encourage efforts to constantly offer guests services that are both high in quality and convenience. Symbolic demands are more important to customers than functional ones, and this product fulfills both of them. As such, a customer will be satisfied when his experiences indicate a sentiment of fulfillment compared with expectations (Sarwari, 2021). Having said all these, it can be inferred that the better the innovation practices, the better the service convenience resulting to a strong brand identity.

In view of this, the researcher is interested in investigating the relationship between innovation practices and service convenience and how these influence the brand identity of the resorts in CALABARZON region. This is essential to know since innovation has the potential to be a driving factor behind service improvements and the business agility of the hospitality businesses particularly resorts in CALABARZON. Indeed, fulfilling the

guest's expectations of quality service is more prevalent in the hospitality industry. To add to this, customers nowadays are becoming more sophisticated because of technology. They have been offered a wide variety of hospitality industry products and services suggesting that a company's ability to innovate may be a key factor in determining its success and ability to compete with its rivals. Since service convenience and brand identity are important to resort businesses, research related to these areas will also be imperative. Specifically, it remains to be seen if there is any research that directly linked the relationship of innovation practices to service convenience and brand identity among resorts in the CALABARZON region. Furthermore, this study only covers relationship between innovation practices and service convenience and how these influence the brand identity of the resorts in CALABARZON region, as part of its scope and limitations.

Aimed at contributing knowledge to the field of hospitality, this study presents practical implications by providing a framework that identifies and assesses the relationship between innovation practices and service convenience and how these influence the brand identity for both resort management as well as local and national tourism organizations. Thus, leading to a growth or increase in the number of visiting tourists in the province and the entire region. Similarly, because the researcher also intends to provide significant insights for the resort guests, these will assist them in making more informed decisions regarding the efficient selection of the resort they plan to visit or stay at. In conclusion, the findings of this study will benefit not only the local tourism offices in each province, but also the Department of Tourism, the hospitality sectors as a whole, and future researchers who share an interest in the revolutionary shift that innovative practices can bring into the hospitality and tourism industry. Moreover, this study is greatly beneficial to the resort business as practical and managerial innovation may be integrated for their continuous improvement as they address the needs of the customer and going along with the pressing trends of this generation. Ultimately, this study proposed a brand identity framework that may be implemented within the resort operations based on the study's findings for service improvement. This study would provide a theoretical contribution to the resort business as it would investigate whether there are any significant differences in responses on innovation practices, service convenience, and brand identity when they are grouped according to demographic profile. It also determined if there are any significant relationships that exist among innovation practices, service convenience, and brand identity. Furthermore, the practical contribution was also implied as the present study would suggest practical suggestions and recommendations for further improvement of the resort. The present study focused on innovation practices, service convenience, and brand identity of resorts in the CALABARZON region, considering the resort guest as the main subject of the study. This study was limited to only using a quantitative design and having the scope within CALABARZON Region highlighting the DOT Accredited Resorts.

**Objectives of the study** - The main objective of this study focused on the innovation practices, service convenience, and brand identity of DOT Accredited resorts in CALABARZON Region. More specifically, it assessed the innovation practices of resorts in terms of product innovation, service innovation, marketing innovation, and technical innovation. Second, this identified the service convenience dimension of guests in terms of decision convenience, access convenience, benefit and post-benefit convenience, and transaction convenience. Third, it determined the brand identity in terms of brand reputation, brand relevance, brand personality, brand performance, and brand relationship. It also tested significant relationships that exist among innovation practices, service convenience and brand identity. Finally, this study proposed a brand identity framework that may be implemented within the resort operations based on the study's findings for service improvement of the resort in CALABARZON Region.

## 2. Methods

**Research Design** - The primary focus of this research is to establish a brand identity framework based on the salient results acquired by examining the relationship of innovation practices to service convenience and brand identity of resorts in CALABARZON that have been recognized and granted operating permits by DOT Region IV-A. This study employed quantitative research approach, which is suitable for obtaining reliable and credible results. This approach includes survey research as well as descriptive and correlative, all of which were

applied for better comprehensive result analysis. Additionally, they were utilized to better understand the findings, as well as to offer justifications and reasonable interpretations. Correlational techniques, also known as exploratory approaches, aim to identify two general aspects of connections between two or more variables in the sample or the overall population.

**Participants of the Study** - The respondents of the study were 383 guests who are staying and have stayed at the specified DOT Accredited resort in CALABARZON. These were chosen by the researcher due to its type of resorts with accommodation/s. Objectively, the aforementioned types are suitably befitting the objectives of the study, as well as the parameters by which the study exerts. The respondents of the study were guests which were sorted according to their provinces based on the list of the DOT Accredited Resorts with accommodation for 2021. The total sample was computed using the Rao soft sample size calculator considering the 95% confidence level and 5% marginal error which is based on the tourist arrival per resort.

**Data Gathering Instruments** - A questionnaire that applied in this study was modified from a number of studies and was grouped into four (4) sections. Part I consisted of the respondents' demographic data, which involved their gender, age, tourist type, and intention of visit. Part II presented the innovation practices of resort in terms of product, service, marketing innovation and technical innovation and was ranked according to the extent; 5 - very great extent through 1 - no extent at all. It was adapted and modified from the papers of Rasa (2019). Part III concentrated on the entire intrinsic value that consumers gain from their time and effort investments during the pre-consumption, consumption, and post-consumption stages of their buying habits as reflected in service convenience. Analysis of service convenience is therefore important. This portion included four factors — decision convenience, access convenience, transaction convenience, benefit, and post-benefit convenience — were covered (Roy et al., 2018). Part IV determined the impact of brand identity which covers brand reputation, brand relevance, brand personality, brand performance, and brand relationship (Bosch & Venter, 2006). Moreover, two latter categories were analyzed using the five-point Likert scale where items will be ranked from 5 (strongly agree) to 1 (strongly disagree). Before the reliability test, face to face validation with the adviser was conducted. Moreover, the content validation of experts was solicited for the said questionnaires. The instrument underwent a pilot test among 30 resort guests from other region for a reliability test using an online google form. The test result for the assessment on the innovation practices obtained a Cronbach alpha value of 0.942. Meanwhile, the instrument used to assess the service convenience dimension of guests obtained a Cronbach alpha value of 0.941 which signifies that the instrument has strong or excellent internal consistency as well as the instrument used for brand identity with a Cronbach alpha value of 0.971.

**Data Gathering Procedures** - The Department of Tourism (DOT) Region IV-A office was consulted and the office also provided a list of accredited resorts in CALABARZON, with the assistance from DOT offices from each province in the region. Contact numbers, resort locations and contact persons of identified resorts were also included from the list provided by the DOT, and the resort managers and supervisors were informed that the researcher conducted the study. They were also asked for assistance by the researcher to help in the distribution of survey questionnaires directly to the prospective respondents. The researcher also visited the resorts and conducted an on-site survey from the respondents on the day of the visit. The researcher completed the data from October 2022 to January 2023 through a face-to-face data gathering. The convenience sampling approach was used. The qualified participant respondents have prior experience staying at the selected resorts. The collection of the questionnaire at the same time was a challenged since it was dispersed over several internet platforms; thus, the Mann-Whitney U test was utilized. This test established the substantial difference between participants' early and late feedback. The study did not suffer from non-response bias. Furthermore, to understand the research's numerous objectives, the research statistician assembled, tabulated, and evaluated the data using statistical software (SPSS).

**Data Analysis** - The gathered data were tallied, tabulated, encoded, and analyzed accordingly using the following statistical methods/tools: Weighted mean and rank were used to determine innovation practices, service convenience dimension and brand identity. Spearman rho was used to test the significant relationship. All

analyses were performed using SPSS v. 26.

**Ethical Considerations** - The researcher took several ethical precautions into account when conducting this study. The researcher sent a formal letter to the authors of the adopted questionnaires through email which content was to ask permission to use and adopt their developed questionnaire. An extensive literature search will help the researcher to identify the appropriate instrument to be used. The type of research instrument is decided based on reviewing the data needs. A research instrument should capture each variable in terms of its conceptual or theoretical definition. The survey was conducted in conformity with the Code of Ethics, and the participants' personal well-being and interests were protected. The research participants' decision to engage in the study supported this. The study strictly followed the RA 10173 or the Data Privacy Act of 2012. Before participating in research, participants submitted their authorized permission. The term "I Agree" under the Data Privacy Consent of the questionnaire refers to a researcher's provision of sufficient information and guarantees about active participation enough, so subjects truly understand the importance of involvement and make a reasoned, careful, and good-faith decision to either participate or not, free of any external influence. The participants' personal information was kept private and anonymous. All data that obtained over the course of the study was held confidential, and all processes were conducted in a fair and non-biased manner for all participants. After the survey and interview, the data remain confidential and private, and no derogatory, discriminatory, or other objectionable language was used.

### 3. Results and discussion

**Table 1**

*Summary Table on Innovation Practices, Service Convenience Dimension and Brand Identity*

Indicators	Composite Mean	Interpretation	Rank
<b>Innovation Practices</b>			
Product Innovation	3.82	To a great extent	1
Service Innovation	3.36	To a moderate extent	3
Marketing Innovation	3.68	To a great extent	2
Technical Innovation	3.21	To a moderate extent	4
<b>Service Convenience Dimension</b>			
Decision Convenience	4.07	Agree	2
Access Convenience	4.05	Agree	3
Benefit and Post Benefit Convenience	4.01	Agree	4
Transaction Convenience	4.1	Agree	1
<b>Brand Identity</b>			
Brand Reputation	4.25	Agree	1
Brand Relevance	4.19	Agree	2
Brand Personality	4.1	Agree	4
Brand Performance	4.08	Agree	5
Brand Relationship	4.17	Agree	3

Table 2 presents the summary on the respondents' assessment to Innovation Practices, Service Convenience Dimension and Brand Identity. Which in general, the respondents viewed to have a great extent for innovation practices and agreed on service convenience dimension and brand identity.

In relation to the innovation practices, highest indicator is product innovation (3.82) followed by marketing innovation (3.68) and service innovation (3.36), while last indicator is on technical innovation (3.21). This means that among the innovation practices of the resort, there was a great extent of product and marketing innovation while there are moderate service and technical innovation. In a resort business, it is important to have a continuous innovation especially on product and marketing since the resort do cater not on a stagnant customer hence, the needs of the customer may vary and change overtime, thus innovation is important for the success of the resort business. As supported by Elmo, et al. (2019) which demonstrates that the innovation approaches play an important role in sustainable development. Furthermore, the findings demonstrate the ineffective use of innovative strategies while, at the same time, highlighting the existence of additional factors that ensure the adoption of sustainable practices. Prior research, Arcese et al. (2021); Broccardo et al. (2017); Hauck, and Prügl,

(2015) has emphasized the significance of innovation for business success, but a new area of research has started to examine business model innovation in terms of sustainability and environmental effect.

As to the service convenience dimensions, highest indicator is transactional convenience (4.21) followed by decision convenience (4.07) and access convenience (4.05), while last indicator is on benefit and post benefit convenience (4.01). This means that among the service convenience dimension of the resort, the guest agreed on the transactional and decision convenience. This proves that guests staying at a resort would experience all transactional services, and their satisfaction with each individual service transaction may have an impact on their overall satisfaction with that resort. Resort guests view an integrated resort as a single entity that provides all the services on offer. As a result, their level of pleasure with an integrated resort may eventually affect how loyal they are to the resort. Gao and Lai's (2015) study findings show that an integrated satisfaction is influenced by transaction-specific satisfactions at various levels, has a strong direct impact on customer loyalty, fully mediates the relationship between F&B satisfaction and customer loyalty, partially mediates the relationship between hotel and casino satisfaction and customer loyalty, and partially mediates and moderates the relationship between shopping satisfaction and customer loyalty.

Lastly, in terms of the brand identity, highest indicator is brand reputation (4.25) and brand relevance (4.19) followed by brand relationship (4.17) and brand personality (4.10), while last indicator is on Brand performance (4.08). This means that among the brand identity of the resort, the guest agreed on the brand reputation and relevance. Resort branding is essentially the process of setting one resort out from another. Thus, brand reputation and relevance are an important aspect for the success of the business. The words that use to describe the resort's product, company's name, a symbol or graphic, or any combination of these might be included in branding. Many smaller sub-brands are created by larger hotel companies to appeal to certain guest demographics. As supported by Mones and Borbon, (2021) resorts are made to draw in a variety of tourists and promote tourism. It could be a place, a neighborhood, or a company run and owned by everyone who satisfies certain requirements. Customers who favor one hotel or resort over another are referred to as loyal in the context of hotels or resorts. choosing one brand of resort or hotel over another. To determine how much a guest is worth over the course of their lifetime to a hotel, resort, or brand, one factor is to calculate their lifetime value.

**Table 2**

*Relationship Between Innovation Practices and Service Convenience*

Variables	rho-value	p-value	Interpretation
<b>Product Innovation</b>			
Decision Convenience	0.533**	0.000	Highly Significant
Access Convenience	0.572**	0.000	Highly Significant
Benefit and Post Benefit Convenience	0.624**	0.000	Highly Significant
Transaction Convenience	0.555**	0.000	Highly Significant
<b>Service Innovation</b>			
Decision Convenience	0.507**	0.000	Highly Significant
Access Convenience	0.544**	0.000	Highly Significant
Benefit and Post Benefit Convenience	0.595**	0.000	Highly Significant
Transaction Convenience	0.461**	0.000	Highly Significant
<b>Marketing Innovation</b>			
Decision Convenience	0.673**	0.000	Highly Significant
Access Convenience	0.718**	0.000	Highly Significant
Benefit and Post Benefit Convenience	0.673**	0.000	Highly Significant
Transaction Convenience	0.590**	0.000	Highly Significant
<b>Technical Innovation</b>			
Decision Convenience	0.628**	0.000	Highly Significant
Access Convenience	0.603**	0.000	Highly Significant
Benefit and Post Benefit Convenience	0.654**	0.000	Highly Significant
Transaction Convenience	0.579**	0.000	Highly Significant

\*\* . Correlation is significant at the 0.01 level

Table 2 depicts that the computed rho-values showed that a strong positive correlation and statistically significant relationship exist between innovation practices, and service convenience dimension. As seen in the

table the computed rho-values ranging from 0.461 to 0.718 indicate moderate to strong direct relationship among the sub variables of innovation practices and service convenience. It shows statistically significant relationship between innovation practices and service convenience since all the obtained p-values were less than 0.01.

This implies that the better the innovation practices of the resort the better the service convenience. This reveals a perceived value of the innovation practices as correlated with service convenience in resort. The study found that consumers' perceptions of the value of and reactions to innovative practices have a favorable impact on their satisfaction, which in turn has a direct impact on service convenience. According to the quality perspective, the perceived value is an overall evaluation of how valuable customers' perceived benefits and sacrifices are. Customers are interested in the integrated resort experience. Their satisfaction and behavior are influenced by this interaction. Customers that have high expectations for playfulness and customer service are especially likely to behave favorably toward the integrated resort brand which may be contributed based on the level of innovation practices of the resort the better the service convenience, according to Ahn et al (2019). Resorts have a high adoption rate of sustainable site planning solutions. Ediae, et al. (2022, September) offered design recommendations for site planning in an effort to build more sustainable developments. Resort facilities, as well as public authorities, local self-government bodies at the level of regions and territorial communities, can use the study's findings to develop territorial development projects and take action to ensure the country's social and economic security in the real world.

**Table 3**  
*Relationship Between Innovation Practices and Brand Identity*

Variables	rho-value	p-value	Interpretation
<b>Product Innovation</b>			
Brand Reputation	0.653**	0.000	Highly Significant
Brand Relevance	0.638**	0.000	Highly Significant
Brand Personality	0.641**	0.000	Highly Significant
Brand Performance	0.705**	0.000	Highly Significant
Brand Relationship	0.695**	0.000	Highly Significant
<b>Service Innovation</b>			
Brand Reputation	0.641**	0.000	Highly Significant
Brand Relevance	0.627**	0.000	Highly Significant
Brand Personality	0.598**	0.000	Highly Significant
Brand Performance	0.598**	0.000	Highly Significant
Brand Relationship	0.569**	0.000	Highly Significant
<b>Marketing Innovation</b>			
Brand Reputation	0.716**	0.000	Highly Significant
Brand Relevance	0.754**	0.000	Highly Significant
Brand Personality	0.687**	0.000	Highly Significant
Brand Performance	0.687**	0.000	Highly Significant
Brand Relationship	0.675**	0.000	Highly Significant
<b>Technical Innovation</b>			
Brand Reputation	0.643**	0.000	Highly Significant
Brand Relevance	0.705**	0.000	Highly Significant
Brand Personality	0.669**	0.000	Highly Significant
Brand Performance	0.662**	0.000	Highly Significant
Brand Relationship	0.628**	0.000	Highly Significant

\*\* Correlation is significant at the 0.01 level

Table 3 depicts that the computed rho-values showed that a strong positive correlation and statistically significant relationship exist between innovation practices, and brand identity. As seen in the table the computed rho-values ranging from 0.569 to 0.754 indicate moderate to strong direct relationship among the sub variables of innovation practices and brand identity. It shows statistically significant relationship between innovation practices and brand identity since all the obtained p-values were less than 0.01. This implies that the better the innovation practices of the resort the better the brand identity. Since Innovation and brand identity are closely related concepts from the perspective of strategic marketing, and all forms of marketing innovation may contribute to benefits if properly implemented. In less developed countries, marketing innovation should be treated as the key determining factor in sustainable tourism. A novel strategy is to implement marketing



innovation initiatives in tourism businesses. Companies make only a small amount of effort to reach this level of innovation. The amount of development or advancement in its practices as a means of doing activities to boost satisfaction dependent on innovation marketing becomes a primary concern, though, since satisfaction is defined as the use of innovative marketing techniques to promote customer satisfaction.

It was found out by Ahn and Black (2018) that to increase consumer satisfaction, innovation practices shall go hand in hand with the brand identity of an integrated resort brand. Hence, the results of Ahn and Thomas (2020) show that social, hedonic, and altruistic characteristics are significant factors in assessing consumers' loyalty to integrated resort brands. The current study thus emphasizes how consumers' impressions of the many features of integrated resort brands are influenced by their personal values of economic, social, hedonic, and altruistic attributes. Thus, it was discovered that customer's perspectives are different from those promoted by the province's marketers. Thus, personality of a tourism destination brand exists, and that regional culture and resource advantages should be considered when measuring the personality aspects of a tourism brand, according to Wu, et al. (2019). The findings of the Merli, et al. (2019) claimed that innovations are significant for practitioners because they show how resorts' environmental commitment significantly raises the value of brand identity by having customers recognize it as an important component of the service quality that underlies the innovation practices. The results of Abou Kamar et al. (2023) also show the locations where governments should focus their adaptation efforts and help determine the adaptation measures resorts should adopt.

**Table 4**  
*Relationship Between Service Convenience and Brand Identity*

Variables	rho-value	p-value	Interpretation
<b>Decision Convenience</b>			
Brand Reputation	0.749**	0.000	Highly Significant
Brand Relevance	0.738**	0.000	Highly Significant
Brand Personality	0.642**	0.000	Highly Significant
Brand Performance	0.725**	0.000	Highly Significant
Brand Relationship	0.673**	0.000	Highly Significant
<b>Access Convenience</b>			
Brand Reputation	0.788**	0.000	Highly Significant
Brand Relevance	0.763**	0.000	Highly Significant
Brand Personality	0.743**	0.000	Highly Significant
Brand Performance	0.715**	0.000	Highly Significant
Brand Relationship	0.727**	0.000	Highly Significant
<b>Benefit and Post Benefit Convenience</b>			
Brand Reputation	0.747**	0.000	Highly Significant
Brand Relevance	0.702**	0.000	Highly Significant
Brand Personality	0.673**	0.000	Highly Significant
Brand Performance	0.738**	0.000	Highly Significant
Brand Relationship	0.747**	0.000	Highly Significant
<b>Transaction Convenience</b>			
Brand Reputation	0.701**	0.000	Highly Significant
Brand Relevance	0.671**	0.000	Highly Significant
Brand Personality	0.638**	0.000	Highly Significant
Brand Performance	0.698**	0.000	Highly Significant
Brand Relationship	0.676**	0.000	Highly Significant

\*\* . Correlation is significant at the 0.01 level

Table 4 depicts that the computed rho-values showed that a strong positive correlation and statistically significant relationship exist between service convenience dimension, and brand identity. As seen in the table the computed rho-values ranging from 0.638 to 0.788 indicate strong direct relationship among the sub variables of service convenience and brand identity. It shows statistically significant relationship between service convenience and brand identity since all the obtained p-values were less than 0.01. This implies that the better the service convenience of the resort the better the brand identity. The relationship between brand identity and service convenience is a dynamic process. Consumers treat the brand as a contributing and active partner during this process, and they create brand personality by assuming a wide range of characteristics based on how they perceive the brand. Customers' long-term observations of the performance and behavior of the brand constitute

the foundation of this process, which ultimately results in perceptual, cognitive, and/or behavioral reactions from customers toward the brand. Thus, brand identity, differentiating their products and services from rivals, and service convenience, which is essential for long-term success, are all aspects of branding that help firms achieve their objectives. Hoteliers must find ways to set their offers apart from those of their rivals as goods and services turn into "commodities" in the hotel industry. As a result of this requirement, hotels all over the world are using branding to set themselves apart from their rivals and obtain an advantage. This is supported by the study of Ahn and Black (2018) which showed that the formation of brand identity and service convenience toward an integrated resort brand occurs concurrently with the elicitation of customers' affective (for example, affective brand experience) and cognitive (for example, intellectual brand experience) elaborations. The argument that brand personality features affect consumers' service convenience and behavior, such as their loyalty, has been supported by recent studies in the hospitality industry (Choi, et al., 2017; Kotsi & Slak Valek, 2018; Sop & Kozak, 2019; Unurlu & Uca, 2017).

The idea of service convenience has been acknowledged to play a significant part in the literature on hospitality. Service convenience greatly modifies the relationship between customer satisfaction and behavioral intention (Kurniawan et al., 2019). Service convenience is crucial when it comes to providing accessibility for clients with limited amounts of time (Kurniawan et al., 2019). In conclusion, consumers are more likely to be satisfied when they are aware of and use the service conveniences offered because they are aware of the practical advantages of the whole range of services associated with the business's brand identity (Kaura et al., 2015). To ensure customers are as satisfied as possible with each service experience and encourage consumer (re)purchasing, hotels must proactively control the quality of their service offers and regulate such products and services as well as the service delivery system (Kuo et al., 2012).



Figure 1. Proposed Brand Identity Framework

The researcher was able to propose a brand identity framework which shows the interrelationship among

innovation practices, service convenience and brand identity. This framework shows that there is a strong relationship among innovation practices, service convenience and brand identity, which implies the better the innovation practices, the better service convenience that will result to a better brand identity.

The significance of innovation practices has grown recently because of technology breakthroughs. To secure long-term business viability, firms invest millions of dollars in innovative practices. In a similar manner, customer complaints have sharply risen in recent years. Hence, both businesses and consumers now place a high value on brand identity. Mastering the conventional components of service delivery will no longer be sufficient due to the substantial changes in services and the pace of change in recent years. Companies must learn to harness the potential of innovative practices to capitalize on the opportunities. Innovation practices alter the way customers are serviced to benefit the customer and generate income for the resort. A resort may see a gain in revenue through innovative methods because of new products, services, marketing strategies, and technological advancements. Accelerating innovation and technological development by using innovation as a tool that fosters competitiveness and progress in various situations. Also, service convenience holds a significant position among the sectors that profit the most from innovation. Both customers and technology have advanced at the same pace. Customers who formerly fit into traditional consumer profiles have changed, and they now also want innovation from older generations: better and more ways for connecting with their preferred brands. Apps that let users check on the status of their requests. E-commerce is supported by trained agents, who may or may not be human.

One of the main drivers behind guests' propensity to book a reservation at a resort has been service convenience. Customers' feedback on the aforementioned service convenience dimensions and associated particular aspects can be used to inform the development of appropriate merchandising, marketing, and operations strategies. These strategies may include the careful selection of goods and services that are appropriate for a resort, such as knowledgeable service staff, customer interactive systems, and customer review systems. To satisfy consumers' continuously shifting preferences and wants, resorts must integrate all activities across internal functional units and assure collaboration with external third parties through service delivery processes. Resorts will be able to better understand the areas they should concentrate on to gain a competitive edge by first defining the important service convenience dimensions and their detailed characteristics.

More so, to set the resort apart from the rest of the market competition, brand identity is crucial. It distinguishes the company and makes it stand out from other businesses that provide comparable goods or services. It ensures originality and makes it possible to stand out from competitors in the market. A strong brand identity serves as the fundamental cornerstone of the resort's attempts to raise brand recognition and may be crucial to the marketing of their businesses. Brand identity is also influenced by circumstances that alter how the public views the business. A strong brand identity aids in establishing a following of devoted clients. It also fosters customer confidence in your company. All business must have a strong sense of brand identity to succeed. It is the ideas and perceptions that customers have after interacting with the brand.

Consumers are willing to pay more for convenience, and they will stay because of convenience, therefore it doesn't matter what innovative practices a resort has—it will have an impact on how a guest perceives it as a service convenience for them. Convenience becomes a competitive differentiation as a result. With many aspects to consider, how a consumer perceives the resort's brand identity will depend on both innovation practices and service convenience. Customers may regard the resort's products and services as being of higher quality if the brand is strong. That enables them to benefit from a pricing premium. The resort's ability to strengthen client relationships and increase revenue is made possible by its brand identity.

#### **4. Conclusions and recommendation**

In relation to the innovation practices of the resorts, there is a great extent of product and marketing innovation while a moderate extent of service and technical innovation. These findings may contribute to a managerial implication for resorts, that the top management may consider in their decision making in developing

new innovative ways to improve their product and services. As to the service convenience dimensions of the resorts, the respondents agreed on the transaction and decision convenience of the resort. These findings may contribute to a managerial implication for resorts, that the top management may consider on their decision making in considering these service convenience dimensions since an integrated resort is seen by guests as a single organization that offers all the amenities available. As a result, how satisfied people are with an integrated resort may ultimately influence how devoted they are to it. With regards to the brand identity, the respondents agreed on the brand reputation and relevance of the resort. These findings may contribute to a managerial implication for resorts, that the top management may consider improving on brand personality and performance being the least rated hence, this may also imply that branding for resort business is one key success indicator as it has an influence on the guest perspective. It was found out that there is a highly significant correlation among innovation practices, service innovation and brand identity. These findings may have a theoretical contribution and implication to the growing body of knowledge in resort business. It shows that the better the innovation practices, the better service innovation resulting to an improved brand identity. This implies that resort business may put high prioritization to innovation practices, service innovation and brand identity as these may contribute to the overall success of the business. The researcher was able to propose a brand identity framework based on the result of the study that has a practical and managerial implication, which the resort management may apply and utilize for their continuous improvement.

The resort to improve their technological innovation on room amenities like contactless payments, smart in-room includes in-room tablets, smart check-in & check-out systems, wireless charging pads, smart drapes & lighting, smart TVs, virtual reality, and more. In addition, resort may Implement a mobile app that allows guests to control room amenities using their smartphones, providing a seamless and personalized experience. They may also integrate voice-activated assistants like Amazon Alexa or Google Assistant to control in-room devices. The resort may utilize technology to streamline its complaint handling wherein it will accelerate their processes such as having an automate response that can deal with customer service complaints more efficiently leading to service recovery. The resort may maximize the use e-mail marketing, advertising, and social media marketing to enhance their brand identification and performance to surpass customer satisfaction. In addition, as innovation, resort may create immersive virtual tours of the resort's facilities and accommodations for social media platforms, enticing potential guests with engaging content. The resort may come up with marketing team, focusing on the content and innovative ideas, since with a strong social media presence and a careers page that clearly explain the principles and culture of the company, the resort can attract more visitors, particularly members of Generation Z. The Department of Tourism may regularly conduct an audit or visit randomly to the accredited resort to ensure that all DOT Accredited resorts are being monitored. The resort business organizations may consider the proposed brand identity framework to be implemented within the resort operations for service improvement of the resort in CALABARZON Region. Future researchers may include other variables like Revisit Intention or Purchase Intention to further confirm the result of the study and analyze in different perspective.

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