

Resort attributes, brand equity and behavioral intention of resort guests in CALABARZON

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Abstract

This study assessed the resort attributes, brand equity, and behavioral intention of resorts' guests in Region IV-A. It includes presenting the respondents' demographic profile, assessing the resort's tangible and intangible attributes, determining brand equity and guests' behavioral intention, testing differences in profile variables, and proposing a framework based on the results. The researcher evaluated the role of attributes, brand equity and guest behavioral intentions using a descriptive quantitative research design. The study employed non-parametric tests such as Shapiro-Wilk test, Mann-Whitney U and Kruskal Wallis to better represent the data. The data from 384 guests of 28 resorts in CALABARZON were collected through a modified questionnaire and analyzed using SPSS version 28. Ethical concerns were addressed to secure study participants' names and resorts in light of the Data Privacy Act of 2021. The study found that most respondents were millennials, single, and local guests visiting the resorts for leisure. There were significant differences in responses based on profile variables, and improving resort attributes and brand equity can positively impact behavioral intention. The CALABARZON region's tourism industry has potential for growth and improvement, and it is recommended that the Department of Tourism promote the area. At the same time, resort owners prioritize sustainable practices and improve their services and amenities. Collaboration with LGUs and local communities can also aid in developing leisure activities and promoting the region's resorts. Future researchers can use the RABIBE Framework to conduct further studies on the resort and its impact on the hospitality and tourism industry.

Keywords: behavioral intention, brand equity, resort attributes

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1. Introduction

The hospitality industry, which continuously strives to satisfy an ever-changing society's wants and demands, has developed into an extremely complex branch. The resort industry sector is encountering various challenges and opportunities globally. Besides, technological advancements like virtual reality tours and mobile check-in/out are transforming resort operations and guest engagement. Resorts around the world are coping up with these changes and finding ways to stay competitive in a constantly evolving market. Over the past few years, the Philippines has established a strong presence in the international market for resorts and other accommodations. Resorts play a significant role in the Philippines, contributing to the country's tourism industry and economy. In 2018, the Philippines' tourism industry generated PHP 2.2 trillion, with resorts as one of the primary attractions for both local and foreign tourists (PSA, 2019). The 2022 ranking of cities and municipalities, based on four pillars, shows that Rizal occupies the first place, followed by Cavite in second, Laguna in fourth, and Batangas in fourteenth (CMCI, 2018, 2022). These rankings indicate that the hospitality industry in CALABARZON, which includes resorts, responded to market behavioral challenges, political scopes, and environmental concerns and experienced growth (Hernandez, 2021).

The growth and progress of a resort accommodation business necessitates continuous assessments and improvements. Ahn, et al., (2018) mentioned that there is a scarcity of research that investigated the broader experience of resort guests and how they perceive and characterize the entire resort experience. Several research studies also identified research and knowledge gaps concerning resorts in the Philippines, particularly in CALABARZON. Gayeta, et al., (2022), Ricafort (2021), De Guzman et al. (2020), Asi (2019), have all noted these gaps, which relate to the evaluation of resort attributes, brand equity, and behavioral intention of guests in Region IV-A. Hence, this accommodation establishments like resorts (especially those small ones) do not provide a competitive advantage as they are lacking to meet some guest needs and demands (Seraphin, et al., 2019), which need further investigation and analysis. Addressing these gaps becomes crucial for resort improvement, as guests' demands and needs evolve with changing business climates and trends. Moreover, Bajao, et al.,(2022) claimed that guests have observed issues in room features and were unaware of available products and services, which may negatively impact their behavioral intention toward the establishment. Additionally, some resorts face internal challenges, such as the high turnover rate of skilled staff which could affect the quality and resort performance (Li et al., 2021; Vetráková et al., 2019). Therefore, a comprehensive understanding of resort attributes, brand equity, and guest behavior is crucial to ensure business growth and sustainability.

When guests choose a resort to stay at, they consider various attributes such as lodging, food and beverage, recreational activities, spa services, and cultural programs (Kim et al., 2019). These attributes can significantly impact guest satisfaction, loyalty, and overall experience. According to Kim et al. (2021), tangible and intangible attributes are closely related and contribute to the overall impression and brand equity of the resort. Brand equity is the value that a particular brand adds to a product. It is the distinct influence of brand knowledge on guests' reactions to brand marketing efforts, including their perception, preferences, and behavior (Kim, et al., 2018). The growth of brand equity is vital for the hospitality industry, as it affects how guests respond to a branded product versus an unbranded one (Šerić et al., 2018). Furthermore, brand equity is shaped by the quality of the guest experience during their stay, electronic word-of-mouth (EWOM), and guests' assessments of accommodation features and amenities (Septianto, et al., 2018; Ruan et al., 2020). Behavioral intention is defined as the conscious plan an individual forms to either carry out or refrain from a particular behavior (Ahn, et al., 2022). In the tourism and hospitality industry, behavioral intention can impact various aspects such as brand loyalty, revisit intention, willingness to pay more, and word of mouth. Therefore, understanding the factors

that influence behavioral intention is crucial for businesses to develop effective branding strategies that encourage purchasing behavior.

Considering the resorts, the research directed using the study of Ylagan (2021), which deals with brand equity (brand quality, awareness, and image) components of tourist destinations: in the case of the CALABARZON region. Then, adopting a study from Kim et al. (2019), who explored attributes among guests using importance-performance analysis relevant to; tangible attributes (subsidiary facility, room features, outward appearance, and additional products) and intangible attributes (human & environment capital, utilitarian charm, and brand asset) Further, using the behavioral intentions (revisit intention, word of mouth, willingness to pay more, and loyalty) study of Borbon et al. (2022), wherein the study addressed the tourist behavioral intention in visiting tourist attraction in Batangas province is necessary to address recent Philippines resort conditions. With this, the current study tried to understand the guest behavior changes that may trigger positive or negative roles for every business in connection to the resort's attributes and brand equity. Moreover, additional segmentation factors, such as guest profiles, should be taken into account for a thorough knowledge of perceptions through resort attributes. Resonating that guests have the autonomy to make a discerning choice based on a wide array of brand attributes and other pertinent factors when selecting lodging accommodations. Resort businesses must investigate the conditions in which they operate. Wherein some factors of resorts, like attributes and their brand equity (Seung-Wan, 2021; Kim et al., 2019; Ko, 2017) pursue their relationship and could be a challenge or an opportunity as they may affect the influx and behavior of guests toward the establishment. Coinciding with resort brand equity some studies (Ylagan, 2021; Sürücü et al., 2019; Shariq, 2018; Świtłała et al., 2018) sought how behavioral intention plays a role in enhancing guest experiences in resorts. The overall impression of a brand is more crucial than ever as businesses like resorts progressively move their attention from the product and service toward its end users, such as guests. Having said that, these may also be linked to different attributes in resorts, whether these are intangible or tangible ones. Wherein business attributes, which are fundamental principles that define and encapsulate the essence of the firm and the brand, must be understood for that to take place.

The tangible attributes are the physical features of the resort, while the intangible attributes are the more subjective aspects of the experience (Magdy, 2022; Kim et al., 2019). The importance of each attribute will vary depending on the individual guest. For example, some guests may be more concerned with the resort's location, while others may be more concerned with the quality of products. These tangible attributes are recognized generally and may be evaluated by guests independent of their particular perceptions or needs. Such "tangible attributes" are visible or available to all guests because tangible features or attributes are sometimes vital components of a resort's or hotel's routine daily operations (Hu et al., 2020). While it is worth mentioning that "intangible attributes" are becoming as crucial in attracting guests who participate in additional activities/services and/or in appealing to guests' psychological fulfillment – aesthetic values, utilitarian values, sensory appeal, and behavioral appeal – arose as a result. Certain guests who seek out new experiences are drawn to intangible qualities or attributes. As mentioned by Kim, et al. (2021), tangible and intangible attributes are inseparable and so considerably influence the guests' perception.

This present study intends to assess the resort attributes and brand equity analysis to guest behavioral intentions toward resorts, wherein analyzing further into resorts' brand equity, attributes, and guest behaviors may help to optimize their available resources and even transform their strategy. Thus, collective data from guest intentions could suggest a positive transformation for the establishment within the resort sector. With this, practitioners and scholars within the hospitality service companies' domain can benefit from the result offered in this paper because it puts along merging views on how attributes and brand equity may affect guests' behavioral intention toward the resort. This study could help resorts' owners and operators to understand better the factors that influence guests' decision-making process, such as the resort's attributes, brand equity, and behavioral intention.

Information could be used to improve the resort's offerings and marketing strategies to attract more guests

and increase revenue. This could help tourism boards to understand better the needs and wants of resort guests, which could be used to develop marketing campaigns and tourism products that appeal to this target market. Hence, assessing these aspects could help government agencies to better understand the economic impact of the resort industry in CALABARZON. Analysis may help in developing policies and programs that support the growth of the resort industry in the region. As output, the researcher will recommend a framework that would serve as a guideline for the resorts' enhancement and future research.

The study aimed to assess the resort attributes and brand equity analysis to guest behavioral intentions toward resorts in CALABARZON, Philippines, providing a comprehensive understanding of the factors that influenced guests' decision-making process. However, the study was limited by several factors. Firstly, the study only focused on the DOT-accredited resorts in CALABARZON, Philippines, and the findings may not be applied to resorts in other regions. Secondly, the study only considered the perspectives of guests and did not take into account the perspectives of resort owners, personnel and operators. Thirdly, the study relied on self-reported data from guests, which may be subject to bias and may not accurately reflect their actual behavior. Finally, the study did not consider other factors that may influence guest behavior, such as economic and political conditions. These limitations were identified through the study's design and implementation and were thoroughly discussed in the study's results section. At which point the framework (RABEBI) highlights the interconnected relationships between resort attributes, brand equity, and behavioral intention and how these variables influence guests' perceptions and behaviors. Resort managers, marketers and researchers can use this framework to conduct further studies on the resort industry in the CALABARZON region and provide insights on how to enhance guests' experiences, strengthen brand reputation, and cultivate a loyal customer-based establishment.

Objectives of the Study - This research study assessed the resort attributes, brand equity and behavioral intention of guests in Region IV-A. More particularly, assessed the attributes of the resort relevant to; tangible attributes in terms of subsidiary facility, room features, outward appearance, and additional products and intangible attributes regarding human & environment capital, utilitarian charm, and brand asset; assessed the brand equity in terms of brand quality, awareness and image; determined the guests behavioral intention in terms of guest revisit intention, word of mouth, willingness to pay more, and loyalty; tested the significant relationship between resort attributes (intangible and intangible), brand equity and behavioral intention; and proposed a framework based on the result of the study.

2. Methods

Research Design - The study examined and evaluated the role of attributes and brand equity of DOT-accredited resorts in Region IV-A, which extends to evaluating guest behavioral intentions by utilizing descriptive correlation. Researcher used quantitative descriptive analysis to analyze data on resort attributes, brand equity, and behavioral intention of resort guests in CALABARZON. This method enabled them to identify trends, patterns, and associations, providing valuable insights into the behavior of resort guests in the region. Ultimately, these insights informed strategic decision-making to enhance the overall performance of resorts in CALABARZON. The research emphasized the importance of utilizing descriptive correlation to comprehend the relationship between variables while avoiding assumptions about causation.

Participants of the Study - The study focused on DOT-accredited resorts in the region. The researcher made a thorough investigation and analysis to determine the resorts and number of respondents needed. The number of respondents was determined through a 5% margin of error in Raosoft which enables us to get a sample size of 384 guests by using the population size of 90,240 from 28 (out of 120) resorts in CALABARZON listed in DOT (Department of Tourism) accredited resorts. Further, resorts were visited to assess the similarities and available products or services offered within the establishments and to measure if each resort is on the same level. Thus, the estimated guest arrival and guest capacity for each resort was considered to become part of the establishment. Moreover, population size was calculated based on the guest/tourist arrival per establishment which data is taken

from DOT regional office. This data has been statistically computed to equally distribute each respondent from those resorts in CALABARZON who agreed to accept our invitation to be part of the study. Participants of the study were guests who managed to stay and experience DOT-accredited resorts' services and products within Region IV-A for at least two (2) stays in their chosen establishment for them to be qualified in the study.

Guest participants in the survey were selected through random sampling. Wherein random sampling is frequently referred to as "probability sampling," which is a dataset that includes every single object in the universe that must have an equal chance of being found in the sample (Etikan, et al., 2017). For example, in a lottery draw, individual units are drawn at random from the total group. This is not done on purpose but rather by a random process that restricts whether unique things or extra items are favoured. In this study, most of the respondents who were asked and answered the survey questionnaire were on the resort premises, which allowed us to be part of the study; moreover, friends, relatives, and colleagues that managed to stay in those resorts under the study were asked as well. Surveys were done personally to answer respondents' (guests) questions about the survey and to clarify some questions about the survey.

Instrument of the Study - A modified questionnaire was used for data collection. Before then, the researcher asked for the permission of the original questionnaire's creators. The resorts' survey questionnaire for the guest respondents was adopted to answer the objectives of the study, such as resort attributes (Kim et al., 2019), brand equity (Ylagan, 2021), and behavioral intention (Borbon et al., 2022). The first part of the questionnaire refers to the demographic profile of the respondents in terms of age, sex, civil status, type of guest, the purpose of visit, and frequency of visit per year to DOT-accredited resorts in CALABARZON region. These are followed by thirty-one (31) items intended to measure resort attributes (Kim et al., 2019) which are divided into two parts; tangible attributes toward *subsidiary facility, room features, outward appearance and additional products* which items are nineteen (19) in total; and another fifteen (12) items for intangible attributes that range into *human & environment capital, utilitarian charm and brand asset*. The next part was comprised of eleven (10) items intended to measure brand equity (Ylagan, 2021) comprising brand quality, brand awareness and brand image. Then, the last part is inclined to examine behavioral intention (Borbon et al., 2022) of the guests toward resort of CALABARZON in terms of revisit intention, word of mouth, willingness to pay more, and brand loyalty with a total of 14 items. The researcher even attended to a face-to-face meeting with the adviser to thoroughly validate the questionnaire and to check if the questionnaire was aligned with the objectives. Hence, the survey questionnaire has undergone further rigorous validation from three (3) managers of NCR accommodations, more supplementary remarks given by the adviser from the follow-up face-to-face and online meetings, and additional comments and suggestions from the statistician's analysis about the items in the questionnaire. Consequently, the questionnaire had been through a dry run in NCR to 39 respondents who experience DOT-accredited accommodation to identify the reliability of the questionnaire in the Philippines set-up, especially in Region IV-A. The participants were asked to answer the items on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Since reliability results showed Cronbach's alpha for tangible attributes (0.927), intangible attributes (0.915), brand equity (0.857), and behavioral intention (0.952) suggesting that the items have relatively high internal consistency.

Data Gathering Procedure - Resorts in CALABARZON were the subject of this research. Before the survey, resorts that were captured within the study's scope had been emailed and called to ask permission. Furthermore, the researcher visited DOT regional office and emailed every municipality for them to receive a copy of the study's request letter (Appendix A) to conduct the research. In total, 28 resorts participated, allowing the researcher to pursue the study. Moreover, the researcher administered personal visitation in resorts to hand in the questionnaire to the identified number of guests per resort. At that time, the survey questionnaire was explained to guests for them to understand further the components of the items within the questionnaire. Besides that, an electronic copy of the questionnaire was readily available, which gave convenience to those respondents who asked for it.

Data Analysis - Frequency and percentage distribution were used to present the demographic profile of the

respondents in terms of age, sex, civil status, type of guest, the purpose of visit, type of stay, and frequency of visit per year. Weighted mean and rank were used to assess the attributes of the resort relevant to; tangible attributes (subsidiary facility, room features, outward appearance, and additional products) and intangible attributes (human & environment capital, utilitarian charm, and brand asset); to assess the brand equity in terms of brand quality, awareness and image; and to examine the tourist's behavioral intention in visiting the resort. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the significant relationship. All analyzes were performed using SPSS version 28.

Ethical Consideration - The ultimate goal of ethics is to protect a person's rights. The researcher asked the permission of the original questionnaire's creators through email. Thus, the researcher explained the study's goals and objectives to participants before they took part. Researchers also requested authorization from them ahead of time to secure their participation as much as possible. Moreover, the researcher complied and sent necessary requirements to different offices (resorts, municipalities, and DOT regional office) ahead of time to avoid any confusion and rules that could be violated. Furthermore, these norms are significant because they promote the values required for effective collaboration, such as mutual trust, personal accountability, respect for one another, and fairness. Meanwhile, ethical concerns include measures to secure the names of study participants and resorts in light of the Data Privacy Act of 2021. This section addresses researchers' rights and duties to their subjects. It is also the opportunity to inform them of the respondents' contribution to the study. All human rights, including the right to privacy, must be upheld.

3. Results and discussion

As seen in the Table 1, the computed rho-values ranging from 0.325 to 0.721 indicate a weak to strong direct relationship among the sub variables of resort attributes and brand equity. There was a statistically significant relationship between resort attributes and brand equity. The results presented in Table 1 indicate a robust positive correlation between resort attributes and brand equity. Specifically, the study found that subsidiary facilities, room features, outward appearance, additional products, human and environment capital, utilitarian charm, and brand assets all have highly significant relationships with brand quality, brand awareness, and brand image. These findings emphasize the crucial role these attributes play in shaping guests' perceptions and attitudes toward the resort brand, ultimately influencing its overall value and reputation. The high level of significance ($p < 0.01$) suggests that these correlations are unlikely to be a result of chance, further highlighting the importance of these attributes for building a strong brand. As such, resort managers should prioritize enhancing these attributes to improve brand equity and foster guest loyalty. By doing so, they can strengthen their brand and establish a competitive edge in the market. In sum, the findings underscore the significance of resort attributes in shaping brand equity and highlight the need for strategic investments in these areas to achieve long-term success. In the hospitality industry, "subsidiary facilities" such as banquet halls, conference rooms, fitness centers, saunas, pools, sports stadiums, cafés, and parks play a crucial role in setting apart and positioning key offerings.

Table 1

Relationship Between Resort Attributes and Brand Equity

Variables	rho-value	p-value	Interpretation
Subsidiary Facility			
Brand Quality	0.590**	0.000	Highly Significant
Brand Awareness	0.549**	0.000	Highly Significant
Brand Image	0.475**	0.000	Highly Significant

Room Features			
Brand Quality	0.624**	0.000	Highly Significant
Brand Awareness	0.526**	0.000	Highly Significant
Brand Image	0.424**	0.000	Highly Significant
Outward Appearance			
Brand Quality	0.620**	0.000	Highly Significant
Brand Awareness	0.566**	0.000	Highly Significant
Brand Image	0.535**	0.000	Highly Significant
Additional Products			
Brand Quality	0.640**	0.000	Highly Significant
Brand Awareness	0.597**	0.000	Highly Significant
Brand Image	0.589**	0.000	Highly Significant
Human & Environment Capital			
Brand Quality	0.623**	0.000	Highly Significant
Brand Awareness	0.609**	0.000	Highly Significant
Brand Image	0.561**	0.000	Highly Significant
Utilitarian Charm			
Brand Quality	0.592**	0.000	Highly Significant
Brand Awareness	0.547**	0.000	Highly Significant
Brand Image	0.325**	0.000	Highly Significant
Brand Asset			
Brand Quality	0.721**	0.000	Highly Significant
Brand Awareness	0.669**	0.000	Highly Significant
Brand Image	0.615**	0.000	Highly Significant

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

According to Magdy (2022), Kim et al. (2021) these facilities have a significant impact on guests' perceptions and attitudes toward resort brands, ultimately influencing their overall value and reputation. Baum, et al.,(2020) also noted that even if some subsidiary facilities do not meet quality or grading criteria established by tourism organizations, they are still appreciated by guests who seek to refresh, rest, and engage in leisure activities, as they contribute to improving their well-being. These findings underscore the critical role played by subsidiary facilities in the hospitality industry. The importance of "room features," particularly their cleanliness and size, cannot be overstated in the hospitality industry. Studies conducted by Chiang, et al., (2021) and Mohsin et al. (2019) confirmed that guests place a high value on these attributes and that they significantly impact guest perception and recommendation. Room features, as defined by Rinta-Homi (2020), encompass the size, form, and arrangement within the room accommodation, as well as basic amenities such as soap and shampoo, air conditioning and ventilation, safety and security, and wireless internet. However, other amenities such as bathroom and bed conditions, internet, breakfast, and facilities may be deemed more important by certain guests (Shabankareh et al., 2022; Hanna, 2020; Wangchan, et al., 2019). Nevertheless, it is imperative for accommodations to prioritize room amenities and features to enhance the overall guest experience (Mohsin et al., 2019; Chiang, et al., 2021; Rinta-Homi, 2020).

In the resort industry, "outward appearance" holds significant importance, as per the studies conducted by

Gallagher, et al., (2017) and Kumar et al. (2017). They studied the physical aspects of the resort, including its buildings, grounds, and amenities. The condition of the buildings, the cleanliness of the grounds, and the availability of amenities are the key factors that determine the outward appearance of the resort. This attribute is an integral part of the servicescape of the organization and plays a crucial role in establishing the initial impression and setting client expectations, as per Paendong's (2021) research. While it is a desired attribute for lodging establishments, it is somewhat less essential than other accommodation attributes, according to Kim, et al., (2022). However, guests are willing to pay a premium for an attractive outward appearance, as per Evangelinos, et al., (2021) findings. On the contrary, a negative outward appearance of the resort is associated with environmental aspects that can lead to a negative guest experience, according to Kim et al. (2021).

The results presented demonstrate a strong correlation between "additional products" and brand quality, brand awareness, and brand image. This underscores the importance of this attribute in shaping guest perceptions and attitudes toward resort brands. (Nanu et al., 2020; Üngüren et al., 2021; Kim et al., 2019). The inclusion of new benefits through additional products allows lodging establishments to differentiate themselves and appeal to their desired target market (Shugan, 2018). Furthermore, incorporating additional elements/products enhances service quality and adds value to the primary product, making it more attractive (Verinita, 2019). However, before considering any additional products as part of their services, it is essential for guests first to be satisfied with the current services or products offered within the establishment (Sumartha, et al., 2017). Notwithstanding, given the changing expectations of guests when it comes to service in lodging establishments, it is worth noting that guests remain more interested in core products and a comfortable stay, rather than personalized products or services (Rahimi, et al., 2017).

A recent study has found that "human & environment capital" is a key attribute of resorts that has a significant impact on brand quality, brand awareness, and brand image. This concept, as defined by León-Rodríguez et al. (2020) and Kim et al. (2019), undertook a comprehensive evaluation of both the resort's workforce and the natural environment in order to determine its overall value, sustainability, and competitiveness. Additionally, human capital has been identified as a crucial factor for sustained competitive advantage in the hotel and resort industry (Li et al., 2021; Huang et al., 2020). By treating human and environmental aspects as integral components, resorts can contribute to a brighter future for employment, a more sustainable economy, and a healthier world (Neira, 2019). Furthermore, investing in human & environment capital is an important aspect of corporate social responsibility, which goes beyond simply adhering to regulations, and involves investing in civic and social activities that benefit all stakeholders (Andronie et al., 2019).

The attribute of "utilitarian charm" holds considerable significance for lodging establishments, particularly resorts, as it can significantly influence guests' word-of-mouth and revisit intentions (Kim et al., 2019). This attribute denotes the practical usefulness of an object, place, or person and has traditionally been a driving force behind guest behavior in the lodging industry (Vayghan et al., 2022; Liu et al., 2022; Kim et al., 2020). A study on resort attributes and brand equity found that utilitarian charm has a highly significant relationship with brand quality, brand awareness, and brand image. While the research indicates that utilitarian charm, along with other intangible attributes, may be somewhat more significant but less satisfying for guests (Üngüren et al., 2021), it also represents a vital opportunity for resorts to improve guests' perceptions of cleanliness, availability of other utilities such as transportation, shopping, WIFI, and staff behavior towards guests (Kim et al., 2019). Therefore, it is imperative that resorts focus on developing utilitarian charm to increase their brand assets, which are critical determinants of guest satisfaction and loyalty (Lee, 2019; Bidmon, 2017).

Lastly, various studies have shown that "brand asset" is a critical factor that significantly impacts guest satisfaction and loyalty toward a resort brand (Lee, 2019). Brand asset can be defined as the marketing impact that arises from having specific products and services from a brand, as well as the response of clients to the logo, design, name, and other symbols that represent a particular brand, like a resort. Systematic and planned marketing operations are necessary to build brand assets and form a foundation for long-term expansion and improvement for businesses like resorts (Lee, 2019; Bae et al., 2019).

Table 2*Relationship Between Resort Attributes and Behavioral Intention*

Variables	rho-value	p-value	Interpretation
Subsidiary Facility			
Revisit Intention	0.510**	0.000	Highly Significant
Word of Mouth	0.481**	0.000	Highly Significant
Willingness to Pay More	0.454**	0.000	Highly Significant
Loyalty	0.521**	0.000	Highly Significant
Room Features			
Revisit Intention	0.458**	0.000	Highly Significant
Word of Mouth	0.489**	0.000	Highly Significant
Willingness to Pay More	0.469**	0.000	Highly Significant
Loyalty	0.494**	0.000	Highly Significant
Outward Appearance			
Revisit Intention	0.574**	0.000	Highly Significant
Word of Mouth	0.609**	0.000	Highly Significant
Willingness to Pay More	0.560**	0.000	Highly Significant
Loyalty	0.576**	0.000	Highly Significant
Additional Products			
Revisit Intention	0.586**	0.000	Highly Significant
Word of Mouth	0.589**	0.000	Highly Significant
Willingness to Pay More	0.564**	0.000	Highly Significant
Loyalty	0.549**	0.000	Highly Significant
Human & Environment Capital			
Revisit Intention	0.531**	0.000	Highly Significant
Word of Mouth	0.538**	0.000	Highly Significant
Willingness to Pay More	0.551**	0.000	Highly Significant
Loyalty	0.531**	0.000	Highly Significant
Utilitarian Charm			
Revisit Intention	0.423**	0.000	Highly Significant
Word of Mouth	0.423**	0.000	Highly Significant
Willingness to Pay More	0.423**	0.000	Highly Significant
Loyalty	0.444**	0.000	Highly Significant
Brand Asset			
Revisit Intention	0.668**	0.000	Highly Significant
Word of Mouth	0.685**	0.000	Highly Significant
Willingness to Pay More	0.603**	0.000	Highly Significant
Loyalty	0.633**	0.000	Highly Significant

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

As seen in the Table 2, the computed rho-values ranging from 0.423 to 0.685 indicate a moderate to strong direct relationship among the sub variables of resort attributes and behavioral intention. There was a statistically significant relationship between resort attributes and behavioral intention. This indicates that the resort attributes have a significant impact on the behavioral intentions of guests. It is important to note that there was a statistically significant relationship between the two variables, which further supports the findings. These results suggest that improving resort attributes, such as amenities and guest services, can positively influence the behavioral intention of customers. Further research could be conducted to explore the specific sub-variables that have the most significant impact on behavioral intention and to identify strategies for improving those attributes.

Subsidiary facilities have a significant impact on guests' behavioral intentions, particularly on their revisit intention, willingness to pay more, and loyalty (Kim et al., 2021; Borbon et al., 2022; Górska-Warsewicz, et al., 2020). Tangible attributes such as banquet halls, conference rooms, amusement facilities, fitness and wellness

centers, saunas, and pools have been identified as critical in differentiating and positioning key items in the hospitality sector where resorts are bounded (Magdy, 2022; Usani, et al., 2022). The behavior that encourages guests to spread favorable word-of-mouth among friends and family through various channels is the intention to recommend, which is directly related to revisit intention, willingness to pay more, and loyalty (Kyriakaki et al., 2017; Borbon et al., 2022). Guests are willing to pay more for a brand that provides distinctive characteristics and a significant association exists between the desire to revisit, willingness to pay more, and loyalty (; Borbon et al., 2022). The importance of *room features* is further supported by the finding that guests' willingness to pay more is positively impacted by their deep impression of the experience's value (Yuan et al., 2021). Additionally, guests' behavioral intentions, including word-of-mouth and loyalty, are influenced by their satisfaction with the room features (Rather, et al., 2018; Borbon et al., 2022). Therefore, it is essential for resort managers to prioritize room amenities and features to enhance the guests' experiences and develop branding tactics that encourage purchasing behavior (Moghadas, 2017).

Resorts' *outward appearance* plays a significant role in guests' behavioral intentions, specifically their willingness to return, recommend the resort to others, pay more, and exhibit loyalty (Nanu et al., 2020; Gallagher, et al., 2017; Borbon et al., 2022). Guests are willing to pay extra for resorts that exhibit distinct characteristics such as sustainable practices or green initiatives (Nelson et al., 2021; Tang, et al., 2017). Revisiting intention, which is influenced by guest satisfaction and location attachment, represents guests' desire to revisit in the future (Borbon et al., 2022). Word-of-mouth is a critical indicator of a resort's development and is the most effective means of persuasion. The intention to recommend, which prompts guests to spread favorable word-of-mouth among friends and family, is the behavior that determines word-of-mouth's effectivity (Borbon et al., 2022). Furthermore, loyalty represents tourists' attachment to a place, influencing their future travel decisions (Górska-Warsewicz, et al., 2020). Thus, enhancing the resort's outward appearance through amenities and customer service can positively influence customers' behavioral intentions (Kim et al., 2019).

The inclusion of *additional products* in the core product offering has been found to have a significant impact on guests' behavioral intentions, including their likelihood to revisit, their willingness to pay more, and their loyalty to the establishment. This is supported by research conducted by Kim et al. (2017) and Borbon et al. (2022). The provision of tangible attributes, such as amenities and facilities, is a robust predictor of guests' intention to return, underscoring the importance of understanding guests' preferences and adapting the offering accordingly (Kim et al., 2017). Furthermore, incentivized word of mouth may dilute the perceived sincerity of the sender and weaken the persuasiveness of the message. This suggests that benefits with a high degree of contract could drive stronger word-of-mouth recommendations (Lisjak et al., 2021).

The resort's value, sustainability, and competitiveness are largely dependent on the presence of *human & environmental capital*, as noted by León-Rodríguez et al. (2020) and Kim et al. (2019). To ensure business sustainability, the financial aspect of the corporate movement and social economy must be balanced with investments in these intangible assets, as discussed by Misopoulos et al. (2018). Such investments can lead to a more sustainable economy, a healthier world, and a commitment to corporate social responsibility that extends beyond mere regulatory compliance, encompassing investments in civic and social activities, as posited by Andronic et al. (2019). The influence of human & environmental capital on guests' behavioral intentions, such as revisit intention, willingness to pay more, word of mouth, and loyalty, as described by Kim et al. (2019), underscores the critical importance of considering the entire guest experience, rather than focusing solely on one or two service structures, when developing effective branding tactics in resorts, as Oriade, et al., (2019) have noted.

Utilitarian charm, defined as the appeal of something due to its usefulness or practicality, is a significant attribute that influences positive word-of-mouth and revisit intentions of guests toward lodging establishments. Kim et al. (2017) found that amenities such as free WIFI, pet boarding, multi-lingual personnel, and airport transportation have a robust ability to explain guests' intention to return. Additionally, guests' deep impression of the worth of the experience makes it permissible for them to pay more charges in exchange (Yuan et al., 2021).

Furthermore, utilitarian charm is a crucial aspect of guests' behavioral intention and brand loyalty in the resort industry, which plays a part in hotel or resort brand equity (Vayghan et al., 2022; Górska-Warsewicz, et al., 2020). Borbon et al. (2022) found that there is a substantial association between revisiting desire, willingness to pay more, and loyalty. On the other hand, WOM is one of the critical indicators of a company's development, and utilitarian charm can present a vital opportunity to invite guests to spread favorable word of mouth (Kim et al., 2019; Lisjak et al., 2021). Resort managers must consider the entire guest experience, which includes intangible qualities such as utilitarian charm, to develop appropriate branding tactics that encourage purchasing behavior (Moghadas, 2017).

Brand assets are an essential factor in guest satisfaction and subsequent behavioral intentions, such as revisit intention, word of mouth, willingness to pay more, and loyalty (Borbon et al., 2022; Górska-Warsewicz, et al., 2020). Guests' willingness to pay more for a brand that provides distinct characteristics is affected by their deep impression of the value of the experience, which makes it permissible for them to pay more charges in exchange, such as green initiatives or sustainable practices (Nelson et al., 2021; Boronat-Navarro, et al., 2020). Brand loyalty, as a relationship between a firm and a guest, is also a critical determinant of guest satisfaction and subsequent behavioral intentions, with revisit intention, word of mouth, and loyalty all being strongly correlated (Górska-Warsewicz, et al., 2020; Borbon et al., 2022; Verma, et al., 2017). Therefore, developing appropriate branding tactics that encourage purchasing behavior and loyalty can assist managers in achieving success in the resort industry (Moghadas, 2017).

Table 3*Relationship Between Brand Equity and Behavioral Intention*

Variables	rho-value	p-value	Interpretation
Brand Quality			
Revisit Intention	0.616**	0.000	Highly Significant
Word of Mouth	0.643**	0.000	Highly Significant
Willingness to Pay More	0.591**	0.000	Highly Significant
Loyalty	0.605**	0.000	Highly Significant
Brand Awareness			
Revisit Intention	0.630**	0.000	Highly Significant
Word of Mouth	0.584**	0.000	Highly Significant
Willingness to Pay More	0.646**	0.000	Highly Significant
Loyalty	0.620**	0.000	Highly Significant
Brand Image			
Revisit Intention	0.601**	0.000	Highly Significant
Word of Mouth	0.637**	0.000	Highly Significant
Willingness to Pay More	0.615**	0.000	Highly Significant
Loyalty	0.578**	0.000	Highly Significant

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

As seen in the Table 3, the computed rho-values ranging from 0.584 to 0.646 indicate a moderate to strong direct relationship among the sub variables of brand equity and behavioral intention. There was a statistically significant relationship between brand equity and behavioral intention. This means that there is a significant correlation between the way guests perceive a brand and their likelihood to engage in a specific behavior related to that brand. The table in the context above illustrates the correlation between sub-variables of brand equity and behavioral intention. If a resort brand has strong brand equity, it is more likely that guests will engage in behaviors such as booking a stay, recommending the resort to others, or spending more money on amenities. On the other hand, if a resort brand has a weak brand equity, guests may be less likely to engage in these behaviors. The significance of brand quality cannot be understated when it comes to the behavioral intentions of guests toward resorts. Liu, et al., (2020) suggested that brand quality plays a crucial role in determining guest loyalty. Similarly, Sürücü et al. (2019) found that perceived brand quality and service quality are key drivers of brand

loyalty. Additionally, guests are willing to pay more for a brand that offers unique features. Borbon et al. (2022) found that revisiting desire is linked with willingness to pay more and loyalty.

The quality of the guest experience during their stay is also positively correlated with the resort's brand equity, which can enhance guests' evaluations of the resort's value and strengthen their loyalty to the establishment. Furthermore, brand quality influences guests' word-of-mouth behavior, as guests who have a favorable impression of a brand's services are more likely to view its reliability positively, leading to positive word-of-mouth (Mohamed, et al., 2017). Thus, resorts need to comprehend and maintain brand quality to attract guests, establish loyalty, and increase profitability (Tasci, 2020). In the hospitality industry, brand awareness plays a critical role in establishing and maintaining brand equity, particularly in the context of resorts. It serves as the fundamental building block for brand equity (Tasci, 2020). The level of brand awareness has a significant impact on guests' behavioral intentions, including their willingness to revisit, spread word-of-mouth recommendations, and pay more, ultimately leading to increased loyalty (Świtała et al., 2018; Borbon et al., 2022). Moreover, the extent of brand awareness is closely linked to brand dominance and can result in brand gain over the long term (San Martín, et al., 2018; Harrington, et al., 2017). Therefore, it is imperative for brand managers in the hospitality industry to comprehend the impact of brand awareness on various behavioral intentions to stimulate positive behavioral responses and enhance brand equity (Tasci, 2020). The tourism and hospitality industry has identified brand image as a pivotal factor that heavily influences guests' attitudes and behaviors toward a particular entity, such as a resort (Ylagan, 2021). Guests' revisit intention, word of mouth, and willingness to pay more are significantly impacted by the brand image, thus emphasizing its importance (Wardi et al., 2022; Ayuningsih, et al., 2020; Mutlu, et al., 2017). The relevance of a brand to guests is established through its brand image associations, which are informative nodes linked to the brand node in memory (Ylagan, 2021). Furthermore, brand image has been identified as a crucial element that influences customer loyalty, which is the tourists' attachment to the place, influencing their future travel decisions (Górska-Warsewicz, et al., 2020; Kyriakaki et al., 2017). Comprehending brand image and its associations will enable brand managers to develop appropriate branding tactics that encourage purchasing behavior and ultimately lead to guest loyalty (Moghadas, 2017).

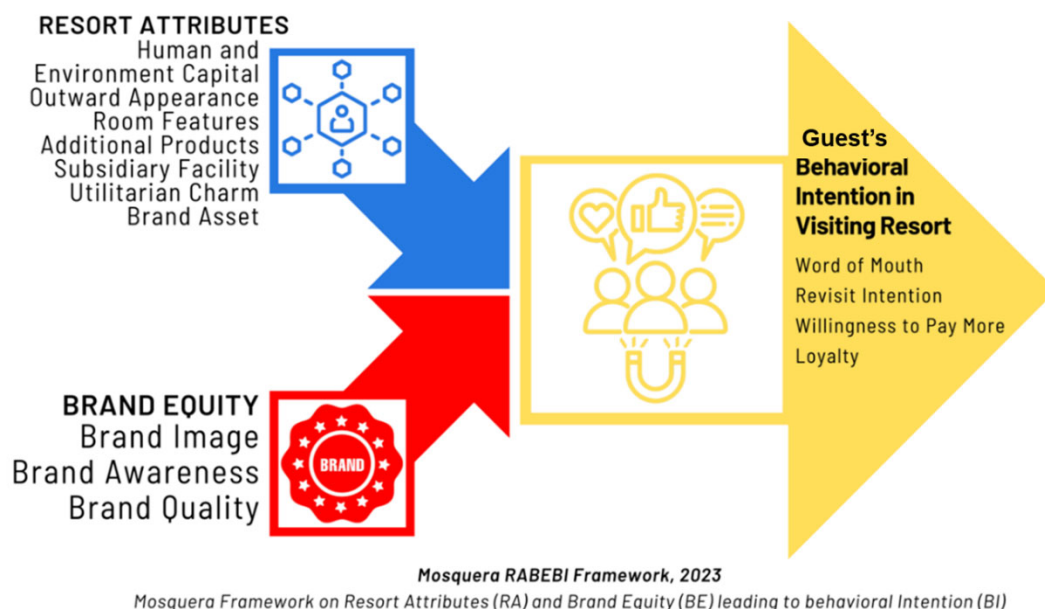


Figure 1. Mosquera RABEBI FRAMEWORK

The researcher develops this framework based on the result of the study. The provided analysis indicates the results of a correlation study examining the relationships among Resort Attributes, Brand Equity, and Behavioral Intention. The computed rho-values (correlation coefficients) represent the strength and direction of these

relationships. Let's discuss the findings:

1. Resort Attributes and Brand Equity: The correlation analysis shows that there is a statistically significant relationship between Resort Attributes and Brand Equity. The computed rho-values ranging from 0.325 to 0.721 indicate a weak to strong direct relationship among the sub-variables of Resort Attributes and Brand Equity. This implies that certain Resort Attributes are positively associated with stronger Brand Equity, while others have a weaker relationship. The statistically significant relationship confirms that as Resort Attributes improve, it positively influences Brand Equity, indicating that a well-equipped and well-perceived resort can enhance its brand value and reputation.

2. Resort Attributes and Behavioral Intention: Similarly, the correlation analysis indicates a statistically significant relationship between Resort Attributes and Behavioral Intention. The computed rho-values ranging from 0.423 to 0.685 suggest a moderate to strong direct relationship among the sub-variables of Resort Attributes and Behavioral Intention. This means that certain Resort Attributes play a more influential role in shaping guests' Behavioral Intention, while others have a moderate impact. The statistically significant relationship reinforces the idea that positive guest experiences with Resort Attributes lead to a higher likelihood of guests intending to revisit, recommend, and exhibit loyalty to the resort.

3. Brand Equity and Behavioral Intention: The correlation analysis also shows a statistically significant relationship between Brand Equity and Behavioral Intention. The computed rho-values ranging from 0.584 to 0.646 indicate a moderate to strong direct relationship among the sub-variables of Brand Equity and Behavioral Intention. This indicates that certain aspects of Brand Equity are more strongly associated with Behavioral Intention, while others have a moderate influence. The statistically significant relationship underscores that a strong and positively perceived brand can influence guests' intentions to revisit, recommend, and exhibit loyalty.

Overall, the results suggest that Resort Attributes, Brand Equity, and Behavioral Intention are interrelated and mutually reinforcing. A well-perceived resort with positive attributes is more likely to have a strong brand reputation, leading to favorable guest intentions. This positive cycle can contribute to the resort's long-term success and competitiveness in the market.

RABEBI Framework on Resort Attributes (RA) and Brand Equity (BE) leading to behavioral Intention (BI)

This study has three main variables, which are the Resort Attributes, Brand Equity, behavioral Intention in visiting resorts. Sub-indicators were enumerated based on the result of the ranking as assessed by the respondents of the study. This denotes that in terms of Resort Attributes, human and environmental capital got the highest rank among the indicators for Resort Attributes followed by outward appearance then room features, additional products, subsidiary facility, utilitarian charm, and lastly the brand asset. As to the Brand equity, the highest rank among the indicators is the brand image and followed by brand awareness and quality. Relatively, as to the behavioral intention, highest on the rank is the word of mouth then revisit intention followed by willingness to pay more and then loyalty. The arrows in the framework depicts the result of the study. The framework highlights the interconnected relationship between Resort Attributes, Brand Equity, Behavioral Intention in visiting resorts. The study's findings suggest that better assessment on the resort attributes is positively correlated with an increased intention to visit the resort. Similarly, higher assessment on the brand equity is associated with a greater intention to visit the resort.

The framework has color symbolism not just for beautify but more so, it has a deeper meaning. Resort Attributes is in Blue as it is essential to balance the use of blue with other colors and consider the overall theme and atmosphere of the resort. Combining blue with complementary colors can enhance its impact and create a harmonious environment for guests to enjoy their stay. As with any color, individual preferences and cultural associations may also influence how guests perceive and respond to the color blue. Blue is often associated with calmness, tranquility, and a sense of peace. In a resort setting, using shades of blue in guest rooms, common areas, and spa facilities can help create a relaxing ambiance, making guests feel at ease and stress-free.

Meanwhile, Brand Equity is in Red, as it is a powerful and attention-grabbing color that can evoke a wide range of emotions and perceptions. In the context of brand equity and marketing, the color red has several psychological effects that can influence consumers' perceptions of a brand. Red is a bold and assertive color, representing confidence and power. Brands that incorporate red in their logos or packaging can convey a sense of authority and leadership in their respective industries. Relatively, In the context of behavioral intention in visiting resorts, color psychology suggests that the color yellow can influence people's perceptions and emotions, potentially impacting their decision to visit a resort. It's essential to use yellow thoughtfully and in combination with other colors to create a harmonious and visually appealing atmosphere. While yellow can be uplifting and engaging, an excessive or overwhelming use of it might have the opposite effect, leading to visual fatigue or a lack of perceived sophistication. As with any color, understanding the target audience and the cultural associations of yellow is essential for effectively using it to influence behavioral intentions in visiting a resort.

Resort Attributes and Brand Equity as Predictor and Behavioral Intention as Outcome

The relationship between Resort Attributes and Brand Equity as predictors, and Behavioral Intention as the outcome, is an essential aspect of understanding how a resort's characteristics and brand perception influence guests' intentions and behaviors. Thus, Resort Attributes and Brand Equity are essential predictors that can significantly influence Behavioral Intention in visiting resort. The impact of these predictors, resorts can strategically focus on enhancing guest experiences, strengthening their brand, and cultivating guest loyalty, leading to increased repeat business and positive word-of-mouth referrals.

Resort Attributes encompass various elements, such as amenities, Subsidiary Facility, Room Features, Outward Appearance, Additional Products, Human & Environment Capital, Utilitarian Charm, and Brand Asset. These attributes contribute to the overall perception of the resort. Brand Equity, on the other hand, refers to the value and strength of a resort's brand in the minds of consumers. It includes factors like brand awareness, brand image, brand quality. When these Resort Attributes and Brand Equity are used as predictors, it means that they are considered to have an impact on guests' behavioral intentions. In other words, resorts believe that the attributes they offer and the strength of their brand can influence how guests perceive and react to their properties. Behavioral Intention refers to guests' likelihood of engaging in specific behaviors related to the resort. This includes actions like revisiting the property, recommending it to others, and exhibiting loyalty by choosing the same resort for future stays. Both Resort Attributes and Brand Equity can significantly influence guests' behavioral intentions.

Positive guest experiences with Resort Attributes can lead to higher satisfaction levels and a greater likelihood of guests intending to revisit the property, recommending it to others, and remaining loyal to the brand. Attributes such as exceptional service, well-maintained facilities, and unique offerings can contribute to a positive guest experience and foster behavioral intentions. A strong brand equity can create a sense of trust and loyalty among guests. When guests have a positive perception of the resort's brand, they are more likely to exhibit behavioral intentions that benefit the property, such as revisiting and recommending it to others. A well-established and reputable brand can influence guest decisions and drive positive word-of-mouth.

Guest perception of both Resort Attributes and Brand Equity is crucial in shaping their behavioral intentions. Positive reviews and online reputation can significantly impact guest decisions. Guests are more likely to choose a resort with favorable reviews and a strong brand reputation, as these factors serve as social proof of a positive guest experience. To enhance Behavioral Intention, resorts must focus on continuously improving their Resort Attributes and strengthening their Brand Equity. Providing exceptional guest experiences, delivering on brand promises, and maintaining a positive brand image, resorts can increase the likelihood of guests exhibiting positive behavioral intentions. Resorts with unique Resort Attributes and a strong Brand Equity can stand out from competitors and gain a competitive advantage. Differentiating factors, such as exceptional service or a well-recognized brand, can attract guests and foster loyalty.

Practical and Managerial Implications to Resort Business

In summary, the study's results indicate that when selecting a resort, guests prioritize human and environmental capital, followed by outward appearance and room features. The resort's image and brand awareness also significantly influence guests' choices. Moreover, positive word-of-mouth and revisit intention are essential for attracting new guests and fostering customer loyalty. As a practical implication, resort managers and marketers can utilize these findings to enhance their offerings, improve brand perception, and cultivate a loyal customer base. Investing in sustainability initiatives, creating visually appealing environments, and providing high-quality service can make resorts more appealing to potential guests and gain a competitive edge. Additionally, fostering positive word-of-mouth through exceptional guest experiences can boost brand reputation and attract a continuous flow of new visitors.

Managerial Implications towards Resort managers, they may use the insights from the study to inform their marketing strategies. Highlighting key Resort Attributes and Brand Equity components in marketing materials can help attract potential guests who align with the resort's offerings and brand identity. Strategic marketing campaigns that emphasize unique selling points and showcase positive guest experiences can drive bookings and repeat visits. Given the importance of Resort Attributes in influencing guest intentions, investing in employee training and staff development is crucial. Well-trained and attentive staff can significantly impact guest satisfaction and contribute to positive word-of-mouth. Training should focus on providing exceptional customer service, ensuring consistent brand messaging, and promoting a guest-centric culture throughout the resort.

4. Conclusion and recommendations

The study reveals that the majority of respondents are millennials, single, local, and visiting the resorts for leisure wherein the frequency of visits is low, with the most common being twice a year. It is interesting to note that there is a significant gap between the number of male and female respondents, with more females participating in the study. The survey evaluates resort attributes, focusing on tangible and intangible aspects. The findings sought the need for improving some subsidiary facilities: fitness centers, safety boxes, elegant exterior designs, and souvenir shops. Intangible attributes include promoting sustainable practices, enhancing location and accessibility to facilities, and building a strong brand asset. A good reputation is also crucial for a resort's value. The CALABARZON region's resorts have satisfactory brand equity in terms of quality, awareness, and image. They are reliable and trustworthy, with guests aware of their services. However, there is room for improvement in amenities, guest knowledge, and logo perception. Despite low indicators, guests still have a positive perception of the resort's brand equity. The survey shows generally positive behavioral intentions towards revisit intention, word of mouth, willingness to pay more, and loyalty to resorts. However, some guests may not fully commit to revisiting the resort, may not feel confident in recommending it to others, and may be hesitant to spend more money. It is crucial for resorts to address guest concerns and hesitations to maintain satisfaction and maintain overall positive behavior. There are significant differences in guest responses to resort attributes, brand equity, and behavioral intention based on profile variables. Foreign guests have higher assessments of room features, while Gen X guests value utilitarian charm. There is a significant relationship between resort attributes, brand equity, and behavioral intention. Both tangible and intangible attributes directly impact brand equity and behavioral intention, influencing perceived value and guest loyalty. Therefore, resorts should focus on improving attributes to enhance brand equity and behavioral intention. A framework is developed based on the result of the study. The RABEBI Framework is a valuable tool for resort managers and marketers in the hospitality and tourism industry.

Considering the potential for growth and improvement in the CALABARZON region's tourism industry, the Department of Tourism (DOT) may promote the area as a desirable destination for both local and foreign visitors. This can be achieved by collaborating with resort owners to develop leisure activities that cater to their target market, with a particular focus on attracting a more diverse set of guests and increasing their frequency of visits. To further enhance the region's appeal, the CALABARZON Tourism Division may encourage resort owners to

prioritize sustainable practices and improve their tangible and intangible attributes. This can be achieved through location and accessibility improvements, refinement of brand equity, and training workshops for resort owners on how to enhance their resort attributes. These efforts can result in improved guest experiences and increased revenue. Local Government Units (LGUs) may also support the growth of the resort industry by providing incentives and support to resort owners who prioritize sustainable practices, improve their location and accessibility to facilities, and enhance their brand equity. Collaboration with DOT and CALABARZON Tourism Division may also aid in promoting the region as an attractive tourist destination. Local resort operators may address any concerns or hesitations expressed by guests to maintain their satisfaction. This can be achieved by improving resort attributes, such as providing up-to-date amenities, refining front office and housekeeping services, and enhancing logos and symbols. Improve their services and amenities to attract a more diverse set of guests, including males.

Collaboration with LGUs can also aid in developing leisure activities that cater to their target market. Resort personnel may provide personalized services to meet the specific needs of different groups of guests, such as catering to foreign guests' preferences for room features or providing additional products such as a souvenir shop or convenient-store. Collaboration with resort owners to improve resort attributes and brand equity can result in improved guest experiences and increased revenue. Local communities may support the development of the resort industry in the CALABARZON region by providing a welcoming and safe environment for guests, promoting sustainable practices, and collaborating with resort owners to develop leisure activities that cater to their target market. Residents of each community may also support the resort industry by promoting the region's resorts to their friends and family, as well as providing feedback to resort owners and managers on how to improve their services and offerings. The growth of the resort industry can also bring increased job opportunities and economic benefits to local communities.

For future researchers, may propose and continue evaluating the effects of the RABIBE Framework developed in this study as a valuable tool for resort managers and marketers in the hospitality and tourism industry. The framework highlights the interconnected relationships between Resort Attributes, Brand Equity, and Behavioral Intention and how these variables influence guests' perceptions and behaviors. Future researchers may use this framework to conduct further studies on the resort industry in the CALABARZON region and provide insights on how to enhance guests' experiences, strengthen brand reputation, and cultivate a loyal customer base. They may also expand the scope of the study to include other regions and countries to provide a more comprehensive understanding of the resort industry and its impact on the tourism industry. Additionally, future researchers may explore the impact of emerging technologies, such as AI and IoT, on the resort industry and guest experiences.

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