

Areas of feasibility

[Sociology](#), [Communication](#)



Also additional members of employee will be hired for the better arrive; trainings Of staff are necessity for the future tourist goers in Mat. Pico De Lord. To ensure the safety and wellness of each tourist Wanderlust Sojourners will help Mat. Pico De Core to recruit well-trained staff that are capable in giving better quality of services. Following are in line for refinement of service at Mat. Pico De Lord: Proposed Operational Hours: 6: 00 AM- Opening hours 4: 00 PM- Closing hours Overnight can be done as long as following restriction is being followed such as: 1.

Potential hikers can climb the mountain for the allowable closing hours ND go down with the permitted opening hours 2. Weather is also to consider whenever potential hikers would like to do overnight. For the following restriction are to be followed well-trained staff should be hired. Security personnel, trained Tour Guides, and Registrars personnel. Wanderlust Sojourners can make a better Operational system in Mat. Pico De Lord such as; Improvement on accuracy and efficiency of sales, reservations, and accounting of revenues, Improvement of operational efficiency (elimination of repetitive tasks, current information readily accessible).

Improvement of guest service (accurate and fast dissemination of guest information) Resources In order for the Mat. Pico De Lord to accommodate the changes it will need additional help to restructure. Since Mat. Pico De Core is a government owned the participation of National and Local Government unit will be a great factor, in need for the management and financing so the proposed project can be effectively executed. Most especially the local government, in the moment the project will gain its profits the Local will be the first hand to get the benefits of the project.

Private sectors and Voluntary sponsored are also welcome. For the Government and private sectors to work together both must agreed upon through a variety of mechanisms including contracts and concessions. Marketing For the Mat. Pico De Lord to be well known, Wanderlust Sojourners will design a marketing Strategy that would help Mat. Pico De Core gained potential tourist. Wanderlust Sojourners Will make Mat. Pico De Lord as naturalenvironmentwith a potential to build a recreational and adventurous experience to its potential tourist. Mat.

Pico De Core would also endorse a rare opportunity to the community around it. It will revivalist the industry where in the community will benefit. Mat. Pico De Lord could facilitate coordination and make assistance to the community. While there is widespread public interest I preserving the area's natural and cultural values. Wanderlust Sojourners will arrange a Marketing Strategy that will promote Mat. Pico De Lord. Wanderlust Sojourners will make Market Development wherein identifying and developing new market segment for current products (market expansion).

Wanderlust Sojourners will also use Service Development treated for the modification of services offered. Diversification strategy will also likely to be use through acquiring business outside the site and Mat. Pico De Lord services offered. Use ofSocial Media(faceable, twitter, instating, and creating official weeping for Mat. Pico De Lord) and Prints Ads (newspaper and magazines) are to be done for the intense promotion of Mat. Pico De Lord to gain more potential tourist. With all of this Marketing Services Wanderlust

Sojourners will help Mat. Pico De Lord to target and promote to the right tourists.

Market Research The market areas would be defined based on distance from the site. Demographic characteristics for the resident market would be analyzed to provide an indication of support.