

Digital marketing tools and strategies of tourist attractions in Quezon Province

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Abstract

This study proposed enhancement on digital marketing tools and strategies of tourist attractions in Quezon Province. It assessed the tourist satisfaction using the dimensions in the use of social networks and mobile technology and determined the tourism marketing strategies of Quezon Province. This research study used descriptive-quantitative analysis utilizing an adapted instrument. The participants of the study were 385 tourists based total tourist arrival of Question Province in 2020. The data were analyzed using the Shapiro-Wilk Test, Mann-Whitney U test and Kruskal Wallis to test the significant differences among given variables. T that majority of the respondents are belonged to the age 18 to 24 years old, male, single and students. They used social media to check on the destination they have visited in Quezon Province travelled together with their family. Further, based on the assessment social media is interactive and informative while the digital marketing tool increased the promotion on the traditions and cultural events. The research paper proposed an action plan for the enhancement on digital marketing tools and strategies of tourist attractions more so, it provide relevant recommendations.

Keywords: digital marketing tools and strategies, tourist attractions, digital marketing, tourism strategies, social media marketing

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1. Introduction

Digital marketing is the new trend. Many industries are using digital marketing as a form of attracting customers, it also the same for the scenario in tourism industry. Many destinations have adopted the use of digital marketing tools, particularly the social media to spread the beauty of the destinations, attractions and the activities. Any industry or products you may offer digital marketing trends to closely followed as companies don't only need nowadays as they used to in the past but also additional marketing tools and strategies to keep up with the current trends. The digital changes are pushing companies to fast adoption of tools so they don't remain far behind as they will account for a lost customer. As there are more users concentrating in certain platforms there seems to be more focus on securing it from cyber-attacks therefore larger platforms becoming more vulnerable to attacks. As younger ages acquire different platforms and abandon traditional platforms, more businesses are focusing to catch large basins within new emerging platforms to connect with their targeted audience and adjust their business needs. (Hanghey, 2020 as cited in Preniqi, 2020).

Choosing a digital landscape to promote a destination and meet its objective is still a challenge among tourism destinations due to varied platforms available with less impact due to unavailability of marketing strategies and indication of social media dimensions. Therefore, it is important to see the different dimensions of social media in the destination's content and apply tourism marketing strategies that can be helpful in improving the platforms. Therefore, the researcher is motivated to conduct this study to evaluate the efficiency of social media tools used to promote the destination of Quezon province. The researcher believe that destinations must adapt to the trends in marketing to fully cater the information and accessibility to tourists. The Province of Quezon is a vast land, with the potential in nature tourism due to its pristine beaches, rich culture, colorful festivals, accommodating people, sumptuous arrays of local delicacies, proximity to the transportation hubs, scenic attractions and many religious tourist destinations. Furthermore, it is important to include all of the Quezon Province's destination in its social media tools as a strategic plan in fully marketing its tourism and benefit many stakeholders and create a cycle of sustainability.

Objective of the Study - This study proposed enhancement on digital marketing tools and strategies of tourist attractions in Quezon Province. More specifically, 1) present the demographic profile in terms of age, sex, civil status and professional status; 2) identify the psychographic profile of the respondents in terms of: visited destination in Quezon Province, frequency of travel in the province, companion and have seen the destination in the social media; 3) to assess the tourist satisfaction using the dimensions in the use of social networks and mobile technology such as information, trends, customization, interactivity, word of mouth, brand value and purchase intent of respondents; 4) to assess the tourism marketing strategies of Quezon Province as relate to brand marketing strategies, brand position, facilities, service quality, political, social and economic stability and systematic promotion of cultural events; 5) to test the significant relationship in assessment in dimension of social media and assessment in marketing strategies. (6) to test the differences in assessment in dimension of social media and assessment in marketing strategies when grouped to profile variables and 7) to propose an action plan for the enhancement on digital marketing tools and strategies of tourist attractions in Quezon Province.

2. Methodology

Research Design - This research study used descriptive-quantitative analysis to present the data gathered. The design used in the development of this investigation is descriptive research. According to Jennings (2016) descriptive research enables the researcher to describe the tourism phenomenon under study. It does not attempt to explain the reasons for the phenomenon. Descriptive research contributes to the development of tourist profiles, tourist or traveler typologies, descriptions of travel experiences, steps in tourism decision-making processes,

spatial distribution patterns of tourist movements/flows, tourism developments, tourism inventories and baseline databases upon which to measure future changes in tourism trends and impacts.

Participant of the Study - The number of participants were based on the average tourist arrival of Quezon Province who have visited the destination for about 222,369 in Year 2020. The number of tourists were provided by the Provincial Tourism Office through a response e-mail, it is then computed through Raosoft with 5% margin of error and 95% level of confidence which arrived to 385 tourists. The participants are tourists who have visited Quezon Province before the pandemic and has experienced using the social media as a platform which encouraged them to travel.

Data Collection Instrument - Furthermore, this research study used adapted questionnaire the first variable the study was based on the study of Magano and Cunha (2020). This is to measure the tourists' satisfaction on using the social networks and mobile technology as they plan their tour to the attractions in Quezon province. The second variable is based on the study of Ylagan, 2021 which intend to assess the tourism marketing strategies of Quezon Province to ensure the tourist arrivals of the province. The questionnaire has four parts; Firstly, a set of questions about the demographic profile about age, sex, civil status, professional status. The second part will identify the psychographic profile of the participant, the number of times the visited and who are the people they travel with. The third part will assess the guest satisfaction using the dimensions in the use of social networks and mobile technology such as information, trends, customization, interactivity, word of mouth, brand value and purchase intent of tourists who have visited Quezon Province. Fourth is, assessing the tourism marketing strategies of Quezon Province.

Data Gathering Procedure - The researcher investigated through an interview to the Provincial Tourism Office to know the average of Tourist arrival in Quezon province for the last five (5) years. The figure collected was computed by raosoft.com. to identify the number of participants of the study. The researcher reviewed social media accounts of the Provincial Tourism Office and individually looked for participants with social media engagements in the posts. Followed by messaging each for the permission to distribute the survey questionnaires using Google forms. The researcher also visited famous destinations to personally conduct the survey, the researcher prepared printed questionnaires for tourists with difficulty in accessing the Google Form. The researcher waited for the completion of the survey forms and checked the data for accuracy and completeness.

Data Analysis - To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to describe the demographic profile of the respondents. Weighted means and ranking were used to assess the dimension of social media and assessment in marketing strategies. The result of Shapiro-Wilk Test revealed that p-values of variables are less than 0.05 which means that the data set is not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for three 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 between dimension of social media and assessment in marketing strategies. The following Likert Scale was used in assessing the variables: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

Ethical Consideration - The researcher requested permission from authors Alex Ylagan and Jose Magano for the use of questionnaire for this study. The study followed the Data Privacy Act of 2012, which was enacted to bring the Philippines in line with international data protection standards to encourage investment and reinforce the Philippines' position as a leading information technology and business process outsourcing destination. The Data Privacy Act of 2012 will uphold the rights of the data subject – a person whose personal information is collected, stored, and processed – does not impede access to information, which may hinder progress and advancement. It does not preclude the processing of personal data for research. In fact, the Act supports initiatives for data sharing, freedom of information and the responsible use and processing of personal data.

3. Results and Discussion

Table 1

Percentage distribution of the respondents' profile

	Age	Frequency	Percentage
	18-24 year old	295	75.10
	25-40 year old	72	18.30
	41-56 year old	22	5.60
	57-75 year old	4	1.00
	Sex		
	Male	270	68.70
	Female	123	31.30
	Civil Status		
	Single	338	86
	Married	55	14
	Professional Status		
	Student	281	71.5
	Unemployed	13	3.3
	Self Employed	79	20.1
	Employed	19	4.8
	Retired	1	0.3
	Psychographic Profile		
	Who is your travel companion?		
	Family	184	46.8
	Friends	143	36.4
	Colleagues	37	9.4
	Others	29	7.4
	Have you seen the destination you have visited in the social media?		
	Yes	321	81.7
	No	72	18.3

Table 1 presents the profile of the respondents, majority of them are belong to the age 18 to 24 years old composed of 295 or 75.10 percent; followed by 25 to 40 years of age with 72 or 18.30 percent. Few respondents are belonged to the 41 to 56 years old with 22 or 5.60 percent; and the least were 57 to 75 got 4 or 1 percent. The majority of the respondents belong to 18-24 years' old which represents that the tourists visiting the province are the Gen Z generations who are capable of doing domestic travel particularly in Quezon Province, the least number of respondents are aged 57-75 years old due to the difficulty in answering the online survey. In terms of sex, majority are male 270 or 68.70 percent and the female are 123 or 31.30 percent. The majority are male travelers perceived to be of lesser obligations and mostly has the potential to drive and visit farther places than women who has many considerations before planning a trip. Single respondents were 338 or 86 percent compared to married with 55 or 14 percent.

The majority are single tourists perceived to travel to enjoy themselves and discover new places and perceived to have lesser obligations and lesser considerations on planning the trip compared the married tourists. Further, majority of the respondents are students with 281 or 71.5 percent; followed by self-employed, there were 79 or 20.1 percent, then the employed are 19 or 4.8 percent. Whereas, the unemployed have 13 or 3.3 percent; the least is retired tourist with 1 or 0.3 percent. The majority of the tourist are students perceived to travel more often and the least number of respondents are retired who have limited mobility to travel and depends their travel to companions. In the psychographic profile of the respondents, most of them travelled with their family 184 or 46.8 percent, followed by with their friends 143 or 36.4 percent. Few are with their colleagues with 37 or 9.4 percent then, others 29 or 7.4 percent. Majority of the respondents prefer to travel with their family members compared to visiting places as a group of friends. Tourists perceived travel as a form of bonding among family and friends. Few of the respondents travel with colleagues perceived for their time unavailability. Lastly, visitors who answered yes in using social media to check on the desired destination were 321 or 81.7 percent and answered no has 72 or 18.3 percent. Majority of tourists use social media to check on the destination before embarking on a trip to Quezon province tourist destination.

Table 2*Assessment on dimensions of social media in terms of information*

Information	WM	SD(±)	VI	Rank
1. up-to-date information	4.25	0.69	Agree	2
2. easy to understand product information	4.31	0.62	Agree	1
3. consistent and relevant information	4.14	0.71	Agree	3
Composite Mean	4.23	0.67	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 2 refers to the assessment on dimension of social media in terms of information with the composite mean of 4.23 verbally interpreted as agree. All respondents agreed that the information enclosed in the social media platforms are easy to understand the product information mentioned in the social media (4.31); followed by information are up to date (4.25) and consistent and relevant (4.14). The respondents appreciate the social media as it provides them important product information that they need and will help them to decide travelling to the preferred destination. Product information detailed the tourist activities they might engage, hotel and restaurant where they can stay, suggest various tourist circuit where they stop and spent some time to explore. Local made products are also endorsed and many relevant information. Tourism is an industry with the nature of information-intensive and it demands an important role of internet communication technologies in the promotion and marketing of destinations. At the present time, Internet has become a primary tool for the delivery of information. In a burgeoning market, competitiveness takes advantage. Therefore, nearly all major markets use Internet as a marketing medium. The online marketing of DMOs gives a platform for visitors to access information and to communicate with others, furthermore the online marketing also offers DOMs more opportunities to reach both existing and potential visitors than ever before (Nguyen, 2016).

According to Stephen (2016), Digital marketing is undoubtedly the prime driver of travel and tourism today. For instance, everybody uses internet to research upon the place where they intend to visit. According to recent study, 95% of the customers read reviews before booking online. Be it to search for best deals on airfare or hotels, things to do in a destination, best time to visit or find read the reviews – Internet has been their source of information. There is an abundant scope for digital marketing in travel and tourism industry. The respondents find that there is a need for having a consistent and relevant information in the digital marketing platform so that it could entice tourists to visit the place and be familiar about the destination prior to arrival. People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans (Stephen, 2016). Social media enables companies to connect with their customers, improve awareness of their brands, influence consumer's attitudes, receive feedback, help to improve current products and services and increase sales (Algharabat et al., 2018; Kapoor et al., 2018; Kaur et al., 2018, Lal et al., 2020). The decline of traditional communication channels and societal reliance on bricks-and-mortar operations, has necessitated that businesses seek best practices use of digital and social media marketing strategies to retain and increase market share.

Table 3*Assessment on dimensions of social media in terms of trends*

Trends	WM	SD(±)	VI	Rank
1. provide sufficient purchase products directions	4.13	0.66	Agree	2
2. offer online shopping services	4.16	0.73	Agree	1
3. post well-arranged product information	4.08	0.71	Agree	3
Composite Mean	4.12	0.70	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 3 shows to the assessment on dimension of social media in terms of trends with the composite mean of 4.12 as agreed by the respondents. As agreed by the respondents that social media provides online shopping

services (4.16); with sufficient purchase products directions (4.13) and posted well arrange product information (4.08). The respondents agree that it is a trend to offer online shopping services for the products and services that the province has. The tourists are enjoying social media when there are interesting purchases linked to browsing of the destination. Social media is often used for 'consumption-related' activity, such as sharing recent purchases or advertising products for sale. When individuals interact with their social networks, they are exposed to consumption-related information. Such exposure not only increases the number of products the individual is exposed to, but also decreases the 'online research' time they might need to make a purchase (Zhang & Trusov n.d.).

According to Mirzaalian (2021) User-generated content across social media platforms is playing an increasingly important role in tourism. Understanding tourists' experiences and opinions about tourism destinations has led to numerous opportunities to provide tourism providers with greater insights. Identifying sentiments, detecting topics of interest, and exploring loyalty behaviors from user-generated content can provide valuable direction for managerial decisions. Khan (2020) stated that the rise in influencer marketing has resulted in giving brands a new channel to connect with their target market more organically. The influencer marketing has become so popular that if a brand is not using it then they might need to look into their advertising strategy and evaluate it. Social media influencers specially YouTube and Instagram influences have changed the game and proved to be the biggest trend of marketing and public relations specifically in lifestyle branding. Lifestyle influencers work for companies whose products consumers use in their day to day life. By working with influencers brands find it easy to engage with their target audience and market their product to the consumers using relatable content as a public relations tool.

The respondents see that the social media uses the trends in posting well-arranged product information. It is seen to provide information to know more about the different destinations to visit and activities to do in the province. According to the study of Mirabent (2019) Tourists' expectations when visiting a particular place are related to several features of the chosen destination: culture, architecture, gastronomy, infrastructure, landscape, events, shopping, etc. These features attract people to the destination and contribute to the overall experience of the trip. As a whole, they are crucial aspects of the destinations and have a profound influence on their success. Furthermore, Tourism marketers can use big data in content creation. Most content created by marketers and consumed online by travelers will have been made with the purpose of either creating awareness or encouraging the customers to purchase, sign up or learn more about the product. Big data provides organizations with crucial information to better understand their current and potential customers therefore making use of big data would enable the creation of relevant and valuable content that can attract and retain customers (Haneef, 2017).

With the advent of superior Internet technologies, newer avenues for reaching out to target audiences have evolved. Digital marketing today has become an indispensable part of every business irrespective of its size and type. The increasing role of digital marketing has affected the way businesses promote their offerings to existing as well as new customers. The need for digital marketing has been felt like never before in the tourism industry wherein customers have instant access to all kinds of information on the latest offers and best prices. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry (Kaur, 2017).

Table 4

Assessment on dimensions of social media in terms of customization

Customization	WM	SD(±)	VI	Rank
1. has digital marketing tool use to give recommendations for purchases that meet the consumer's demands	4.16	0.69	Agree	1
2. customer inquiries are answered promptly	4.02	0.76	Agree	3
3. offers different form of contact channels (FAQ, email, Tel etc.)	4.15	0.70	Agree	2
Composite Mean	4.11	0.71	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 4 expresses the assessment on dimension of social media in terms of customization with the composite

mean of 4.11. All indicators were agreed by the respondents. The respondents affirmed that the digital marketing tool recommends possible consumers need (4.16); use different contact channels (4.15) and customer inquiries are answered promptly (4.02). Based on the result the tourists appreciate a social media when customization has digital marketing tool used to give recommendations for purchase that meet the consumer’s demands. A large share of purchases is made online nowadays and in 2020 this number has grown significantly. As the number of internet users increases and tech companies develop more ways to integrate the online world into shopping, online retail is expected to grow exponentially. According to Global WebIndex, 54% of social media users use social media to research products and 71% are more likely to purchase products and services based on social media referrals.

The digital era is characterized extensive use of new technologies and permanent connectivity through the Internet, all of which have led to significant changes in consumer behavior (Labrecque et al., 2013). Due to the accessibility, infinite sources of information, users are increasingly well-informed. According to Reyes-Menedez et al. (2020), users today seek out for themselves what they want to know, create content, also known as user-generated content (UGC), and share it altruistically on social media, thereby encouraging interaction and collaboration between anonymous users. Based on the result the tourists find that a social media should be more responsive to the inquiries through consistent and timely response for the customer’s need about product information. Digital marketing is unavoidable for the progress and development of tourism industry and every firm should implement digital marketing strategies to achieve maximum returns. The tourism industry, to have a competitive edge over others should explore this growing technology and implement all the techniques to attract potential customers and convert them into long-lasting clients. Companies must enhance user experience on their website by delivering useful and relevant information and should keep user personal data secure and confidential to generate trust.

Caramela (2020) suggests that to respond effectively to customers, they have to be able to reach you in the first place. Brands often fall short on social customer service because they aren't actively listening to and engaging with customers. Brands that want to deliver effective customer service on social media should use social media monitoring to flag all messages related to their company or products. Inactivity means missed opportunities not only for positive interactions but also for easy profits. According to findings published in 2016 in the journal Business Research, brands that interact with customers on social media overall tend to be more profitable. Tourism industry should invest their efforts on social media as customer decision is solely dependent on other people’s experiences, feedbacks, and reviews. E-mail marketing is also an effective channel for having a direct interaction with the customers and companies can track and analyze user behaviors on the website through analytics platform to recognize the precise requirements and modifications can be done accordingly. Initially, digital marketing can be nerve wracking but with consistent efforts, companies can acquire new customers and by providing good customer service, they become their leading online advertisers by giving excellent reviews and feedback (Satapathy, 2019).

Table 5

Assessment on dimensions of social media in terms of interactivity

Interactivity	WM	SD(±)	VI	Rank
1. users can share their comments, pictures and videos	4.39	0.64	Agree	1
2. are easy to navigate or user friendly	4.27	0.65	Agree	2
3. can answer inquiries	4.19	0.71	Agree	3
Composite Mean	4.28	0.66	Agree	

Legend: 4.50 – 5.00 –Strongly Agree;3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 5 presents the assessment on dimension of social media in terms of interactivity with the composite mean of 4.28. All indicators were agreed by the respondents. The who used the social media have shared their comments, pictures, and videos (4.39); they can navigate it easily (4.27) and answered their inquiries (4.19). As seen on the results, tourists enjoy social media interactivity when they can share comments, pictures and videos on the platform. It promotes interactivity among past and future tourists who are able to share their experience to

other social media users. Social media create a better opportunity for travelers to search for travel information, select destination and share their personal experiences of the travel. The study of Sultan and Sharmin (2019) confirm that sharing positive experiences influence the positive effect of destination choice, while negative experiences decrease the destination selection option. Moreover, sharing live pictures of travel experiences through social media helps to reduce negative perceptions of the destination brand.

The tourists' least agreed upon answering inquiries as a form of interactivity, tourists see interactivity as a form of connection beyond answering questions related to the destination. The tourists see interactivity as a combination of fast response and inclusiveness which also enables them to be part of the social media engagement. With the rapid acceptance of using social media to achieve interactive engagement come varied opportunities for businesses to communicate with their customers and clients. Qiao (2019) mentioned that conversation-based interactivity generates greater participation as well as emotional and social-engagement than does medium-based interactivity. Additionally, process-based interactivity produces more positive, emotional-social engagement than do either conversation-based interactivity or medium-based interactivity.

Table 6

Assessment on dimensions of social media in terms of word of mouth

Word of Mouth	WM	SD(±)	VI	Rank
1. is willing to share to my colleagues and friends	4.37	0.65	Agree	1
2. will be recommended to other for online purchase of tour itineraries and local products of the province	4.32	0.65	Agree	3
3. is highly recommended for future travel reference	4.35	0.62	Agree	2
Composite Mean	4.35	0.64	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 6 shows the assessment on dimension of social media in terms of word of mouth with the composite mean of 4.35. All indicators were agreed by the respondents. The respondents agreed that they are willing to share to their colleagues and friends the attractions visited in the province (4.37); they will recommend it as well for future reference (4.35) and for online purchased (4.32). The tourists appreciate the destination through word of mouth and is willing to share to their colleagues and friends by the basis of the digital marketing content. They are willing to spread the content of the social media to the people whom they think will also wishes to travel. One of the top challenges marketers face when attempting to build strong, desirable brands with committed communities around them is getting consumers to engage and participate in brand-related activities (Hodis et al., 2015; Moran & Gossieaux, 2010). Social networking platforms have become instrumental in coping with this challenge, as they facilitate the translation of consumer relationships with brands and other consumers into brand advocacy eWOM (Morrison & Humlen, 2015). eWOM received on digital channels is valued by consumers (Libai et al., 2010) – in some cases, more highly than their own primary experience (Steffes & Burgee, 2009). It effectively builds brand communities (Trusov et al., 2009), and subsequently influences product judgment (Lee & Youn, 2009).

Gvili and Levy (2018) asserts that one of the top challenges marketers face when attempting to build strong, desirable brands with committed communities around them is getting consumers to engage and participate in brand-related activities. Social networking platforms have become instrumental in coping with this challenge, as they facilitate the translation of consumer relationships with brands and other consumers into brand advocacy – eWOM received on digital channels is valued by consumers – in some cases, more highly than their own primary experience. It effectively builds brand communities and subsequently influences product judgment. The eWOM communication process is facilitated and accelerated by its perceived credibility (Matute et al., 2016) Therefore, in their efforts to encourage consumers to accept and share (positive) brand-related information, marketers may prefer communicating brand messages over social media that consumers perceive to be more credible.

The tourists' least agreed upon the recommendation to the line purchase for tour itineraries and local products of the province. The participants find that the social media content does not include much regarding online booking of itinerary, local products and services related to the visit in the destination. Cycle tourism is emerging as a

sustainable strategy for promoting economic growth, able to redistribute to an entire region the incomes due to increased tourist flows. Visitors spend money into lodging, food, and local handicrafts, in addition to all services related to a holiday by bike such as technical assistance, luggage transportation, and guided tours. These are small scale business ventures that do not need big capital investments and may encourage young people not to leave their home in the countryside and contribute to local development (Malucelli, 2016).

Table 7

Assessment on dimensions of social media in terms of brand value

Brand Value	WM	SD(±)	VI	Rank
1. I am satisfied with the digital platform of the website.	4.19	0.65	Agree	2
2. the destinations and local products are well promoted by the website and social media networks.	4.24	0.66	Agree	1
Composite Mean	4.22	0.66	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 7 is the assessment on dimension of social media in terms of brand value with the composite mean of 4.22. All indicators were verbally interpreted as agree. The respondents agreed that the destination and local products are promoted through website and social media networks (4.24) and they are satisfied with the digital platform of the website (4.19). The respondents see that social media creates brand value by promoting the destination and local products in the website and social media networks. It promotes the local product which naturally supports the locals in the destination by showcasing the impact in livelihood and camaraderie. A general product is anything offered in a marketplace for purchase by a consumer. A tourism product is therefore something that can be offered to visitors or tourists visiting a destination that is not their primary place of residence. A tourism product is often developed and established to meet the needs of tourists interested in the specific destination in which it is offered. Tourism products include all services or experiences that are offered primarily to tourists in the destination they are visiting, such as accommodations, restaurants, fishing trips, hunting excursions, aurora tours, sightseeing trips, museums, cultural centers, arts and crafts stores, or Indigenous cultural experiences. A Tourism product also leads to the overall establishment of a tourism destination. If a destination has adequate tourism products, it can successfully market itself as a viable destination to potential tourists. (retrieved from www.iti.gov.nt.ca)

The tourists are satisfied with the digital platform of the website where online DMOs can facilitate commercial interactions between at least two different groups with one typically being tourists and the different destination where there is an exchange of information. According to the article of World Bank (2018), Digital platforms and the fourth revolution are disrupting the way the tourism sector is run from end to end—impacting the way destinations facilitate tourism, develop product, gather data, access markets, and attract visitors. This disruption has ripple effects across the tourism industry and effects low-income markets striving to leverage tourism for development impacts. Two prominent disruptors are the digital platforms that facilitate peer-to-peer accommodation and user-generated content, which have shifted the power away from media companies and hotel conglomerates.

Table 8

Assessment on dimensions of social media in terms of purchase intent

Purchase Intent	WM	SD(±)	VI	Rank
1. have sufficient product information	4.19	0.64	Agree	2
2. get the interest of the users to explore and navigate the site to purchase online	4.19	0.66	Agree	1
3. has after-sales service by providing the comment section	4.13	0.66	Agree	3
Composite Mean	4.17	0.65	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 8 reveals the assessment on dimension of social media in terms of purchase intent with the composite

mean of 4.17. All indicators were verbally interpreted as agree. The social media used for purchase intent can get the interest of the users to explore and navigate the site for online purchase (4.19); it used sufficient product information (4.19) and have also the after-sale service (4.13). The social media provides interest to the users to explore and navigate the site to purchase online which means that it provides access to the products and potential experience to the tourists. It provides products that are interesting to purchase. It should be easy for the user to become familiar with and competent in using the user interface on the first contact with the website. A website that a designer has made well should be able to move through the sequence of actions to purchase.

Digital marketing is one of the most popular marketing approaches used by companies specifically through social media and email marketing. On top of their ease of use and robustness, social media and email marketing have been found to be highly effective in building customer engagement, an element that determines the prevalence of customers' purchase intention. Generally, digital marketing tools enable companies to promote their products with ease as well as build customer relationships at lower costs, leading to increased sales volume (Samsudeen & Kaldeen, 2020). The social media provides interest to the users to purchase when it has after-sales service by providing the comment section. When tourists can comment to the social media, they show interest about the destination and can be persuaded to continue with the trip and discover the destination and purchase local products. According to Ranganathan and Grandon (2018), website design represents the way in which the content is arranged in the website. Wolfenbarger and Gilly (2016) argued that when customers interact with an online store they prefer to do so via a technical interface and not through any employee. Therefore, the design of the website, which acts as the interface, would play an important role in influencing customer satisfaction. Lee and Lin (2017) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. Similarly, customers who are high on uncertainty avoidance were found to pay more importance to navigation design to generate trust.

Table 9

Summary table for assessment on dimensions of social media

Indicators	Composite Mean	SD(\pm)	VI	Rank
Information	4.23	0.67	Agree	3
Trends	4.12	0.70	Agree	6
Customization	4.11	0.71	Agree	7
Interactivity	4.28	0.66	Agree	2
Word of Mouth	4.35	0.64	Agree	1
Brand Value	4.22	0.66	Agree	4
Purchase Intent	4.17	0.65	Agree	5
Over-all Mean	4.21	0.67	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 9 summarizes the assessment on dimension of social media with the overall composite mean of 4.21. All indicators were verbally interpreted as agree. Based on the result, word of mouth (4.35); interactivity (2.28) and information (4.23) are the top features of the social media in promoting the destination in Quezon Province. The result of the responses shows that Word of mouth is a strong indicator in the assessment of the dimension of social media, the trend of e-WOM shows that tourists are interested when people close to them have shared experiences and referred the destination and the social media to be a recommendable site to encourage them to travel and visit the place. The e-WOM spread fast and tourists consider it as a more reliable and factual source of information needed before deciding on which place to travel.

According to Litvin (2018) Interpersonal influence and word-of-mouth (WOM) are ranked the most important information source when a consumer is making a purchase decision. These influences are especially important in the hospitality and tourism industry; whose intangible products are difficult to evaluate prior to their consumption. When WOM becomes digital, the large-scale, anonymous, ephemeral nature of the Internet induces new ways of capturing, analyzing, interpreting, and managing the influence that one consumer may have on another. In addition, Online word of mouth is a form written by the consumer about the experience or previous consumer in a memo or

note about the experience (Hernández et al.: 2018; Ramírez et al.: 2018; Villalobos et al.: 2016; Abubakar et al.: 2014). For instance, it is stated that the Internet had created a new type of communication in a platform that enables to give information among consumer to consumer, consumer to business, and business to business channels, both consumer and provider. Access information using Internet has led enhance in getting information about the product and service. Moreover, according to Waite (2017) communications strategy of maximum interactivity would be challenging and expensive. Consumers differ in terms of how much interactivity they want, and some do not value interactivity as highly as others, which means that an increase of interactivity might result in a reduction of message effectiveness. For example, digital immigrants (consumers born before 1980) do not value two-way communication as much as digital natives (consumers born after 1980). This means that managers should critically evaluate the degree of each dimension of interactivity for the characteristics of their target audience.

The purchase intent (4.17); trends (4.12) and customization (4.11) were the least features of the social media. The result of the responses shows that purchase intent is least indicator of the social media dimension, followed by trend and customization. This shows that tourists prefer this less of value when browsing and following social of the destinations in Quezon Province. Digital marketing is capable to attract a wide range of consumers, permit businesses to communicate to consumers effectively via online media from various backgrounds and to guide them the purchase process (Lodhi & Shoab, 2017). Digital marketing also effectively strengthens the brand value by eliminating brand intention. (Tham et al.,2019) Investing in digital marketing channels that have a positive, mature, and proven track record of the customers to control the purchase through product testing and reviewing (Swieczak & Lukowski, 2016).

Table 10

Assessment on marketing strategies in terms of brand marketing strategies

Brand Marketing Strategies	WM	SD(±)	VI	Rank
1. The marketing strategies and campaign promoted local business products and services	4.30	0.64	Agree	6
2. Tourism marketing campaigns promoted the facilities in the destinations	4.34	0.64	Agree	5
3. Tourism marketing campaigns promoted various tourist activities within the destinations	4.37	0.63	Agree	4
4. Tourism marketing focused on attracting visitors to a specific location	4.38	0.64	Agree	2.5
5. The marketing design and layout is inviting to visit the place	4.38	0.67	Agree	2.5
6. The marketing contents recommend tourist attraction, accommodations and local products of tourist destination	4.42	0.62	Agree	1
Composite Mean	4.36	0.64	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 10 expresses the assessment on marketing strategies in terms of brand marketing strategies with the composite mean of 4.36. Thus, all indicators were verbally interpreted as agree. The marketing content for branding (4.42); marketing focused on attracting visitors to specific location and the design and layout inviting to visit the place (4.38); and marketing campaigns promoting various tourist activities within the destinations (4.37) were all agreed by the respondents. The assessment on the digital marketing strategies shows that the content of the digital marketing tools used in Quezon Provinces recommend tourist attraction, accommodations and local products of the tourist destination. It is able to deliver content that promotes the top destinations of the province and give ideas to tourists of the next destination they could visit in the future as such it suggests the open destinations in the new normal. It is able to deliver content that promotes accommodation for tourists to book, tourists are also provided options with selection of lodging establishments to backpackers tourist to luxury tourists to different beach and cityscape accommodations. It is able to deliver content that promotes local products from different municipalities such as “pasalubong” and locally crafted materials to produce world class products.

Tourism marketing is the business discipline of attracting visitors to a specific location. Hotels, cities, states, consumer attractions, convention centers and other sites and locations associated with consumer and business travel all apply basic marketing strategies to specific techniques designed to increase visits. In the tourism industry, marketing includes determining the unique selling benefit or benefits one area has over its competition. A

destination might offer people looking to combine business and pleasure ease of travel to and from the area, ample convention halls and hotels, interesting nightlife, and activities for adult partners and children. The tourism marketing uses a wide variety of communications strategies and techniques to promote areas and destinations (Bogdan, 2019).

Another brand marketing strategies that have been agreed by the respondents are marketing campaigns promoting the facilities (4.34); and promoting business products and services (4.30). The assessment on the digital marketing strategies shows that the content of the digital marketing tools used in Quezon Provinces is seen to appreciate a marketing campaign that also showcases the facilities and products and services that are expected in the destination. The facilities and the products and services create a sense of convenience among tourists before embarking to the travel. Seric (2021) mentioned that Branding strategy is very complex on the field of specialized tourist products. Each specialized tourist brand need to be more differentiated on the global market. Applying of the branding concepts to the touristic business could be different from product to product. But few of them treat in a wider sense branding strategy toward the brand management. Choosing a right branding strategy for the brand management is paramount for achieving a substantial growth that ensures a steady future development of the national income of tourism. Some specialized tourist products are nearby crowded tourist route, some others are far from there. The branding strategies for each of them need to be different. Specialized tourist product is a promise for a kind of the magical vacation, sometimes on very attractive destination. Branding strategy needs to interact with the brand identity of such destination.

Table 11

Assessment on marketing strategies in terms of brand position

Brand Position	WM	SD(\pm)	VI	Rank
1. The digital marketing material showcase the well -known Products of the province	4.34	0.61	Agree	2
2. Created mental image of the local products, Services and tourist activities to the customers	4.31	0.60	Agree	4
3. Established the destinations/attractions including the local brands as perceived uniquely by the customers	4.31	0.63	Agree	3
4. The digital marketing tool created a tagline to recall Quezon Province's Tourism	4.38	0.64	Agree	1
Composite Mean	4.34	0.62	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 11 shows the assessment on marketing strategies in terms of brand position with the composite mean of 4.34. Thus, all indicators were verbally interpreted as agree. The digital tool created for tagline (4.38); marketing material to showcase the product (4.34). The digital marketing platform create a Brand Position strategy by creating a tagline to recall Quezon Province's tourism with the use of “#TaraNaSaQuezon”. The tagline is an invitation to tourists to visit the destinations, it gives a warmth feeling of welcome to tourists navigating the site and naturally Quezonians are known to be very hospitable and accommodating. Since globalization is characterized by mobility of resources, the tourism industry is considered as one potential area for those interested in language and globalization. While tourism can be attributed to the growing capitalist dream of exploration, it is replete with asymmetrical hierarchies that are motivated by consumption, exploitation, and commodification. The Philippines' campaign, ‘It's more fun in the Philippines’, a supposedly grassroots initiative which sought individual contributions from the public such as memes that could help promote the Philippines.

Nino (2017) cited that linguistic and multimodal resources of contributions chosen for the campaign showcase a pattern of resemiotization: the use of generic expressions and concepts to present the ‘local’. Whereas the original intention of the grassroots initiative was to solicit a diversity of ways to present the Philippines, we find that the official choice of campaign resources has affirmed resemiotization as a linguistic and semiotic strategy of commodification – the repackaging of the local as a construct possessing material value. Through the marketing strategies used able to establish the destination (4.31) and created mental image to the tourists (4.31). The digital marketing strategies of Quezon Province is also seen less to create mental image of the local products, services,

and tourist activities to the customers. This could be the result of the lack of content pertaining to the activities that can be done in the destination, such activities may include the making of local products and the people behind. Mental Image influences the attitudes and behavior and creates arousal of interest to tourists. Experiential marketing has emerged as an effective strategy to promote hedonic tourism and hospitality experiences through stimulating tourist imagination and positive emotions. Dung (2021) cited that video is more effective than poster in evoking tourist imagination and positive emotions, leading to stronger intentions to attend the promoted event and prior knowledge is found as an imagination facilitator while psychological distance plays the role of an imagination inhibitor.

Table 12*Assessment on marketing strategies in terms of facilities*

Facilities	WM	SD(\pm)	VI	Rank
1. Has adequate facilities to attract more customers	4.26	0.67	Agree	3
2. Tourism facilities can easily be recalled or remembered	4.25	0.67	Agree	4
3. The destination have suitable and adequate facilities for the tourists	4.23	0.62	Agree	5
4. Facilities are used in promoting a certain tourist destination	4.28	0.66	Agree	1
5. Facilities suit to the level of the touristic destination	4.27	0.64	Agree	2
Composite Mean	4.26	0.65	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 12 refers to the assessment on marketing strategies in terms of facilities with the composite mean of 4.26. All given indicators were verbally interpreted as agree. Facilities was promoted for tourist destination (4.28); and suit for touristic destination (4.27) and attracts more customers (2.26). The digital marketing strategy of Quezon Province showcases facilities to promote the tourist destinations. The examples of facilities showcased may include but not limited to the accommodations, campgrounds, caves, swimming pools, playgrounds and parks, boats, public restrooms. By including the primary, secondary and conditional facilities help create a strong content to convince the tourists of the convenience they could expect from the destination. According to Business Inquirer (2018), the improved rating of the Philippines as a destination of choice for tourists has resulted in increased interest and investment in tourism-related facilities. We have seen an upsurge in activities and developments in tourist facilities like resorts, condominiums, condotels, health clubs and other related businesses. Established facilities are expanding and new ones are being planned.

The government, for its part, has continued to upgrade its standards and has increased the incentives to the sector to encourage more players to support the country's tourism program. Guidelines have been developed to make the sector more competitive and ready to welcome the tourists. Tourism facilities can be easily recalled or remembered by the respondents (4.25) and as agreed the destination have suitable and adequate facilities (4.23). However, the tourist also least agreed that the tourism destination have suitable and adequate facilities for the tourists. Therefore, many tourists are still expecting this to be improved in future visits. Recreational facilities are an integral part of physical infrastructure which is an indispensable pillar of overall economic and tourism development (Khadaroo & Seetanah in Jafari & Xiao, 2016). Along with hotels and other hospitality facilities, they form the constituent called tourism infrastructure. Each of these elements boosts tourism development mostly by raising the attractiveness and competitiveness of a destination. Tourists expect facilitates in their chosen destination to be comparable to what they enjoy at home, especially those that have become the essential element of everyday life recreation.

Table 13*Assessment on marketing strategies in terms of service quality*

Service Quality	WM	SD(\pm)	VI	Rank
1. The marketing promotions is true and updated	4.17	0.70	Agree	3
2. The quality of the service and its price is balance to each other	4.18	0.70	Agree	2
3. Social media accounts presented the quality service of the destination	4.22	0.65	Agree	1
Composite Mean	4.19	0.68	Agree	

Legend: 4.50 – 5.00 –Strongly Agree;3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 13 indicates the assessment on marketing strategies in terms of service quality with the composite mean of 4.19. All given indicators were verbally interpreted as agree. As agreed by the respondents, the social media accounts are presented as part of the quality service (4.22); the balance price (4.18) and the marketing promotions are true and updated (4.17). The digital marketing strategy of Quezon Province Showcases Service quality through the social media accounts. Customers are interested in finding service recommendations, reviews and word of mouth using social networking platforms. These service reviews are useful for enhancing service quality, level of information and engagement, and purchase intention of customers. Social networks represent a prominent stage and medium to provide collaborative communication between service providers and users for product development (Ertemel & Ammoura, 2016). Social networks have revolutionized the way communication takes place between consumers and businesses (Singh, 2018; Elwalda & Lu, 2016). They have also increased the ability of businesses to involve customers in product and service making activities. By employing different social network platforms businesses can increase their reach to customers and customer involvement in product or social networking platforms development.

It shows that the respondents least agreed that the marketing promotions is true and updated. The tourists are looking for consistent marketing lead pipeline which may give credible and timely information. Content marketing is important because it answers your audience's questions. With content marketing, you can build trust with your audience, improve conversions, connect with customers, and generate leads. And, in today's age, customers expect high-quality, consistent content. Luebke (2017) cited that updated content marketing is increasingly added to the marketing mix of advertising companies in the tourism industry. A content coordinated media presentation of a company or a region forms the basis for a successful campaign. Customized content creation is indispensable for each channel. An optimal combination of print, online and TV is crucial for widespread distribution and market penetration. Similarly, Heger (2017) mentioned that Successful content marketing for the tourism sector requires the ability to prepare, publish and distribute the right content so that it is viewed, read and heard. Content marketing is, therefore, a digital or cross-platform publishing mode. In the service of our customers, we will continue to expand our market leadership in this area in the future.

Table 14

Assessment on marketing strategies in terms of political, social and economic stability

Political, Social and Economic Stability	WM	SD(±)	VI	Rank
1. The political agenda renders support to the tourism of Quezon Province	4.11	0.73	Agree	5
2. It is important to improve the political and economic status for a successful marketing strategy	4.17	0.69	Agree	4
3. People give more importance to their safety and security in the touristic destinations	4.28	0.65	Agree	2.5
4. People preferred more the economically stable destinations	4.28	0.64	Agree	2.5
5. The price or cost of the tour influenced the process of tourism marketing strategies	4.33	0.61	Agree	1
Composite Mean	4.23	0.66	Agree	

Legend: 4.50 – 5.00 –Strongly Agree;3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 14 reveals the assessment on marketing strategies in terms of political, social and economic stability with the composite mean of 4.23. All given indicators were verbally interpreted as agree. The price of the tour influenced the marketing strategies (4.33); while the safety and security and economic stability (4.28). The assessment of the political, social and economic stability of the digital marketing strategies of Quezon Province suggests that the price or cost of the tour influenced the process of the marketing strategies. The cost of the tour shows impact on the buying behavior of tourists since one of the key factors for success in the tourism industry is how you price your product. To ensure consumers purchase your product and distributors promote it, the price must be consistent, accurate and competitive.

The main goal of a pricing strategy “is maximizing sellers’ profits by capturing consumers’ heterogeneous

product valuations and accounting for competition and cannibalization” The impact of price changes – and, consequently, of different pricing strategies. Recently, the relationship between pricing strategy and a company’s performance was studied by Toni, Milan Saciloto and Larentis (2016). Price related decisions are amongst the most important that a management team can take, since these decisions. In addition, Kim et al. (2019) point out that “consumers’ reactions to different pricing strategies may not be purely rational but rather driven by behavioral aspects, such as perceptions and preferences”. Indeed, being aware of consumers’ individual preferences towards a product or service and, specifically, of their willingness to pay (WTP) for that same product or service allows the managers to make better decisions related to price levels and pricing strategies (Barros, 2017). The improved political and economic status are successful strategies (4.17) and political agendas (4.11).

It is also least agreed that the political agenda renders support to the tourism of Quezon Province. Though government funds are provided but it is still perceived to be insufficient to support the projects and agenda of the tourism sector in the province. It is important to stress that the political dimension is of a different nature to the other three pillars of sustainability. The political element is defined more as a necessary requirement for the implementation of sustainable strategies. Thus, the political environment refers to coordination and cooperation among numerous actors in order to develop and apply policies for tourism, as these are all key features of governance. Where there is effective governance, destinations are more likely to be successful in developing sustainable tourist. According to Butler (2010) as cited in Mihalic (2016), effective governance usually stands for having good mechanisms for the successful coordination of collective actions. Thus, sustainable development depends on the ability to ensure cooperation and coordination among diverse stakeholders, which often have divergent interests, beliefs, and priorities. This creates an initial difficulty when it comes to the governance of sustainable tourism since it poses a tremendous challenge to find a balance among stakeholders, which are usually vertically and horizontally dispersed over the national, regional, and local organizational levels as well as across many different sectors and policy domains. Moreover, the second difficulty with the proper governance of sustainable tourism is the need to integrate sustainable policies that acknowledge the socio-cultural, natural, and economic environmental aspects of policy development.

Table 15

Assessment on marketing strategies in terms of systematic promotion of cultural events

Systematic Promotion of Cultural Events	WM	SD(±)	VI	Rank
1. Promoting cultural events attracts more tourists	4.34	0.67	Agree	2
2. Marketing strategies raised awareness on cultural events of the destination	4.33	0.69	Agree	3
3. Culture-based marketing strategies are important to increase the success of the promoting process	4.32	0.66	Agree	4
4. Most tourist destinations involved in the culture events in their strategies	4.27	0.68	Agree	5
5. Traditions and cultural events increased the success of the marketing strategies	4.34	0.64	Agree	1
Composite Mean	4.32	0.67	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 15 presents the assessment on marketing strategies in terms of systematic promotion of cultural events with the composite mean of 4.32 as verbally agreed by the respondents. The systematic promotions relates to the traditional and cultural events (4.34); it was believed that the cultural events can attract more tourists (4.34); and the awareness on it (4.33). The digital marketing in terms of systematic promotion of cultural events shows traditional and cultural events increased the success of the marketing strategies because it showcases unique festivals that can be seen in Quezon Province such as the famous and colorful Pahiyas Festival and Niyogyugan Festival. The festivals attract tourists and shows interest on how the festivities are celebrated.

As social media continues to evolve, the way it is used also continues to change and expand and its definition has changed over time. In this era of social media, consumers are seeking experiences that purposely trigger emotional engagement. Ngernyuang (2020) cited that the role of social media in the field of tourism includes searches for information, making decisions and promoting tourism. Tourism should focus on the best practices for

interacting with consumers via social media channels because this provides a collaborative marketing tool by which companies can interact with their customers, receiving feedback and influencing them. The benefits of participating in social media include social capital and feelings of participation.

In using social media, visitors feel they are co-marketers, co-designers, co-producers and co-consumers of their travel experiences. The cultured -based marketing strategies (4.32) and the involvement on it (4.27). It is also perceived that the respondents see the systematic promotion of cultural events can also focus in most tourist destinations involved in the culture events in their strategies. This can include heritage sites, historical sites and indigenous people that are ii the destination to be able to further appreciate the culture and history of Quezon Province and perceived by tourist to be product inclusive.

Culture is an important part of the tourism “product” and is one of the factors that can improve the competitiveness of tourism destinations. It is important to consider forces shaping the cultural “product” helps identify the reasons why cultural tourism is critical at destinations. Hennesy (2017) mentioned that cultural tourism covers all aspects of travel where visitors can learn about another area’s history and way of life. Thus, cultural factors in the context of tourism include the entertainment, food, drink, hospitality, architecture, and manufactured and hand-crafted products of a destination, and all other characteristics of a destination’s way of life. Culture also includes family patterns, folklore, social customs, museums, monuments, historical structures, landmarks, wilderness areas, landscapes, historic buildings, and artifacts. Tourists travel to be informed and to experience folklore, customs, natural landscapes, and historical landmarks as well as being involved in other activities such as nature, adventure, sports, festivals, crafts and sightseeing.

Table 16

Summary table for assessment on marketing strategies

Indicators	Composite Mean	SD(\pm)	VI	Rank
Brand Marketing Strategies	4.36	0.64	Agree	1
Brand Position	4.34	0.62	Agree	2
Facilities	4.26	0.65	Agree	4
Service Quality	4.19	0.68	Agree	6
Political , Social and Economic Stability	4.23	0.66	Agree	5
Systematic Promotion of Cultural Events	4.32	0.67	Agree	3
Over-all Mean	4.28	0.66	Agree	

Legend: 4.50 – 5.00 – Strongly Agree; 3.50 – 4.49 – Agree; 2.50 – 3.49 – Moderately Agree; 1.50 – 2.49 – Disagree; 1.00 – 1.49 – Strongly Disagree

Table 16 summarizes the assessment on marketing strategies with the composite mean of 4.28. All given indicators were verbally interpreted as agree. Among the marketing strategies the most agreed by the respondents were the brand marketing strategies (4.36); brand position (4.34) and systematic promotion of cultural events (4.32). The summary on the assessment or marketing strategies of Tourism destinations shows that Brand Marketing Strategies of Quezon Province is appreciated by tourists and seen to have promoted local business products and services. The campaigns promoted the facilities in the destinations, it also promoted various tourist activities within the destinations, it focused on attracting visitors to a specific location, the marketing design and layout is inviting to visit the place and it recommends tourist attraction, accommodations, and local products of tourist destination.

For the efficient Branding Strategy in tourism it is necessary to be adjusted to the market reality. There are two processes in the same time. With the first one subject is expanding through concrete activities towards appointed goal of business mission. The second is acted upon the first one, it is happening as constant dialectic of marketing environment (Seric, 2016). Most like the facilities (4.2the least marketing strategies.6); political, social and economic stability (4.23) and service quality (4.19) are agreed by the respondents. Moreover, the Service Quality is perceived to be the least indicator of the marketing strategy as shown that the marketing promotions is not given importance in terms of its consistency, the quality of service and its balanced price.

In the study of Erhman (2020), it is stated that Branding a tourism destination requires a long-term strategy

integrated into numerous different channels. It is more than just logos, taglines, commercials, billboards and social media posts. A destination’s brand is defined by a perception of its guests. It is an emotion that visitors feel, brought on by experiences created by stakeholders. Successfully implementing a branding strategy must begin with the destination. Oftentimes, DMOs will use an assortment of communication tactics across their many different platforms (Internet, print, billboards, TV, etc.), leaving their overall strategy fragmented. Integrated marketing communication, on the other hand, is a collaborative and promotional marketing function where a targeted audience receives consistent and persuasive brand messaging through various marketing channels. It is designed to move buyers, or in this case potential visitors, through the “where to travel next” decision making process. Social media campaigns should align with TV ads, which should link up with messaging on billboards and in print media. When executed successfully, an integrated marketing communications plan ensures that marketers are using all available channels to amplify their marketing campaign and brand messaging to reach their target audience.

Table 17

Differences in dimension of social media and assessment in marketing strategies when grouped to profile variables

Age	U / λ2c	p-value	Interpretation	Decision
Age				
Dimension of Social Media				
Information	7.931	0.047	Significant	Reject
Trends	5.171	0.160	Not Significant	Failed to Reject
Customization	6.681	0.083	Not Significant	Failed to Reject
Interactivity	3.488	0.322	Not Significant	Failed to Reject
Word of Mouth	3.522	0.318	Not Significant	Failed to Reject
Brand Value	0.668	0.881	Not Significant	Failed to Reject
Purchase Intent	4.520	0.211	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	4.032	0.258	Not Significant	Failed to Reject
Brand Position	0.108	0.991	Not Significant	Failed to Reject
Facilities	1.130	0.770	Not Significant	Failed to Reject
Service Quality	3.603	0.308	Not Significant	Failed to Reject
Political , Social and Economic Stability	4.340	0.227	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	7.914	0.048	Significant	Reject
Sex				
Dimension of Social Media				
Information	15637.5	0.341	Not Significant	Failed to Reject
Trends	15530.0	0.294	Not Significant	Failed to Reject
Customization	14668.5	0.058	Not Significant	Failed to Reject
Interactivity	15221.5	0.172	Not Significant	Failed to Reject
Word of Mouth	15920.0	0.497	Not Significant	Failed to Reject
Brand Value	16430.0	0.857	Not Significant	Failed to Reject
Purchase Intent	15160.0	0.149	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	15880.0	0.476	Not Significant	Failed to Reject
Brand Position	16240.0	0.723	Not Significant	Failed to Reject
Facilities	15000.0	0.116	Not Significant	Failed to Reject
Service Quality	16390.0	0.831	Not Significant	Failed to Reject
Political , Social and Economic Stability	15630.0	0.342	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	16466.0	0.892	Not Significant	Failed to Reject
Civil Status				
Dimension of Social Media				
Information	7683.0	0.034	Significant	Reject
Trends	7859.0	0.061	Not Significant	Failed to Reject
Customization	7412.0	0.014	Significant	Reject
Interactivity	8555.0	0.329	Not Significant	Failed to Reject
Word of Mouth	8863.0	0.564	Not Significant	Failed to Reject
Brand Value	9254.0	0.956	Not Significant	Failed to Reject
Purchase Intent	8095.0	0.109	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	8953.5	0.654	Not Significant	Failed to Reject
Brand Position	8728.0	0.458	Not Significant	Failed to Reject
Facilities	8756.0	0.480	Not Significant	Failed to Reject
Service Quality	9006.0	0.703	Not Significant	Failed to Reject
Political , Social and Economic Stability	8620.0	0.380	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	9066.0	0.764	Not Significant	Failed to Reject
Professional Status				
Dimension of Social Media				
Information	2.913	0.572	Not Significant	Failed to Reject
Trends	4.168	0.384	Not Significant	Failed to Reject
Customization	6.338	0.175	Not Significant	Failed to Reject

Interactivity	3.938	0.414	Not Significant	Failed to Reject
Word of Mouth	7.928	0.094	Not Significant	Failed to Reject
Brand Value	4.824	0.306	Not Significant	Failed to Reject
Purchase Intent	7.615	0.107	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	9.260	0.055	Not Significant	Failed to Reject
Brand Position	8.391	0.078	Not Significant	Failed to Reject
Facilities	12.487	0.014	Significant	Reject
Service Quality	1.457	0.834	Not Significant	Failed to Reject
Political , Social and Economic Stability	8.894	0.064	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	11.832	0.019	Significant	Reject
Who do you often travel with?				
Dimension of Social Media				
Information	3.525	0.318	Not Significant	Failed to Reject
Trends	2.457	0.483	Not Significant	Failed to Reject
Customization	3.516	0.319	Not Significant	Failed to Reject
Interactivity	7.495	0.058	Not Significant	Failed to Reject
Word of Mouth	0.256	0.968	Not Significant	Failed to Reject
Brand Value	4.892	0.180	Not Significant	Failed to Reject
Purchase Intent	7.130	0.068	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	4.513	0.211	Not Significant	Failed to Reject
Brand Position	2.534	0.469	Not Significant	Failed to Reject
Facilities	1.073	0.784	Not Significant	Failed to Reject
Service Quality	7.094	0.069	Not Significant	Failed to Reject
Political , Social and Economic Stability	0.967	0.809	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	0.986	0.805	Not Significant	Failed to Reject
Have you seen the destination you have visited in the social media?				
Dimension of Social Media				
Information	11314.5	0.776	Not Significant	Failed to Reject
Trends	9984.0	0.066	Not Significant	Failed to Reject
Customization	11387.5	0.843	Not Significant	Failed to Reject
Interactivity	10534.0	0.226	Not Significant	Failed to Reject
Word of Mouth	10770.0	0.347	Not Significant	Failed to Reject
Brand Value	11460.0	0.902	Not Significant	Failed to Reject
Purchase Intent	10770.0	0.347	Not Significant	Failed to Reject
Marketing Strategies				
Brand Marketing Strategies	10410.0	0.176	Not Significant	Failed to Reject
Brand Position	10970.0	0.491	Not Significant	Failed to Reject
Facilities	10780.0	0.361	Not Significant	Failed to Reject
Service Quality	11520.0	0.969	Not Significant	Failed to Reject
Political , Social and Economic Stability	10710.0	0.324	Not Significant	Failed to Reject
Systematic Promotion of Cultural Events	10322.0	0.147	Not Significant	Failed to Reject

Legend: Significant at p-value < 0.05; R – Rejected; FR – Failed to Reject; S – Significant; NS – Not Significant

Table 17 tested the differences in assessment in dimension of social media and assessment in marketing strategies when grouped to profile variables. There is significant difference between assessment in dimension of social media in terms of information and assessment in marketing strategies in terms systematic promotion of cultural events when grouped to age since the computed p values are less than 0.05 level of significance. Therefore, assessment in dimension of social media in terms of information and assessment in marketing strategies in terms systematic promotion of cultural events differs when grouped to age. Respondents who were 57 – 75 years old had higher assessment in dimension of social media in terms of information while respondents who were 41 – 56 years old had greater assessment in marketing strategies in terms systematic promotion of cultural events.

In the context of dimension of social media in terms of information is significant to be able to know and understand the destination better. Tourists wants to have prior knowledge about destination and review the information gathered before deciding to travel, tourists want to get information if the destination meets the preference. The respondents who were 57-75 perceive social media information as the basis for travel decision, the respondents are relying on information that are easy to understand for their age bracket about relevant and consistent product information. In the context of dimension of social media in terms of Systematic Promotion of Cultural Events is significant to the respondents who were 41-56, the promotion strategy is considered a preference to persuade in seeing the destination. The promotion of cultural events may be perceived as the festivals, integration of artistic exhibitions that are showcasing the culture of the province, this may also include congress and focus that is held in the destination as it develops cultural interactions between tourists and host destination.

This plays as an important indicator that the older bracket are depending the choice of destination to the information and promotion they see in social media.

Information is an important element of any system or industry to exist and prosper. Tourism industry as a matter of fact requires large amount of information on different areas. The role of information in tourism is an important for everyone. The important information covers image of destinations, products, competitor's offering, prices, quality and services, promotional and selling activities, channel and experience of tour operators. Regarding travel behaviour and motivation, the information one related to motivation for travel, location accommodation, mode of transport, frequency of visits, services at hotels, actual relations to prices, destination and products (Haro, 2021).

Social media has evolved over the last decade to become an important driver for acquiring and spreading information in different domains, such as business, entertainment, science, crisis management, and politics. One reason for the popularity of social media is the opportunity to receive or create and share public messages at a low cost. Social media serves as an important context in the lives of emerging adults. Emerging adults spend approximately 6 hours using social media every day, and frequently use multiple platforms simultaneously. In addition, Social media is part of people's routines and is an essential way to communicate, shop, find things to do, and check the news. Young adults are heavy users of social media (i.e., social networking sites, including Facebook, Twitter, YouTube, Twitter, Instagram, Snapchat, and Tumblr). In total, 88% of 18 to 29 year olds report using social media (compared to 78% to 37% of older age groups), and young adults spend more time (averaging over 3 hours daily) on social media than older adults (Hruska & Maresova, 2020).

It can be identified that there are several perspectives under the "cultural umbrella" to be reviewed, these include making distinctions to clarify tangible and intangible culture; high / exclusive or popular / inclusive culture, local urban or community culture, stakeholder culture, festival culture, and visual culture. As a form of tourism, festivals and their culture can be analyzed in relation to their social and cultural contexts. Festival culture is produced through a multitude of factors for example; those which influence the festival which if split into the two most dominant groups would be the festival stakeholders and organizers which in the majority of literature are referred to as the "directors" or "producers" and the tourists if they do indeed consider themselves tourists or local people who attend the events and performances. Those in direct involvement with the festival and its programme of events have the opportunity to influence and manipulate the festival in terms of its artistic or creative direction (including signs, symbols and logos), pricing, marketing and promotion and in this respect a certain type of consumer or visitor will be attracted. Add to this the notion proposed by many academics that the tourists themselves use the space around them making sense of signs and contexts in order to construct individualistic meaning (Stankova, 2016).

There is significant difference between assessment in dimension of social media in terms of information and customization when grouped to civil status since the computed p values are less than 0.05 level of significance. Therefore, assessment in dimension of social media in terms of information and customization differs when grouped to civil status. Respondents who were single had higher assessment in dimension of social media in terms of information and customization. In the context of dimension of social media customization and information is significant in terms of civil status where the single participants perceived information and customization as valuable dimensions. Single participants are more likely to look for experiences to realize their interests that are tailor made and based on feedbacks and reports from a varied and increasingly interconnected community that are related to the destinations in Quezon Province.

In an article of MIT Sloan Management Review (2016), it is indicated that when managers decide on the design of the social sharing mechanism for their social media campaign, they must consider two things: the type of product they are promoting and the nature of the platform they will use for the campaign. Facebook, for example, is seen by most consumers as a platform for fun and entertainment. As a result, Facebook users' reactions to social recommendations will differ depending on whether the product's purpose fits their expectation. Consumers expect

to encounter messages about fun products on platforms like Facebook, so upon receiving such messages, they may be willing to invest some time and effort into determining their interest in the particular product. In contrast, they will only glance over recommendations for useful products and rely more on social cues and heuristics to assess those products' merits. Consumers' reactions differ, and so should the social sharing mechanisms used to promote these products. Furthermore, Henricks (2016), mentioned that single people's purchasing choices aren't just isolated. Singles are also important influencers of buying decisions by others. Although they may physically live alone, they tend to be more connected through social media and other means, and are more likely to pass on brand and marketing messages and recommendations and single people are very important nodes in the communication and marketing networks.

There is significant difference between assessment in marketing strategies in terms of facilities and systematic promotion of cultural events when grouped to professional status since the computed p values are less than 0.05 level of significance. Therefore, assessment in marketing strategies in terms facilities and systematic promotion of cultural events differs when grouped to professional status. Respondents who were retired had greater assessment in marketing strategies in terms of facilities and systematic promotion of cultural events. In the context of marketing strategies, facilities and systematic promotion is seen as significant in terms of professional status, the retired respondents perceive this an effective distribution of tourism services. The promotions of the destination showcasing culture and attractiveness of location influences tourist decision making and influences travel intentions. The retired are concerned with the infrastructure of the destination pertaining to safety and recreational facilities and improved public spaces.

Recreational facilities are an integral part of physical infrastructure which is an indispensable pillar of overall economic and tourism development (Khadaroo & Seetanah in Jafari & Xiao, 2016). Along with hotels and other hospitality facilities, they form the constituent called tourism infrastructure. Each of these elements boosts tourism development mostly by raising the attractiveness and competitiveness of a destination. Tourists expect facilitates in their chosen destination to be comparable to what they enjoy at home, especially those that have become the essential element of everyday life recreation (Mandic, 2018). Moreover, Buokas (2018) cite that cultural tourism began to be considered as a separate tourist category in the late 1970s when the tourist industry understood that a percentage of tourists travel to gain knowledge on the culture and heritage of another destination. Down the years, cultural tourism has been transformed from a specialized niche activity for well-educated people to mass interest, high profile phenomenon. In the late 1980's and 1990's cultural and heritage assets contributed to the satisfaction of tourists tastes to a great degree. The act of movement to another place for tourist purposes largely involves an element of culture, people that leave their home places for visiting other destinations experience temporarily something new in a different cultural dimension.

Table 18
Relationship between Assessment in Dimension of Social Media and Assessment in Marketing Strategies

Brand Marketing Strategies				Brand Position				Facilities				Service Quality				Political, Social and Economic Stability				Systematic Promotion of Cultural Events			
r	p	I	D	r	p	I	D	r	p	I	D	r	p	I	D	r	p	I	D	r	p	I	D
.608**	<0.001	S	R	.570**	<0.001	S	R	.579**	<0.001	S	R	.611**	<0.001	S	R	.601**	<0.001	S	R	.538*	<0.001	S	R
.636**	<0.001	S	R	.519**	<0.001	S	R	.511**	<0.001	S	R	.533**	<0.001	S	R	.591**	<0.001	S	R	.553*	<0.001	S	R
.632**	<0.001	S	R	.556**	<0.001	S	R	.591**	<0.001	S	R	.640**	<0.001	S	R	.597**	<0.001	S	R	.533*	<0.001	S	R
.633**	<0.001	S	R	.570**	<0.001	S	R	.612**	<0.001	S	R	.583**	<0.001	S	R	.581**	<0.001	S	R	.578*	<0.001	S	R
.663**	<0.001	S	R	.586**	<0.001	S	R	.600**	<0.001	S	R	.569**	<0.001	S	R	.528**	<0.001	S	R	.550*	<0.001	S	R
.647**	<0.001	S	R	.604**	<0.001	S	R	.625**	<0.001	S	R	.585**	<0.001	S	R	.574**	<0.001	S	R	.609*	<0.001	S	R
.666**	<0.001	S	R	.592**	<0.001	S	R	.622**	<0.001	S	R	.602**	<0.001	S	R	.601**	<0.001	S	R	.586*	<0.001	S	R

cant at p-value < 0.05; R – Rejected; FR – Failed to Reject; S – Significant; NS – Not Significant

is significant at the 0.01 level (2-tailed).

Table 18 tested the relationship in assessment in dimension of social media and assessment in marketing strategies. There is significant relationship between assessment in dimension of social media in terms of information, trends, customization, interactivity, word of mouth, brand value and purchase intent and assessment in marketing strategies in terms of brand marketing strategies, brand position, facilities, service quality, political, social and economic stability and systematic promotion of cultural events since the computed p values are less than 0.05 level of significance. Thus, the higher the assessment in dimension of social media in terms of information, trends, customization, interactivity, word of mouth, brand value and purchase intent the higher also the assessment in marketing strategies in terms of brand marketing strategies, brand position, facilities, service quality, political, social and economic stability and systematic promotion of cultural events

Social media users can always advocate substantial qualities about different brands in the social media circles. This can be a good marketing boost for any brand's image, as well as increasing the number of people who are interested in the brand's reputation and want to become followers, for the case of this study, it is the destinations of Quezon province. Since it facilitates communication with customers, social media plays an important function. It allows social interactions on e-commerce sites to be merged. DMOs can use the ability to collect data to promote products and services. It enables targeted, timely, and unique deals and destinations to be distributed to potential customers. Online marketers now have a new viewpoint on the importance of social media marketing for their businesses. There has been a considerable increase in the number of consumers who use social media to find items and services that they require.

Furthermore, today's enterprises are evolving into social relationships. It is critical to the success of Engagement Marketing to plan for successfully engaging prospects and customers before, during, and after their buying cycle, using high-quality and relevant information as the foundation. Information that is required by the target market at any time and in any location (24/7 and 365 days a year). The duty of the marketer is to present this information in such a way that you are perceived favorably, that you establish a favorable brand and product reputation, and that you are chosen as their preferred brand.

As cited by (Algharabat et al., 2018), Consumer voices have become more powerful due to the advancement of social media and be heard by many people. Researchers have focused on consumer engagement, underlying characteristics, motivations and impact of eWOM communications, where factors such as: brand engagement, brand image, self-brand image congruity (Islam et al., 2018) have influenced consumer behavior. Consumers personal characteristics and psychological drivers in the form of self-esteem, life satisfaction, narcissism and need to belong, seem to play an important role in consumers sharing intention on social media platforms (Kim and Jang 2019).

According to Bowden (2017) Online marketers now view the value of social media marketing for their business on a different perspective. There is a significant explosion in the number of consumers who are using socials as a means of finding products and services that they need. According to prestigious social consumer statistics, social networking is used by about 76% of businesses in order to achieve their marketing objectives. Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business and 40% of online shoppers from the US use the Smartphone for in-store shopping. Also, about 71% of the consumers respond according to the feedback and recommendation of social users regarding a particular brand. Consumer reviews are regarded by shoppers as trustworthy than the marketing promotion coming directly from the brand site. The majority of successful brands have a social media page in order to widen their marketing coverage of making their brand more accessible among the social media users.

Table 19

Propose an action plan for the enhancement of digital marketing

Tools and strategies of tourist attractions in Quezon Province

Key Result Area / Objectives	Strategies	Outcome
Guest Satisfaction		
Information		
To sustain consistent and relevant information	Provide virtual tour and have a podcast	Ensure that the tourist are updated through the podcast and interact with virtual tour
Trends		
To create a trendy social media platform	Use several platforms such as Facebook, Instagram, Twitter and Tiktok, Snapchat and feature influencers	Ensure that the platforms are maximized to most social media users and create social media traffic
Customization		
To create contents tailored to varied tourist preference	Upload photo albums, separating each category of destination preference regardless of the location, example, beach, campsites, hiking sites, food parks, religious sites, restaurants and hotels	Ensure that tourists have control over what they wish to see to avoid information overload
Interactivity		
To create varied engagement and communication opportunity	Allow tourists to post or comment their experience through pictures and videos. The DMO can also feature tourists captioned with their destination and experience.	Ensure that the content generates participation through social-emotional engagement
Word of Mouth		
To allow public conversations about the destination	Create contents that people will take about in the web or social media and encourage conversation to spread faster through hashtags and taglines like #quezonbeaches #taranasaquezon	Ensure that the destination has traffic through searches based on the e-word of mouth
Brand Value		
To build recognition of the destination	Create contents that will showcase the destinations, products, people and facilities that can be an identity of the province like “Coconut Capital of the Philippines”	Ensure that the DMOs establish an brand presence in the market
Purchase intent		
To persuade the tourists to visit the destination	Establish a one stop platform that leads to purchase from foreign and domestic travelers, like travel packages, accommodation, souvenirs through provided links directed to the stakeholder	Ensure that the websites and social media generates income through captured visits in the platforms

Key Result Area / Objectives	Strategies	Outcome
Tourism Marketing Strategies		
Brand Marketing Strategies		
To improve marketing strategy and help tourists in planning the trip	To develop posting schedules and create weekly content focused on the religious, food, beach destinations etc and have a posting date and which time of the day that people are immersed on their social media accounts	Ensure that the tourist are updated from time to time and frequently see the destination and help tourists in planning the trip
Facilities		
To establish the destination's facilities	To create contents that will showcase destination's facilities like internet and electricity availability, mobile signal provider, public/private transportations, travel time, route to take, essentials along the way and emergency facilities.	Ensure the tourists of hassle free and convenient travel. This will also ensure the tourists that business and leisure can still be accommodated in the destination.
Brand Position		
To establish a brand presence among competitors based on the unique characteristics of the destination	Complete the social media profile like any business profile, provide profile picture and link for all online platforms used and analyze the target audience and their interest. Gather stakeholders through collaborative membership and sharing of information.	Ensure that the province will be known across the country and to foreign tourist arrivals
Service Quality		
To develop a reputation of exceptional customer service	Provide customer service by answering queries and concerns while showing professionalism in a quick manner, Chatbots are also helpful in doing this by including default answers to frequently asked questions.	Ensure that potential tourists are well assisted in their concerns

Digital marketing tools and strategies of tourist attractions in Quezon Province

Political, Social and Economic Stability		
To encourage the government to provide fund to the DMOs in improving the marketing of destination	To allocate fund for the marketing strategies of the province, this will include training for social media management and website development	Ensure a stable professionally arranged marketing platform and be able to boost economic value to the destinations
Systematic Promotion Of Cultural Events		
To attract more tourists by showcasing promotions pertaining to the destination	To encourage the locals to post and share the cultural events and also encourage the municipal DMOs to submit contents related to traditions and culture to raise awareness in exchange of funds to be allocated to another tourism project	To ensure that through strategic promotions and economic value, the culture of the destination will still be remembered by tourists.

4. Conclusion and Recommendation

Majority of the respondents are belonged to the age 18 to 24 years old, male, single and students. Most of them in Quezon Province with their family and they used social media to check on the destination they have visited. Based on the assessment conducted word of mouth through the medium of social media used by the respondent as commonly used, it is interactive and informative. The result of the study on marketing strategies pertains positively on the content, tourism tagline of Quezon Province used in the digital marketing tool and increased promotion on the traditions and cultural events. There is a significant difference in terms of age status as to relate on the information indicated on the social media and the marketing strategies side dealt with the systematic promotion of cultural events; for Civil status the significant difference lies on the information and customization; on professional status is on the facilities and promotion of cultural events. Furthermore, there is a significant between evaluations of social media dimensions such as information, trends, customization, interactivity, word of mouth, brand value, and purchase intent and evaluations of marketing strategies such as brand positioning, facilities, service quality, political, social, and economic stability, and systematic promotion of cultural events.

The digital marketing strategies through the Provincial Tourism Office may pay more attention to the product information posted in the official website and social media age and it is recommended to keep it updated and relevant. The post is consistent and in a timely and systematic manner like any other product in the web market about tourist destinations from all municipalities in Quezon Province, old and new, famous destinations and those waiting to be discovered. The digital information will be transferred regularly to the Provincial Tourism Office for enhanced social media publishing. The content published in the digital marketing tools may cater more to the GenZ bracket as they are also known to be the 'social media generation' and can be beneficial through their contribution through e-Word of Mouth.

The future digital marketing material of Quezon Province may include a 360⁰ tourism experience that showcases the tradition, tourism livelihood, transportation, people, accommodation, food, festival, religious events, other nature activities like hiking, trekking and farm tourism and other tourism stakeholders to be able to encourage to avail tourism activities like extending hotel stay, acquire services like massage and spa, visiting ancestral houses, visit retail shops to buy pasalubong tourism expenditure, so that it can provide better results to all stakeholders. The viability of the digital marketing strategy may only be long-term and sustainable if a responsible office or individual will be designated to manage the platforms. A very active account can give viable opportunity to any business, the followers will be engaged to the uploaded contents which may convince tourists to share or personally visit the destination. The digital platform needs someone responsible, customer oriented, tech-savvy, creative and knowledgeable about tourism destinations, who is assigned to the particular task by the Provincial Tourism Office. The future researcher may conduct similar study using different variables such as assessing the competency of personnel handling the digital marketing, assessing the frequency of content distribution, and assessing fund allocation of digital marketing of the DMOs.

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