COLLABORATIVE DESTINATION BRANDING: THE CASE OF SANTA FE, NUEVA VIZCAYA

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Branding destinations has been one of the hottest topics of interest since the 1990s. Research on destination branding have emerged however, it may not yet be an exact science, but it has gained significant attention in the past 15 to 20 years (Morrison, 2019). Strategies on destination branding have emerged from various scholars who argue about how this should be undertaken. St. Hill and Acolla (2015) apply collaboration in tourism marketing, defining it as voluntary arrangements between tourism organizations involved in marketing and promoting the destination in a collective way. However, some destinations hire advertising agencies to do it for them, thus diminishing stakeholder engagement. Even if discussions on destination branding has grown in recent years, there has been less attention given to understanding stakeholder engagement in the destination branding process (Zhao, Cui & Gui, 2022).

Kotler et. al defines "destination branding is creating a differentiated destination image that influences travelers' decision to visit a destination and conveys the promise of a memorable experience that is uniquely associated with the destination". Destination branding is involved in creating differentiation, a promise to the tourist, an expectation of a set of experiences, and a mark of integrity and reputation (Travis, 2000). A destination is the sum of their perceptions, feelings and attitudes towards a destination (Crompton, 1979). A destination brand refers to its competitive identity; what makes the destination distinctive and memorable and what differentiates it from all other destinations (UNWTO, 2018). The destination's brand represents the dynamic interaction between the destination's core assets and how potential tourists perceive them. Branding is the creation of a promise of a memorable tourist experience that is uniquely associated to a specific place (Ford and Peeper, 2008). It is a distinctive name or symbol which identifies a product or set of products that differentiates it from its competitors (Cooke, 1996).

A destination brand is the DNA that defines the destination. It should run through every act of marketing communication and behaviour by the national tourism organization and the destination's stakeholders (UNWTO, 2009). The term destination brand is what makes a destination distinctive and memorable. It differentiates the destination from all others. It is the foundation of the destination's international competitiveness (UNWTO, 2009). The world has become a global community, with some destinations opening up which were unimaginable decades earlier, it has made travel as a global business with an expanding market (Kotler et al 2021). Successful destination branding and marketing can bring an unimaginable increase in tourist arrivals. New Zealand's 100% pure brand campaign is a classic example of a destination whose core assets were succinctly summarized by these two words. With destinations having varying but similar attractions and resources, identifying its distinct competitiveness to ensure that it is able to attract a large share of the market.

Tourism destinations are multifaceted and are typically challenged by "the interdependence of the multiple stakeholders, the fragmented resources, and an almost complete lack of hierarchy and authority" (Lemmetyinen and Go 2009, p. 31). In stakeholder theory, wider interests than those of shareholders are considered by organizations in formulating decisions, namely, those of their stakeholders. There is an extensive analysis of stakeholder management in the general tourism planning literature. Destination marketing can only be successful if all stakeholders are involved in strategic planning (Kotler et. al, 2021)

The collaborative branding process was developed by the researcher after years of working with local government units in the development of their tourism master plan. During consultations, different tourism stakeholders would be in attendance. They would elucidate their desire to come up with a tourism development and marketing plan that would embody the core identity of their destination. In recent years, adapted from the stages of branding process of Morrison 2019, the researchers were able to create a process of destination branding that enables collaboration among stakeholders. Morrison (2019) has four steps to destination branding as follows: (1) situational analysis, (2) Tourism sector stakeholders and resident consultations, (3) Unique selling proposition identification and (4) destination brand development. In putting these steps into a workshop format, the workshop covered several sections as follows: (1) SWOT analysis, (2) identification of Vision, Mission and Objectives based on maximizing strengths and opportunities while minimizing weaknesses and mitigating threats, (3) brand identity focus group discussions, (4) brand logo and slogan development through a visualization exercise and (5) preparation of communication campaigns through the identification of key messages and audience/markets.

Santa Fe is one of the fifteen municipalities that constitute the province of Nueva Vizcaya. It is politically divided into 16 barangays. Given its geographical location, Santa Fe has been labeled as the "Gateway to Cagayan Valley".

Santa Fe, Nueva Vizcaya, is home to a number of tourist destinations that offer a cool climate, a rich cultural heritage, and a magnificent natural setting. This will enchant visitors with its reviving tourist atmosphere owing to its great tourism potential that was not clearly perceived because it was solely seen as the entry to the Cagayan Valley region.

Santa Fe in Nueva Vizcaya is positioned as a destination with great potential to complete the process of the tourism product development. With the presence of its three Barangays namely Imugan, Malico and Sta.Rosa that complement each other in terms of tourism product offering, it is attuned to the Department of Tourism, Region 2's directive to create new tourism circuits that will cater to domestic tourism in an effort to revive the industry amid the pandemic's wrath. It is also consistent with the direction of the DOT as stipulated in the National Tourism Development Plan 2016-2022 to come-up with tourism circuits.

In July 2022, the DOT Cagayan Valley Regional Office organized the branding seminar for Santa Fe, Nueva Vizcaya. The 3-day workshop brought together stakeholders from different barangays to discuss and collaborate on the branding of their municipality.
The workshop was attended by Municipal Tourism Officer and the municipal tourism team, barangay officials, farm owners, and other industry players from the barangays of Malico, Santa Rosa, and Imugan which are included in the Santa Fe Tourism Circuit. It was also attended by the Nueva Vizcaya Provincial Tourism Officer and her technical staff.

The researchers facilitated the discussions and workshops that brought out the synergy and collaboration among the stakeholders. Using the collaborative destination branding process developed by the lead researcher, the discussions during the marketing and branding workshop for the Santa Fe tourism circuit were focused on showcasing the shared flagship sites amongst the three barangays.

The participants were able to pinpoint their strengths, weaknesses, opportunities and threats as well as their primary and secondary markets during the workshop, which correlated with the branding goals of their travel-related goods, distribution channels, and marketing campaigns. Additionally, they were able to create slogans that would form the basis of a brand that would appropriately represent the full of their established tourism circuits. The participants were able to create their tourism slogan, Santa Fe: Your Gateway to a Great Get-Away, and a logo at the conclusion of the three-day session. A brand slogan is a crucial ingredient of destination branding. It summarizes the core identity of the destination using a few words that creates an impact on potential tourists. Slogans build awareness and reinforces the image of a country, state or city.

Further, with the help of an inhouse artist, a logo was created. The logo includes a number of components that represent their natural, historical, and cultural tourism goods and services. Moreover, these tourism products and services have been considered in the creation of their thematic campaigns such as Victorious Get-away (historical), Majestic Get-Away (cultural) and Chillax Get-Away (Nature).

The logo combines the many products and services that are popular in the Province of Nueva Vizcaya's Santa Fe town. The logo's design features elements of the Balete Shrine marker, bridge, walis tambo, waterfalls, pine trees, cold weather, mountains and the Kalanguya tribe. The red signifies the warmth of its people, especially the Kalanguya Tribe who were the first immigrants in Santa Fe, while the green depicts the verdant, lush surroundings. The Kalanguya Tribe is an indigenous cultural group that originally moved to the region and is a member of the general Igorot tribe. The brand slogan and logo will still have to go through a validation process with the local chief executive and the municipal council, however, it is a good first step towards the destination's brand.

The process was employed to jointly develop the new story and branding for the Santa Fe destination brand, working with stakeholders, particularly those from the three barangays of Santa Rosa, Imugan and Malico in Santa Fe, Nueva Vizcaya. This process also presents the holistic approach being employed in crafting, developing and nurturing a unique identity for the destination according to key elements such as the destination proposition, heritage and values.

On stakeholders collaboration, the ability to involve various significant stakeholders in the brand's conception and implementation presents one of the major hurdles in destination branding. Internal stakeholders have a good understanding of what their destination stands for and how it differentiates from other destinations are linked to destination brands. It involves a wide range of internal stakeholder groups, from communities who live the brand to governmental level stakeholders. Naturally, primary stakeholders must also consider the perceptions of various stakeholders while developing a brand.

The DMO does not have full control of the destination product as there are various stakeholders involved whose interests and standards are diverse (Morrison, 2019). This challenge enables the DMO to take on the role of destination champion in coordinating and ensuring that the voice of each stakeholder is heard, listened to and acted upon. There are challenges to destination branding but the DMO that has strong political will and good working relationship with the stakeholders can be the catalyst to ensure that team effort is exercised in the creation of a brand. With the help of external organizations such as consultants and creative design companies working with the DMO and stakeholders, an effective brand strategy and marketing campaign can be created and implemented.

YOUR BASKET OF HAPPINESS: THE DESTINATION BRANDING PROCESS OF QUIRINO PROVINCE

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The COVID19 pandemic has provided destinations the time to rethink their strategies for product development, marketing and branding. The pandemic has also brought Destination Management Organizations to realize the value of tourism in their destinations. In 2019, Tourism's contribution to the GDP was at a high 12.7% and 5.7 million jobs were generated by the industry (UTRRP, 2021). Tourism is one of the hardest hit industries during this pandemic.

Currently, destinations are seeking recovery strategies that will help position them to capture the influx of tourists when markets open. In the Philippines, much attention is given to emerging destinations as tourists consider going to lesser-known places for health and safety considerations. The Domestic Travel Survey conducted in 2020 revealed that tourists are willing to travel for leisure during the pandemic and that there is a growing pent-up demand for domestic leisure travel. This demand for domestic leisure travel gives emerging destinations a fair chance of success as tourists seek to go to less crowded destinations and open-air attractions. Filipinos are willing to travel as long as economic, safety considerations and health protocols are met (UTRRP, 2020). Statista.com reported that there were 59.34 million people (54% of the population) fully vaccinated as of February 2, 2022, with millions more waiting for their second dose. Further, people's confidence to travel grows as they become vaccinated (DOT et al. 2020).

Since travel behavior of tourists has changed due to the effects of COVID19, introducing new travel products and services (DOT et al., 2020) seems to be the way forward. Quirino Province, located north of Manila and part of the Cagayan Valley Region, holds much potential as an emerging destination with a dynamic and progressive DMO. In 2021, the province was able to look into its tourism marketing and branding strategies with financial support from the Department of Tourism as part of its priority plan for increasing capabilities in market restart. This study seeks to elucidate the branding process the local government unit (LGU) undertook in preparation for the opening of its borders to domestic tourists. This descriptive study will help other LGUs planning to create a clear communication plan and messaging to attract the changing travel behavior patterns of tourists with growing pent-up desire to travel.

Sotiriadis (2021) describes destination marketing as "a continuous, sequential process through which a DMO plans, researches, implements, controls and evaluates programs aimed at satisfying tourists' needs and wants as well as the destination's and DMO's visions, goals and objectives". Studies on tourism destination management and marketing is steadily growing based on a review of 227 academic literature written about destination marketing in the past three decades and is one of the hot topics identified were brand development process and management (Sotiriadis, 2021). In light of COVID19, researchers have an important task to help redirect tourism both from the supply and demand side toward a more sustainable and resilient profile to be ready for future challenges it may face (Romagosa, 2020). In the Philippines, there is a dearth of research on branding processes and there is a need to share good practices done by destinations such as Quirino Province.

In the UNWTO Handbook of Destination Branding, a destination brand refers to its competitive identity; what makes the destination distinctive and memorable and what differentiates it from all other destinations. The destination's brand represents the dynamic interaction between the destination's core assets and how potential tourists perceive them. Branding is the creation of a promise of a memorable tourist experience that is uniquely associated with a specific place (Ford and Peeper, 2008). It is a distinctive name or symbol which identifies a product or set of products that differentiates it from its competitors (Cooke, 1996). A destination brand helps shape the image of a destination as perceived by others, it is the sum of their perceptions, feelings and attitudes towards a destination (Crompton, 1979).

Morrison (2019) identifies four major steps in destination branding as follows (1) situational analysis, (2) tourism sector stakeholder and resident consultations, (3) unique selling proposition identification and (4) destination brand development. Destination marketing planning which includes the process, influencing factors, stakeholders, prerequisites and critical success factors are still hot topics for academic research.

The branding development process focuses on the destination's core assets as well as its core market segments (UNWTO & ETC, 2009). Critical success factors in developing a successful brand include a good understanding of the destination's core market segments, qualitative consumer research, understanding the destination's competitive position based on its relative strengths and weaknesses, leadership and stakeholder involvement and a long-term commitment to living the brand. Anholt argues that nation-branding can only succeed when there is synergy of the country's strongest assets, destination branding, stakeholder collaboration and marketing communications.

Stakeholder collaboration is a major part of destination development as there is a need for coordinated action in the tourism industry and local stakeholders are expected to design and promote the product offering of experience opportunities (Sotiriadis, 2020). According to the stakeholder theory, a company can only succeed if it is able to satisfy all its stakeholders (Freeman, 1984). Freeman (1984) defines a stakeholder as any group or individual who can affect, or is affected by, the achievement of a corporation's purpose. Each stakeholder has interests that need to be accounted for and balanced by a manager. This idea has since been applied in the context of destinations, and their various activities, including branding.

Mandagi et al., (2021) wrote that a destination's brand gestalt is constructed by various creators [or stakeholders]. Brand gestalt is defined as "a representation of a totality of how a brand is constructed, construed, and represented in the perceptions of consumers." Moreover, Mandaig et al. (2021), citing Weaver and Opperman (2000), said that the tourism stakeholders have their own interests that must be coordinated and evaluated continuously, as each stakeholder group "have different goals, strategies, visions, resources, competencies and knowledge base to tourist destination marketing." (Schouten & McAlexander, (1995 in Mandaig et al. (2021) identified the brand stakeholders as being composed of product suppliers or service providers, intermediaries and their staff, customers and sympathizers, or journalists. On a bigger scale, García et al. (2012, in Mandaig et al., 2021) pointed to local residents, business people, and tourists as the main stakeholders in a tourism destination. They are "motivated to engage in collaboration as a result of the challenges in destination management (Wang, 2008a, 2008b in Mandaig et al., 2021). McComb et al., (2017 in Perkins et al, 2020) state that collaboration is critical for a destination's success. However, Marzano & Scott (2009) note that relationships among the stakeholders are often marked by "grievances, prejudices, inequalities, and struggles for power.

Furthermore, local level decision making can be vicious, personal, and not always bound by legal constraints. Other scholars maintain that stakeholders could either work for or against each other, and either strengthen or undermine a brand (Fyall et al. 2012 in Mandaig et al., 2021; Bornhorst et al., 2010 in Garcia et al., 2012) . Gilmore (2002), Hankinson (2004), Jones (2005), among many others, have proposed various categorizations of stakeholders (Garcia et al., 2012). For instance, Gilmore's (2002) list may include local people, investors, employees, students, retired people, visitors, media and opinion leaders, entrepreneurs (travel companies, travel agents, airlines and transport companies, service industries, foreign governments and exports purchasers. Hankinson (2004) categorized the stakeholders into consumers, primary services, secondary services, and the media. Jones (2005) split stakeholders into primary and secondary ones.

Dinnie et al, (2010) state that formulating a national branding strategy hinges on the enhanced coordination among government agencies involved in destination branding, and between government agencies and private sector stakeholders. Garcia et al. (2012) suggest that successful branding requires destination management organizations to focus on two groups of stakeholders - local (entrepreneurs and residents), and on visitors. Efficient destination branding requires shared visions (Trincini et al, 2019), and compatible partnerships (Oliveira & Panyik, 2015). Political interference, conflicting stakeholder interests, and turnover in marketing decision makers could result in frequent changes in a destination branding (various authors in Strategic Direction, 2020).

The interplay among the various stakeholders could be analyzed utilizing Luke's theory of power (1974 in Marzano & Scott, 2009). Luke (1974 in Marzano & Scott, 2009) stated that power could be studied along three dimensions: (1) the ability to control the political agenda, (2) observable and latent conflicts, and (3) real and subjective interests. Power could be in the form of access to resources (money, possession and control of infrastructure, structural resources (e.g.,position in an organization), information control, and individual characteristics (e.g., charisma and expertise) (Bachrach & Baratz 1962; Dawson 1996; Gaventa 1980 in Marzano & Scott, 2009). These resources translate to power only when they are mobilized (Blalock, 1989 in Marzano & Scott, 2009).

A major component of this study is looking at stakeholder involvement in the tourism branding process. To address this, the researchers sought to answer the following questions: 1) Who are the stakeholders involved in Quirino Province's destination branding initiative? 2) How has Quirino province conducted the branding process amidst the challenges of the pandemic? 3) How has the pandemic affected stakeholder representation and power relationships in the branding process?

In 2021, stakeholders of Quirino Province underwent a branding process as it received funding from the Department of Tourism. Following the steps in destination branding outlined by Morrison (2019), a situational analysis and stakeholder consultation was initiated by the province in 2021. There were two workshops conducted a few months apart. The first workshop conducted on January 28-29, 2021 looked into tourism recovery marketing and branding lasting for two days. The second workshop conducted on March 3-5, 2021 focused on the product and market development in support of the identified brand. As an emerging destination, Quirino has great potential to be a destination of choice for both regional and local travelers. It is endowed with natural resources that can capture the heart of novice and experienced travelers. Through the workshops facilitated by the researchers, stakeholders were able to conduct a SWOT analysis, brand identity workshop and product/market development.

The workshops were participated in by tourism officers, tourism business owners, officers of tourism organizations such as tour operators, academe and local government employees. Quirino Governor, Dakila Carlo Cua, iterated the importance of tourism development to the economic growth of the province in his speech to the participants.

The Quirino Branding Seminar was conducted using hybrid modality, with the training participants gathered at a government office in the province, and the resource persons from the University of the Philippines delivering the lectures and managing the workshops synchronously over Zoom. The participants included representatives from the provincial government political leadership, municipal tourism officers or in their absence, the municipal development planning officers, local academic institutions, and industry association representatives, specifically, tour guides and tour operators.

During the workshops, the researchers observed that there was limited representation from the private sector with most of them categorized as Department of Tourism-accredited enterprises. leaving out the non-accredited enterprises which comprise the bulk of tourism entities in the country. In their absence, the interests of the non-accredited tourism entities are not being represented. Among the government attendees, the municipal tourism officers exhibited control over information over their respective actual and potential tourism sites, clusters and circuits and even proposed preliminary brand proposals. Discussions and collaborations during the workshops eventually led to the adoption of the province's slogan or tagline: Quirino Province: Your Basket of Happiness. The tagline embodies the diverse tourism products that can create a happy experience for tourists. The brand promise is happiness and an enjoyable visit to the province of Quirino. With the help of a graphic artist who was present during the workshops, the logo was designed, approved and adopted by the province.

The researchers also noted the dominant participation by two individuals, with the implication that they were exerting significant influence in crafting the province's branding agenda. We also observed that the provincial government leadership enjoyed the respect among the participants, and exhibited strong charisma in relation with the tourism sector. His strong support for tourism development in the province even during the pandemic was a source of motivation among the participants. Finally, the primary resource person who is a faculty member from the University of the Philippines leveraged her position to subsequently engage her students in proposing promotional strategies for the province. Thus, in this branding activity, there were three nodes of power that could be identified: (1) the provincial political leadership, (2) the local tourism officers, and (3) the academe.

Keywords: destination branding, tourism marketing, slogan, branding process, tourism brand

SOCIAL MEDIA MARKETING CONTRIBUTION TO BUSINESS PERFORMANCE
OF TOURISM ESTABLISHMENTS IN BULALACAO

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In the preceding year, tourism businesses promoted themselves through conventional strategies including newspaper advertisements, sponsored radio shows, giving out brochures, and word-of-mouth. In the tourist sector, it was challenging to draw customers and even boost sales. Due to the time, it took and the limited number of individuals it could reach, it was both efficient and effective. With the emergence of innovation throughout time, things grew more contemporary and simpler. Due to its rising popularity, social media is now a part of everyone's life. Nowadays, most individuals use social media for a range of activities, including booking travel and accommodation as well as making purchases. Since the pandemic's start, a lot of companies have used social media as a marketing strategy to attract customers and boost their exposure.

With at least 11 dispersed islands and islets that are supposed to have been produced from a meteor that crashed in the region, thus the name "Bulalakaw,". Bulalacao, also known as the "Gem of Oriental Mindoro," is well known as a location for island hopping (Lakbay Oriental Mindoro, n.d.). The town of Bulalacao is located in the province of Oriental Mindoro. It is roughly a 3-hour drive from Calapan City, the provincial capital, and is located close to the extreme point of Mindoro Island. A direct RoRo port that acts as a point of entry to the Western Nautical Highway connects it to Caticlan in Aklan directly. (Santos, 2018).

Social networking sites have gained popularity since the outbreak, enabling individuals to pass the time while also sharing pictures from their holidays. For instance, many people use the hashtag #throwback to remember the past. In order to fulfill the expectations of the growing number of tourists, Bulalacao, a burgeoning tourist destination, and entryway to popular tourist locations in the Philippines, offers a plethora of tourism-related businesses, including hotels, transportation, restaurants, rentals, resorts, and spas. According to Killary Hotels (2015), social media has had a significant impact on the travel and tourism sector. Customers use social networking sites to research vacations, make informed decisions about their travel plans, and share their personal experiences with a particular hotel, restaurant, or airline.

The goal of this study is to investigate and assess the link between social media marketing and business performance. This study's findings were useful not just for researchers, but also for those interested in beginning their own businesses. Tips on how to use social media to broaden their market approach may also be selected. Because Bulalacao is a booming town, many entrepreneurs regard it as a good place to start a business. This study investigated how social media affects business performance in some way.

This study aims to know the following objectives: the demographic profile of tourism establishments owners, the extent of social media marketing of tourism establishments (pricing, service-oriented, and engagement rate), and the level of business performance of tourism establishments (net profit and sales). It will also look if there is a significant relationship between the demographic profile of the owner to the extent of social media marketing of tourism establishments in Bulalacao. If there is a significant relationship between demographic profile and the level of business performance in tourism establishments in Bulalacao.

The research was conducted to determine the social media marketing contribution to tourism establishments in Bulalacao, Oriental Mindoro. The research does not cover businesses that utilize social media marketing but aren't involved in the tourism industry or other types of marketing and advertising outside social media. The study's significance was to give additional knowledge and insights about the social media marketing contribution to the business performance of tourism establishments in Bulalacao. This study is also timely as it provides information that will benefit the community, business owners, government, customers/clients/visitors, and future researchers.

The descriptive-correlational research design was adopted in this study. The descriptive study explains what exists, determines how frequently it occurs and processes the data. Correlation studies, on the other hand, are a sort of non-experimental research where the sole foundation is the results (Leighton et al., 2020). A descriptive design was used to study the scope of social media marketing and the degree of business performance of tourist enterprises in Bulalacao, Oriental Mindoro. In order to explore the relationship between social media marketing and tourist company performance in Bulalacao, Oriental Mindoro, a correlation technique was adopted.

Exactly 20 tourism establishment owners were asked to answer 25 questions. The study's participants are the owners of tourism-related businesses in the municipality of Bulalacao. Basic information about businesses is also being obtained. Eight establishments from Campaasan, five from Poblacion, two from San Roque, three from Balatasan, one from Milagrosa, and one from Maujao are among the respondents. To acquire data from responders, the researcher employed a self-created questionnaire that was encoded into a Google form. The 4-point Likert scale was used to score the questions.

The surveys will be delivered online to collect information about respondents' perspectives. This sort of questionnaire will also be utilized to collect information relevant to the research in order to get a large quantity of information while remaining limited in number. It allows for simple tabulation and data organization.

The first section discusses the respondent's demographic data. The second section discusses the extent to which social media marketing to the site, as well as questions concerning the level of business performance of tourism businesses in Bulalacao. Use of content validation was used to verify the research tool. In order to make sure that the test's scope accurately reflects the course's material, content validation is a process that must be followed. It is also described as the procedure used to guarantee that visitors will only see essential and complete information. An authority on business matters, a Licensed Inspector I at LGU Bulalacao, was shown the self-made questionnaire for additional revisions and ideas as well as for the validation and analysis of each item. As the researcher took their recommendations into consideration, the instrument's finalization was done with the assistance of an expert.

This study's instruments have undergone one test in order to evaluate the reliability of the indications they include. This test was given to the study's 10 non-respondents. Pearson's Product Moment Correlation statistical method was used to analyze the raw scores. The responder received the questionnaire. A google form that was sent to the owner's or manager's social media accounts served as the research instrument. Additionally, the responders were told what the study's goals were. To gain the respondents' confidence and trust, the study was presented to them and explained in detail. The questionnaire is taken from the responders when it has been finished. Data was then combined and given to the data analyst for statistical evaluation and interpretation.

In this study, the data were examined utilizing statistical methods. These techniques, which included Pearson R and descriptive and inferential weighted means, were then evaluated and analyzed to produce conclusions and suggestions. The study employed a weighted mean to assess the degree of social media marketing and the level of business performance of tourist enterprises in Bulalacao, Oriental Mindoro. Therefore, Pearson R was employed to evaluate the significance of the connection between the independent and dependent variables. According to the R.A., all survey data was handled confidentially in Act No. 10173 Concerning Data Privacy. To ensure that the data provided are accurate and reliable, sufficient time was given for survey responses, and questions from the respondents were answered. The respondents' response was obtained after completion.

Results showed that respondents rated social media marketing as very high which implies that they depend on it to promote their establishments to be well-known. Based on the mean percentages, these owners of tourism establishments are service oriented because they always inform their customers about the services they offer. The respondents use pricing to attract attention from clients. In order to catch the attention of the customers, bundle pricing is done. They use engagement rate strategies because they get to interact with customers online. In addition, the business performance of tourism establishments was high because sales and net profit are well-managed.

Moreover, the study showed a high mean value for sales of tourism establishments that utilize social media, which indicates that social media helps them to maximize their time to manage and promote their business. As for business performance, the respondents have high net profit to support their day-to-day operations. The study showed that tourism establishments in Bulalacao are not yet equipped in terms of handling social media pages. They could not reach more customers by promoting online. In general, results showed that there is no significant relationship between demographic profile and social media marketing. Also, there is no significant relationship between the business performance of tourism establishments in Bulalacao, Oriental Mindoro.

Keywords: social media, business, marketing, performance

BEHAVIOR AND MOTIVATION OF LOCAL TOURISTS OF SELECTED RECREATIONAL PARKS IN LAGUNA: BASIS FOR A POST COVID-19 MARKETING PLAN

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The COVID-19 pandemic has impacted the tourism and hospitality industry due to the restrictions in movement and health risks. Tourist behavior for recreational parks such as Enchanted Kingdom, Splash Island and Woodside Farm and Waterpark were analyzed. Results show that differences in tourist behavior among recreational parks can be explained by motivation, perception, previous experience and budget. The methodology used is a quantitative study, using a survey questionnaire, This study contributes to the business stakeholders and local tourism office by studying the tourist's behavior and tourist's push and pull factors that will be the basis of a marketing plan during the recovery of a pandemic.

Keywords: COVID-19, tourist behavior, tourist motivation, push and pull factors, recreational park, marketing plan

DESTINATION ATTRIBUTES AND QUALITY EXPERIENCE OF TOURISTS IN SAN JUAN, BATANGAS

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This study aimed to identify the destination attributes of San Juan, Batangas, determined the perception of tourists who availed products and services towards these attributes and assessed their level of quality experience, leading to knowing if there is a relationship between these attributes and the quality experiences tourists have. A descriptive- correlational research design was used in this study. A total of three hundred eighty-four (384) tourists from San Juan, Batangas answered the questionnaire and the sampling technique used is convenience sampling. The researchers used an adapted survey questionnaire from Yeshi (2017), Impact of Quality of Destination Attributes on Tourist Satisfaction. The statistical tool used were frequency, weighted mean, ANOVA, t-test, chi-squares, and Pearson.

The study was able to determine that there is a significant difference in the perceived destination attributes in terms of image, safety, security, and guide services when grouped according to profile in terms of their educational level. Also, there is a significant relationship between the tourist demographic profile in terms of educational level, age, and sex, and the perceived quality experience of tourists in San Juan, Batangas. In conclusion, the study reveals that there is a relationship between the perceived destination attributes and the perceived quality experience of tourists in San Juan, Batangas.

Keywords: Destination Attributes, Quality Experience, Destination Image, Attractions, Safety and Security, Accommodation and Food, Guide Service, Transportation