
Assessing Social Media Marketing of Select Beach Resorts in Pantukan

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Abstract: *This study sought to assess the effectiveness of social media marketing on selected beach resorts in Pantukan. The study is quantitative by nature and involved 485 Facebook users who follow the Facebook pages of beach resorts in Pantukan. A questionnaire was designed to measure the effectiveness of social media marketing. The said instrument was intentionally designed to suit the context of the study. The identified indicators of effectiveness are as follows: information, entertainment, convenience, self-expression, and social interaction. Results show that all indicators of effectiveness were all high. This means that beach resorts were effective in social media marketing.*

Keywords: *Social Media Marketing, Beach Resorts, Local Tourism*

1. INTRODUCTION

Tourism stands as a very competitive industry. It is even touted as one of the fastest growing industry all over the world. In line with this, local tourism has been marketed aggressively. Tourism marketing is a business model that promotes specific location to convince tourists to travel. To become successful in tourism marketing, it is a necessity to have a comprehensive knowledge in understanding many attributes. These will include tourism experiences, traveling consumer behaviour and motivation, and the different facets of marketing goods and services. Tourism marketing has become an opportunity to cultivate efficient strategies and continuously make the tourism industry distinct from other industries [1-3].

With the rise of globalization, the world has been changed by information technology. Social media has proliferated in various sectors involving the tourism industry. It is also evident that there is a failure in terms of engaging with the traditional form of marketing, while those who employed social media reaped benefits in persuading customers. Thus, marking the great contribution of social media in altering tourism for continuous improvement[4-6].



Growth in technology also entails growth in social media use. The tourism industry has responded to this growth through integrating the usage of social media. In the locale of Pantukan, it is observed that select beach resorts have been using social media as a marketing strategy. However, not all resorts use social media effectively as evidenced in some resorts not being updated with up to date information. In addition, no further studies have been initiated to assess the effectiveness of social media marketing of Pantukan beach resorts. This has stirred the researchers to conduct this study to provide knowledge in the use of social media marketing and its significance to the tourism industry of the locality.

2. METHODOLOGY

The study is quantitative by design. The study sought to assess the effectiveness of social media marketing of select Pantukan beach resorts. Quantitative research was used for the study since it dealt with collecting numerical data that was then analysed with statistical tools [7]. Such was the case for studies that dealt with similar designs [8-10]. The research is more specifically a descriptive quantitative research. This kind of studies seek to explain the status of identified variables. Furthermore, a survey was used to gather the data that was distributed to 378 participants [11].

The population of the participants is based on the followers of beach resorts that have social media platforms, particularly on Facebook. There was a total of 90,269 FB Page followers. The recommended sample size was facilitated with the help of Raosoft Software. The recommended sample size turned out to be 378.

3. RESULT AND DISCUSSION

3.1 Effectiveness of Social Media Marketing on Selected Pantukan Beach Resorts

Table 1 shows the results of the study. It is revealed that all mean scores of social media marketing garnered a descriptive level of high with an overall mean of 3.70. Individually, all indicators got a descriptive equivalent of High. The indicators being: Information, Entertainment, Convenience, Self-Expression, and Social Interaction. This means that the selected Pantukan Beach resorts are effective in their use of social media marketing.

Table 1. Effectiveness of Social Media marketing on Selected Beach Resorts in Pantukan

Indicators	X	SD	Descriptive Level
Information	3.78	1.16	High
Entertainment	3.77	1.06	High
Convenience	3.68	1.02	High
Self-Expression	3.69	1.05	High
Social Interaction	3.60	1.06	High
Overall	3.70	0.96	High

Among all indicators, Information got the highest mean score of 3.78. This demonstrated that selected Pantukan Beach resorts were able to provide helpful, legitimate, and valuable information through social media. This allowed customers to be updated with information. Using Facebook as a social media marketing tool had been observed in other industries [12-



13]. A recent study in the field of tourism attributed the use of facebook as means of engaging the customers in social media. Tourists destinations benefit from various content featured in social media [14].

In terms of Entertainment, the selected Pantukan Beach resorts are also effective. Entertainment got a mean score of 3.77. This demonstrates that social media users are entertained by the information that are available on Facebook pages. Research states that when website have great entertainment value, then consumers are inclined to observe brand loyalty, and greater satisfaction [15]. Self-expression was evident on select beach resorts of Pantukan. This can be observed from the high mean score of 3.69. Social media enables its users to convey information. As stated in a study, self-expression becomes an instrumental motivator for the Facebook users participate in an online community. This enables users to express themselves through personalized online content [16]. Convenience garnered a mean score of 3.68. This demonstrates that social media users found the Facebook platforms used by Pantukan beach resorts to be effective in terms of convenience. The platform used is user friendly and accessible to all customers. This shows that Select Pantukan beach resorts used a platform that did not inconvenience customers because of visibility and easy access. A study showed that a factor to have an effective website is coursed through simplicity as well as accessibility [17]. This was very much observed by select Pantukan Beach resorts. Social interaction was very much effective in selected beach resorts of Pantukan. By garnering a mean score of 3.60, this implies that social media interaction is manifested greatly. These resorts were able to satisfy the demanded interaction from the customers. The use of technology to connect with people help built better relationships with customers. Thus, increasing the chances of satisfaction and potential return of clients.

4. CONCLUSION

Given that the all mean scores for social media marketing is high, it is evident that there is an established effectiveness in using social media marketing of select Pantukan beach resorts. This is in terms of following: information, entertainment, self-expression, convenience, social interaction, and social interaction. This reveals that that social media plays a pivotal role on the social media marketing of tourism destinations [18]. More specifically, in beach resorts.

Recommendations

In line with the results of the study, the following recommendations were made; (1) Department of Tourism (DOT), through the Pantukan Tourism Office, may conduct seminars on best social media marketing to all focal persons of Pantukan beach resorts. (2) Effectiveness of social media marketing for Pantukan beach resorts can be sustained or increased by offering opportunities for collaboration between Pantukan beach resorts. The interaction between focal person allows fresh and innovative ideas to be shared with one another. (3) Future researchers can expand this study further by studying other variables related to Social Media Marketing and beach resorts.



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