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# Internet-Based Tourism Promotion and Tourist Travel Intentions in Tagum City during Covid-19 Pandemic

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Ritchel P. Villaver<sup>1\*</sup>, Claire R. Catamora<sup>2</sup>, Clarizze Joy S. Mariscal<sup>3</sup>, Joshua M. Salinas<sup>4</sup>

<sup>1\*,2,3,4</sup>Department of Business Administration Education, University of Mindanao Tagum College, Philippines

Email: <sup>2</sup>[clairecatamora16@gmail.com](mailto:clairecatamora16@gmail.com), <sup>3</sup>[cjoy.mariscal@gmail.com](mailto:cjoy.mariscal@gmail.com),

<sup>4</sup>[imwawawewiwowu@gmail.com](mailto:imwawawewiwowu@gmail.com)

Corresponding Email: <sup>1\*</sup>[ritchel\\_villaver@umindanao.edu.ph](mailto:ritchel_villaver@umindanao.edu.ph)

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**Abstract:** *Measuring The Level Of Internet-Based Tourism Promotion And Tourist Travel Intention In Tagum City During The Pandemic Was The Main Objective Of This Study. A Correlational Technique Was Used To Determine The Relationship Between The Two Variables. The Study's Respondents Were Those Tourists Who Acquired The Indicated Major Tourist Destinations In Tagum City Through An Online Google Forms Survey. This Investigation Utilized The Statistical Methods Of Mean And Pearson's Correlation. The Results Of This Study: The Variable Internet-Based Tourism Promotion Level Was Described As Very High. Also, The Tourist Travel Intention Was Very High. Furthermore, Internet-Based Tourism Promotion And Tourist Travel Intention Have A Substantial Relationship.*

**Keywords:** *Internet-Based Promotion, Travel Intention, Pandemic, Tourism Promotion, Tagum City.*

## 1. INTRODUCTION

This pandemic has had a major impact on the worldwide tourism industry. Because this industry relied on adaptability and social connection, regulatory measures and travel boycotts are particularly damaged. The industry underwent modification during the pandemic. The changes confused tourists and made them realize not to travel anymore. The credibility of the content shared on social media may provide travelers with reliable information about destinations and tourism products, influencing their travel intentions. Tourists feel vulnerable because this pandemic has affected their health [1-2].

The Internet was the most utilized technology throughout the pandemic. They were used



primarily for the purchase and selling of products. Businesses need help to adapt to the online world in terms of searching for information. Travelers search for information online, make and pay for reservations, and look for activities and events in their destination. Product promotion on the internet effectively stands out and attracts prospective buyers in the tourism industry. An increasing number of individuals are devoting their spare time to the internet, which enables them, without leaving their homes, to explore events in other countries, plan upcoming vacations, and pay for them efficiently with a few clicks [3-5].

In the Philippines, the Marketing and Promotions Unit is responsible for mandating the Tourism Promotion Board (TPB) to sell Philippine destinations and promote them via online websites and other social media platforms that can entice international and domestic tourists to travel there. Nevertheless, according to the Assistant Secretary of the Department of Tourism, influencers can significantly affect domestic tourism promotion. In fact, social media marketing via information, entertainment, convenience, self-expression, and social interaction has been demonstrated to be effective in marketing select beach resorts in Pantukan, Davao de Oro [6]. This may be evidence that internet-based tourism promotion influences the travel decisions of tourists [7].

## **2. METHODOLOGY**

This study collected numerical data using a quantitative, non-experimental design and correlational methods. The researchers utilized self-made questionnaires that were validated by the panel of experts. This design was utilized because the primary objective of this study was to determine how internet-based tourism promotion encouraged tourists to visit specific destinations, thereby increasing the number of tourists who intended to travel after viewing internet-based tourism promotion.

In addition, the participants were tourists who could acquire the selected Tagum City tourist destinations through the Facebook page. The target number of participants is 150. Similarly, other studies have included 100 or more participants [8-10]. The participants were not categorized according to their age, gender, or ethnicity before their selection via random sampling techniques.

Table 1. Distribution of Respondents

<b>Tourist Destination</b>	<b>Percentage Distribution</b>	<b>Sample Size</b>
A	36%	54
B	32%	48
C	32%	48
<b>Total</b>	<b>100%</b>	<b>150</b>



### 3. RESULT AND DISCUSION

#### 3.1 The Extent of Internet-based Tourism Promotion in Tagum City During Covid-19 Pandemic

These are the mean scores of the data gathered through in-depth research for Internet-based Tourism Promotion. The overall mean of 4.35 is shown in Table 2, and a standard deviation of 0.55. The descriptive equivalent of this score is exceptionally high. The extremely high level was attributable to respondents' high ratings for all indicators. This indicates that most respondents respond positively to internet-based tourism promotion in terms of content, usability, functionality, and branding.

Table 2: Extent of Internet-based Tourism Promotion

Indicators	Mean	SD	Descriptive Level
Content	4.24	0.59	Very High
Usability	4.35	0.64	Very High
Functionality	4.40	0.65	Very High
Branding	4.41	0.61	Very High
<b>Overall Mean</b>	<b>4.35</b>	<b>0.55</b>	<b>Very High</b>

Among all indicators, Branding received the highest mean score of 4.41, indicating that social media sites influenced the process of tourist decision-making. When booking a trip, online destination banners can include platforms like websites or email addresses where people can find further information or ask queries about the campaign. Furthermore, the destination would help to increase bookings through branding online. Customers preferred it in their purchasing decisions through branding and it was highly regarded and perspective. Awareness in brand refers to those who have attention to and have a strong desire to purchase a destination's well-known brand names. This group of tourists intends to travel with luxury brands to signify their status and wealth. Thus, the more prestigious the brand name, the more likely tourists will visit to reflect its status [11].

Regarding functionality, in promoting the destination it is also efficient, the responders agree that online promotional videos offer distinctive characteristics that distinguish them from previous method forms. Users' ability to self-select what imagery they consume makes videos a distinct form of communication. Therefore, one of the strategies that can change tourists' perceptions of the destination and raise the probability of visiting is tourist destination promotional videos. The website must be accessible to all visitors, including those with disabilities. Travel industry development aids in attracting the interest of potential tourists, altering the behaviour of current consumers, and influencing them to visit a destination. In addition, it examines the functionality, usefulness, and accessibility of said services to society's citizens. To achieve equality of living standards, it is also necessary to obtain disabled people's outlooks on tourism services and social media technologies [12-13].

Usability is the third most evaluated factor. Sustaining a corporate website is essential for sustaining relationships between companies to build up relationships with the public, particularly customers, thereby capturing a more significant market segment. Usability refers



to the ease with which a user interface or web page can be utilized. It relates to making it simple for website users to achieve their objectives. It is a metric that indicates whether or not a website is user-friendly, navigable, and effective [14-15].

Lastly, Content is the prominent internet-based tourism promotion in marketing the destination. which is the indicator with the lowest mean and whose primary objective is to encourage tourists to travel due to the attractive perceptible presentation of the destination image provided online. Also, this would outcome in promoting the visitor to travel. The arrangement of promotional materials is a significant aspect of attracting the attention of potential customers through information and communication technology. The study results determined that distinctive content on various social media objectives (e.g., Facebook, Instagram, etc.) is the most successful marketing technique for attracting prospective clients. Some tourist promotion employs social media networks to encourage individuals to travel to a specific location. [16-17].

### **3.2 Level of Tourist Travel Intention in Tagum City During Covid-19 Pandemic**

By doing a thorough analysis, it was possible to determine that the mean score of the information gathered for tourist travel motivations means was 4.27 overall, which is the descriptive equivalent of very high, with a standard deviation of 0.64. The high scores respondents gave across the board for all indicators may be responsible for the extremely high level. This indicates that the respondent's subjective norm, attitude, and perception of behavioural control are all mainly optimistic and constructive.

Table 3: Level of Tourist Travel Intention

<b>Indicators</b>	<b>Mean</b>	<b>SD</b>	<b>Descriptive Level</b>
Attitude	4.15	0.63	High
Perceived Behavioral Control	4.31	0.60	Very High
Subjective Norm	4.36	0.64	Very High
<b>Overall Mean</b>	<b>4.27</b>	<b>0.64</b>	<b>Very High</b>

The indicator with the highest mean was the Subjective Norm. Social media influence a tourist to travel. The highest score was for Subjective Norm, meaning tourists were influenced to travel by social media insights and recommendations. Nowadays, most recommendations from friends, Internet scrolling, and third parties influence tourists to take a vacation or trip, with commercial data being the last option. The reference group has been raising awareness by sharing experiences that influence the tourists' choices of destination and their intention to travel [18-19].

The second highest result was Perceived behavior. Perceived behavioral control was related to the perception and satisfaction of tourists traveling to such locations. This serves as their assurance. It could lead to perceiving risk, which may influence tourists' intention to travel. Their motivational factors might affect their decision to travel; sometimes, they prefer to stay home to feel safe. These beliefs may influence the tourist's perceived behavior which may cause behavioral barriers [20].



Interpreted as high but got the lowest result was Attitude. In predicting consumers' behavior, the variable being used was attitude. Attempting to relate the behavior and attitudes has been developed because of the maldistributed models. It showed a correlation between tourist attitude, tourist intention, and behavior. Tourists are more likely to revisit if they have a good impression of the destination. They are more likely to have a positive attitude [21].

This study's finding aligns with the Theory of Planned Behavior (TPB) model, which describes how behavior is formed. According to TPB, one's attitude, subjective norms, and perceptions of behavioral control influence an individual's intention to perform a given behavior [22].

### 3.3 Significance of the Relationship between Internet-based Tourism Promotion and Tourist Travel Intention

This study's key goal is determining whether internet-based tourism promotion is significantly related to tourist travel intention in Tagum City. The two variables' correlation was calculated using Pearson r. In Table 4, the computations' outcomes are displayed.

Table 4: Significance of the Relationship between Internet-based Tourism Promotion and Tourist Travel Intention

VARIABLES	r-value	p-value
Internet-based Tourism Promotion	<b>0.711</b>	<b>0.001</b>
Tourist Travel Intention		

#### \*p<0.05

The tabel reveals a strong positive correlation between the variables, with an 0.711 of r-vale, between tourist travel intention and internet-based tourism promotion connection. According to the findings, Internet-based tourism promotion has a significant relationship with tourist travel intention. The 0.001 p-value, which mean it was less than the level of significance by 0.05 is was causing the outcome. It was decided as a result that null hypothesis was rejected. Meaning, to reject the hypothesis claiming no meaningful association between between tourist travel intention and internet-based tourism promotion.

The variables being correlated have a relationship. The relationship between tourist travel intention and internet-based tourism promotion has been evident basing on the researches done by the researcher. Therefore it was observed that internet-based tourism promotion is also very high when the tourist travel intention is high. That correlation result has been exemplified and examined.

The significant relationship between the two variables was presented in this study. In the data, it was very evident that internet-based tourism promotion affects tourist travel intention. Promotion on social media has a positive impact. One's curiosity, attention, and desire to learn and information dissemination were being impacted. The tourism-related decision is also greatly impacted by one's desire and attention, and so one's activities in a tourism destination



influence the desire of other tourists. It was very evident tourist travel intention has a significant relationship with Internet-based tourism promotion [23].

#### **4. CONCLUSION**

Conclusion were drawn based on the study's finding. Internet-based tourism promotion of tourist attractions in Tagum City level is very high in terms of the identified variables (functionality, branding, content, and branding). Meaning the internet-based tourism promotion factors in Tagum City's tourist attraction were very well observed and helpful. Tourist travel intention of tourist in Tagum City level is very high for perceived behavioral control, subjective norm and attitude as high. With very high as an overall mean. Meaning the tourist travel intention was being affected by the aspects. The internet-based tourism promotion and tourist travel intention in Tagum City has a significant relationship. In addition, cited that Theory of Planned Behavior model, described how behavior is formed. The internet-based tourism promotion has positive impact especially on promotion using social media. One's curiosity, attention, and desire to learn and information dissemination were being impacted. The tourism-related decision is also greatly impacted by one's desire and attention, and so one's activities in a tourism destination influence the desire of other tourists. It was very evident tourist travel intention has a significant relationship with Internet-based tourism promotion [23].

#### **Recommendations**

The researcher recommended based on the study's findings. The destination managers may utilize internet-based tourism promotion to market their attractions. Tapping influencers and travel vloggers were also recommended by the researcher to promote. To create more awareness among the international and local markets, the researcher also recommended sharing it on two different social media platforms. To promote the different destinations, they may conduct a competition on Travel Vlogging. Also, conducting seminars in management and tourism marketing in following the guidelines of the new normal using Facebook, Instagram, and Youtube may include in the Department of Tourism enhancement activities. The guest satisfaction and retention visit of tourists in Tagum City tourist destination was also recommended for future research. Researchers in the future may use the different mediums of social media sites in order to test their effectiveness and their role in tourist intention to visit such destinations. There are several gaps in this study. Thus more research is necessary. All age group was not generalized in this study, most especially those who do not have internet access. Since this study's mainly examined Tagum City's major attractions, visitors to other destinations and their opinions were not evaluated.

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