

ENHANCING DESTINATION MARKETING STRATEGIES IN SELECTED AREAS IN METRO MANILA: BASIS FOR PROMOTIONAL PLAN

ABSTRACT

AUTHORS

Mary Dhayme Ayuman
Ma. Faith Delfino
Jhon Steven Revilla
Cathrine Jean Tanting
Ralyn Ybañez

RESEARCH ADVISER

Rosalie Jacinto

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

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This study aimed to enhance destination marketing strategies by showcasing the unique attractions of selected areas in Metro Manila to both domestic and international tourists. It seeks to identify the key factors that contribute to a memorable travel experience, including the destinations' appeal, cultural significance, and tourism offerings. The gathered insights will serve as the foundation for developing effective promotional strategies that increase visibility, attract a broader audience, and support sustainable growth in the tourism sector. The study employed a descriptive research method and gathered data from 150 respondents, including both local residents and tourists, selected through purposive sampling. Survey questionnaires were used to assess the effectiveness of current marketing strategies and to identify challenges experienced by travelers. The findings revealed that respondents strongly agreed with the effectiveness of both social media marketing and traditional marketing approaches in promoting destinations. Destination marketing strategies also received a "Strongly Agree" rating in the areas of eco-friendly practices, community involvement, and cultural preservation. However, several challenges were identified, including poor internet connectivity, difficulty navigating local transportation, lack of recycling bins, and limited access to reliable pre-trip information. Other concerns involved misleading social media reviews, limited community service opportunities, and insufficient protection of cultural heritage sites. Based on the findings, the study recommends the development of a user-friendly website with an intuitive interface that provides clear, accessible information about tourist attractions, accommodations, transportation, and cultural guidelines. This platform should serve as a one-stop destination for travel planning and ensure an informative and seamless experience for both local and foreign tourists.

RECOMMENDED CITATION

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