

UTILIZATION OF PROMOTIONAL MATERIALS IN BS TOURISM MANAGEMENT AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study aimed to assess the effectiveness of promotional materials in boosting enrollment in the BS Tourism Management program at Bestlink College of the Philippines (BCP). It also seeks to explore strategies for improving these materials to better highlight the benefits of studying tourism management at BCP, with the ultimate goal of increasing student enrollment. The methodology included the research design, participants, sampling method, survey instrument, and statistical approach. The study employed Cochran's (1977) simple random sampling method to select 50 local tourists visiting the Tandang Sora Shrine in Quezon City, ensuring fairness through the use of a random number generator. Researchers personally distributed a custom-designed survey to collect accurate responses and assess visitors' motivations and experiences. To enhance clarity and reliability, the survey was reviewed by experts, including a research adviser, grammarian, and statistician. The study received formal approval from Bestlink College of the Philippines, and participants were provided with clear instructions, with researchers available on-site to address any questions. Most respondents were aged 18–23, predominantly female, single, and visited the Tandang Sora Shrine only occasionally. Public transportation received a higher rating (3.18) compared to parking facilities (2.78), indicating a need for parking improvements. The shrine's historical significance—particularly its connection to Filipino identity (3.60) and historical events (3.58)—was highly valued by visitors. Tourists also expressed preferences for guided tours (3.40), cleanliness (3.38), and friendly staff (3.36). The majority of respondents were college students, with an even distribution of females across all academic years. For promoting the BS Tourism Management program at Bestlink College of the Philippines, social media advertisements were considered the most effective, followed by print and display ads. Challenges were also noted in the online enrollment process. The college should leverage social media platforms such as Facebook, Instagram, and TikTok to reach potential students by sharing student success stories, program highlights, and unique features of the BS Tourism Management program. The study identified issues in the online enrollment process, including technical glitches and limited support. To address these concerns, the college should enhance its payment systems, provide clearer enrollment guidelines, and offer stronger technical assistance. Establishing support channels, such as chatbots or a dedicated helpdesk, would ensure that students receive timely assistance. Additionally, to address poor internet access, the college could collaborate with local internet service providers to improve connectivity or provide resources that enable students to access more reliable service.

RECOMMENDED CITATION

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