

SOCIAL MEDIA PERCEPTIONS AND TOURIST TRAVEL DECISIONS FOR HINULUGANG TAKTAK, ANTIPOLLO: BASIS FOR A DIGITAL ENGAGEMENT TOOLKIT

ABSTRACT

AUTHORS

Cristy Cotero
Mary Joyce David
Ma. Liza Roco
Frances Valenzuela

RESEARCH ADVISER

Reynold R. Bangalisan, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

*social media, tourist travel
decisions, destination image,
hinulugang taktak, digital
engagement toolkit*

ARTICLE ID

AASGBCPJMRA-AB40925

This study examined social media perceptions and travel decisions concerning Hinulugang Taktak, a historic waterfall and national park in Antipolo, Philippines. Guided by Destination Image Theory, it considered visual content, online reviews, influencer marketing, and travel blogs in relation to tourists' perceptions and decisions. The study used a descriptive-correlational design. Through purposive sampling, 50 tourists who engaged with social media completed a structured questionnaire. The instrument assessed demographic characteristics and perceptions of social media in relation to travel decisions involving cost, accessibility, safety, and cleanliness. Most respondents were aged 16–25, female, and active on Facebook and TikTok. Visual content and online reviews were rated as strongly influential, while influencer marketing and travel blogs had moderate influence. Social media was reported as particularly important to travel decisions concerning cleanliness and cost. A significant positive relationship was found between social-media perceptions and travel decisions ($r = 0.7988$, $p < 0.05$). Reported challenges included misleading content, outdated information, and overcrowding. A Digital Engagement Toolkit was proposed to support accurate, authentic, and sustainable online representation of the destination. The findings support improving content accuracy, visual quality, and responsible-tourism messaging when promoting Hinulugang Taktak.

RECOMMENDED CITATION

Cotero, C., David, M. J., Roco, M. L., & Valenzuela, F. (2026). Social Media Perceptions and Tourist Travel Decisions for Hinulugang Taktak, Antipolo: Basis for a Digital Engagement Toolkit. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 112.