

PROMOTIONAL STRATEGIES AND TOURISM POTENTIAL OF MARAMO RIVER (LITTLE PALAWAN) IN NORZAGARAY, BULACAN

ABSTRACT

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This study examined promotional challenges and tourism potential at Maramo River, also known as Little Palawan, in Norzagaray, Bulacan. It considered how product, price, place, promotion, and people were perceived in relation to destination visibility, visitor experience, and sustainable tourism development. The study used a descriptive research design. One hundred tourists were selected through convenience sampling and answered a structured questionnaire covering accessibility, pricing, promotional platforms, hospitality, and overall satisfaction. Descriptive statistics were used to summarize visitor perceptions and reported challenges. Respondents recognized the destination's natural appeal, affordability, and positive community engagement. They also identified limited online promotion, the absence of an official website or booking system, inadequate facilities, and weak digital visibility. Although tourists valued local hospitality and the scenic environment, they perceived current marketing efforts as insufficient to strongly shape travel decisions. An enhanced promotional plan was proposed, including stronger social media marketing, collaboration with travel influencers, clearer signage, improved facilities, and partnerships with local government and tourism stakeholders. These measures may improve visibility and visitor experience. Claims that they will increase tourist arrivals require subsequent implementation and outcome evaluation.

RECOMMENDED CITATION

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