

TOURIST PERCEPTIONS OF SOCIAL MEDIA IN DESTINATION DECISIONS FOR INTRAMUROS, MANILA

ABSTRACT

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DISCIPLINE

Tourism & Hospitality

KEYWORDS

*social media, tourist
perception, destination
decision, intramuros tourism,
digital promotion*

ARTICLE ID

AASGBCPJMRA-AB49705

Intramuros, Manila, known as the “Walled City,” is a major cultural and heritage destination in the Philippines. Digital platforms such as Facebook, Instagram, YouTube, and TikTok provide information that may influence tourist perceptions and destination decisions. This study examined tourists’ perceptions of social media in planning visits to Intramuros. The study used a descriptive quantitative design with correlational analysis. A purposive sample of 100 tourists who actively used social media completed a validated questionnaire through Google Forms. Data were analyzed using frequency and percentage, weighted mean, ranking, and t-test. Respondents strongly agreed that social media was useful (overall mean = 3.38) and easy to use (overall mean = 3.48) for accessing information, comparing destinations, and planning trips. TikTok and Instagram were identified as the most effective platforms because of their visual, interactive, and engaging features, while Facebook and YouTube served as supplementary sources of information and cultural knowledge. Respondents identified concerns regarding authenticity, unrealistic portrayals, and the need to verify information through official sources. Despite these concerns, social media was perceived as important to tourism promotion and travel planning. The proposed promotional plan emphasizes creative, credible, and sustainable digital strategies to support engagement and cultural appreciation of Intramuros.

RECOMMENDED CITATION

Alemon, M., Daker, J., Domingo, M., Duga, C., & Garcia, C. (2026). Tourist Perceptions of Social Media in Destination Decisions for Intramuros, Manila. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(6), 114.