



## Tourism and Product Advertising Practices of Top Tourist Destinations in one Philippine Province

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**Abstract** – *Tourism has become a tremendously essential phenomenon in the contemporary world, it is a source of activities that generate income, employment, and economic growth. It is also a practice of local government to contribute to sustainability and promotion of the product. This study aims to determine the tourism promotion and product advertising of the Top 5 tourist destination in the Province of Pangasinan. In this research study, the researcher adopted a comparative method of research. It used the search engine, assessment method of data collection. The result of the study shows that Bolinao, Anda, Alaminos, Dagupan, and Tayug are the top tourist destination in Pangasinan as reviewed by a tourist in the one top-ranking recreational website. The result also shows that there is only two registered domains out of 5 towns and only one web domain is functioning while the other one's content is unavailable. This study concludes that Tourism and Product Advertising Practices in the top tourist destination is still the traditional way of advertising. It is recommended to adopt a modern way of tourism and product advertising which is the utilization of technology.*

**Keywords** –

### INTRODUCTION

One of the aims of a municipal office is to promote tourism to the world and promote products. The aim of such activity is because tourism and product advertising promote higher income to town and residences. In this contemporary world, travelers made a choice which is the top destination. Those top destinations are considered the top priority to be visited by tourist, and complete online advertising is essential to reach the target clients and customers.

Tourism has become a tremendously essential phenomenon in the contemporary world (Yamashita, 2015). Tourism is the way to visit a place for leisure purposes

Advertising is proven as essential in promoting product and services in order to sell. Each town in the Philippines is encouraged to produce a product for local economic development. Programs such as One Town, One Product (OTOP) of the Department of Trade and Industry for Micro, Small and Medium-scale enterprises (MSMEs) are government's customized intervention to drive inclusive local economic growth (Department of Trade and Industry, n.d.).

Based on the latest report of the website TripAdvisor, the top destination in Pangasinan which is

commonly visited by the tourist belongs to the First Congressional District of the Province.

A website is an essential tool in tourism and product advertising. Tourist relies on the content of the review when booking a hotel as shown in one study that there is a significant relationship between online consumer reviews and business performance of hotels (Ye, Law, & Gu, 2009). Another study shows that there is a complete mediating effect of e-customer satisfaction in the relationship between three online purchase determinants such as website image, online routine and website knowledge with the e-customer loyalty (Pereira, Salgueiro, & Rita, 2016). This shows that web design and content is a powerful tool not only in business promotion but also in tourism and product advertising.

### OBJECTIVES OF THE STUDY

The main objective of this study is to determine the tourism and product advertising practices of the top tourist destination in the Province of Pangasinan. In order to achieve the primary objective, the researchers identify several sub-objectives to answer the main problem. First, by identifying the top 5 tourist destination in the province of the Pangasinan as reported by the TripAdvisor in terms of Travelers Favorite and Best Reviewed. Second, is to identify the

basic information of the top 5 Tourist Destination in the Province of Pangasinan in terms of General Information, Main Product and Web Address and information. Third, is to determine the content availability status of the top 5 tourist destination in terms of Tourism promotion and Product advertising. Lastly, based on the result of the study, a recommendation can be proposed in order to improve tourism and product advertising practices.

The Importance of the study will benefit the town in the best practices in online advertising. This will also assess the practices of another town for benchmarking purposes.

### **MATERIALS AND METHODS**

In this research study, the researcher adopted a comparative method of research. It used the search engine, assessment method of data collection. The major aim of comparative research is to identify similarities and differences between social entities.

#### **Sources of Data and Processing**

The top tourist destination was from TripAdvisor, a website company that shows hotel and restaurant reviews, accommodation bookings and other travel-related content. The search engine based results from the top 5 tourist destination in Pangasinan will serve as a data source in searching the Official website of the municipal town. Data from the Philippine Statistics Authority is a source for the general information of the municipal town. The result will be encoded in a spreadsheet for comparison and classification.

#### **Scope of the Study**

The scope of the study only covers the top 5 tourist destination in the province of Pangasinan as reported by the website TripAdvisor. The study is also limited to tourism promotion and product advertising thru web publishing practices. Web Publishing includes web content, social media and other modes of online publication. This study does not cover the practices of advertising and promotion thru traditional activities.

#### **Town Profiling**

The data was gathered from different resources. The General Information was gathered from the quick start of the Philippine Statistics Authority (Philippine Statistics Authority, 2015), while the main product was gathered from the website of the Province of

Pangasinan, and lastly, the web address is gathered thru a search engine.

### **RESULTS AND DISCUSSION**

TripAdvisor always updates its listing based on the tourist favorite destination. Travelers favorite was rank using TripAdvisor data including reviews, ratings, photos, and popularity. While best reviewed are Highest rated places of interest or tour operators on TripAdvisor, based on traveler reviews.

Table 1. Top Destination in Pangasinan marked as Travellers' Favorite

<b>Destination</b>	<b>Town</b>	<b>Rank</b>
Patar Beach	Bolinao	1
Tondol Beach	Anda	2
Bolinao Falls 1	Bolinao	3
Enchanted Cave	Bolinao	4
Bolinao Falls 2	Bolinao	5
Hundred Islands	Alaminos City	6
Cape Bolinao Lighthouse	Bolinao	7
Saint James the Great Parish Church	Bolinao	8
St. Patrick's Church	Tayug	9
Minor Basilica of Our Lady of the Rosary of Manaoag	Manaoag	10

The table shows that the five top tourist town destination marked as a favorite in the Province of Pangasinan which are Bolinao, Anda, Alaminos City, Tayug and Manaoag. While Dagupan, Dasol, Agno and San Fabian are next in the ranking simultaneously.

Table 2. Top Destination in Pangasinan marked as Travellers' Favorite

Destination	Town	Rank
Minor Basilica of Our Lady of the Rosary of Manaoag	Manaoag	1
Hundred Islands	Alaminos City	2
Patar Beach	Bolinao	3
Bolinao Falls 1	Bolinao	4
Enchanted Cave	Bolinao	5
Cape Bolinao Lighthouse	Bolinao	6
Bolinao Falls 2	Bolinao	7
Tondol Beach	Anda	8
Saint James the Great Parish Church	Bolinao	9
Bolo Beach	Alaminos City	10

The table shows that the five top tourist town destination marked as best reviewed in the Province of Pangasinan which are Manaoag, Alaminos City, Bolinao and Anda. While Sison, San Fabian, Agno Dagupan, Lingayen, and Dasol are next in the ranking simultaneously.

Table 3. General Information About the Top Tourist Destination

Town	General Information	Product and Destination	Web Address
Bolinao	A 1 <sup>st</sup> class municipality with 82,084 people	Dried fish " <i>danggit</i> " and Patar Beach	No Web Address
Anda	A 3 <sup>rd</sup> class municipality with 39,504 people	"Binongey" and Tondol Beach	andapangasinan.gov.ph or anda.gov.ph
Alaminos City	A 4 <sup>th</sup> class city with 89,708 people	<i>Longganisa Alaminos</i> and Hundred Islands	alaminoscity.gov.ph
Tayug	A 3 <sup>rd</sup> class municipality with 43,149 people	Sunflower Maze	No Web Address
Manaoag	A 3 <sup>rd</sup> class municipality with 43,149 people	<i>Mango pickles</i> and Minor Basilica of Our Lady of the Rosary of Manaoag	No Web Address

The result also shows that there are only two registered domains out of 5 towns, these are Alaminos City and Anda, Pangasinan while the 3 top tourist destination doesn't have a web address.

Table 4. Content Availability

Town	Toursim Information	Product Advertising	Overall Status
Bolinao	No Web Address	No Web Address	No Web Address
Anda	No Official Announcement from authorized Website	Information is available on the website but obsolete	The domain is available but the content is not available
Alaminos City	Information is available on the website but obsolete	Information is available on the website but obsolete	The website is not up to date. Latest content was 2014
Tayug	No Web Address	No Web Address	No Web Address
Manaoag	No Web Address	No Web Address	No Web Address

While in the case of the top destination in Pangasinan, only one web domain is functioning while the other one's content is unavailable. Based on the table, Alaminos City town provides information

regarding tourism information and product advertising, but the latest information provided was 2014.

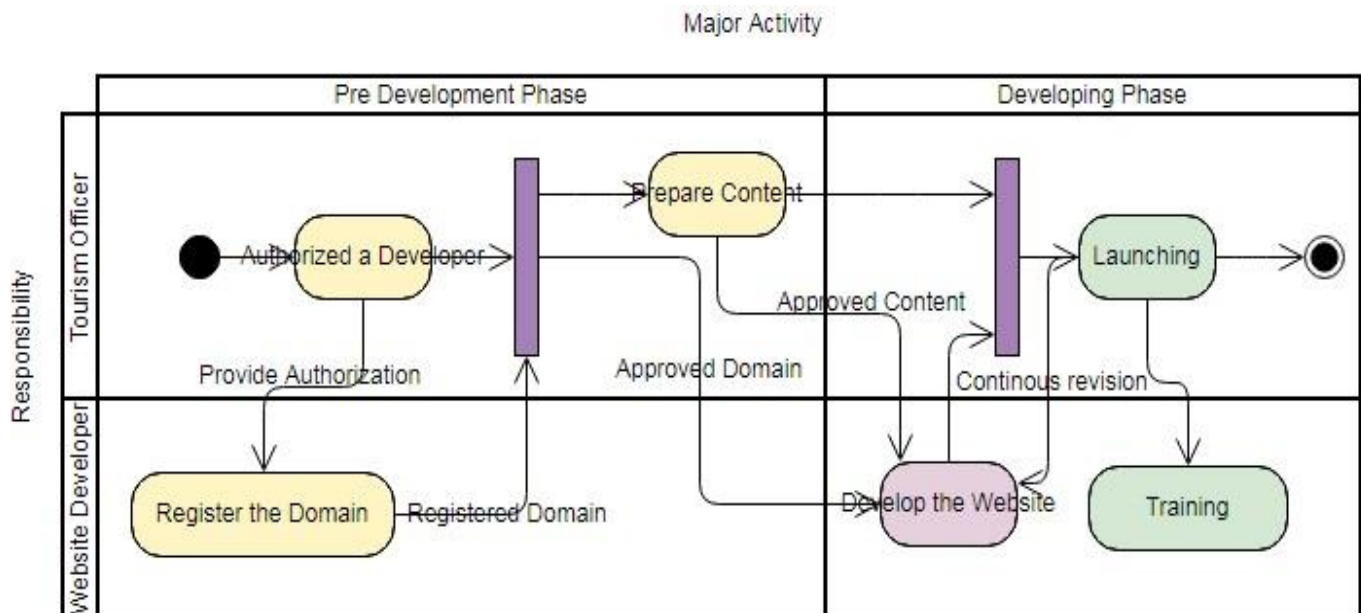


Fig. 1. Multidimensional swim lanes in web development.

As a recommended action, the municipality with an existing website may continue to revise and update the content to provide updated and quality information. The utilization of social media such as Facebook may also be adopted. Social media plays an important role in many aspects of tourism, especially in information search and decision-making behaviors, tourism promotion and in focusing on best practices for interacting with consumers (Zeng & Gerritsen, 2014).

While social media is essential, it is mandatory that municipal tourism officers should submit Pages for verification (Facebook, n.d.). This process provides information to the visitor that the page is authentic that provides reliable information.



## CONCLUSION AND RECOMMENDATION

The study concludes that 5 tourist destination in Pangasinan is Bolinao, Anda, Alaminos City, Tayug and Manaoag. There is only 1 1<sup>st</sup> class municipality which is Bolinao, and 3 3<sup>rd</sup> Class Municipality which is Anda, Tayug, and Manaoag, while there is only one 4<sup>th</sup> class City and that is Alaminos City. Based on the 5 top tourist destination in Pangasinan, there are only two registered domains out of 5 towns. These are Alaminos City and Anda, Pangasinan. While the two towns may have a domain, the information is not updated and not available. It is recommended that The municipal tourism officer may raise this issue of concern and must prepare the content in preparation for the web development phase. A possible benchmarking from established website is necessary in order to attain quality content. It is also recommended for that municipal town with the domain, but no content available may skip the registration process and continue to the preparation of content. In the side of the researchers, the result of the study should be disseminated to the respective town and may propose an extension activity.

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