

Redefining Tourist Perception: Analyzing Social Media's Influence in Transforming Tourism Marketing

Jhennika Mae B. Biasbas

Lyceum of the Philippines University
Manila, Philippines
2023-1-00937@lpu.edu.ph
0009-0001-9157-5525

Stephanie Mhyles S. Malate

Lyceum of the Philippines University
Manila, Philippines
stephanie.malate@lpunetwork.edu.ph
0009-0004-4932-4222

Lyza Mae A. Fulla

Lyceum of the Philippines University
Manila, Philippines
2023-1-009328@lpu.edu.ph
0009-0009-6496-95273

Shaun Bastien N. Canon

Lyceum of the Philippines University
Manila, Philippines
2023-1-01628@lpu.edu.ph
0009-0009-3458-6832

Rowel C. Jagdon

Lyceum of the Philippines University
Manila, Philippines
rowel.jagdon@lpunetwork.edu.ph
0009-0001-0249-4134

Rovena I. Dellova

Lyceum of the Philippines University
Manila, Philippines
rovena.dellova@lpu.edu.ph
0000-0001-9473-1768

Abstract. Social media has emerged as a key channel for marketing, information exchange, and communication in the current digital environment. Its widespread impact also extends to the travel and tourism sector, where it is essential for determining travelers' attitudes, inclinations, and choices. To remain relevant and competitive, tourism marketers must adapt their approaches as travelers increasingly rely on digital channels to inform their decisions. This study examined how social media affects the travel-related attitudes and behaviors of Filipino visitors. This quantitative descriptive study examined 403 Filipino tourists. The findings indicate that the majority of respondents were young adults aged 18 to 24, predominantly women. Most participants resided in urban areas, were employed, were pursuing their studies, had completed college degrees, and reported low to moderate income. Among social media platforms, TikTok emerged as the most influential source of travel inspiration, underscoring the growing importance of short-form video content in tourism marketing. Respondents assessed social media material based on accessibility, credibility, destination identification, informativeness, and interactiveness. Credibility and interactiveness were scored lower than accessibility and informativeness, which were rated higher. Interestingly, a large majority of participants said they had changed their plans based on online articles, and nearly half said social media influenced most of their travel decisions. Moreover, age, educational attainment, and social media platform usage significantly influenced tourists' perceptions, whereas gender showed no significant difference. The study concludes that social media serves as an effective and powerful instrument for promoting tourism. Thus, content creators should consider improving credibility to easily influence the modern tourist, contributing to more targeted and impactful tourism campaigns.

Keywords: *Social media; tourist perception; travel decision-making; tourism marketing; Filipino travelers.*



Introduction

Despite being a foundation of the global economy, the tourism industry faces the growing challenge of adjusting to rapid digital transformation, particularly in how destinations are promoted and perceived. Tourism, defined by Walton (2022) as leisure-oriented travel beyond one's usual environment for enjoyment and relaxation, has undergone a significant shift with the rise of digital technologies. Gumilyov (2023) highlights the profound influence of social media, which has not only transformed travel promotion but also redefined the tourist experience itself. Social media platforms such as Facebook, Instagram, and Twitter have evolved beyond their original purpose of social networking to become critical tools in consumer culture and tourism marketing. According to Shahbaznezhad et al. (2020), these platforms allow users to create and share content, promote social interaction, and exchange ideas and experiences virtually, enabling travelers to discover and assess destinations long before they arrive. Applications in social media motivate tourists to decide on their travel details (Belza et al 2024). This shift has fueled the globalization of travel, creating borderless interactions between tourists and service providers.

The impact of social media is particularly evident among younger generations. Akin (2024) reports that 46% of Generation Z and 51% of Millennial travelers rely heavily on social media in planning their trips. This underscores the medium's pivotal role in influencing travel trends, preferences, and behaviors. Morrison (2022) stresses the need to measure tourism destination success effectively in this dynamic digital landscape. Yet, assessing destination performance remains complex due to its multi-dimensional and multi-stakeholder nature, with varying approaches across academia, tourism institutions, and government agencies. Using tools such as importance-performance matrix analysis, researchers have identified key factors that affect tourists' intentions to revisit, including accessibility, activity, awareness, availability, and assurance—each essential for informed tourism planning.

In the Philippine context, tourism serves not only as an economic pillar but also as a significant contributor to national identity and international image. The country's recent rebranding initiative, "Love the Philippines," signals a strategic pivot toward more meaningful, emotionally resonant travel experiences—a trend that has gained momentum in the post-COVID-19 era. Social media has become central to this transformation. Reports from Howe et al. (2024) and Truelogic (2024) reveal that approximately 86.75 million Filipinos—representing 73.4% of the population—are active social media users, with 99.3% accessing the internet via mobile devices. This widespread digital engagement presents substantial opportunities for tourism marketing. Instagram, with its visual-centric approach, has proven particularly effective in showcasing destinations through compelling imagery that captures the essence of local culture and natural beauty.

The rise of e-tourism further illustrates how digital technology is reshaping the tourism industry. Retnasary et al. (2019) emphasize the role of information and communication technology (ICT) in streamlining travel planning, booking, and navigation of attractions. Although the tourism sector—both globally and in the Philippines—suffered severe setbacks during the COVID-19 pandemic, it is now gradually recovering. In this period of renewal, the strategic use of digital and social media marketing has become more vital than ever, offering new pathways for destination promotion, tourist engagement, and sustainable tourism development.

Methodology

The study adopted a quantitative descriptive research design to assess how travel-related social media content affects tourists' perceptions and decision-making, focusing on the areas of informativeness, creativity, credibility, and social media content utilization. A total of 403 tourists from Manila were selected using non-probability, purposive sampling, with inclusion criteria such as being 18 years or older, having travel experience, residing in or visiting Manila, and actively using social media. The study is anchored on Davis' Technology Acceptance Model (TAM), which proves the acceptance of digital technologies for application.

The survey questionnaire encompassed informed consent, demographic profile measures, and items assessing the influence and perception of social media content, using a five-point Likert scale in Google Forms. This was validated by tourism professionals, business owners, and a psychometrician and was pretested with 30 respondents. It was then administered via an online survey program after approval and agreement from the respondents. The ethical standards were also honored to ensure participant consent, confidentiality, and knowledge of the research's purpose.

Results

Statistics included descriptive statistics to examine and compare the demographic profile of respondents with frequency distribution and percentages. Weighted mean, median, and standard deviation were used to measure respondents' perceptions and influences, where the weighted mean indicates the average of the Likert-scale data, the median identifies the value at the center, and the standard deviation measures how far responses vary. To analyze the inferential statistics, an Analysis of Variance (ANOVA) was used to identify significant variation in impressions and influences among selected demographic segments, and an Independent Samples T-Test was performed to compare group means of the two independent groups to search for significant variation in response.

I. Demographic Profile of the Respondents

Table
Demographic Profile of Respondents

Age	f	%
Under 18	7	2%
18-24 years old	199	49%
25-34 years old	144	36%
35-44 years old	37	9%
45-54 years old	13	3%
55 years old and above	3	1%
Gender		
Female	241	60%
Male	162	40%
Age		
High School	15	4%
Some College	258	64%



Bachelor's Degree	116	29%
Master's Degree	12	3%
Others	1	0%
No answer	1	0%
Occupation		
Student	173	43%
Employed	175	43%
Self-employed	45	11%
Unemployed	6	1%
Retired	3	1%
No answer	1	0%
Monthly Income		
Less than ₱20,000	161	40%
₱20,000 - ₱40,000	76	19%
₱40,001 - ₱60,000	110	27%
₱60,001 - ₱80,000	23	6%
₱80,001 and above	26	6%
No answer	7	2%
Location		
Urban Area	310	77%
Suburban Area	70	17%
Rural Area	23	6%
Travel Experience		
First-time traveler	15	4%
1-3 trips	92	23%
4-6 trips	62	15%
More than 6 trips	234	58%
Nationality		
Filipino	400	99%
Others	3	1%

The result in Table 1 revealed that the 18–24-year-old profile, representing Gen Z, is highly engaged and digital-native. They create content and consume across visual platforms, mostly on TikTok and Instagram. This behavior, as mentioned by Djafarova and Bowes (2021), using social media is influenced by a desire for authenticity and visual story sharing, making them a powerful tool in contributing to tourism marketing.

The data indicated an absolute majority of female respondents, highlighting their growing restraint in travelling and decision-making. This trend suggests that tourism marketing should be crafted to cater to women's interests, emphasizing safety, community, and experiential travel. The findings align with the literature, emphasizing the importance of capturing gender dynamics and customizing marketing efforts to target specific travel segments. Considering demographic

profiles, the main gender is a key factor in creating effective, inclusive tourism marketing strategies that cater to the different preferences and motivations of male and female tourists.

The educational attainment data showed that most respondents had some college education or more, indicating a generally well-educated sample. This suggested that tourism selling should focus on addressing travelers' concerns about pickup, personal growth, and enriching experiences. Targeting the educational and cultural aspects of tourism would be better for an encroachment with this demographic. This emphasized the time value of mixed media in influencing educated, tech-savvy travelers, making digitized marketing strategies markedly effective. Intent travelers' educational backgrounds are used to create marketing approaches that align with their motivations and preferences.

The occupational data indicated that most respondents were undergraduate students (42.9%) and employed men and women (43.4%), indicating a striving and engaging universe focused on academics and work. This suggests that tourism marketing should target a demographic that emphasizes affordability and accessibility. Marketing strategies should highlight experiential and educational travel options suitable for younger travelers on a budget. Social media is central to shaping travel conclusions among Gen Z and millennials, making computing fields very meaningful for reaching these groups. Understanding travelers' occupations helps marketers tailor messages to effectively pursue the right audience with relevant content.

Most respondents earned less than ₱20,000 monthly, indicating a set disposable income that influenced their travel choices. This highlights the need for tourism marketing to focus on affordable, value-for-money options and cost-effective travel packages. E-tourism can improve planning and handiness for budget travelers, and even low outlays by low-income tourists can lead to local tourism growth. Import income teardown helps marketers educate strategies that make journeys practicable and enjoyable for budget-conscious consumers.

Most respondents lived in urban areas (76.9%), followed by suburban (17.4%) and rural (5.7%) areas, reflecting urban population concentration. This suggests tourism marketing should focus on urban-centric experiences like cultural events, entertainment, and dining that suit city lifestyles. Urban travelers tend to prefer short, accessible trips and rely heavily on social media for travel information and recommendations. Thus, leveraging social media to promote experiences aligned with urban interests is crucial for effective, targeted tourism marketing.

The data showed that most respondents were seasoned travelers, with 58.1% having traveled more than six times. This shows a high tide of active engagement in tourism. Accordingly, the marketing strategy should focus on appealing to experienced travelers by offering specialized merchandise, such as adventure tourism, ethical immersions, and customized itineraries. This approach supports the idea that tourism is about meaningful and enriching leisure experiences. Social sensitivity and user-generated content play a key role in shaping these travelers' decisions, underscoring the value of targeted, engaging marketing that addresses their expectations.

The data indicated that most respondents were Filipino (99.3%), underscoring the importance of understanding their travel behaviors and preferences. This



dominance underscored the demand for the tourism market to be culturally designed, reflecting topical values and producing relevant and appealing experiences. Such awareness is imperative for tourism through targeted promotions. Adapting electronic marketing strategy to local marketplace characteristics and leveraging user-generated content that appeals to Filipino travelers can improve engagement, loyalty, and the growth of the Philippine tourism industry.

II. Tourists' perspectives on tourism-related content in social media

Table 2.1
Accessibility of Tourism-Related Social Media Content

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How often do you use social media platforms to gather information about travel destinations?	3.60	0.83	Always

Legend: Always= 3.25 – 4.00; Often= 2.50 – 3.24; Rarely= 1.75 – 2.49; Never= 1.00 – 1.74

The table above suggests that, when exploring or planning travel options, respondents consistently rely on social media. This is their primary source of information. The high mean score highlights the significant accessibility and influence of tourism-related content on platforms. This justifies that Generation Z and Millennials are keen on using social media to present their travel plans, which is accessible and enhances engagement (Akin, 2024).

Table 2.2
Preferred Platform for Travel Content on Social Media

Social Media Platform	Frequency	Percent
Instagram	50	12%
Facebook	170	42%
TikTok	180	45%
Pinterest	3	1%
Total	403	100%

The study found that TikTok was the most popular social media platform for travel inspiration among respondents, with 45%, followed by Facebook with 42%, and Instagram ranked third with 12%, while Pinterest ranked lowest with only 1%. This implies that TikTok's growing dominance in shaping travel decisions, particularly among younger tourists who prefer visually engaging, and user-generated content. This aligns with the study by Gössling and Hall (2021), which emphasizes that TikTok exerts influence and is a powerful tool in the tourism industry for travel decisions. Social media's ability to engage digital-native tourists through interactive platforms plays a vital role in shaping travel choices.

Table 2.3
Summary on How Tourists View Tourism-related Social Media Content in Terms of Credibility

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How effective do you trust the travel recommendation you see on social media?	2.47	0.55	Slightly Effective

Legend: Highly Effective= 3.25 – 4.00; Moderately Effective= 2.50 – 3.24; Slightly Effective= 1.75 – 2.49; Not Effective= 1.00 – 1.74

This section examines the mean scores on how do tourists view tourism-related social media content in terms of credibility. The mean score is 2.47, while the standard deviation is 0.55, which translates to an overall verbal interpretation of “Slightly Effective”.

Table 2.4
Mean Scores Summary on How Do Tourists View Tourism-related Social media Content in Terms of Destination Identification

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
Before planning a trip, how often do you use social media to gather information about potential destinations?	3.61	0.70	Always

Legend: Always= 3.25 – 4.00; Often= 2.50 – 3.24; Rarely= 1.75 – 2.49; Never= 1.00 – 1.74

This section examines the mean scores of How do tourists’ view tourism-related social media content in terms of Destination Identification. The mean score is 3.61, while the standard deviation is 0.70 which translated to an overall verbal interpretation of “Always”.

Table 2.5 Count based on the Type of Travel Destination

Destination	Frequency	Percent
Urban	19	5%
Nature	151	37%
Adventure	132	33%
Cultural	27	7%
Relaxation	74	18%
Total	403	100%

The respondents’ preferred travel destinations based on social media content showed that nature destinations were the most appealing, chosen by 37% (151 respondents). Adventure destinations followed with 33% (132 respondents). Relaxation destinations attracted 18% (74 respondents), while cultural



destinations accounted for 7% (27 respondents). Urban destinations were the least preferred, with only 5% (19 respondents) selecting them.

Table 2.6
Mean Scores Summary on How Do Tourists' View Tourism-related Social Media Content in Terms of Informative

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How often do you seek recommendations from friends or family on social media before making travel decisions?	3.26	1.05	Always

Legend: Always= 3.25 – 4.00; Often= 2.50 – 3.24; Rarely= 1.75 – 2.49; Never= 1.00 – 1.74

This section examined the mean scores related to how tourists viewed tourism-related social media content in terms of its informativeness. The results showed a mean score of 3.26 with a standard deviation of 1.05, which corresponded to an overall verbal interpretation of “Always.”

Table 2.7
Count based on the Preferred Format for Travel Content on Social Media

Preferred Format	Frequency	Percent
Stories	23	6%
Reels/Videos	209	52%
Posts/Photos	155	38%
Live Streams	16	4%
Total	403	100%

The preferred format for travel content on social media showed that reels or videos were the most favored, with 52% (209 respondents) selecting this option. Posts or photos came next, preferred by 38% (155 respondents). Stories were chosen by 6% (23 respondents), while live streams were the least popular, preferred by only 4% (16 respondents).

Table 2.8
Mean Scores Summary on How Do Tourists' View Tourism-related Social Media Content in Terms of Interactiveness

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How likely are you to engage with travel brand on social media (e.g., liking, commenting, sharing)?	2.59	0.56	Likely

Legend: Very Likely= 3.25 – 4.00; Likely= 2.50 – 3.24; Unlikely= 1.75 – 2.49; Very Unlikely= 1.00 – 1.74

The data on the number of travel-related social media accounts followed by respondents showed that the largest group (35%, or 141 respondents) followed 11–20 accounts. This was closely followed by 32% (128 respondents) who followed 0–10 accounts. Meanwhile, 24% (95 respondents) followed 21–30 accounts. A smaller portion, 4% (18 respondents), followed 31–50 accounts, and the least were those following more than 50 accounts, with 21 respondents.

Table 2.9
Count based on the Travel-related Accounts Followed on Social Media

Travel-related Accounts Followed on Social Media	Frequency	Percentage
0-10	128	32%
11-20	141	35%
21-30	95	24%
31-50	18	4%
51+	21	5%
Total	403	100%

The data in Table 2.9 shows that the largest share of respondents (35%) followed 11 to 20 travel-related social media accounts, indicating moderate yet active engagement with travel content. Close behind, 32% followed 0 to 10 accounts, likely representing more casual or selective users. Additionally, 24% followed 21 to 30 accounts, suggesting a smaller but engaged group immersed in travel-related content. Only a small minority followed over 31 accounts, with 5% following more than 50 and 4% between 31 and 50, suggesting that most users prefer a curated, manageable flow of travel information on social media.

III. **Effectiveness of Social Media Marketing in Influencing Tourists’ Travel Decisions**

Table 3.1
Effectiveness of Social Media Marketing is in influencing tourists’ travel decisions

Percentage of Travel Decisions influenced by Social Media	Frequency	Percent
0-25%	14	3%
26-50%	103	26%
51-75%	188	47%
76-100%	98	24%
Total	403	100%

This section assessed the effectiveness of social media marketing in influencing tourists’ travel decisions. Results showed that the largest group (47%) reported



that 51–75% of their travel decisions were influenced by social media, indicating a strong impact. Another 26% indicated a moderate influence, with 26–50% of their decisions affected. Additionally, 24% stated that social media influenced 76–100% of their travel choices, highlighting its significant role. Only a small minority (3%) reported minimal influence (0–25%), demonstrating that social media plays a major role in shaping travel decisions for most respondents. This aligns with findings that social media helps tourists search for trip details and excitedly share memorable experiences on this well-known platform (Dellova et al., 2022).

Table 3.2
Mean Scores Summary on How Effective Social Media Marketing is in Influencing Tourists' Travel Decisions in Terms of Behavioral Influence

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How often do you share your travel experiences on social media?	3.44	0.79	Always
How often do you seek recommendations from friends or family on social media before making travel decisions?	3.48	0.69	Always
Overall Mean	3.46		Always
Overall Standard Deviation	0.74		

Legend: Always= 3.25 – 4.00; Often= 2.50 – 3.24; Rarely= 1.75 – 2.49; Never= 1.00 – 1.74

Table 3.2 highlights the strong influence of social media on tourists' behavior regarding the sharing of travel experiences and the seeking of recommendations. Respondents reported "Always" sharing their travel moments online (mean score: 3.44) and "Always" seeking travel advice from friends or family on social media (mean: 3.48). The overall mean of 3.46 emphasizes that these behaviors are common, showing social media's dual role as both a platform for sharing and a trusted source for travel decisions. This reflects how peer influence and shared experiences significantly shape modern tourism choices.

Table 3.3
Count based on the Hours per week Spent on Social Media for Travel-related Content

Hours per week Spent on Social Media for Travel-related Content	Frequency	Percent
1 hour	70	17%
2-3 hours	186	47%
4-5 hours	106	26%
6+ hours	41	10%
Total	403	100%

Most respondents (46%, 186 individuals) spent 2–3 hours per week engaging with travel-related content on social media. This was followed by 26% (106 respondents) who spent 4–5 hours, 17% (70 respondents) who spent 1 hour, and 10% (41 respondents) who spent 6 or more hours weekly.

Table 3.4
Mean Scores Summary on the Likelihood of Booking a Trip to a Destination Discovered Through Social Media

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How likely are you to book trip to a destination that you discovered through social media?	3.48	0.59	Always

Legend: Very Likely= 3.25 – 4.00; Likely= 2.50 – 3.24; Unlikely= 1.75 – 2.49; Very Unlikely= 1.00 – 1.74

Table 3.4 showed that respondents were “Very Likely” to book trips to destinations they first discovered on social media, with a mean score of 3.48 and a low standard deviation of 0.59. This indicates a strong and consistent influence of social media platforms in converting travel interest into actual bookings, driven by engaging visual content and social proof.

Table 3.5
Mean Scores Summary on the Rate of User-generated Content (e.g., photos, reviews) in the Decision-making Process when Choosing a Destination.

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
Rate the importance of user-generated content (e.g., photos and reviews) in your decision-making process when choosing a destination?	3.82	0.70	Very Important

Legend: Extremely Important = 4.21–5.00; Very Important = 3.41–4.20; Moderately Important = 2.61–3.40; Slightly Important = 1.81–2.60; Not Important = 1.00–1.80.

This part examined the summary of mean scores on the effectiveness of social media marketing in influencing tourists’ travel decisions, specifically Purchase Decision Influence. The mean score is 3.82, while the standard deviation is 0.70, which translates to an overall verbal interpretation of “Very Important”.



Table 3.6
Mean Score Summary for the Effectiveness of Social Media Advertisements for Travel Destinations.

Problem Statement	Mean	Standard Deviation	Verbal Interpretation
How effective do you find social media advertisements for travel destinations?	2.52	0.53	Slightly Effective

Legend: Highly Effective = 4.21–5.00; Very Effective = 3.41–4.20; Moderately Effective = 2.61–3.40; Slightly Effective = 1.81–2.60; Not Effective = 1.00–1.80.

Table 3.6 revealed that respondents rated the effectiveness of social media advertisements for travel destinations with a mean score of 2.52 and a standard deviation of 0.53, which falls under the category “Slightly Effective.” This implies that although users can see ads on social media, they are not viewed as particularly effective or persuasive tools for making travel decisions. Yet, even with a not-so-perfectly aligned tool, the potency of the source vocab becomes clear since tourism marketers must now navigate a landscape in which traditional promotional materials are increasingly less effective than more authentic content that seems driven by other users. In short, marketers for travel and tourism must now operate more than ever in a by-the-user-for-the-user universe.

Table 3.7
Count based on the Type of Content when Considering a Travel Destination

Type of Content	Frequency	Percent
Photos	66	16%
Videos	162	40%
Blog post	57	14%
Reviews	118	30%
Total	403	100%

The data disclosed that videos were considered the most persuasive type of content when choosing a move destination, with 40% of respondents selecting this option. Reviews followed at 29%, meanwhile photos and blog posts were opted by 16% and 14% of respondents, respectively. This indicates a strong preference for dynamic and experiential content, advising that tourism vendors should emphasize video-based storytelling and authentic reexamination to efficaciously hold move decisions.

Table 3.8
Have Tourists Ever Changed Their Travel Plans Based on Social Media Content?

Category	Frequency	Percent
Yes	360	89%
No	43	11%
Total	403	100%

A considerable 89% of responders reported switching their traveling plans based

on socially sensitive content, pointing out the strong clout of modern mediums in creating journey decisions. Only 11% said they had not modified their plans on account of online content.

This underscores the persuasive power of social media in not just inspiring but actively directing travel behavior, influenced by content from influencers, peers, and tourism pages.

Table 3.9
Primary Motivation for Using social media to Explore Travel Options

Category	Frequency	Percent
Inspiration	59	15%
Planning	185	46%
Booking	67	17%
Sharing experience	92	22%
Total	403	100%

The primary motivation for using social media to explore travel options was also examined. Majority of the respondents, 185 or 46 of the totals, indicated that planning is their primary motivation for using social to explore travel options. Next, there are 92 respondents (23%) who indicated that “sharing experience” is their primary motivation for using social to explore travel options. Furthermore, there are 67 respondents (17%) who indicated that “booking” is their primary motivation for using social to explore travel options. Finally, there are 59 respondents (15%) who indicated that “inspiration” is their primary motivation for using social to explore travel options.

IV. Significant Difference in the Respondents’ Assessment of the Content of Social Media posts with Groups According to Demographic Profile

Table 4.1
Independent Samples T-test on Gender

Tourism-Related Social Media Content	F	P-value	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Accessibility	0.368	0.838	-0.017	0.085	-0.184	0.150
Credibility	0.068	0.053	0.108	0.055	-0.001	0.217
Destination Identification	4.408	0.097	0.094	0.057	-0.017	0.206
Informative	2.261	0.175	0.146	0.107	-0.065	0.357
Interactiveness	0.189	0.612	0.036	0.071	-0.104	0.177

The results of the Independent Samples t-test indicated that gender had no



statistically significant influence on respondents' perceptions of tourism-related social media content across the five categories: accessibility, credibility, destination identification, informativeness, and interactiveness. Since all p-values exceeded the 0.05 threshold, it was concluded that perceptions were consistent across genders, suggesting that both male and female respondents viewed tourism-related content similarly.

Table 4.2
ANOVA Results based on Educational Attainment

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	P-value
Accessibility	6.407	1.602	2.321	0.056
Credibility	3.562	0.890	3.034	0.017
Destination Identification	0.666	0.167	0.539	0.707
Informative	4.341	1.085	0.974	0.422
Interactiveness	2.991	0.748	1.525	0.194

The ANOVA results showed a significant difference in how respondents perceived the credibility of tourism-related social media content based on *educational attainment*. With a mean square of 0.890, an F-value of 3.034, and a p-value of 0.017, the findings suggest that educational background influences how credible individuals find travel content online. However, no significant differences were observed for the other content categories (accessibility, destination identification, informativeness, and interactiveness) across demographic variables beyond gender.

Table 4.3
ANOVA Results based on Occupation

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	P-value
Accessibility	12.794	3.199	4.747	0.001
Credibility	3.893	0.973	3.326	0.011
Destination Identification	2.290	0.572	1.878	0.113
Informative	23.232	5.808	5.447	0.000
Interactiveness	5.159	1.290	2.660	0.032

The results indicated that *occupation* significantly influenced respondents' perceptions of tourism-related social media content. Specifically, significant differences were found in the areas of accessibility, credibility, informativeness, and interactiveness, as all p-values were below the 0.05 threshold.

A post-hoc analysis using Tukey's HSD test further identified that these differences were primarily between students and self-employed individuals, and between students and unemployed respondents. This suggests that one's occupational status affects how they interpret and value travel content on social media platforms

Table 4.4
ANOVA Results based on Monthly Income

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	P-value
Accessibility	8.084	2.021	2.939	0.020
Credibility	4.773	1.193	4.093	0.003
Destination Identification	2.937	0.734	2.428	0.047
Informative	28.971	7.243	6.906	0.000
Interactiveness	4.150	1.037	2.118	0.078

Monthly income significantly influenced respondents' perceptions of tourism-related social media content across all five dimensions. Post-hoc analysis showed that those earning less than ₱20,000 differed significantly in their perceptions compared to those earning ₱60,001–₱80,000 and ₱80,001 and above, indicating that higher-income groups tend to view such content differently.

Table 4.5
ANOVA Results based on Respondents' Location

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	P-value
Accessibility	2.700	1.350	1.944	0.144
Credibility	1.642	0.821	2.768	0.064
Destination Identification	3.344	1.672	5.461	0.005
Informative	33.510	16.755	16.164	0.000
Interactiveness	14.333	7.166	15.602	0.000

Respondents' geographic positioning significantly influenced their perceptions of tourism-related social media content, particularly regarding destination identification, informativeness, and interactiveness. Post-hoc analysis using Tukey's HSD demonstrated that considerable differences were among those living in urban areas compared to those in rural and suburban areas. This indicated that location played a key role in how users engage with and interpret travel content online.

Table 4.6.
ANOVA Results based on Respondents' Travel Experience

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	Sig.
Accessibility	1.934	0.645	0.923	0.430
Credibility	2.801	0.934	3.170	0.024
Destination Identification	2.102	0.701	2.260	0.081
Informative	7.569	2.523	2.285	0.078
Interactiveness	7.609	2.536	5.314	0.001

The results indicated that respondents' travel undergoes significantly shape their perceptual experience of tourism-related social media content, expressly in terms of legitimacy and interactiveness. Post-hoc analysis habituate Tukey's HSD indicated that marked dispute be average first-time traveler and those world health organization had engaged to six trips, in conjunction with intervening first-time



travelers and those with more than six trips. This paints a picture that more experienced travelers tend to comprehend tourism subject matter as more credible and prosecute compared to first-time travelers.

Table 4.7
Independent Samples T Results based on Respondents' Nationality

Tourism-Related Social Media Content	F	P-value	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Accessibility	0.644	0.575	0.272	0.484	-0.681	1.224
Credibility	34.545	0.138	0.470	0.317	-0.152	1.092
Destination Identification	0.292	0.434	0.254	0.324	-0.383	0.892
Informative	0.063	0.000	2.612	0.599	1.435	3.788
Interactiveness	1.960	0.002	1.284	0.402	0.494	2.075

Filipino and non-Filipino respondents showed significant differences in how they perceived the informativeness of tourism-related social media content. This underscores the necessity of content that is not just culturally tailored, but also specific to its intended audience, in the marketing of tourism. Such content is required in greater quantity and with greater quality if the entities involved in marketing to diverse traveler groups are to achieve the goal of better engagement.

Table 4.8
ANOVA Results based on Respondents' Social Media Platform Used

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	Sig.
Accessibility	9.193	3.064	4.507	0.004
Credibility	0.196	0.065	0.218	0.884
Destination Identification	1.559	0.520	1.668	0.173
Informative	9.444	3.148	2.863	0.037
Interactiveness	0.955	0.318	0.645	0.587

The ANOVA results indicated that perceptions of accessibility and informativeness of tourism-related content differed significantly based on the social media platform principally used by respondents. Post-hoc tests revealed these differences between Instagram and Pinterest users, and Facebook and Pinterest users. Pinterest users found content less accessible and informative compared to Instagram and Facebook users. This highlights the need for tourism marketers to customize content according to platform-specific user behaviors and preferences.

Table 4.9
ANOVA Results based on Respondents' Age

Tourism-Related Social Media Content	Sum of Squares	Mean Square	F	Sig.
Accessibility	6.084	1.217	1.760	0.120
Credibility	3.912	0.782	2.669	0.022
Destination Identification	6.035	1.207	4.001	0.001
Informative	20.915	4.183	3.887	0.002
Interactiveness	7.402	1.480	3.083	0.010

The ANOVA results showed significant differences in perceptions of tourism-related social media content across age groups in credibility, destination identification, informativeness, and interactiveness. Post-hoc analysis revealed that respondents aged 55 and above differed notably from younger age groups (18–24, 25–34, and 35–44) in these areas. This indicates that older travelers view tourism content differently, underscoring the importance of tailoring content strategies to meet the preferences and expectations of various age segments for better engagement and relevance.

Discussion

The study's respondents were predominantly young travelers, with nearly half aged 18–24 and over a third aged 25–34. Most were female, students or employed, and had some college education. The majority earned less than ₱20,000 monthly and lived in urban areas. Most respondents were seasoned travelers, and almost all were Filipino. Social media, particularly TikTok, was frequently used for travel inspiration. While accessibility and destination identification of tourism content were rated highly, credibility was viewed as only slightly effective. Video content like Reels was the preferred format, and social media strongly influenced travel decisions, with 89% of respondents changing plans based on what they saw online. Significant differences in perceptions of tourism-related social media content were found across various demographics, including education, occupation, income, location, travel experience, nationality, platform used, and age.

The traveler profile is predominantly young and digitally engaged, highlighting the importance of targeting younger demographics in tourism marketing. Female travelers form a significant segment, suggesting the need for gender-sensitive approaches. Despite frequent use of social media for travel planning, skepticism about the credibility of content persists, signaling a need for more authentic and trustworthy messaging. The prominence of video content underlines its effectiveness in capturing attention and influencing travel decisions. Demographic reasons significantly craft how tourism-related content is perceived, bringing attention to the value of made-to-order selling strategies to address different travelers' needs and preferences.

Marketing attempts should focally point out younger travelers by developing authentic, encounter-driven campaigns, leveraging influencers who have an impact with this group. Constructing trust through transparent and user-generated subject matter is key to adding believability. Given TikTok's growing effect,



vendors should examine platform-specific content strategies and make engaging, shareable content. Synergistic social media features should be incorporated to stimulate community and engagement. Emerging investigations should examine the key ingredients that make video capacity efficient and investigate whose content roots enliven travel plan changes. Including qualitative methods, such as interviews, can deepen understanding of traveler motivations, helping refine marketing strategies to nurture success in a competitive tourism environment.

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Author Contributions: All authors contributed to the development of the manuscript. The manuscript draft was written collaboratively and finalized. All authors have reviewed and approved the final version of the manuscript.

Acknowledgments: The researchers extend their sincere gratitude to the Lyceum of the Philippines University, College of International Tourism and Hospitality Management, officials, chairpersons, faculty, staff, and students, for their support and encouragement in making this opportunity to share the study's output possible. Gratitude is also extended to the respondents who generously shared their time and provided thoughtful answers to the survey, making this research possible. Finally, heartfelt gratitude is extended to the researchers' families, friends, and loved ones for their unwavering support, and to Almighty God for His blessings and guidance throughout the completion of this study.

Conflict of Interest: The authors declare no conflict of interest in the submission of the manuscript. The authors have no competing interests to declare relevant to this article's content.

Ethical Statement: During data collection, the researchers secured consent from each respondent to affirm their voluntary participation. Respondents were informed of the study's objectives and implications and how their data would be collected, analyzed, and used. To protect their privacy, no names or personally identifiable information were included in the dataset.