International Journal of Latest Research in Humanities and Social Science (IJLRHSS)
Volume 05 - Issue 11, 2022
www.ijlrhss.com || PP. 97-118

Attributes of Facebook Influencing Tourists' Decisions on Visiting Tourist Destinations

Jamil N. Dalimocon
Manager, DCS Just Desserts-Dalimocon Catering Services
Carigara, Leyte 6529, Philippines

Raymund M. Igcasama
Faculty, Visayas State University,
Visca, Baybay City, Leyte 6521 Philippines

Hannah Mae E. Quimbo
Faculty, Visayas State University,
Visca, Baybay City, Leyte 6521 Philippines

Abstract: The study aimed to determine which Facebook attributes greatly influence tourists' decisions on visiting tourist destinations and whether Facebook was a useful marketing tool for a destination information source. A survey questionnaire was administered from an online survey expression site and was distributed to selected star-rated hotels in Cebu City to a convenience sample of 154 respondents, especially domestic tourists. The research findings identified that middle-aged tourists whose ages ranged from 22-45 years old were the most active Facebook users and were likely to engage with social networks for travel inspiration. Findings also identified that most correlated variables such as frequency of usage, the perceptions towards Facebook usage, and even the socio-demographics of the respondent hadno linear relationships with the influence on tourists' decisions. The results identified that customers' feedback and reviews, as well as multimedia advertising (photos and videos), have the most substantial influence on tourists' decisions. Tourists preferred visual representation of the featured destination over worded posts. The tourism-related entities must consider the following attributes. These are conducting proper training and seminars such as digital marketing techniques, online marketing strategic development, Facebook page customization, and multimedia creation such as graphics and artistic visual representations of the destination.

Introduction

Background of the Study

Advances in mobile technology have made social media more accessible, allowing them to become part of people's daily lives and routines (Mangold & Faulds, 2009). Blackshaw (2006) describes social media as Internet-based applications that carry consumer-generated content that is relevant to past experiences or any source or online information issues. The consumers create these themselves based on the 2012 International Conference on Business and Management their experience with products and services and share it among themselves, aiming at educating about the products and services (Xiang & Gretzel, 2009). There are lots of well-known sites that are primarily used by most individuals, such as Facebook, Twitter, YouTube, Flickr, Instagram, and many others, including blog sites.

Over the last decade, the growth of Internet technologies, mainly social media platforms such as social networking sites (SNS) (e.g., Facebook, Twitter, MySpace vibe, Pinterest, Instagram), has increased considerably. Bhakuni and Aronkar (2012), as well as Richard and Guppy (2014), observed that the use of social networking sites grew rapidly froma platform that serves a few people online to a platform that is used by a significant number of Internet users. These sites have evolved from a primary online tool for content sharing to become an essential part of the media landscape (Singh, Lehnert & Bostick 2012:685). Today marks a momentous milestone for all things digital; with the new *Digital in 2017 Global Overview* report from We Are Social and Hootsuite revealing that more than half of the world's population now uses the internet (Kemp, 2017). Statistics showed that there were 4.021 billion social media accounts or internet users worldwide that were active in January 2018, with Facebook leading more than half of internet users (42 percent) with a total of 3.2 billion that were active on social media, ABS-CBN News (2018).

According to ABS-CBN News (2017), Filipinos spent an average of 4.17 hours daily on social media in 2016, based on the Digital Global Overview by We Are Social and Hootsuite. Brazil came in second (3.45 hours), followed by Argentina (3.32 hours), Mexico (3.32 hours), UAE (3.24 hours), Malaysia (3.19 hours),

Indonesia (3.16 hours), Egypt (3.1 hours), Turkey (3.01 hours) and Saudi Arabia (2.55 hours). Fifty-eight percent of the Philippine population are active social media users monthly, the 15th highest penetration rate in the world, the study said. Facebook has the most number of active monthly users with over two billion, followed by Facebook Messenger, WhatsApp, YouTube, QQ, WeChat, QZone, Tumblr, Instagram, Twitter, Baidu, Skype, and Snapchat.

Social networking has rapidly gained popularity over the last decade. Facebook is the world's most popular social networking site with a billion Monthly Active Users (MAUs) as of October 2012 (Delaney, 2013). A recent survey from Adweek shows that 52% of Facebook users dream about vacations when on the channel, even when they are not planning a specific trip (Brown, 2017). Tourists are influenced directly by the projected tourism products or services of tourism on Facebook. From users discovering new destinations, deals, and places to stay through Facebook, to how vacationers are sharing their travels visually through several other social media channels. The majority of them are not destination specific, but instead, provide the possibility of a successful trip through inspirational imagery and travel tips. The customers use this public tool to explore, discover, and then choose if they like travel knowledge, and then take the while to study where they can go to have the involvement they desire. Not only that, but all of these metrics validate how dominant user-generated content on social media, particularly Facebook can influence tourists on their decision and gives valuableinsight into what activities and destinations are trending among online users.

Tourists are very particular in terms of their choice of visiting a tourist destination. Most of them prefer electronic word-of-mouth or the use of social media particularly Facebook tosearch for tourist places of interest where people nowadays perceive destination images on what is seen on the site and are influenced through its attributes such as worded posts, multimedia advertising (photos and videos), reviews and customer feedback and special offers provided by the travel agencies and tour operators.

A quick search on Facebook about a particular destination and its social aspect is well known and used in the Philippines by individuals and also operators of the tourist destinations. For the third year in a row, the Philippines emerged as the country that spent the most time on social media, according to a report by creative agency We Are Social and social media management platform Hootsuite. Facebook gives the tourism industry a global platform to local market places as a destination. The site can be used to highlight essential tourism commodities like accommodation, transportation, entertainment, and attractions (World Travel & Tourism Council, 2012) to the high number of active Facebook users. Also, Facebook has a cheap advertising rate where businesses can already create, pay for, and launch a Social Ad targeted towards a specific audience.

Conceptual Framework

The influence of Facebook on consumer behavior is evident as 75 percent of users now consult Facebook to gain opinions on products they are interested in purchasing, and half have tried a new product based on these recommendations (Delaney, 2013, p89). Firstly, businesses use Facebook as a marketing tool to make potential customers aware of their existence and to interact with their existing customer base (Dunay and Krueger, 2010). Secondly, Facebook served as a direct advertising platform for businesses. The main attraction of this form of advertising is the ease with which businesses can have their adverts up and running (Abram and Pearlman, 2010). Thirdly, businesses use Facebook for communication such as the launching of new products and services and the projections of competitors online. It exposes worded posts, photos and videos or the multimedia advertising, reviews of their business profile, and promos and discounts of the products and services offered.

The framework of this study was designed with both dependent and independent variables wherein Facebook used by tourists is independent of the decision of tourists to visit tourist destinations (Fig.1). The attributes of Facebook such as worded posts, multi-media advertising (photos and videos), consumer feedbacks and reviews, and travel and tours special offers are the main factors that may affect the tourist's decision or purchasing intention. As tourists get satisfied with the information he/she obtained from the site, he/she then actually visit the destination. The experience of the place may lead to positive or negative feedback and posting it online with photos and videos attached, which may then affect the purchase intention or decision of future visitors through the reviews and recommendations of the past visitors or tourists of the said destination.

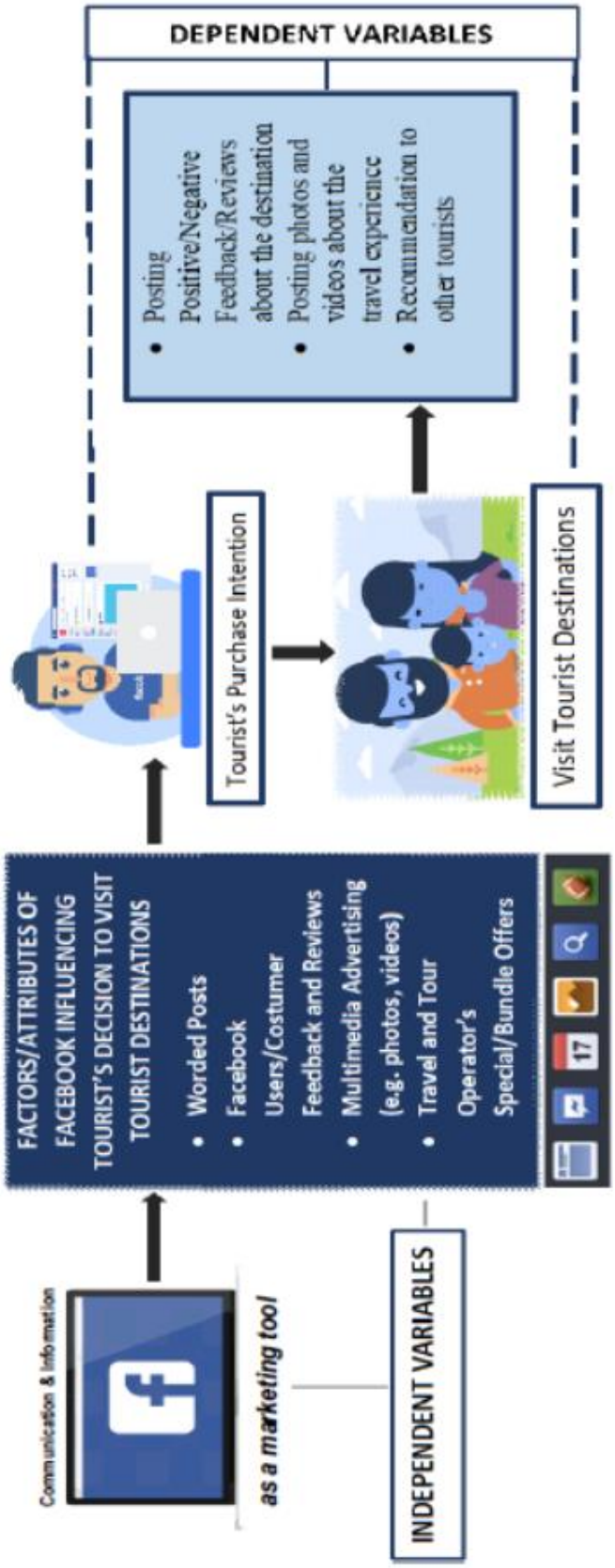

Figure 1. The Conceptual Model showing the attributes of Facebook which influence tourist's decision to visit tourist destinations

Statement of the Problem

As tourists are engaged in social media, particularly as a tool for searching for possible tourist destinations, this technology has been a reliable source of fast and valuable information.

Various studies conducted showed the significant influence of social media on customers' intention to visit tourist destinations. Using Instagram as a test case, people most likely wanted to go to a place through the photos and videos they saw posted on the site together with the positive reviews and recommendations of past visitors.

In the Philippines, Facebook is identified as the top social media site most visited by Filipinos. Where some of its features are like Instagram, it is most likely a relevant source of information that tourists could find to help them in their decision-making. However, there was no study as to what attributes of Facebook greatly influenced the decision of the tourist in choosing a destination to visit. Thus, this study is trying to address it.

Research from SEO for Travel and Tour Agencies in the Philippines revealed that travel and tour agencies made it to the list of Top 8 industries that should invest in search marketing in the Philippines. Due to the emergence of technological advances, the shift of tourists' preferences in terms of their source of destination information drastically changed from a traditional marketing tool to a digital marketing platform This study leads to maximizing the presence of travel and tour agencies and other tourism-related entities on Facebook as to where they can provide a competent digital campaign of these tourism-related businesses.

Objectives of the Study

The main objective of this study was to determine which Facebook attributes greatly influenced tourist decision in visiting tourist destinations.

Specifically, it aimed to:

1. Present the socio-demographic profile of Facebook-user tourists in Cebu City;
2. Identify Facebook attributes that greatly influence tourists' decision in choosing a tourist destination;
3. Determine the linear relationship between the Facebook attributes and factors affecting tourists' decision in choosing a destination;
4. Ascertain tourists' recommendation of Facebook to others as a source of destination information

Significance of the Study

This study that aimed to determine which among Facebook attributes greatly influence tourist's decision would be beneficial to the following:

1. To tour operators, hotel and resort owners, destination management organization

The study could give key ideas on things to consider if they will use Facebook as a marketing tool, as these sectors focus on the marketing or promotion of its tourism destinations through informative and interactive platforms such as multimedia advertising, where it showcases a visual representation of the destination physique.

2. To the Department of Tourism – Region 7

The study is hugely beneficial to the Regional Office of the Department of Tourism in regulating and promoting the region's tourism industry. Hence, providing a clear understanding and technical capacity to travel agencies and tour operators in using Facebook as a marketing tool and a promotional platform can beinitiated and conducted by the DOT regional office, which will also improve the region's online visibility.

3. To Local Government Unit

The study is also relevant to the local government units wherein the results could help improve their campaign efforts in promoting their local tourism industry.

4. To other researchers

The study could serve as a foundation for further research and secondary data of the same or relative topic for future references.

Scope and Limitations

The study was conducted in randomly selected star rated hotels in Cebu City, Philippines. Primarily, it focused on Facebook, any other site or social media platforms were excluded in the study, or anything that is connected with it. It also focused on the site's attributes, which means that the attributes of the destination were not included in the study. Respondents were domestic tourists from the selected star rated hotels who were Facebook users and actively participated in traveling to different tourism destinations. Moreover, the

correlations of the different variables only identified whether there is a relationship or none hence not a determinant of influence on tourists' decision.

Time and Place of the Study

The study was conducted in Cebu City, Philippines, in randomly selected star rated hotels from August 2018 to November 2018.

Operational Definition of Terms

To facilitate a better understanding of the study, the following terminologies are operationally defined:

Age. Refers to the respondents' age on their last birthday at the time of the study. Using NEDA's age classification, the respondents were categorized as follows:
Young – 21 years old and below
Middle Aged – 22-45 years old
Old – 46-64 years old
Senior Citizen – 65 years old and above

Facebook. It is an online social networking site used as a marketing tool where people can create a profile, share information such as photos, videos, and quotes about someone or something and respond or link to the data posted by others.

Influence. The ability to cause desirable and measurable actions and outcomes to tourists on deciding a tourism destination to visit. This can be measure based on the number of hours' tourists browse or search for tourism destinations, the reviews made by the old/past tourists of the tourism destinations, and the likes, shares, and reactions of tourists on the Facebook page or advertisements. There are attributes of Facebook that merely influence their decisions to visit tourist destinations, and these are: (1) worded posts, (2) customer feedback and reviews, (3) multi-media advertising, and (4) travel agency and tour operators' exclusive bundles or offer.

Likes. Liking a page by clicking the Like button is a way to give positive feedback and connect with things you care about (Facebook Corporation, 2013).

Page. The corporate version of a profile containing information about a company that would like visitors on that page to know (Facebook Corporation, 2013).

Policy Makers. Refers to Tourism officers who develop guidelines for the Tourism Industry.

Posts. The process of imparting information onto a page or profile (Facebook Corporation, 2013).

SNS. The acronym for Social Networking Sites is the primary tool for people gathering information, mainly tourists or travelers, on searching tourism destinations projected in different sites such **as** Facebook, YouTube, Instagram, Twitter, Vlogs, etc.

Tourism Industry. An industry composed of sectors namely Transportation, Accommodation, Food and Beverage, Events, Outdoor and Adventure, Travel and Trade, etc.

Tourists. People who are traveling to and staying in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business, and other purposes (UNWTO,1995).

Tourist Destination.A place where attractions, accommodation, amenities, and accessibility is present and widely available. A place where tourists can rest, walk, spend time in nature, see historical monuments, attend festivals, events, taste local cuisine, and be part of the unique features of a destination. Tourist destination as a synonym for tourist attraction could be categorized into cultural, religious, shopping, gastronomic, other attractions, events, sports tourism, and dark tourism.

Tour operators. Organizations that offer packaged vacation tours to the general public (Hudson, 2008)

UGC. Acronym for User Generated Content, also known as Consumer Generated Content. The term used to describe any form of content such as video, blogs, discussion forum posts, digital images, audio files, and other

procedures of media that were created by consumers or end-users of an online system or facility and is publically available to others consumers and end-users.

Review of Related Literature

Social Media in Tourism and Travel

Social media have been widely accepted by tourists to search, organize, share, and interpret their travel stories and experiences through blogs' (Leung et al., 2013). It was posited that social media are, in fact, more effective in equipping travelers with comprehensive knowledge on a tourism destination than alternative information sources (Xiang and Gretzel, 2010). Social media is ultimately changing the way tourists search, find, read, trust, and produce information about tourism suppliers and destinations (Sigala et al., 2012). It has become a valuable advertising tool and platform, particularly business organizations in the tourism industry, a way of engaging and interacting with their prospects, the tourists.

Social media is believed to provide 'tourism companies with unprecedented opportunities to understand and respond to consumer preferences' (Dellarocas, 2003; Leung et al., 2013). Social media acts as a medium or platform through which business organizations can analyze comments and interactions between users. Genuine interaction can, therefore, take place between tourism companies and consumers. If adequately managed by a tourism business organization, this can positively affect customer loyalty, electronic word of mouth, and ultimately increase revenue (Dellorocas, 2003). Due to the trends in today's generation, many business organizations are incorporating social media platforms as their marketing strategy. The integration of social media into company websites gives customers a more comfortable and more efficient information searching experience (Leung et al., 2013).

13 Though there has been a vast volume of evidence proving that social media is widely used in the research stage of the travel planning process, Fotis et al. (2011) discovered that 'social media are predominantly used after holidays for experience sharing' (Leung et al., 2013). Some scholars have investigated a traveler's motivation behind their creation of UGC on social media, with a focus on the 'post-trip' phase. It was argued that a tourist's personality is very much an essential determinant in contributing content to social media (Yoo and Gretzel, 2011). Results included a tourist wanting to give positive/negative feedback to a tourism company or destination and others wanting to share their experience with their peers. Results also showed a traveler's participation in social media to be motivated by their social, hedonic, and functional benefits (Leung et al., 2013). However, results did not detail improved self-image and egotistical benefits as motivational factors; this is something which scholars have not thoroughly investigated (Fotis et al., 2011).

Facebook as a Marketing Tool

Yeoman (2008) predicts that tomorrow's tourists will be driven by technology and information and choice, and that time is upon the future generation with the dawn of social media and especially Facebook. The need for specialized tours that are tailor-made to the individual's needs may be relaxation, rejuvenation, or recuperation is paramount (Yeoman, 2008). This trend shows 95% of all flights resulting from online booking by 2030 (Yeoman, 2008), but does this intently spell doom for the tour operator? Facebook is one of the most popular sites for social networking and is growing with users 35 years of age and older, and travel companies are jumping on with the realization that it is a great way to communicate with their customers and to attract new ones (Margolis, 2012).

On Facebook, travel and tour operators can accomplish their marketing tactics. These are products, which are the perceptible aspects, service element, and marking, price, discounting, value for currency, place; the role of intermediaries, direct sell and promotion; advertising, brochures, and sales promotion (Swarbrooke and Horner, 2007). The above is attained using the different structures of a Facebook page comprise but are not limited to; status updates, news feeds, and discussions (Dunay and Krueger, 2010). According to Procopio, Thomson, and Spielvogel (2008), 60% of online users were shown to benefit from the content they read online from other users on social media sites, blogs, et cetera.

There are two types of Facebook pages for marketing exposure of travel and tour operators, namely: Community page and Fan Page. The Community page is dedicated to the brand but offers less control as it can be registered and managed by third parties and is open to all (O Connor, 2011). The alternative is a Fan Page that is registered and managed by the tour operator and gives them control over the content on the page (O Connor, 2011). A Fan page must include a Wall, which is the location of where information is placed. The information may be in the form of text, pictures, video, or audio content (Dunay and Krueger, 2010).

Facebook as a Source of Information

The creation and availability of the Internet have essentially changed how travelers access information, the way they plan for and book trips, and the way they share their travel experiences (Buhalis & Law, 2008;

Senecal & Nantel, 2004; Xiang & Gretzel, 2010). One significant development in the evolution of the Internet is the increasing prevalence of social media platforms that enable Internet users to collaborate, communicate and publish original content such as blogs, videos, wikis, reviews, or photos (Boyd and Ellison, 2008). Social media websites facilitate consumer-generated content (CGC) and are widely used by online travelers' (Gretzel, 2006; White & White, 2007). CGC and reviews sites such as Tripadvisor.com are widespread and may even undermine the authority of traditional destination marketing organizations (DMOs) or conventional advertisements (Gretzel, 2006; Gretzel, Yuan, & Fesenmaier, 2000; Rand, 2006). Among the varied social media platforms, Facebook deserves a special mention concerning the promotion of a tourism destination.

Methodology

This includes the research design, population of interest, sampling method, an instrument for data collection, procedures on gathering data and material used, and method of data analysis.

Research Design

The survey research design was employed in conducting the study because it best served to answer the questions and purposes of the study. It is one in which a group of people or items are considered to be representative of the whole group. In other words, only a percentage of the population was studied, and findings from this were expected to be comprehensive to the entire population (Nworgu 1991:68). Similarly, McBurney (1994:170) defines the survey as assessing public opinion or individual characteristics by the use of questionnaires and sampling methods. The factor in this study for identification was the social networking site Facebook and its attributes, while the subjects were made up of domestic tourists who were all Facebook users.

The Population

The target population of the study was selected from the different five (5) star rated hotels in Cebu City. It comprised all Filipino guests or domestic tourists who resided outside the area of Cebu City.

Sample Size

The sample was taken from the Monthly Report of Tourist Arrivals in every hotel from DOT records. The research sample was computed with the use of Slovin's Formula. As shown below is the computation of the sample, where it has a total population of 8,588, and the percentage error used is 8%. The computation resulted in a sample of 154, which serve as the number of respondents for this research.

Slovin's Formula:

$$\frac{N}{(1+Ne^2)} = \frac{8{,}588}{[1+(8{,}588\ x\ .08^2)]} = \frac{8{,}588}{55.96} = 153.46 \text{ or } \mathbf{154}$$

Sampling Method

The sampling method used was a combination of simple random sampling and convenience sampling. Simple Random Sampling was used to identify the hotels to be surveyed from the Lists of Accredited Hotels provided by the Department of Tourism – Central Visayas. In contrast, convenience sampling was used to determine the sample size per selected hotel based on the computed population (Table 1).

Table 1. Total number of respondents per hotel

HOTELS "star rated."	Monthly Reports			Total	Average	%	No. of Respondents per hotel (8% percentage error)
	JULY	AUGUST	SEPTEMBER				
Hotel A	1228	1383	1527	4138	1379	16%	**24**
Hotel B	7391	1880	8124	17395	5798	68%	**105**
Hotel C	300	300	300	900	300	3%	**5**
Hotel D	121	205	508	834	278	3%	**5**
Hotel E	1250	651	600	2501	833	10%	**15**
Totals:				**25,768**	**8,588**	**100%**	**154**

Data Collection

Data were gathered through conducting a personal interview of selected tourists from the identified star-rated hotels in Cebu, City, utilizing an adapted survey questionnaire from survey expression software from (https://www.surveyexpression.com/s/2846). Letters of intent were also distributed to selected respondents before conducting the study (see Appendix A).

The Research Instrument

The survey research utilized a standardized questionnaire adapted through Survey Expression Software (https://www.surveyexpression.com/s/2846). Participants were required to answer twenty questions to obtain the necessary information that pertained to the influence of Facebook on tourist's decision to visit tourist destinations (see Appendix B).

The survey questionnaire was separated into three parts. Part 1 collected the respondents' personal information. Part 2 was focused on the reasons and factors why tourists used Facebook on choosing or deciding a tourist destination to visit and how it affected and influenced their decisions with the use of both open-ended and close-ended questioning using the Likert scale on determining the level of influence of Facebook. Part 3 focused on the advantage and disadvantages of Facebook when used as a tool for choosing or deciding what tourist destination to visit.

Data Analysis

The data gathered were tallied, encoded, and interpreted using appropriate statistical tools. The data were analyzed through descriptive statistics. These included percentage, frequency of distribution, and mean, which were used based on the objectives of the study. The researcher used a standardized rating scale on getting the mean for the perceptions of Facebook adapted from (www.apjmr.com). Also, on analyzing the influence of Facebook on tourist's decision, the Spearman's Rho, Contingency Correlation C, and Rank Bi-serial Correlation, which measure the linear relationship between the influence of Facebook attributes and the decision of tourists using Facebook were administered. Friedman's Test and Wilcoxon Signed-Ranks Test was also used for multiple comparisons of the Facebook attributes. The results were abridged in tables and figures. The correlation results of the different variables were not determinant, whether Facebook attributes influenced the decision of tourists in choosing tourist destinations

Results and Discussion

Socio-demographic Profile of the Respondents

The general information is comprised of the respondent's profile, such as gender, age, occupation, the factors affecting tourist's decision and their engagement in Facebook and traveling, and the advantage and disadvantages of Facebook as a source of information.

Table 2 shows the predominance of females on Facebook. This was demonstrated by 63% of the respondents, while only 37% of them were males. This may indicate gender bias to the overall results where most respondents and active users are females; hence during the conduct, there was a predominance of female respondents.

Results also indicate that people from 15 years old to 45 years old are already engaged in browsing the site. It also shows that middle-aged tourists (22-45 years old) were aggressive and more interactive in Facebook when searching tourist destinations (62%), followed by young tourists (37%) aged from 21 years and below and the least were from the age range of 46 to 64 years (2%) which were considered as old and none were from the senior citizen group.

More than half of the respondents were from the Visayas area (60%), 25% from Luzon, and 15% from Mindanao. Since the survey was conducted in Cebu, most of the respondents came from its' island itself, where most of them are from that of neighboring cities or towns.

Respondents' sources of living (occupation) on the majority (48%) were employees, 45% were students, 6% were self-employed, and the remaining 1% were unemployed. This shows that most travelers or tourists have work and have enough resources to travel to different destinations. In comparison, most students travel for education-related events such as seminars and pieces of training where they get financial funding from their parents and relatives while others have jobs.

Table 2. Socio-demographic profile of the respondents

Socio-demographic Variables	**Frequency (n=154)**	**Percentage (100%)**
Gender		
Male	57	37

Female	97	63
Age		
Young (21 years old and below)	58	37
Middle-aged (22-45 years old)	95	62
Old (46-64 years old)	1	1
Senior Citizen (65 years old and above)	0	0
Place of Origin (Major Island)		
Luzon	38	25
Visayas	92	60
Mindanao	24	15
Occupation		
Employee	75	48
Self-employed	9	6
Students	69	45
Others	1	1

Factors and Facebook Attributes Affecting Tourists' Decisions

Most of the respondents traveled 1-3 months ago with a turned out rate of 51.3% while 33.8% of the respondents traveled 4-6 months ago, and the remaining (15%) respondents traveled a year and more, as shown below in Figure 2.

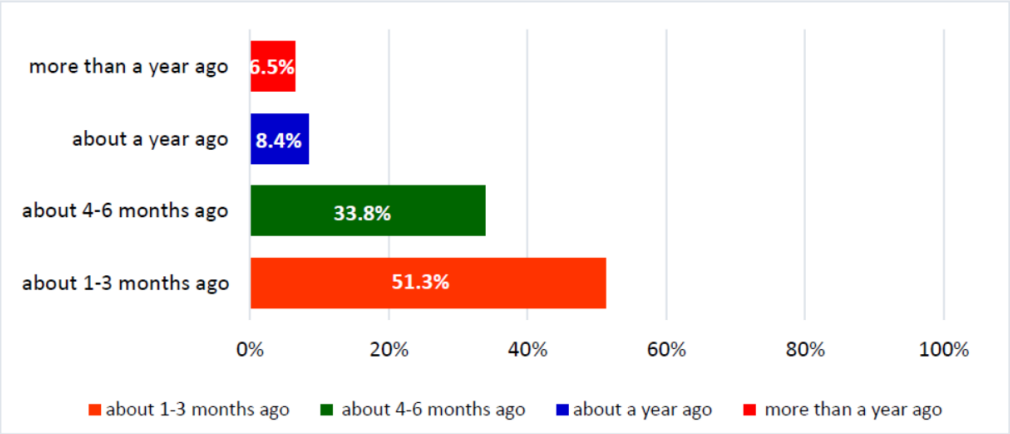

Figure 2. The percentage of respondents regarding their last travel

Traveling alone will not be possible without a purpose; it could be for leisure, business, study/education, and for other reasons. Figure 3 shows which of these purposes highly urged respondents to travel. Results show that 67.5% of the respondents considered leisure as their primary purpose of traveling outside their natural environment/places. In contrast, others said that they travel for business and study or educational purposes, which resulted in 32.5% of the respondents. Based on the results, there were no other reasons or purpose besides the three given options. This implies that tourists prefer more on searching destinations for leisure through the use of social media platforms such as Facebook.

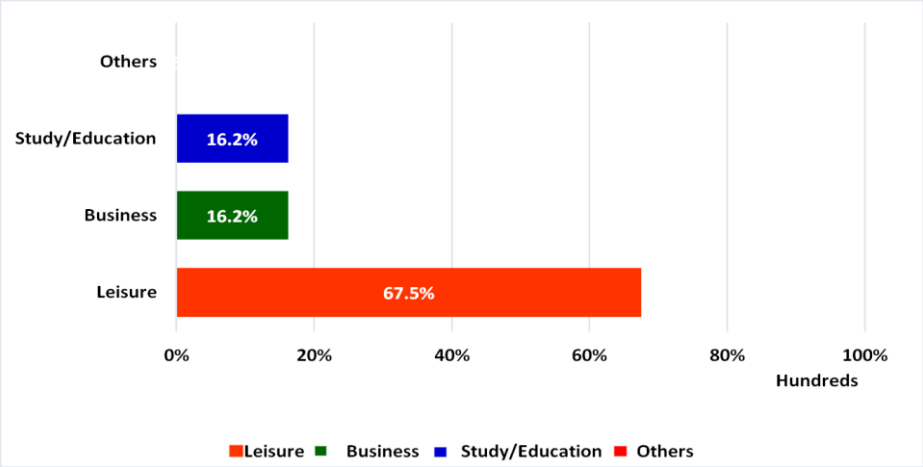

Figure 3. The percentage of tourists' purpose of travel

Figure 4 indicates respondents' engagement on Facebook, therefore, identifying their frequency of usage. The results show that 59.7% of respondents always used Facebook when searching or choosing a tourist destination to visit. While 38.3% of the respondents used Facebook sometimes, and the remaining (1.9%) said they never used Facebook. This indicates that tourists of the said population consult Facebook frequently when searching or choosing a tourist destination to visit.

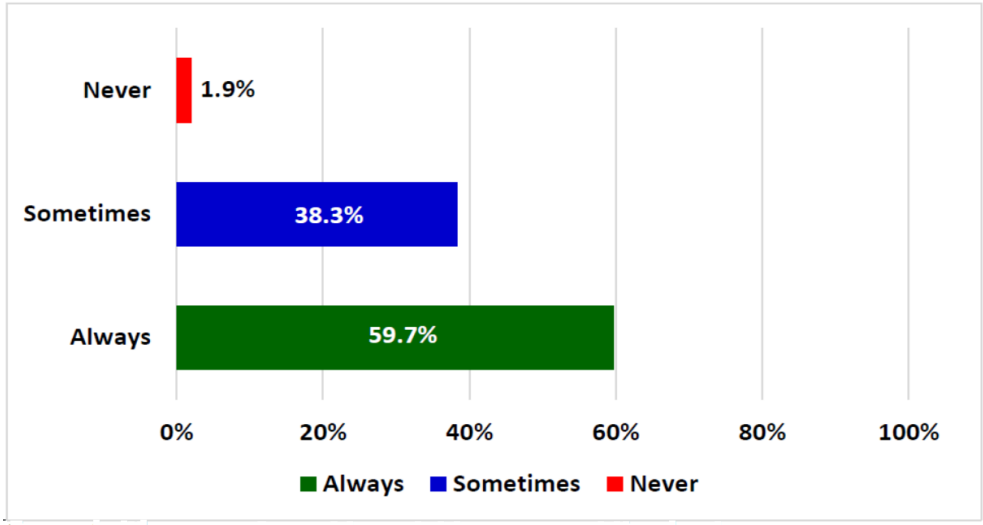

Figure 4. The percentage of tourists' frequency of Facebook usage

Tourists have different purposes when browsing Facebook in order to find a perfect tourist destination to visit. These might be for information gathering (worded posts), reading reviews, and customer feedback, viewing images and videos (multimedia advertising), among others.

Based on the findings gathered, as shown in Figure 5, tourists' primary purpose of using Facebook was for reading reviews and customer feedbacks, with half of the respondents or over 46.1% replied. It was followed by viewing of images and videos or multimedia advertising with 42.2%. While the least response was information gathering or the worded posts with 11.04%, and one responded with for other purposes.

Results have shown that reading reviews and customer's feedback gave tourists a more convenient and reliable way to check the legitimacy of the tourism product or services being offered.

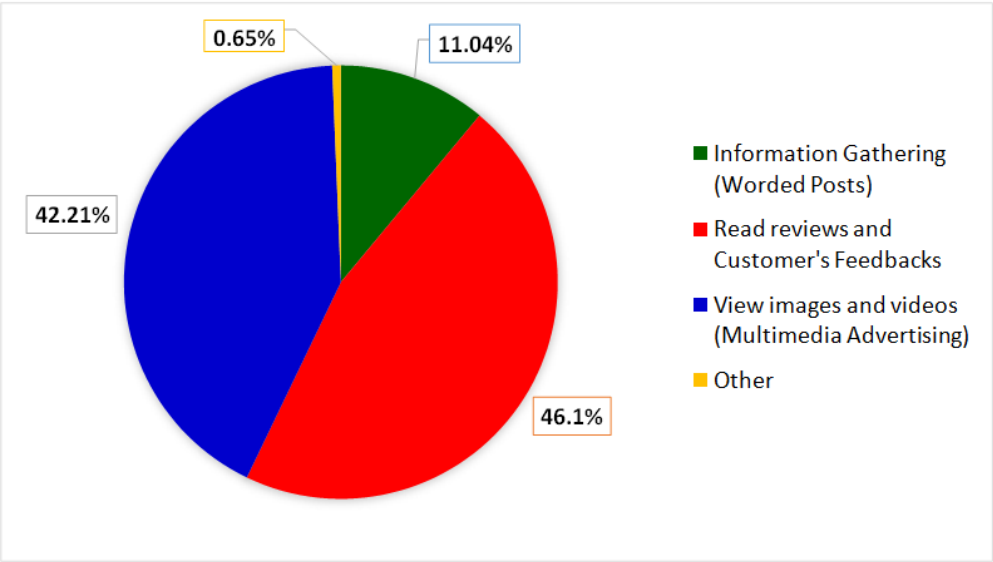

Figure5.Purpose ofusingFacebookinchoosinga touristdestination

Results also show, As presented in figure 6, that majority of the respondents (55.8%) said that Facebook was a valuable source of information for choosing a tourist destination to visit. There were 36.4% said that it was also somehow useful, while 7.8% had a neutral decision. At the same time, no respondent answered less useful and not useful at all. Most of the respondents have a positive view on Facebook as a source of information when searching tourist destination to visit.

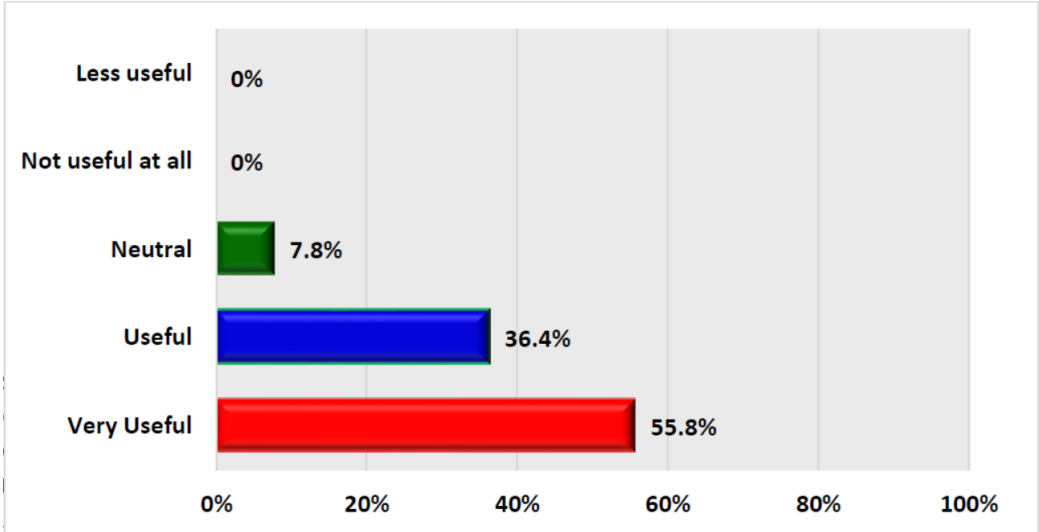

Figure 6. The usefulness of Facebook as a destination information source

It was also of great importance to know on what stage of their decision-making process did they consulted Facebook in gathering information. The results shown in Figure 7 indicate that there was about 60.4% of the respondents primarily used Facebook at the beginning of their decision making and 31.8% used Facebook in the middle of their decision making while 4.5% used it at the end and 3.3% did not remember it anymore. This figure implies that tourists **0% 20% 40% 60% 80% 100%** have high regard for the information they get on the site, which they need to validate as they might be exposed to false information.

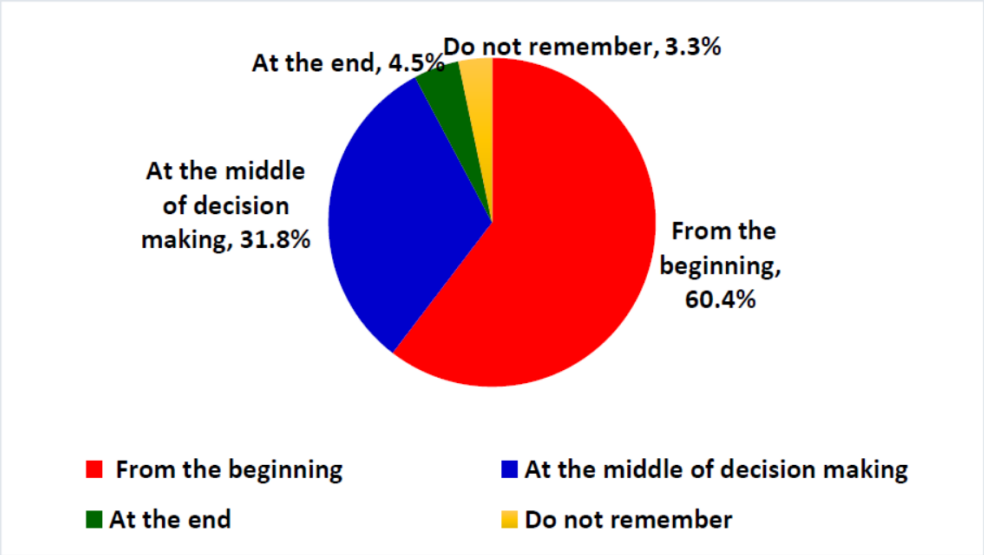

Figure 7. Stages of tourists' decision-making process

The perceptions of tourists on Facebook as a source of information were modified and were rated based on a standardized rating scale adapted from (www.apjmr.com). It was found out that the over-all perception with a composite mean of 4.23, as shown in Table 3, was agreeable. Based on the results, there were 60.4% of the tourists strongly agree that reviews, videos, and images posted on Facebook could undoubtedly influence an individual decision. This implies that people should be careful of what they post online, for it might affect others' reputation, particularly tourism-related operating businesses such as tourist destinations.

The Effectiveness of Facebook followed it is more reliable than traditional marketing tools in order to make traveler's decision with a weighted mean of 4.20. Social Media tools like Facebook could undoubtedly change the way people perceive and decide for a specified tourist destination, as it ranked third with a weighted mean of 4.18.

Social media is not just for public communication, but becoming the best form of a promotional campaign for all tourism businesses wherein they can review all the comments and opinions that will help in refining their services to gratify customers. One good thing that social media provide is that customers no longer need to go to a specific place or destination before deciding whether to stay or not.

Likewise, social media, particularly Facebook, has been proven useful for a traveler to find out desired tourist destinations (4.15), and reviews posted on social media were more reliable than traditional marketing agents (4.09), which got the lowest mean value.

Table 3. Perceptions on Facebook as a source of information

Perceptions	**M**	**VI**	**Rank**
Facebook is useful for a traveler to find out the desired tourist destination.	4.15	A	4
Videos and images posted on Facebook can influence tourists' decision-making process.	4.52	SA	1
Facebook can positively change the traveler's decision.	4.18	A	3
The effectiveness of Facebook is more reliable than traditional marketing tools in order to make the traveler's decision.	4.20	A	2
Reviews posted on social media are more reliable than traditional marketing agents.	4.09	A	5
Composite mean:	4.23		

Legend: 4.50 – 5.00 = Strongly Agree (SA); 3.50 – 4.49 = Agree (A); 2.50 - 3.49 = Neither Agree nor Disagree (NAD); 1.50 - 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

About the effectiveness of Facebook as a medium or tool in choosing or searching a tourist destination, results shown in Table 4 demonstrate that tourists were most likely influenced by customer's feedback and reviews from the past visitors with a weighted mean of 4.42. It was followed by the multi-media advertising

such as videos and images of tourist destinations (4.31) where most of the tourists were attracted to and got influenced directly. Then worded posts ranked third with 4.01 as its mean rank where tourists were not directly convinced through text gestures; instead, they wanted a visual representation of the tourist destinations and indicating what product or services to be expected. Ranked last was the travel and tour special offer or bundle with a weighted mean of 3.99. Tourists did not rely on promos and discounts hence comparing prices of different travel and tour operators' rates for less expensive. However, instead, they were into Facebook because, in it, they could freely and easily share and discuss ideas, opinions, feelings, suggestions, and feedback using a multimedia mix of personal words, pictures, videos, and audio.

Table 4. Attributes of Facebook based on effectiveness in influencing tourists' decision

Attributes of Facebook	**Mean**	**Rank**
Worded posts (Information gathering)	4.01	3
Customers Feedbacks and Reviews	4.42	1
View images and videos (Multi-media advertising)	4.31	2
Travel and Tour Special Offer/Bundle	3.99	4

This study explored the relationship of Facebook attributes with the decision of tourists when searching or choosing destinations to visit. Other factors, such as a socio-demographic profile of the respondents, to wit: age, sex, place of origin, and occupation were also considered. It also explored the relationship between the attributes of Facebook and the perceptions it generated as a source of information. The correlation results of the different variables determine the influence of Facebook, as shown below in tabular forms.

Linear Relationships between Facebook Attributes and Tourists' Decision

Table 5 shows the relationship between the frequency of tourists' usage of Facebook and its attributes. The results indicate that there are no significant linear relationships on the frequency of usage and the attributes of Facebook. The result means that the correlations do not determine whether there is an influence or none. This means that there is no relationship between frequency of Facebook usage and Facebook attribute.

Table 5. Linear relationships between the frequency of Facebook usage and Facebook attributes

	CorrelationCoefficient^{a}	**p-value**
How Often Tourists Use Facebook in Choosing a Tourist Destination and Facebook Attributes: Worded Posts	$-0.076ns$	0.348
How Often Tourists Use Facebook in Choosing a Tourist Destination and Facebook Attributes: Facebook User's Review	$-0.018ns$	0.820
How Often Tourists Use Facebook in Choosing a Tourist Destination and Facebook Attributes: Multimedia Advertising	$-0.020ns$	0.807
How Often Tourists Use Facebook in Choosing a Tourist Destination and Facebook Attributes: Travel and Tour Operators Special Offer/Bundle	$-0.049ns$	0.548

a- correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant

The data presented in the table below (Table 6.1) shows that age, at a 1% level of significance, has a negatively weak linear relationship with Facebook as a more reliable marketing tool than traditional marketing. This means that younger tourists tend to agree that Facebook is a more reliable marketing tool, while older tourists tend to rely on traditional marketing tools, in general. On the other hand, there is no significant linear relationship between Age and Perceptions 1, 2, 3, and 5.

Table 6.1. A linear relationship between age and perceptions on Facebook as a sourceof destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Age and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$-0.017ns$	0.836
Age and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$-0.024ns$	0.769
Age and Perception 3: Facebook can positively change travelers decision	$-0.032ns$	0.690
Age and Perception 4: Facebook is more reliable than traditional marketing tools in order to make traveler's decision	$-0.228**$	0.004
Age and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$0.154ns$	0.056

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant
** - significant at 1% level

The data shown in Table 6.2 shows that sex and perceptions 2 and 3 both have a positively weak linear relationship at a 5% level of significance. The perception that videos and images posted on Facebook can influence tourists' decision making process and sex is significantly related to each other. This means that female tourists tend to support the claim that videos and images posted on Facebook can influence tourists' decision-making process than the male tourists, in general.

Table 6.2**.** The linear relationship between sex and perceptions on Facebook as a source of destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Sex and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$0.055ns$	0.497
Sex and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$0.160*$	0.047
Sex and Perception 3: Facebook can positively change travelers decision	$0.160*$	0.048
Sex and Perception 4: Facebook is more reliable than traditional marketing tools in order to make traveler's decision	$0.028ns$	0.726
Sex and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$-0.095ns$	0.243

a - correlation coefficients are based on Rank-Biserial Correlation
ns – Not significant
*- significant at 5% level

Table 6.3 shows that there is no significant linear relationship between the place of origin of the tourists and the perceptions on Facebook usage. This implies that places or origin does not matter in using Facebook as a source of destination information.

Table 6.3**.** The linear relationship between place of origin and perceptions on Facebookas a source of destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Place of Origin and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$0.059ns$	0.970
Place of Origin and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$0.169ns$	0.338
Place of Origin and Perception 3: Facebook can positively change travelers decision	$0.204ns$	0.155
Place of Origin and Perception 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	$0.253ns$	0.103

Place of Origin and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$0.119ns$	0.899

a - correlation coefficients are based on Contingency Coefficient C
ns – Not significant

The data shown in Table 6.4 shows that occupation and tourist's perception that Facebook is useful for a traveler to find out the desired tourist destination has a significant positively weak linear relationship. Students tend to agree that Facebook is highly useful in finding out tourists' destinations while employees of government and public offices tend to believe that Facebook is slightly useful in finding out tourist destinations, in general.

Table 6.4. Linear relationship between occupation and perceptions on Facebook as asource of destination information

Variables	**CorrelationCoefficient^a**	**p-value**
Occupation and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$0.280*$	0.041
Occupation and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$0.088ns$	0.976
Occupation and Perception 3: Facebook can positively change travelers decision	$0.165ns$	0.634
Occupation and Perception 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	$0.205ns$	0.661
Occupation and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$0.273ns$	0.191

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant
* - significant at 5% level

The attribute worded posts and age has a significant correlation. The relationship between the two variables is positively minimal. This implies that young tourists tend to believe that worded posts are less effective while older tourists tend to believe that worded posts are very effective, in general. There is no significant linear relationship between age and attributes 2, 3, and 4.

Table 7.1. Linear relationship between age and Facebook attributes

Variables	**CorrelationCoefficient^a**	**p-value**
Age and Attribute 1: Worded Posts	$0.171*$	0.034
Age and Attribute 2: Facebook Users' Review and Feedbacks	$0.006ns$	0.939
Age and Attribute 3: Multimedia advertising	$-0.027ns$	0.737
Age and Attribute 4: Travel and Tour Special Offer/bundle	$-0.087ns$	0.282

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant
* - significant at 5% level

There is no significant linear relationship between the sex of the tourists and the attributes of Facebook, as shown in Table 7.2. This implies that regardless of sex, the attributes of Facebook do not matter.

Table 7.2. Linear relationship between sex and Facebook attributes

Variables	**CorrelationCoefficient^a**	**p-value**
Sex and Attribute 1: Worded Posts	$0.121ns$	0.136
Sex and Attribute 2: Facebook Users' Review and Feedbacks	$-0.057ns$	0.479
Sex and Attribute 3: Multimedia advertising	$-0.036ns$	0.655
Sex and Attribute 4: Travel and Tour Special Offer/bundle	$-0.017ns$	0.838

a - correlation coefficients are based on Rank-Biserial Correlation
ns – Not significant

There is no significant linear relationship between the place of origin of the tourists and the attributes of Facebook (Table 7.3). This implies that regardless of the place of origin of the tourists, the attributes of Facebook do not also matter.

Table 7.3. Linear relationship between place of origin and Facebook attributes

Variables	**CorrelationCoefficient**^{a}	**p-value**
Place of Origin and Attribute 1: Worded Posts	0.213ns	0.505
Place of Origin and Attribute 2: Facebook Users' Review and Feedbacks	0.125ns	0.875
Place of Origin and Attribute 3: Multimedia advertising	0.267ns	0.066
Place of Origin and Attribute 4: Travel and Tour Special Offer/bundle	0.222ns	0.242

a - correlation coefficients are based on Contingency Correlation C
ns – Not significant

There is no significant linear relationship between the occupation of the tourists and the attributes of Facebook. This means that the occupation of the tourists and the attributes of Facebook are not related to each other.

Table 7.4. Linear relationship between occupation and Facebook attributes

Variables	**CorrelationCoefficient**a	**p-value**
Occupation and Attribute 1: Worded Posts	0.275ns	0.400
Occupation and Attribute 2: Facebook Users' Review and Feedbacks	0.222ns	0.534
Occupation and Attribute 3: Multimedia advertising	0.119ns	0.988
Occupation and Attribute 4: Travel and Tour Special Offer/bundle	0.290ns	0.117

a - correlation coefficients are based on Contingency Correlation C
ns – Not significant

There is a significant positively weak linear relationship between the attribute worded posts and the perception that videos and images posted on Facebook can influence tourists' decision-making process. This means that the more a tourist believes that worded posts are very effective, the more that he/she strongly thinks that videos and images posted on Facebook can influence tourists' decision-making process, in general. There is no significant linear relationship between a Facebook attribute (worded posts) and perceptions 1,3,4 and 5.

Table 8.1**.** Linear relationship between worded posts and perceptions on Facebook as a source of destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Worded Posts and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	0.055ns	0.496
Worded Posts and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	0.177$*$	0.028
Worded Posts and Perception 3: Facebook can positively change travelers decision	0.065ns	0.423
Worded Posts and Perception 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	0.015ns	0.853
Worded Posts and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	0.099ns	0.223

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant
* - significant at 5% level

There is no significant linear relationship in all perceptions on a Facebook attribute (Facebook User's Reviews and Feedbacks). Based on the presented data in Table 8.2, there are no correlations among the given

variables, which means no relationship occurs between the perception of the Facebook usage and the attributes of Facebook (Facebook User's Review/Feedbacks). No significant findings found that perceptions on Facebook and User's Review and Feedback have something to do with the decision making of tourists on visiting tourist destinations through given information.

Table 8.2. Linear relationship between Facebook user's reviews/feedbacks and perceptions on Facebook as a source of destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Facebook User's Reviews/Feedbacks and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$0.026ns$	0.748
Facebook User's Reviews/Feedbacks and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$-0.051ns$	0.526
Facebook User's Reviews/Feedbacks and Perception 3: Facebook can positively change travelers decision	$0.038ns$	0.638
Facebook User's Reviews/Feedbacks and Perception 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	$-0.125ns$	0.121
Facebook User's Reviews/Feedbacks and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$-0.050ns$	0.535

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant

There is no significant linear relationship in all perceptions on a Facebook attribute (Multimedia Advertising). The data presented in Table 8.3 shows that Multimedia advertising and the perceptions of tourists on Facebook users do not have any effect on making decisions of every tourist who wanted to visit specified tourist destination exposed through photos and videos.

Table 8.3. Linear relationship between multimedia advertising and perceptions onFacebook as a source of destination information

Variables	**CorrelationCoefficient**^{a}	**p-value**
Multimedia Advertising and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$0.047ns$	0.565
Multimedia Advertising and Perception 2: Videos and images posted on Facebook can influence the tourist's decision-making process	$0.115ns$	0.155
Multimedia Advertising Feedbacks and Perception 3: Facebook can positively change travelers decision	$0.010ns$	0.904
Multimedia Advertising and Perception 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	$0.109ns$	0.180
Multimedia Advertising and Perception 5: Reviews posted on social media are more reliable than traditional marketing agents	$-0.076ns$	0.347

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant

The data shown in Table 8.4 signifies that there is a negatively weak linear relationship between the attribute, Travel, and tour operators' Special Bundle Offer and the perception that Facebook is useful for a traveler to find out the desired tourist destination at 5% level of significance. This means that the more the tourist believes that bundle offers on Facebook are active, the more that he/she thinks that Facebook is slightly useful for a traveler to find out the desired tourist destination, in general. While there are no significant linear relationships between travel and tours special bundle offers and the perceptions 2,3,4 and 5.

Table 8.4. Linear relationship between travel and tour operators special bundle offersand perceptions on Facebook as a source of destination information

Variables	**CorrelationCoefficient**[a]	**p-value**
Travel and tour operators Special Bundle Offers and Perception 1: Facebook is useful for a traveler to find out desired tourist destination	$-0.200*$	0.013
Travel and tour operators Special Bundle Offers and Perception 2: Videos and images posted on Facebook can influence tourist's decision-making process	$0.054ns$	0.509
Travel and tour operators Special Bundle Offers and Perception 3: Facebook can positively change travelers decision	$0.148ns$	0.067
Travel and tour operators Special Bundle Offers 4: Facebook is stronger than traditional marketing tools in order to make traveler's decision	$0.026ns$	0.748
Travel and tour operators Special Bundle Offers 5: Reviews posted on social media are more reliable than traditional marketing agents	$-0.102ns$	0.207

a - correlation coefficients are based on Spearman's Rho Correlation
ns – Not significant
* - significant at 5% level

There is a hugely significant difference between and among the Facebook attributes (p-value<0.001). This means that there is at least one median rating that is different among the four attributes of Facebook. These four attributes are statistically different thus rejecting that ratings do not differ significantly among the four attributes and (null hypothesis) to identify what attribute is perceived by the tourists to be most highly effective as a source of tourist destination information, a multiple comparison procedure using the Wilcoxon signed-ranks test was applied at the 5% level of significance. Results show that the users' reviews and multimedia advertising are the two best attributes of Facebook as a source of tourist destination information (Table 10). A summary of multiple comparison tests shows the grouping assignment of the variables at a 5% level of significance is presented in Table 11.

Table 9. Friedman's Test for Facebook attributes

Variable	**Friedman Value**	***p-value***	**Decision**
Facebook Attributes	31.7474***	0.0000	Reject the null hypothesis

***significant at 0.1%

Table 10**.** Multiple Comparison using the Wilcoxon Signed-Ranks Test for FacebookAttributes

Comparison	**Test Statistic Value (Z)**	**p-value**
Facebook User's Reviews vs. Multimedia Advertising	$1.686ns$	0.0917
Facebook User's Reviews vs. Worded Posts	$4.984***$	0.0000
Facebook User's Reviews vs. Bundle Offers	$4.425***$	0.0000
Multimedia Advertising vs. Worded Posts	$3.892***$	0.0001
Multimedia Advertising vs. Bundle Offers	$3.610***$	0.0003
Worded Posts vs. Bundle Offers	$0.106ns$	0.9158

ns -not significant
***significant at 0.1%

Table 11**.** Summary of Multiple Comparison

Attribute	**Group Assignment**
Facebook User's Review	A
Multimedia Advertising	A
Worded Posts	B
Special Bundle Offers	B

Attributes sharing a letter in the group label are not significantly different at the 5% level of significance

Tourists Recommendation of Facebook as Destination Information Source

Most of the respondents have positive feedback on Facebook as a medium or source of information for searching or deciding a tourist destination to visit. This means that tourists nowadays consult Facebook for easy access to information about a particular place. Nevertheless, they have to ascertain every information they receive or have a further utilization of this medium in order to maximize its benefits. That is the reason why social media, particularly Facebook, has been proven to be an excellent strategy for promotional campaigns.

The respondents were also asked whether they will consider Facebook as part of their decision making in terms of selecting a tourist destination in the future. This data will set an opportunity for tour operators and guides their involvement in tourism-related transactions.

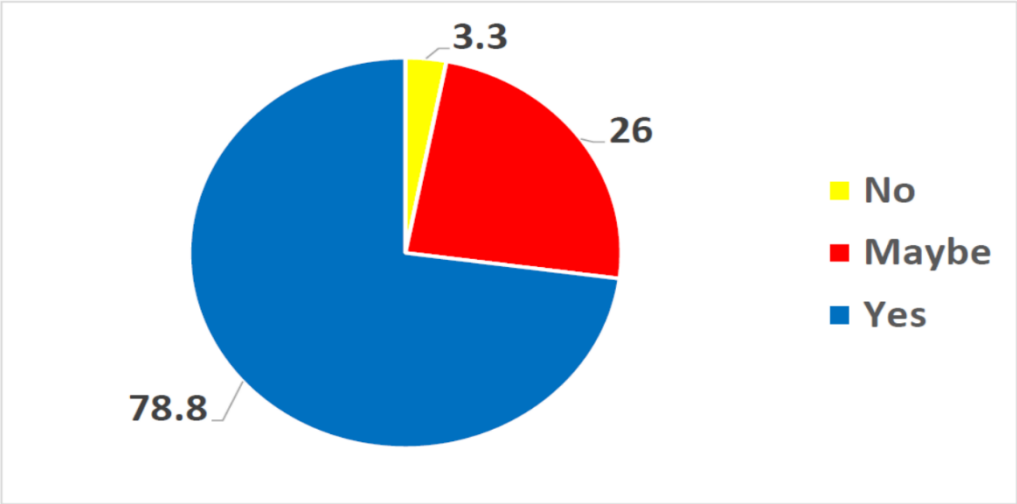

Figure 8. Recommendation on the future of Facebook as a destination information source

Based on the data gathered, there were 70.8% of the respondents stated that they would consider Facebook in the future when they will search for a tourist destination to visit. This means that the tourists have a positive view on Facebook as a source of information and by getting relevant ones to satisfy their needs in terms of informative absorbance. There were 26% said that maybe they would consider using Facebook in the future as part of their decision making. The remaining 3.3% said that they would not consider Facebook as part of their decision-making process.

The findings on the future use of Facebook as part of the tourists' decision have a positive response, for it helps the tourists to gather information needed for their decision making. It implies that most tourists will use Facebook when searching for tourist destinations they desire to visit, for it is convenient and accessible for information gathering about the place.

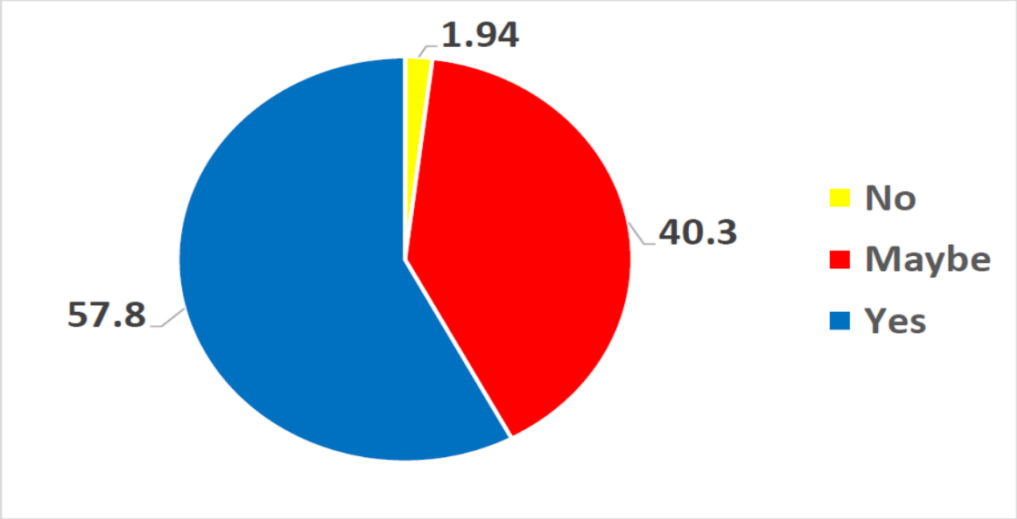

Figure 9. Recommendation on Facebook on others as a destination information source

In a social network setting, a recommendation is a great way to maximize the interests of clients. The respondents were asked whether they will recommend Facebook to others as a medium for searching or choosing a particular destination to visit. The result shows that 57.8% of the respondents will recommend Facebook as a medium for searching and choosing a tourist destination to others. In contrast, 40.3% of the respondents said that maybe they could recommend Facebook depending on the situation, and the remaining three respondents (1.94%) will not recommend Facebook at all in any manner.

The study implicates that travel and tour operators' presence on Facebook has very significant opportunities for getting a considerable number of clients, mainly tourists or travelers. Promotional campaigns exposed on Facebook from different destinations should make an effective and efficient strategy to strengthen clients' perception of the different tourist destinations on a matter of reliance. Tourism offices of every local government unit should take on promoting their local place's culture, gastronomy, natural resources such tourist destinations and even human-made attractions to have a significant number of the market in the future with the use of Facebook as a destination information source hence exploring their marketing and promotional campaigns using this medium and particularly with multimedia advertising exposing the destination physiques.

Conclusion

This study signified that Facebook served as a useful source of destination information and a helpful marketing tool using multimedia advertising and through customers' feedbacks and reviews.

In terms of socio-demographic findings, middle-aged tourists dominated the number of Facebook users in which most of them were female. Findings had proven that tourists whose ages ranged from 22-45 were likely to engage with social networks for travel inspiration. In which, employed tourists are more likely to travel as well as the students for they were able to finance their travel needs.

It was also found out that tourists' decisions were not affected by its correlated variables, namely: frequency of usage, the perceptions toward Facebook usage, and even the socio-demographic of the respondents. Therefore, they had no linear relationships.

Users' reviews and multimedia advertising were the two best attributes of Facebook as a source of tourist destination information source. This meant that Facebook had proven to be of significant relevance in influencing tourists to visit tourist destinations. Hence, tourism-related entities must maximize the use of these platforms for marketing campaigns and advertising their products and services.

It was also evident that Facebook as a marketing tool and a source of information acted as a motivational tool on tourists' decision brought by the high percentage of recommendation on the future use and referral to others. Tourists' high recommendations reflect a positive impact on the decision on using Facebook as a source of the destination information source.

Recommendations

The study was to determine which Facebook attribute greatly influence tourist' decision on visiting tourist destinations that may affect the management practices of concerned beneficiaries such as travel agencies and tour operators, hotel and resort owners, destination management organization**,** Department of Tourism 7, Local Government Units of Cebu and to other researchers.

The following suggestions were recommended to help improve and facilitate various stakeholders of using Facebook as their primary marketing tool hence maximizing the use of Facebook's attributes, namely multimedia advertising and through customers' feedbacks and reviews in advertising their products and services, particularly of the destination physiques.

For tourism-related entities

This study is beneficial to travel agencies and tour operators, hotel and resort owners, destination management organization**,** Department of Tourism 7, Local Government Units of Cebu. The researcher recommends the following:

1. create an authentic and reliable marketing promotion through visual representations using multimedia advertising (photos and videos) being posted through UGC by posting accurate graphic contents of their products, services or destination physiques with their actual customers posing and experiencing their products and services for assurance and to avoid scam and fake information;
2. conduct proper training and seminars to the tourism-related entities employees through actual and online workshops for digital marketing techniques, online marketing strategic development, Facebook page customization, multimedia creation such of graphics and artistic visual representations of the destination and actual training and workshops, such:
   (a). Webinars is a free online seminar with Chris Luo, Head of Global SMB Marketing at Facebook, who will lead an online workshop covering Facebook's methodology and demonstrate how HubSpot puts

it into practice. This will gain access to learning materials (both in video and slideshow format), Just search and login through (https://offers.hubspot.com).

(b).Blueprint Live is a global program that creates lively, hands-on sessions for agencies worldwide. A full day of discovery and teamwork for agencies and advertisers who are already familiar with Facebook and ready to build out real strategies. These sessions are a chance to apply the learning and creativity in a collaborative, energizing workshop environment guided by Facebook experts, and the workshops include interactive exercises and the opportunity to develop a media plan around a theoretical client. Just search (https://www.facebook.com/business/learn/in-person).

3. Effectively managed and proper actions should be taken such reviews and complaints raised by the customers on the SNS by the hotel's management and other entities in which action taken should also be communicated to the customer. In other words, tourism-related entities should provide excellent and quality products and services to their clients to lessen or avoid complaints and bad reputation postings on Facebook.

For further research

There is a need for further research on determining the influence of Facebook on tourist decision; why they use Facebook as a medium or source of information in the first place and other factors that may affect tourist motivation other than its attributes. The study should not only include domestic tourists but should incorporate international or foreign tourists to extremely investigate and explore the level of influence that Facebook does. In order to determine the influence of Facebook, in general, as a marketing tool, the researcher must use an experimental design in the future conduct of the study.

Overall, the data gathered successfully suffice the information needed for the research. However, in terms of the methodology used, various alterations could have been made to improve the validity of results. Interviews could be semi-structured to collect more information. The demographic variation could have been given different generational viewpoints for the qualitative aspect of the data. With regards to the secondary data and related literature, there was such a broad scope of knowledge; therefore, it was challenging to narrow this down without omitting critical pieces of information.

Literature Cited

[1]. **ABRAM, C. & PEARLMAN, L. (2010)**. Facebook for Dummies, Hoboken, N.J.: Wiley. Retrieved on March 25, 2018 from the World Wide Web http://erepo.usiu.ac.ke/bitstream/handle/11732/132/Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[2]. **ABS-CBN NEWS, (2017).** Filipinos Lead the World in Social Media Use Survey. Retrieved on April 3, 2018, from the World Wide Web http://news.abs-cbn.com/business/01/25/17/filipinos-lead-the-world-in-social-media-use-survey

[3]. **ABS-CBN NEWS, (2018).** The Philippines is World's Top Social Media User Study. Retrieved on April 3, 2018, from the World Wide Web http://news.abs-cbn.com/focus/02/01/18/philippines-is-worlds-top-social-media-user-study

[4]. **BHAKUNI, P. AND ARONKAR, P., (2012)**.'Effect of social media advertising on purchase intentions of students- An empirical study conducted in Gwalior City', International Journal of Applied Services Marketing Perspectives 1(1), 1–7.

[5]. **BLACKSHAW, P., AND NAZZARO, M. (2006).** Consumer-generated media (CGM) 101: word-of-mouth in the age of the web-fortified consumer. New York: Nielsen BuzzMetrics. Retrieved on March 23, 2018, from the World Wide Web http://www.nielsenonline.com/downloads/us/buzz/nbzm_wp_CGM101.pdf

[6]. **BOYD, D., & ELLISON, N. (2008).** Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 210–230. Retrieved January 11, 2019, from the World Wide Web http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2022%20Issue2/Version-1/M2202018790.pdf

[7]. **BROWN, R. (2017).** The Impact of Social Media on Travel Inspiration. Retrieved on March 24, 2018 from the World Wide Web http://www.olapic.com/resources /the-impact-of-social-media-on-travel-inspiration_blog-p1aw-f1tr-v1th-t1sm/

[8]. **BUHALIS, D., & LAW, R. (2008).** Progress in information technology and tourism management: 20 years on and ten years after the internet – the state of eTourism research. Tourism Management, 29, 607–623. Retrieved January 11, 2019, from the World Wide Web http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2022%20Issue2/Version-1/M2202018790.pdf

[9]. **BUTED, D. et al. (2014).** APJMR Effects of Social Media in the Tourism Industry. Retrieved March 24, 2018, from https://www.academia.edu /7357043/Effects_of_Social_Media_in_the_Tourism_Industry_of_Batangas_Province.pdf

[10]. **CONNOR, P. (2011)**. An Analysis of the Use of Facebook by International Hotel Chains, Retrieved on April 3, 2018, from the World Wide Web http://scholarworks.umass.edu/refereed/ICHRIE_2011/Wednesday/9

[11]. **CONSTINE, J. (2017).** Facebook Now Has 2 Billion Users…and Responsibility. Retrieved April 2, 2018, from the World Wide Web https://techcrunch.com/2017/06/27/facebook-2-billion-users/

[12]. **DELANEY, J. (2013)**. Employer use of Facebook and online social networks to discriminate against applicants for employment and employees: an analysis balancing the risks of having a Facebook account and the need for protective legislation. Labor Law Journal, 64 (2), 86-106. Retrieved on March 25, 2018, from the World Wide Web HTTP://erepo.usiu.ac.ke/bitstream/handle/11732/132/Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[13]. **DUNAY, P., AND KRUEGER, R. (2010)**. Facebook Marketing for Dummies, Hoboken, N.J.: John Wiley and Sons. Retrieved on 25, 2018 from the World Wide Web http://erepo.usiu.ac.ke/bitstream/handle/11732/132/Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[14]. **FACEBOOK CORPORATION (2013).** Glossary of Terms. Retrieved on March 24, 2018, from the World Wide Web https://www.facebook.com /help/www/219443701509174

[15]. **KEMP, S. (2015)**. Digital, social & mobile in 2015. Retrieved on February 26, 2018 from the World Wide Web http://wearesocial.com/uk/special-reports/digital-social-mobile-worldwide-2015

[16]. **KEMP, S. (2017)**. Digital in 2017: Global Overview. Retrieved on March 3, 2018 from the World Wide Web https://wearesocial.com/special-reports/digital-in-2017 global-overview

[17]. **LEUNG, D., LAW, R., HOOF L. AND BUHALIS, D. (2013).** Social Media in Tourism and Hospitality: A Literature Review, Journal of Travel & Tourism Marketing, 30:1-2, 322.doi:10.1080/10548408.2013.750919 Retrieved on April 3, 2018, from the World Wide Web https://www.academia.edu/2967096/

[18]. **MANGOLD, W.G., AND FAULDS, D.J. (2009)**. "Social media: the new hybrid element of the promotion mix," Business Horizon' Vol. 52, pp. 357-65. Retrieved on March 25, 2018 from the World Wide Web http://erepo.usiu.ac.ke/bitstream/handle/11732/132/Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[19]. **MARGOLIS, C (2012).** Business Travel Success: How to Reduce Stress, Be More Productive and Travel with Confidence, New York City, NY: Morgan James Publishing. Retrieved on March 25, 2018 from the World Wide Web http://erepo.usiu.ac.ke/bitstream/handle/11732/132/ Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[20]. **RICHARD, J.E., AND GUPPY, S. (2014).** 'Facebook: Investigating the influence on consumer purchase intention,' Asian Journal of Business Research 4(2), 1–10. Retrieved on April 5, 2018, from the World Wide Web http://dx.doi.org/10.14707/ajbr.140006

[21]. **SENECAL, S., & NANTEL, J. (2004).** The influence of online product recommendations on consumers' online choices. Journal of Retailing, 159–169. Retrieved January 11, 2019, from the World Wide Web http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2022%20Issue2/Version-1/M2202018790.pdf

[22]. **SIGALA, M. (2012).** Social Media in Travel, Tourism, and Hospitality Theory, Practice, andCases. England Evangelos Christou, Ulrike Gretzel Ashgate Publishing, Ltd., Retrieved on March 25, 2018, from the World Wide Web http://books.google.com.ph/books?id=ep2kuk7idmkC&pg=PA37&lpg=PA37&dq=Sigala+M.2012,+Social+Media+in+Travel,+Tourism+and+Hospitalit y+Theory,+Practice+and++Cases.&source=

[23]. **SINGH, N., LEHNERT, K., AND BOSTICK, K. (2012)**. 'Global social media usage: Insights into reaching consumers worldwide,' Thunderbird International Business Review 54(5), 684–695. Retrieved on March 25, 2018, from the World Wide Web http://dx.doi.org/10.1002/tie.21493

[24]. **SWARBROOKE, J., AND HORNER, S. (2007)**. Consumer behavior in Tourism, Oxford, UK: Elsevier Ltd. Retrieved on March 25, 2018 from the World Wide Webhttp://erepo.usiu.ac.ke/bitstream/handle/11732/132/Olivia%20Otieno.pdf?sequence=1&isAllowed=y

[25]. **WHITE, N., & WHITE, P. (2007).** Home and away: Tourists in a connected world. Annals of Tourism Research, 88–104. Retrieved January 11, 2019, from the World Wide Web http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2022%20Issue2/Version-1/M2202018790.pdf

[26]. **XIANG, Z. AND GRETZEL, U. (2010).** Role of social media in online travel information search. Tourism Management, 31 (2), 179-188. DOI:10.1016/j.tourman.2009.02.016. Retrieved on March 23, 2018, from the World Wide Web http://www.docstoc.com/docs/119998365/Role-ofsocial-media-in-online-travel-informationsearch