

Effectiveness of tourism promotion in quezon tourism essay

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Tourism has been considered as primary instrument of economic growth of the province. It should be the most important reason that many governments, developing or developed are involved in the design, development and operation of the tourism industry. According to Gautam (2008) it has been a main issue in most of their Periodical Plans. The investment, contribution and participation of public sector have been a fact over the years. Likewise, the private sector has also evenly been concerned in this industry. As tourism is growing fast, it has involved from the several sectors, formal informal, public private and national international. Initiatives in tourism industry is aimed at creating awareness and cooperation among people, earning foreign currency, providing the employment opportunities and thereby benefiting people, society, region and country. Every promotion is aimed at creation accumulation of facilities, for ensuring the necessary services for the efficient operation and best possible operation of the industry. For this purpose, promoting is a must. Proper modes of promotion ensure proper growth, competence and effectiveness. The achievement of industry organizations these days primarily depend on their promotional actions and the use of technology in these activities has happen to an urgent need as a result we discover that the Internet has contributed significantly in maintaining the relation among the business organizations and the environment in which they work; Quezon tourism and travel companies were not far from the use of this knowledge in the promotion of Quezon's tourism.

Statement of the Problem

Determining the effectiveness of promotion in the rise or fall of tourism in an area, the province of Quezon in our case, will be helpful for sustaining its

industry of tourism. Specifically, this study will present the answers to the following: 1. What are the means of promotion for tourism destinations as identified by the local tourism authorities? 2. What are the issues experienced by the local tourism authorities concerning such tourism promotions? 3. What are the measures adopted by the local tourism authorities in resolving conflicts with regards to tourism promotion? 4. What are the common feedbacks of tourists to such promotions?

Conceptual Framework

Process

Review Gathered Information
Come up with the operation of Local government units.

Output

To come up with Tourism industry in Quezon. Enable the continuous promotion of tourism. Effectiveness of promotion in the industry of tourism in Quezon.

Input

Data Gathering- Specification of promotion
Tourism Promotion Design
Ways and procedures being apply during the promotion. In this research study, the researcher conceptualized that the input for the proposed project are: (1) Data Gathering of specification of promotion, in this item the researcher will need to get the specification of promotion which can help her to proceed on the (2) Tourism promotion design which are the ways and procedures being apply during the promotion, where can the researcher can analyze and know the ways and procedures being apply. For the processing of the
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conceptualized inputs, the researcher has to review all the information or data that she gathered and to come up with process that the Local Government Units do for tourism promotion. And for the output, the researcher has conceptualized that this study will result to come up with the tourism industry in Quezon, enable the continuous promotion of tourism and lastly the effectiveness of promotion in the industry of tourism in Quezon.

Significance of the study

The main purpose of the study is to inquire and to review the impact and effectiveness of tourism promotion. Precisely the objectives of the present study can be put as follows: For the Local Government unit, this study will help them to know more about the different sources of tourism promotion. This will serve as indication on how helpful their contribution when it comes to tourism promotion. For the people on Quezon Province, this study will help them to know how and what the local government unit do to promote the tourist destination in the province. For the future researchers, this will help as their guide in conducting research related to the field of promotion, travel and tourism.

Scope and Limitation of the study

This study focused on the effectiveness of tourism promotion in the Tourism Industry of Quezon. The respondents of the study were composed of different Local Government Unit in Quezon Province. Although the abundant potentialities for the development of tourism in Quezon, the province is not yet totally able to reach the benefits from tourism industry. Realizing the

prospects of tourism development, the study is limited, primarily for the review of tourism promotion.

Definition of Terms

Environment - includes natural, urban, human living and cultural

environments
Promotion - It is an activity that supports the furtherance of a cause, venture, or aim. The publicization of a product, a tourist destination, organization, or venture to increase sales or public awareness. Responsible

Tourism - tourism that promotes responsibility to the surroundings through its sustainable use; responsibility to engage local communities in the tourism business; responsibility for the security and protection of visitors and responsible government, people, employers, unions and local communities.

Tourist - a person who travels away from home, staying away for at least single night. A tourist can be a domestic tourist, a local tourist or an overseas tourist. A person travels for different purposes including business, vacation, convention and incentive. CHAPTER II REVIEW OF RELATED LITERATURE AND STUDIES
This chapter consists of related materials such as literature and studies that will help the researcher evaluate in general a tourism slogan.

Review of Related Literature

Tourism Policy

The part of government is serious in managing the public policy process.

Kerr (2003) argues that industry cannot survive without government since government has the necessary legitimate power to provide the political stability, social infrastructure, security, and the legal and financial framework to smooth the progress and development of tourism. Based on the

complexity of interests in the policy process and the need for governmental control, it is understood that the institutional framework to formulate and implement tourism policy is a significant part of the tourism development process. It is perhaps the complexity of the policy process, which has resulted in the emergence of local collaborative policy making (Bramwell and Sharman 1999). In addition, another level of government is sometimes necessary when national government does not allocate more of the scarce resources to a particular locality (Richter 1985). On the additional, there are challenges with creating a new level of government. Dredge and Jenkins (2003b: 415) highlight this in the case of tourism in Australia, ' overlapping jurisdictions, multiple accountabilities and countervailing power are generally seen to impede effective tourism policy making. Thus, a clearly defined tourism institutional framework with stated roles and responsibilities for formulating and implementing tourism policy (Jordan, 2007) is a requirement for tourism development. Once the institutional framework is devised then formulated tourism policies can be implemented. One such specific tourism policy relates to planning for tourism development. The economic, socio-cultural and environmental impacts of tourism development necessitate planning (Gunn 1988; Hall 2000).

Promotion Method

The process of promotion is used to employ its promotion activities, and it includes promotion tools, information channels, and promotion programs. Kotler et al (1993) define the promotion strategy referring to the activity of market communication with the target audience in a various or selected market. In light of promotion, there are various modes of promotion

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strategies and tools, which include sales promotion, direct selling, advertising, public relation, and personal selling. According to Reimer's (1990) study in the destination selection process, tour operators and travel agents serve as both distribution channels and image creators. While conducting the promotion actions, it is necessary for tour operators and travel agents to direct with all the sectors in TISN. Before examining the usage of promotion as a marketing tool, it is necessary to examine whether the product segmentation adduced by tourism destination and actually to comply comfortably with the perceptions of travel agents and tour operators (Lewis and Meadows, 1995). Market segmentation is one of the starting points for devising marketing strategy. Only by presenting the destination to the right segment of potential clients in the right way, the popularly selected destination can maximize the effectiveness of its marketing and promotion. Also the marketers should evaluate and review the impact of the promotion tools on the segments that have been targeted (Weaver and Lawton, 2006).

Tourism Infrastructure

A destination's general infrastructure includes road networks, airports, train system, bus system, water supply, telecommunications, sewerage, health-care facilities, sanitation, electricity generation system, financial services, and computer services. It is important to highlight that these economic activities are essential components for the development of tourist destinations, and they may be considered as good indicators of the destination's quality and of the trip value. While Watson and Kopachevsky (1994) are arguing that the tourist experiences cannot be properly understood unless people take into account for the larger context and

setting in these encounters taken place, Bittner (1990) claims that the service infrastructure is housed within the larger macro-environment or 'physical plant' of the destination.

Role in the economy

Tourism currently plays a relatively small role in the economy of South Africa. The Economist Intelligence Unit estimates the value added of tourism in South Africa to be no more than 2% of Gross Domestic Product (GDP) in 1994. Kessel Feinstein and SATOUR (1995) estimated that tourism's contribution to GDP was in the vicinity of 4%, which is very low by any standard. The World Travel and Tourism Council estimated that in 1995, tourism contributed 10.9% to the GDP of the world economy; 10.5% to the US economy; 13.4% to the European economy; 12.3% to the British economy and 31.5% to the Caribbean economy. SATOUR (1995) estimates that 480,000 jobs are directly and indirectly created by tourism. Tourism is the fourth largest earner of foreign exchange in South Africa.

The potential for South Africa to grow its tourism industry, to triple its contribution to national income and to at least double its foreign exchange earnings by the year 2000, is very real. If contributed 10% to the GDP of South Africa, as it does in the US, the industry would generate some R40b annually and create 2 million jobs ("White Paper", 1996).

Review of Related Studies

Tourism Facilities

Many of the services and facilities used by visitors are provided by the private sectors, but the public sectors at all levels (national, regional, and local) are

also becoming involved in the tourism industry in different ways (such as planning, infrastructure provision, and economic regeneration. Watson and Kopachevsky [24] are arguing that the tourist experiences cannot be properly understood unless we take into account for the larger context and setting in these encounters taken place, Bittner [3] claims that service infrastructure is housed within the larger macro-environment or ' physical plant' of the destination. (Wen-Hsiang Lai and Nguyen Quang Vinh, 2012)

Promotion Function

This role refers to the active promotion of the city, area or region. It involves a forceful agenda of what to do in the area and where to stay. Essentially this role is about stimulating tourist demand and often seeks to increase visitor expenditure in a defined area (Gitelson & Perdue, 1987). Commercial activities associated with this function are common and include the provision of booking services and local retail of the region's products. Following Gartner (1993) this function can be seen as providing an overt, induced information source which is trustworthy and not excessively self-serving. The efforts towards accrediting visitor centres and guaranteeing the quality of their services is essential to maintain the assurance of unbiased representation of the information provided (Fodness & Murphy, 1999; Hobbin, 1999).

Destination Marketing Management

Robin and Brent (2001) address that tourism destination marketing has traditionally been heavily oriented towards the promotion function. On the other hand, Poon (1993) points out that destination marketing organizations

should focus on achieving greater destination competitiveness, which implies that the needs for destinations and stakeholders take a more strategic perspective in tourism planning, development and marketing. However, the marketing activities taking place by destination marketing organizations are mainly centered on the promotion of the destination as a whole (Lewis et al., 1995). Hassan (2000) argues that to maintain tourism competitiveness, the destination management should be focused on a systematic examination of unique comparative advantages that provide a special long-term appeal to the target travel customer segments. Crouch and Ritchie (1999) state that the destination marketing management contains the factors of enhancing the appeal of the core resources and attractors, strengthening the quality and effectiveness of the supporting factors and resources, and best adapting to the constraints imposed by the situational conditions. Chapter III. The chapter will focus on the methods and procedures that the researcher will use to obtain the needed data in conducting the research study. Presented here are the research design, locale, research population and subjects of the study, sampling designs and procedures, data gathering procedures and statistical treatment of data.

Research Design

The descriptive design will be use to document the evaluation of the respondents about the effectiveness of tourism slogans as a marketing tool in the Philippines. Descriptive research design is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way. (Balid, Desembrana, Jaen et al, 2012)This study is a quantitative research that attempts to accumulate existing information and

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data regarding to the promotion of Local government units of Quezon Province. As for the quantitative data, a questionnaire checklist will be use and will be distributed to target respondents. Descriptive and inferential statistics were used to analyze the data collected through the questionnaire. The researcher decided to use quantitative approach in order to verify her observations on the different LGU regarding the effectiveness of promoting the tourism in Quezon.

Research Locale.

The researcher will conduct the study at Quezon Province.

Research Population and Subjects of the study

The respondents of the study will be chosen. The population will come from the different LGU of the province. The subjects of the study are chosen by the research due to the fact that the researcher wants to assess the level of knowledge of the said respondents on their major regarding the problem being tackled by the researcher.

Data Gathering Procedures

Gathering procedures depend on the convenience and on the ease in gathering the necessary details that the researchers can apply for the research results. There are different data gathering procedures that the researcher will use. Primarily is data mining, the researcher will use already published information like books, feasibility studies in the library, thesis papers of alumni and some from the internet.

Research Instrument

Questionnaire Checklist Form will be effectual tool in gathering responses along with Local Government Units in Quezon. This research made this instrument to organize the effects and demographic profile of the respondents. The age, gender and civil status were indicated in this instrument. This will tell us what the reactions of the respondents and what indicators were categorized and listed to determine the factor that has the greatest impact among the respondent.

Sampling Design and Procedures

The researcher will make use of purposive sampling as non-probability/ non-random sampling technique to the selected respondents to participate in the research.

Statistical Treatment of Data

The data gathered was completed then this study will briefly reviewed, analyzed and the table that was aided by the statistical treatment. Weighed mean was be used in computing the result of the responses in the prepared questionnaires. The formula for weighed mean was: $WM = \frac{f(5) + f(4) + f(3) + f(2) + f(1)}{N}$ Where: WM = weighted mean
 F = frequency
 N = Total number of respondent
 In order to arrive at definite interpretation of result for each item, mean range was assigned on each scale thus:

Scale	Range	Descriptive
5	4.21 - 5.00	Strongly Agree (SA)
4	3.41 - 4.20	Agree (A)
3	2.61 - 3.40	Uncertain (U)
2	1.81 - 2.60	Disagree (D)
1	1.00 - 1.80	Strongly Disagree (SD)

Percentage Formula

The percentage was used to determine the quantitative relation to the whole response. $P = f / n \times 100$ Where: P = percentage
f = frequency
n = total number of respondent