



Awareness and Challenges on Tourism Marketability: Insights to Promotional Strategies

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Abstract:

The study determined the level of awareness and the challenges regarding tourism marketability and generated insights into promotional strategies in Dumalag and Tapaz, Capiz. A convergent mixed-methods design was utilized, combining quantitative and qualitative approaches to provide a comprehensive understanding of the research problem. The study specifically targeted tourists and tourism stakeholders in the selected municipalities. Survey questionnaires were administered to 382 respondents, while interviews were conducted with selected stakeholders. Quantitative data were analyzed using frequencies, percentages, and means, while qualitative data were interpreted through thematic analysis. Findings revealed that respondents had a high level of awareness regarding tourism destinations in terms of location/accessibility, facilities, environmental features, and promotional exposure, with location/accessibility obtaining the highest mean. However, several challenges affecting tourism marketability were identified, particularly in marketing resources, digital promotion, stakeholder collaboration, branding, and positioning. Qualitative findings emphasized the need for stronger online presence, coordinated promotional efforts, improved infrastructure, and greater community participation. The integration of quantitative and qualitative findings showed that while Dumalag and Tapaz possess tourism potential and public awareness, existing promotional and operational challenges limit their marketability. Therefore, tourism stakeholders must strengthen digital campaigns, improve destination branding, enhance facilities and accessibility, and establish partnerships to achieve sustainable and competitive tourism development in the area.

Keywords: Destination Branding, Promotional Strategies, Tourism Awareness, Tourism Marketability, Stakeholder Collaboration

1. Introduction

Tourism is recognized as one of the world's most significant industries due to its contribution to economic growth, employment generation, infrastructure development, and cultural preservation. Tourism activities stimulate local economies by creating business opportunities for transportation services, accommodation providers, restaurants, and other tourism-related enterprises. In addition, tourism encourages the conservation of cultural heritage and natural resources, thereby contributing to sustainable community development.

The growing competitiveness of tourism destinations has increased the need for effective marketing and promotional strategies. Destinations must continuously enhance their visibility and attractiveness to attract both domestic and international visitors. Tourism marketability refers to a destination's capacity to attract tourists through strategic promotion, destination branding, and effective communication of tourism experiences.

Tourism awareness is a critical factor influencing destination marketability. Tourists who are aware of a destination's attractions, accessibility, facilities, and unique experiences are more likely to visit and recommend the destination to others. The emergence of digital marketing platforms, social media networks, travel websites, and online review systems has transformed how destinations communicate with potential tourists and influence travel decisions.

Despite these opportunities, many tourism destinations continue to encounter challenges related to limited promotional resources, weak destination branding, inadequate digital marketing capabilities, and insufficient stakeholder collaboration. These challenges often prevent destinations from maximizing their tourism potential and maintaining a competitive advantage.

This study is anchored on Destination Marketing Theory and the AIDA Model (Attention, Interest, Desire, and Action). Destination Marketing Theory emphasizes the role of strategic marketing and destination image in attracting visitors, while the AIDA Model explains how promotional communication influences tourist behavior from awareness to actual travel decisions.

The study aimed to determine the level of tourism awareness and identify the challenges affecting tourism marketability in Dumalag and Tapaz, Capiz, and to generate insights that can support the development of effective tourism promotional strategies.

2. Literature Review

Previous studies emphasized that tourism marketability is influenced by strategic marketing, innovation, stakeholder collaboration, sustainability, and awareness–building. Zhao (2023) explained that emerging tourism destinations must adopt innovative marketing strategies due to intense competition and limited resources. Similarly, Khemraj (2024) highlighted that digital platforms, online reviews, and personalized content significantly influence tourist decisions.

Digital innovation has transformed tourism promotion. Buhalis and Sinarta (2019) and Gretzel et al. (2020) emphasized that smart tourism technologies and digital ecosystems improve destination visibility and tourist engagement. However, Muluneh et al. (2022) argued that many destinations still fail to attract visitors due to weak and inconsistent marketing systems.

Stakeholder collaboration is also essential in tourism development. Morupisi and Mokgalo (2017) emphasized that cooperation among tourism offices, local communities, and private businesses strengthens destination branding and promotional efforts. Husin and Sari (2023) further highlighted that community participation improves tourism awareness and local economic opportunities.

Sustainability and experiential tourism also contribute to tourism competitiveness. Aquino et al. (2018) stated that sustainable tourism practices improve destination image and reputation. Richards (2018) explained that modern travelers seek authentic and meaningful tourism experiences, making experiential tourism an important promotional strategy.

Overall, the reviewed studies revealed that tourism marketability depends on interconnected factors such as digital marketing, strategic communication, sustainability, stakeholder participation, and tourism awareness. However, limited studies simultaneously examined tourism awareness and marketing challenges, which justifies the conduct of the present study.

3. Methodology

This study employed a convergent mixed-methods research design, integrating quantitative and qualitative approaches to provide a comprehensive understanding of tourism awareness and the challenges affecting tourism marketability. The quantitative component measured the respondents' level of awareness and perceived challenges, while the qualitative component explored stakeholder experiences and insights regarding tourism promotion and development.

The study was conducted in the municipalities of Dumalag and Tapaz, Capiz. A total of 382 respondents participated in the quantitative phase of the study. Respondents included tourists and tourism stakeholders such as tourism officers, business owners, resort operators, and community representatives. Selected stakeholders were also purposively chosen for the qualitative interviews based on their involvement in tourism-related activities and decision-making processes.

Data were collected using a researcher-made questionnaire consisting of three sections: demographic profile, tourism awareness, and challenges affecting tourism marketability. Responses were measured using a five-point Likert scale. To supplement the quantitative data, semi-structured interviews were conducted to gather in-depth information regarding tourism promotion, marketing practices, and existing challenges encountered by stakeholders.

Quantitative data were analyzed using frequency counts, percentages, and weighted means to determine the respondents' level of awareness and perceptions of tourism marketability challenges. Qualitative data were analyzed through thematic analysis to identify recurring themes and patterns from the interview responses. The findings from both quantitative and qualitative phases were integrated during the interpretation stage to generate comprehensive insights and recommendations for improving tourism promotional strategies.

4. Results and Analysis

The findings revealed that respondents demonstrated a high level of awareness regarding tourism destinations in Dumalag and Tapaz, Capiz. Among the dimensions of tourism awareness, location and accessibility obtained the highest level of awareness, indicating that respondents were familiar with the destinations and considered them reasonably accessible. This suggests that accessibility and familiarity significantly influence tourist interest and destination attractiveness.

Respondents also exhibited a high level of awareness regarding tourism facilities and environmental features. The results indicate that the municipalities possess tourism resources that are recognized and appreciated by both tourists and stakeholders. Furthermore, promotional exposure through social media platforms, online content, and word-of-mouth recommendations contributed positively to increasing destination awareness.

Despite the favorable level of tourism awareness, several challenges affecting tourism marketability were identified. The most common concerns included limited marketing resources, inadequate digital promotion, insufficient stakeholder collaboration, and weak destination branding and positioning. These challenges restrict the ability of tourism destinations to maximize their promotional efforts and compete effectively with more established tourism sites.

The qualitative findings supported the quantitative results. Tourism stakeholders emphasized the need to strengthen digital marketing initiatives, enhance online visibility, and develop coordinated promotional campaigns. Participants also highlighted concerns regarding infrastructure development, government support, and community participation. According to the respondents, these factors significantly influence the overall attractiveness and competitiveness of tourism destinations.

The integration of quantitative and qualitative findings revealed that although Dumalag and Tapaz possess considerable tourism potential and relatively high public awareness, existing promotional and operational challenges continue to limit their marketability. Therefore, strengthening stakeholder collaboration, improving destination branding, expanding digital marketing efforts, and enhancing tourism facilities are essential strategies for improving tourism competitiveness and sustainability.

5. Conclusion

The study concluded that tourism awareness significantly contributes to tourism marketability in Dumalag and Tapaz, Capiz. Respondents generally demonstrated a high level of awareness regarding tourism destinations, particularly in terms of accessibility, facilities, environmental features, and promotional exposure.

However, tourism destinations continue to face challenges related to limited marketing resources, weak digital promotion, insufficient stakeholder collaboration, and branding concerns. These challenges affect the effectiveness of tourism promotional strategies and destination competitiveness.

The study recommends strengthening digital marketing campaigns, enhancing destination branding, improving tourism facilities and accessibility, and increasing collaboration among tourism stakeholders. Sustainable and community – based tourism initiatives should also be encouraged to improve tourism awareness and long – term tourism development.

Disclosure Statement

The authors declare no conflict of interest related to this study.

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