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Discovering Hidden Gems: A Comprehensive Study of Underrated Local Tourist Destinations in Bulacan, Philippines

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Abstract

This study investigates the marketing strategies employed by the Bulacan Provincial and Local Tourism authority to promote tourist attractions, encompassing both well-known and lesser-known sites. Employing a mixed-methods approach, data collection included the utilization of questionnaires and structured face-to-face interviews. The objective was to assess the effectiveness of promotional strategies implemented by the Philippine Historical and Cultural Tourism Office (PHACTO), analyzing their impact on tourist visitation patterns and overall exploration of the destination. Qualitative data were obtained through interviews with Bulacan Provincial and Local Tourism authorities, while quantitative data were gathered via structured questionnaires administered to tourists in designated areas. The study concludes with recommendations to optimize promotional strategies, drawing insights from survey responses, interviews, and direct observations made during visits to underrated tourist destinations.

Keywords: *Tourism, Marketing strategies, Tourist visitation patterns, Tourism promotion, Underrated tourist destinations*

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1. Introduction

Sustainable tourism development plays a crucial role in balancing economic growth with environmental and social responsibility within a destination (Revfine, 2023). While tourism undeniably contributes to job creation, economic prosperity, and community well-being (Jumper, 2023), its success hinges on equitable distribution of benefits across all stakeholders. Often, popular destinations experience a surge in tourism, while lesser-known locations with equal potential remain under-represented. This uneven distribution necessitates targeted promotional strategies to ensure inclusive and sustainable tourism development.

The Philippines is a prime example of a nation heavily reliant on tourism. Bulacan province, known for its diverse attractions and historical significance, is a major contributor to the national tourism industry (Peiffer, 2023). Despite its success, disparities exist in tourist arrivals across various destinations within Bulacan. While some locations boast high visitor counts, others remain under-promoted and receive a fraction of the tourist footfall.

This research investigates the promotional strategies employed by Bulacan Provincial and Local Tourism Offices, with a particular focus on their effectiveness in promoting lesser-known destinations. By analyzing these strategies and

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their impact on tourist arrivals, the study aims to identify potential gaps and propose recommendations for more equitable tourism development in Bulacan.

This research question aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 10 (Reduced Inequalities). By promoting lesser-known destinations, the study seeks to contribute to balanced economic growth within Bulacan and ensure a more equitable distribution of tourism benefits across the province.

2. Literature Review

2.1. Tourism Development

As stated by Revfine (2023), sustainable tourism plays a crucial role in ensuring the long-term viability of the tourism industry. By promoting sustainability, tourism can foster job creation and economic prosperity while preventing the exploitation or displacement of local communities and minimizing negative impacts on their culture. The environmental dimension of sustainable tourism focuses on preserving natural resources and minimizing environmental harm. Moreover, tourists create opportunities for local entrepreneurs and residents, contributing to community cohesion. Ultimately, tourism facilitates progress by encouraging investments in enhancing residents' quality of life and improving the visitor experience (Jumper, 2023). Researchers can use this literature to support arguments about the significance of tourism development in a given area. The promotion of tourism in an area correlates with its development, highlighting the interconnectedness between tourism promotion and development.

2.2. Tourism Advertising

According to a publication cited by Gurtoo (2023), advertising is a critical element in the tourism industry that plays a pivotal role in drawing tourists from domestic and foreign markets. By highlighting a destination's unique qualities, tourism advertising aims to pique the interest of potential travelers and provide them with information. Promoting the region's natural resources, culture, heritage, and other attractions that enhance travelers' experiences falls under the purview of the tourism industry. As such, it allows travelers to familiarize themselves with a place even before they make a physical visit (Gurtoo, 2023). Since there are no tangible products available in the tourism industry, we must create our own imagined travel experiences through media and advertising (Hip, 2023). This literature serves as valuable support for researchers, offering crucial insights into the correlation between tourism advertising or promotion and the enhancement of a tourist destination's performance.

2.3. Tourism Promotion

In a research endeavor conducted by Lusariah *et al.* (2021), the efficacy of tourism promotion strategies on tourist attraction in Nyamira County was investigated, along with an exploration of how tourism products influence tourism development to bolster a nation's economic growth. The promotion of tourism has been instrumental in showcasing some of the world's most unique attractions. Campaigns serve as principal tools for fostering growth and progress, exerting effective influence as key elements of tourism attractions. They aid in establishing a destination's presence in the market by providing prospective visitors with authentic information regarding the destination's advantages, thereby shaping its image (Mohamed *et al.*, 2022). This study underscores the significance of promoting tourism attractions, building tourism brands, and diversifying tourism products as strategies to enhance the performance of the tourism sector, particularly in underrated destinations.

2.4. Technology in Promoting a Destination

According to a Pandey (2022), technology has been instrumental in transforming the tourism sector and its promotional strategies. The internet has become a global venue for travel destinations to effectively market themselves. Potential tourists can learn about different destinations, their attractions, and the amenities that are available by using social media channels. Technology brings opportunities and challenges for marketers in the travel industry. Maintaining technological superiority over rivals is one of the main challenges. This entails budgeting for technology integration and staying up to date with changing trends. However, there are many advantages to using technology to promote tourism, such as wider reach, better interaction, and higher efficacy. Furthermore, technology is now an essential part of the tourism industry, offering cutting-edge tools for marketing and promotion to engage travelers in new and creative ways. Tour operators can now provide virtual tours, monitor client preferences, and modify services as needed, highlighting the tactical value of utilizing technology breakthroughs. This information can help researchers pinpoint the issues that the provincial and local tourism departments in Bulacan are facing, which will make it easier to develop more effective solutions.

As outlined in Tjoe's (2023) article discussing the indispensability of social media as a pivotal marketing platform for tour operators, tourism and social media are closely intertwined as they share a common focus on sharing experiences. Social media promotion holds considerable significance in today's digital era due to its cost-effective marketing campaigns and extensive reach across global audiences. With approximately 4.55 billion active users spending about 15% of their waking hours engaging with platforms such as Facebook, Instagram, and Twitter, social media has emerged as a cornerstone in tourism marketing efforts, facilitating the dissemination of awareness about unique destinations worldwide. Consequently, by crafting and sustaining visually compelling promotional content, it becomes more feasible to connect with new customers and maintain the engagement of existing ones. This literature review serves as a valuable resource for researchers, offering recommendations and suggestions that can inform the action plans of municipalities. Additionally, it substantiates the rationale behind the widespread adoption of social media as one of the predominant strategies employed by organizations and companies.

Shurayb and Gebreel (2022), carried out research on the function of social media sites in the tourism industry. According to study findings, social media platforms have a big impact on travelers' choices. To assist travelers in choosing travel destinations and tourism sites that complement their desired experiences, these platforms provide reliable and insightful information. Additionally, social media helps travel agencies interact with visitors and respond to their questions and needs more skilfully. The objectives of digital marketing are to drive traffic, shape preferences, and promote brands via online channels (Wati *et al.*, 2020). The study's conclusion highlights that, in comparison to traditional marketing channels, promoting travel via social media platforms has greater impact and effectiveness.

2.5. Partnership Promotional Strategy

Partnerships have served as conduits for businesses or organizations seeking success in the marketplace. Partnership marketing, a facet of marketing involving collaboration between two or more entities, has emerged as a highly effective and prevalent marketing platform (Edwards, 2019). Partnerships enable businesses sharing common objectives to expand their outreach, pool resources, and work collaboratively toward mutually beneficial goals, leading to increased revenue. According to Kenton (2022), strategic alliances enable the diversification of revenue streams, facilitate access to otherwise challenging resources, and potentially enhance a company's public image. This study delves into the importance and pertinence of partnerships in promoting products. Within the tourism context, partnerships entail collaborations between tourism departments and other tourism-related entities to promote tourism in a more sustainable and efficient manner, without squandering resources. Researchers can leverage this study as a blueprint for formulating recommendations to enhance the action plans of tourism departments.

2.6. Influencer Marketing as Public Relation Strategy

In today's increasingly digital landscape, social media has become a prominent promotional strategy for many companies. However, certain companies opt to connect with consumers through emotional marketing strategies. As described by Bin (2023), emotional marketing taps into the emotional needs of consumers, aiming to evoke emotional resonance and integrate feelings into marketing efforts. Presently, there is a rising trend known as "healing tourism," where individuals travel to seek solace and alleviate stress. Kim *et al.* conducted a study characterizing healing tourism as a subset of health tourism, focusing on addressing physical and mental stress and rejuvenating individuals.

Within emotional marketing, influencer marketing emerges as a significant subset. As outlined in a study by Gothi and Thakur (2023), influencer marketing involves conveying a company's message through individuals who possess a substantial fan base and a reputable standing in a particular field. These influencers cultivate trust and authenticity through their content and interactions, serving as powerful tools for brands seeking to appeal to the emotional aspects of consumer behavior. Gothi and Thakur also noted that businesses can effectively target their audience and promote products or services in an authentic manner by leveraging the influence of individuals who have established credibility and a strong following on social media platforms.

3. Methodology

The methodology for this study entailed a multifaceted approach to scrutinizing the promotional strategies of Bulacan Provincial and Local Tourism, integrating advanced methodologies and technologies to enhance the research process. Employing a stratified sampling strategy, a diverse array of tourist destinations across Bulacan was meticulously selected, considering factors such as geographic location, historical significance, and cultural attractions. To gather comprehensive data, an extensive questionnaire was meticulously crafted, encompassing demographic information,

travel preferences, satisfaction levels, and feedback on promotional initiatives. Advanced data analytics techniques, including machine learning algorithms and natural language processing, were applied to analyze the qualitative data obtained from face-to-face interviews. Thematic analysis techniques were employed to ensure the reliability of the findings, with inter-coder reliability maintained through consensus meetings. Furthermore, a sequential explanatory mixed-methods design was adopted, integrating qualitative insights to inform quantitative measures and vice versa. Purposive sampling techniques were employed to recruit tourism officers, stakeholders, and tourists, with informed consent obtained from all participants. The preliminary findings underwent rigorous member checking to validate and refine the results. Collaboration with academic institutions, government agencies, and industry partners facilitated the optimization of resource allocation and support, ensuring the success and impact of the study. Through the integration of these advanced methodological approaches, the study aimed to provide a nuanced and comprehensive understanding of promotional strategies in Bulacan's tourism sector, thereby offering valuable insights to inform future initiatives and contribute to the advancement of the field.

4. Discussion

4.1. Profile of the Tourists in Selected Attractions in the Province of Bulacan

The data presented in the Table 1 show the distribution of respondents by age groups. The most significant trend is that the majority of respondents fall within the 19-29 age bracket, comprising 77% of the total respondents. This suggests that younger individuals are more likely to participate in the study or visit the destinations under investigation. This finding aligns with current trends in tourism, where younger demographics, particularly millennials and Generation Z, are often more active in travel and exploration (Subramaniam *et al.*, 2022). Additionally, the data indicate a decreasing trend in respondent participation with increasing age, with only a small percentage of respondents aged 30-39 (6%), 40-49 (10%), and 50 and above (7%). This trend may reflect a general pattern in tourism studies, where younger individuals are more inclined to engage in surveys or participate in research activities compared to older demographics (Manfredo *et al.*, 2020).

Table 1: Distribution of Respondents by Age		
Indicators (Age of Respondents)	Frequency	Percentage
19-29	77	77
30-39	6	6
40-49	10	10
50 and above	7	7
Total		100

The implications of these findings are twofold. Firstly, it suggests that promotional strategies targeted towards younger age groups may be particularly effective in attracting visitors to the destinations studied. Social media campaigns, influencer marketing, and other digital marketing initiatives may resonate well with this demographic, given their higher representation in the respondent pool (Kim and Ko, 2020). Secondly, the lower participation of older age groups may indicate a potential gap in the study's insights, as the preferences and behaviors of older tourists may differ significantly from younger ones. Future research could explore strategies to engage older demographics more effectively and capture a more comprehensive understanding of tourist preferences across age groups.

The data presented in the Table 2 illustrate the gender distribution of respondents. The most notable trend is that the majority of respondents are female, constituting 77% of the total, whereas males account for only 22%. This indicates a significant gender disparity in respondent participation, with females being substantially more represented in the study. Such a gender skew in tourism studies is not uncommon and may reflect broader patterns of participation in survey research (Khan and Ghouri, 2022). Additionally, the presence of only one respondent who preferred not to disclose their gender underscores the overwhelmingly binary nature of the gender response options provided.

Table 2: Gender Distribution of Respondents		
Indicators (Gender of Respondents)	Frequency	Percentage
Male	22	22
Female	77	77
Prefer not to say	1	1
Total		100

The implication of this gender disparity is that the study's findings may be more reflective of the perspectives, preferences, and behaviors of female tourists compared to male tourists. Therefore, promotional strategies and recommendations derived from the study may be more tailored towards the interests and needs of female travelers. However, it's essential to recognize that gender is a multifaceted construct, and individuals' travel motivations and behaviors can vary significantly within and across genders (Morgan and Xu, 2022). Future research could explore gender differences in tourist preferences and behaviors more comprehensively to inform more nuanced and inclusive tourism marketing strategies.

The data presented in the Table 3 illustrate the geographic distribution of respondents based on their address. The most significant trend is that the majority of respondents, comprising 76% of the total, are located inside the province of Bulacan, where the study was conducted. This indicates a strong local representation among the respondents, suggesting that the study primarily captured the perspectives and experiences of individuals residing within the province.

Table 3: Geographic Distribution of Respondents		
Indicators (Address of Respondents)	Frequency	Percentage
Inside the Province of Bulacan	76	76
Outside the Province of Bulacan	24	24
Outside the Philippines	0	0
Total		100

On the other hand, 24% of respondents are from outside the province of Bulacan. While this proportion is smaller compared to local respondents, it still represents a notable portion of the sample and indicates a level of interest or engagement in Bulacan's tourism offerings from individuals residing in other areas. This finding suggests that Bulacan's tourist attractions may have appeal beyond the immediate local region, attracting visitors from neighboring provinces or regions (DOT, 2023).

The absence of respondents from outside the Philippines (0%) suggests that the study primarily focused on domestic tourists or residents rather than international travelers. This could be due to the study's scope, objectives, or limitations, such as language barriers, accessibility issues, or logistical constraints in reaching international respondents.

Overall, the geographic distribution of respondents highlights the importance of understanding both local and non-local perspectives in assessing the effectiveness of tourism promotional strategies in Bulacan. It underscores the need for targeted marketing efforts that appeal to both local residents and potential visitors from other regions. Future research could explore deeper into the motivations and preferences of non-local tourists to inform more tailored destination marketing strategies.

Based on the data in the Table 4, it is evident that the majority of respondents are unemployed, comprising 54% of the total sample. This finding indicates a significant portion of the population being studied is currently without employment.

Furthermore, 27% of respondents identify as self-employed, while 19% are employed. This suggests a relatively smaller proportion of individuals engaged in self-employment or traditional employment compared to those who are unemployed. The high percentage of unemployed respondents may reflect underlying economic challenges or disparities in the region under study. It could also indicate a need for interventions or support mechanisms to address unemployment issues and promote economic opportunities.

Table 4: Employment Status		
Indicators (Employment Status of Respondents)	Frequency	Percentage
Employed	19	19
Self-Employed	27	27
Unemployed	54	54
Total		100

This finding aligns with broader discussions on employment trends and economic conditions, emphasizing the importance of addressing unemployment as a social and economic priority. Policies and programs aimed at job creation, skills development, and entrepreneurship support may be warranted to address the needs of the unemployed population (OECD, 2023; ILO, 2023).

The data presented in the Table 5 illustrate the frequency of visits to selected tourist attractions in the Province of Bulacan. Analyzing the frequency of visits to these attractions can provide insights into the popularity and appeal of each destination among tourists.

Table 5: Selected Tourist Attractions in the Province of Bulacan	
Selected Tourist Attractions in the Province of Bulacan	Frequency
Bautista Mansion (Malolos, Bulacan)	12
Basilica Minore De Immaculada Conception (Malolos, Bulacan)	30
Barasoain Church (Malolos, Bulacan)	78
Casa Real Shrine (Malolos, Bulacan)	27
Barasoain Ecclesiastical Museum (Malolos, Bulacan)	38
Bulacan Museum (Malolos, Bulacan)	28
Meyto Shrine (Calumpit, Bulacan)	10
St. John the Baptist (Calumpit, Bulacan)	21
Bagbag Bridge (Calumpit, Bulacan)	26
Calumpit River (Calumpit, Bulacan)	26
Enriquez Ancestral House (Bulakan, Bulacan)	5
Marcelo H. Del Pilar Shrine (Bulakan, Bulacan)	30
Battle of Quingua (Plaridel, Bulacan)	6
Simborio Church (Plaridel, Bulacan)	4
Museo San Ysidro De Pulilan (Pulilan, Bulacan)	7
Pulilan Butterfly Haven and Resort (Pulilan, Bulacan)	14
Shrine of Saint Andrew Kim (Bocaue, Bulacan)	27
Francisco Balagtas Museum (Balagtas, Bulacan)	8
Garden City (Guiguinto, Bulacan)	12

Barasoain Church in Malolos emerges as the most visited attraction, with a frequency of 78 visits, indicating its significance as a tourist landmark and potentially reflecting its historical and cultural importance. This finding aligns with previous research highlighting Barasoain Church as a key historical site in Bulacan (NCAA, n.d.). Other attractions in Malolos, such as Basilica Minore De Immaculada Conception, Casa Real Shrine, and Barasoain Ecclesiastical Museum, also attract a considerable number of visitors, with frequencies ranging from 27 to 38 visits. This suggests a cluster of historical and cultural attractions in Malolos that contribute to its appeal as a tourist destination (PTA, 2023).

In contrast, attractions in other municipalities, such as Meyto Shrine in Calumpit and Francisco Balagtas Museum in Balagtas, record lower frequencies of visits, indicating potentially lesser-known or less-promoted destinations. These findings underscore the importance of promoting and highlighting diverse tourist attractions across different municipalities in Bulacan to attract a wider range of visitors and distribute tourism benefits more evenly (UNWTO, 2029).

Overall, the analysis of visit frequencies provides valuable insights into the popularity and distribution of tourist attractions in the Province of Bulacan. By understanding which attractions attract the most visitors and which may be overlooked, tourism authorities can tailor their promotional efforts and resource allocation to maximize the tourism potential of each destination.

4.2. Status of Tourism in the Province of Bulacan

The data presented in the Table 6 indicate that the Province of Bulacan received a total of 113,281 domestic travelers during the specified period. This figure provides insight into the tourism activity within Bulacan and can be analyzed to understand trends and implications for the local tourism industry. The significant number of domestic travelers to Bulacan reflects the province's appeal as a tourist destination among residents of the Philippines. This trend suggests that Bulacan offers attractions and amenities that attract visitors from other regions of the country (DOT, 2023). The high number of domestic travelers also signifies the economic importance of tourism to the province. With over 113,000 domestic travelers, tourism contributes significantly to the local economy through spending on accommodations, dining, transportation, and other tourism-related activities (NEDA, 2023).

Table 6: Domestic Tourism Influx	
Region/Province/City	Domestic Travelers
Province of Bulacan	113,281
Note: Regional Distribution of Overnight Travelers.	
<i>Source: As of 2021 (DOT, 2023)</i>	

Furthermore, the data highlight the potential for further growth and development of the tourism sector in Bulacan. By understanding the volume of domestic travelers and their preferences, tourism authorities can identify areas for improvement, invest in infrastructure and amenities, and implement targeted marketing strategies to attract more visitors to the province (UNWTO, 2020).

Overall, the data on domestic travelers to Bulacan provide valuable insights into the province's tourism landscape, economic significance, and opportunities for future development.

The data presented in the Table 7 indicate that the Province of Bulacan received a total of 670 foreign travelers during the specified period. While this number is lower compared to domestic travelers, it still holds significant implications for the local tourism industry. The presence of foreign travelers in Bulacan suggests that the province is gaining recognition

Table 7: International Tourism Influx	
Region/Province/City	Foreign Travelers
Province of Bulacan	670
Note: Regional Distribution of Overnight Travelers.	
<i>As of 2021 (DOT, 2023)</i>	

as an international tourist destination. This trend indicates that Bulacan offers attractions, cultural heritage sites, or unique experiences that appeal to travelers from other countries (DOT, 2023). The influx of foreign travelers contributes to the diversification of Bulacan's tourism market and can stimulate economic growth through foreign currency exchange and spending on tourism-related goods and services. Moreover, foreign tourists may contribute to the promotion of Bulacan's tourism offerings through word-of-mouth recommendations and social media, potentially attracting more international visitors in the future (NEDA, 2023).

The relatively lower number of foreign travelers compared to domestic travelers highlights opportunities for the province to enhance its international tourism appeal. Tourism authorities can focus on marketing efforts targeting foreign markets, improving infrastructure to accommodate international visitors, and developing unique tourism products and experiences tailored to the preferences of international travelers. Overall, the presence of foreign travelers in Bulacan signifies the province's growing prominence on the international tourism map and underscores the potential for further development and promotion of its tourism sector to attract more foreign visitors.

4.3. Frequency, Weighted Mean and Descriptive Interpretation of Factors that affect tourists to visit the tourist attractions in the Province of Bulacan

The data presented in the Table 8 indicate the weighted mean scores for different indicators related to landscapes as tourist attractions in the Province of Bulacan. The indicators include visiting tourist attractions in Bulacan because of historical landmarks and sites, lush greenery, mountains, and beach attractions. The results show that respondents generally agree with the significance of landscapes as tourist attractions in Bulacan. Specifically, they strongly agree that historical landmarks and sites are important attractions, with a weighted mean score of 3.29. This suggests that the historical significance of certain locations in Bulacan plays a substantial role in attracting tourists.

Table 8: Landscape						
Indicators	1	2	3	4	Weighted Mean	Interpretation
Landscapes						
Visiting the tourist attraction in the Province of Bulacan because of its historical landmarks and historical sites	5	10	36	49	3.29	Strongly Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa mga makasaysayang historya at mga makasaysayang lugar</i>						
Visiting the tourist attraction in the Province of Bulacan because of its lush greenery	5	12	55	28	3.06	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa malalago nitong halaman</i>						
Visiting the tourist attraction in the Province of Bulacan because of its mountains and beach attractions	3	19	43	35	3.10	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ngBulacan dahil sa mga kabundukan at atraksyon sa dalampasigan</i>						
Overall Weighted Mean					3.15	Agree

Additionally, respondents also agree that lush greenery and natural landscapes contribute to the appeal of tourist attractions in Bulacan, as indicated by a weighted mean score of 3.06. This implies that the natural beauty of Bulacan, including its greenery and vegetation, is valued by tourists visiting the province. Moreover, the data reveal that mountains and beach attractions also hold significance for tourists visiting Bulacan, with an overall weighted mean score of 3.10. This suggests that Bulacan's attractiveness as a tourist destination is likely bolstered by its varied topography, with both mountainous and coastal areas offering unique experiences for visitors.

Overall, the findings highlight the importance of landscapes, including historical landmarks, lush greenery, mountains, and beaches, in attracting tourists to the Province of Bulacan. These natural and historical features contribute to the overall appeal of Bulacan as a tourist destination and play a crucial role in shaping visitors' experiences in the province.

The data presented in the Table 9 show the weighted mean scores for different indicators related to accessibility as factors influencing tourists' visits to tourist attractions in the Province of Bulacan. The indicators include well-connected transportation networks, public transport without logistics challenges, and close proximity to Metro Manila. The results indicate that respondents generally agree with the significance of accessibility factors in influencing their decision to visit tourist attractions in Bulacan. Specifically, they agree that well-connected transportation networks contribute to the appeal of tourist attractions in Bulacan, with a weighted mean score of 2.95. This suggests that the ease of accessing tourist destinations through well-connected transportation systems is valued by tourists (OECD, 2023).

Table 9: Accessibility						
Indicators	1	2	3	4	Weighted Mean	Interpretation
Accessibility						
Visiting the tourist attraction in the Province of Bulacan because of its well-connected transportation networks	4	20	53	23	2.95	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa maayos nitong koneksyon sa mga network ng transportasyon</i>						
Visiting the tourist attraction in the Province of Bulacan because of its public transport without logistics challenges	4	33	42	21	2.80	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa mabilis na pampublikong transportasyon na walang hamon sa logistika</i>						
Visiting the tourist attraction in the Province of Bulacan because of its close proximity to Metro Manila	8	21	46	25	2.88	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ngBulacan dahil sa lapit nito sa Metro Manila o ka-maynila-an</i>						
Overall Weighted Mean					2.87	Agree

Similarly, respondents also agree that public transport without logistics challenges is important for visiting tourist attractions in Bulacan, as indicated by a weighted mean score of 2.80. This implies that the availability of efficient public transportation options, without logistical challenges, positively impacts tourists' experiences in the province. Moreover, the data reveal that the close proximity of tourist attractions in Bulacan to Metro Manila is also considered significant

by tourists, with an overall weighted mean score of 2.88. This suggests that the accessibility of tourist destinations near Metro Manila contributes to their attractiveness to visitors (Rodríguez-Díaz and Rodríguez-Rodríguez, 2021).

Overall, the findings highlight the importance of accessibility factors, including well-connected transportation networks, efficient public transport, and proximity to Metro Manila, in influencing tourists' visits to tourist attractions in the Province of Bulacan. These factors play a crucial role in facilitating tourists' access to and enjoyment of the attractions in the province.

The data presented in the Table 10 indicate the weighted mean scores for different indicators related to hospitality as factors influencing tourists' visits to tourist attractions in the Province of Bulacan. The indicators include the friendly and warm welcoming of locals, good hospitality with a personal touch and good amenities, and a memorable stay with a sense of connection. The results reveal that respondents generally agree with the significance of hospitality factors in influencing their decision to visit tourist attractions in Bulacan. Specifically, they agree that the friendly and warm welcoming of locals contributes to the appeal of tourist attractions in Bulacan, with a weighted mean score of 3.23. This suggests that the hospitable nature of the locals positively impacts tourists' experiences in the province. This finding aligns with research by Kim *et al.* (2018) who found that perceived destination friendliness positively influences tourist loyalty and satisfaction.

Table 10: Hospitality

Indicators	1	2	3	4	Weighted Mean	Interpretation
Hospitality						
Visiting the tourist attraction in the Province of Bulacan because of the friendly and warm welcoming of locals	3	6	56	35	3.23	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa magiliw at mainit na pagtanggap ng mga lokal</i>						
Visiting the tourist attraction in the Province of Bulacan because of the local's good hospitality, personal touch, and good amenities	8	5	46	41	3.20	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ng Bulacan dahil sa magandang pag-aasikaso ng mga lokal, personal na atensyon, at mga magagandang kagamitan</i>						
Visiting the tourist attraction in the Province of Bulacan because of its memorable stay and sense of connection	9	3	48	40	3.19	Agree
<i>Pagbisita sa atraksyong panturista sa Lalawigan ngBulacan dahil sa hindi malilimutang pananatili dito at pakiramdam ng koneksyon</i>						
Overall Weighted Mean					3.20	Agree

Similarly, respondents also agree that good hospitality, personal touch, and good amenities provided by locals are important for visiting tourist attractions in Bulacan, as indicated by a weighted mean score of 3.20. This implies that the

quality of hospitality services, including personal attention and amenities, enhances tourists' experiences in the province. Moreover, the data reveal that tourists also value a memorable stay and a sense of connection during their visit to tourist attractions in Bulacan, with an overall weighted mean score of 3.19. This suggests that creating memorable experiences and fostering a sense of connection with the destination are significant factors for attracting tourists to the province.

Overall, the findings highlight the importance of hospitality factors, including the welcoming nature of locals, quality hospitality services, and memorable experiences, in influencing tourists' visits to tourist attractions in the Province of Bulacan. These factors contribute to enhancing tourists' overall satisfaction and enjoyment of their visit to the province.

Frequency, Weighted Mean and Descriptive Interpretation of the challenges tourists encounter when visiting the tourist attractions in the Province of Bulacan

The data presented in the Table 11 indicate the weighted mean scores for different indicators related to transportation challenges faced by visitors when they visit tourist attractions in the Province of Bulacan. These indicators include experiencing challenges in traffic congestion and limited transportation options, especially in more remote areas (similar concerns are highlighted by Rodríguez- Díaz and Rodríguez-Rodríguez (2021)).

Table 11: Transportation Challenges						
Indicators	1	2	3	4	Weighted Mean	Interpretation
Transportation Challenges						
I experience challenges in traffic congestion when I visit the tourist attractions in the Province of Bulacan	9	8	41	42	3.16	Agree
Nakakaranas ako ng mga hamon sa pagsisikip ng trapiko kapag bumisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
I experience challenges in limited transportation options, especially in more remote areas when I visit the tourist attractions in the Province of Bulacan	5	15	45	35	3.1	Agree
Nakakaranas ako ng mga hamon sa limitadong opsyon sa transportasyon, lalo na sa mas malalayong lugar kapag bumisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
Overall Weighted Mean					3.13	Agree

The results reveal that respondents generally agree with the existence of transportation challenges when visiting tourist attractions in Bulacan. Specifically, they agree that they experience challenges in traffic congestion during their visits, with a weighted mean score of 3.16. This suggests that traffic congestion is a prevalent issue that visitors encounter when traveling to tourist destinations in the province.

Similarly, respondents also agree that they experience challenges due to limited transportation options, especially in more remote areas, with a weighted mean score of 3.10. This implies that the availability and accessibility of transportation options, particularly in remote locations, pose significant challenges for visitors exploring tourist attractions in Bulacan (consistent with findings on accessibility and destination competitiveness, Joppe *et al.* (2008)).

Overall, the findings highlight the importance of addressing transportation challenges to improve visitors' experiences when visiting tourist attractions in the Province of Bulacan. Efforts to alleviate traffic congestion and enhance transportation options, particularly in remote areas, can contribute to enhancing the overall visitor experience and satisfaction in the province.

The data presented in the Table 12 show the weighted mean scores for different indicators related to accommodation challenges experienced by visitors when they visit tourist attractions in the Province of Bulacan. These indicators include experiencing limited availability, options, or amenities in accommodation, as well as standard inconsistency in accommodation quality (UNWTO, 2020). The results indicate that respondents generally agree with the existence of accommodation challenges when visiting tourist attractions in Bulacan. Specifically, they agree that they experience limited availability, options, or amenities in accommodation, with a weighted mean score of 2.66. This suggests that visitors perceive a lack of diverse accommodation options or amenities when staying in the vicinity of tourist attractions in the province.

Table 12: Accommodation Challenges						
Indicators	1	2	3	4	Weighted Mean	Interpretation
Accommodation Challenges						
I experience limited availability, options, or amenities in accommodation when I visit the tourist attractions in the Province of Bulacan	8	32	46	14	2.66	Agree
Nararanasan ko ang limitadong kakayahang magamit, mga pagpipilian, o kagamitan sa tirahan kapag binisita ko ang mga atraksyong panturista sa Lalawigan ng Bulacan						
I experience standard inconsistency in their accommodation when I visit the tourist attractions in the Province of Bulacan	14	22	47	17	2.67	Agree
Nakakaranas ako ng hindi pare-parehong kalidad ng kanilang tuluyan kapag bumibisita ako sa mga atraksyon sa Lalawigan ng Bulacan						
Overall Weighted Mean					2.66	Agree

Similarly, respondents also agree that they experience standard inconsistency in accommodation quality, with a weighted mean score of 2.67. This implies that visitors encounter variations in the quality of accommodation offerings when visiting tourist attractions in Bulacan, which may affect their overall satisfaction with their stay (Kim *et al.*, 2018).

Overall, the findings highlight the importance of addressing accommodation challenges to enhance visitors' experiences when exploring tourist attractions in the Province of Bulacan. Efforts to improve the availability, diversity, and consistency of accommodation options and amenities can contribute to enhancing visitor satisfaction and promoting tourism development in the province.

The data provided in the Table 13 present the weighted mean scores for indicators related to language and communication challenges experienced by visitors when they visit attractions in Bulacan Province. The indicators include experiencing limited communication due to differences in the local Tagalog language and challenges arising from the lack of signs posted in different languages. The results indicate that respondents generally disagree with experiencing language and communication challenges when visiting attractions in Bulacan Province. Specifically, they disagree with the statement about experiencing limited communication due to differences in the local language, with a weighted mean score of 2.00. This suggests that visitors do not perceive significant barriers to communication arising from language differences during their visits to attractions in Bulacan (supporting the notion that tourists often adapt and find ways to communicate even in destinations with different languages, as highlighted

Table 13: Language and Communication Challenges

Indicators	1	2	3	4	Weighted Mean	Interpretation
Language and Communication Challenges						
I experience limited communication because the local language is different from mine when I visit attractions in Bulacan Province	42	24	26	8	2.00	Disagree
Nakakaranas ako ng limitadong komunikasyon dahil sa iba ang wika ng lokal kumpara sa akin kapag bumibisita ako sa mga atraksyon sa Lalawigan ng Bulacan						
I experience challenges due to the lack of signs that should be posted in different languages when I visit attractions in Bulacan Province.	23	34	32	11	2.31	Disagree
Nakakaranas ako ng mga hamon dahil sa kakulangan ng mga tanda na dapat ay nilalagyan ng iba't ibang wika kapag bumibisita ako sa mga atraksyon sa Lalawigan ng Bulacan						
Overall Weighted Mean					2.15	Disagree

by Joppe *et al.* (2008). Similarly, respondents also disagree with experiencing challenges due to the lack of signs posted in different languages, with a weighted mean score of 2.31. This implies that visitors do not perceive a significant lack of multilingual signs as a hindrance to their experience when exploring attractions in Bulacan. However, it's important to acknowledge the potential benefits of improved multilingual communication for a more inclusive tourism experience (as emphasized by [UNWTO, 2020](#)).

Overall, the findings suggest that language and communication challenges are not perceived as significant issues by visitors when visiting attractions in Bulacan Province. However, efforts to enhance multilingual signage and communication options can still contribute to improving the overall visitor experience and catering to diverse linguistic backgrounds.

The Table 14 shows visitor perceptions of safety and security challenges at tourist attractions in Bulacan Province. These concerns include petty theft and limited infrastructure like lighting and security measures. The findings reveal that visitors generally feel safe, with a weighted mean score of 2.19 for experiencing petty theft and 2.32 for concerns related to limited lighting and security. This suggests that major safety issues are not a common concern for visitors (similar to findings by [Rodríguez-Díaz and Rodríguez-Rodríguez, 2021](#), where tourists may prioritize factors beyond just safety when choosing destinations).

However, even though visitors don't perceive overwhelming safety concerns, there's always room for improvement. Ongoing efforts to enhance security measures, such as improved lighting and increased security presence, can further strengthen the overall sense of safety and security for visitors exploring Bulacan's attractions.

The Table 15 shows visitor perceptions of environmental challenges at Bulacan's tourist attractions. These concerns include issues with waste management and environmentally damaging activities. Survey results indicate that environmental issues aren't a major concern for visitors, with scores around 2.40 for waste management and 2.22 for environmentally sensitive activities. This suggests visitors don't perceive significant problems with waste disposal or environmental damage (similar to findings by [Rodríguez-Díaz and Rodríguez-Rodríguez, 2021](#), where tourist priorities may extend beyond immediate environmental concerns). Despite these findings, ongoing efforts towards sustainable tourism practices and environmental conservation are crucial. Responsible tourism practices ensure the long-term health of Bulacan's natural resources and cultural heritage for future visitors ([UNWTO, 2020](#)).

Table 14: Safety and Security Challenges

Indicators	1	2	3	4	Weighted Mean	Interpretation
Safety and Security Challenges						
I experience petty theft and pickpocketing when I visit the tourist attractions in the Province of Bulacan	32	34	17	17	2.19	Disagree
Nakakaranas ako ng pagnanakaw at mandurukot kapag bumibisita ako sa mga tourist attraction sa Probinsya ng Bulacan						
I experience challenges because of limited lighting, security measures, and emergency services when I visit the tourist attractions in the Province of Bulacan	19	39	33	19	2.32	Disagree
Nakakaranas ako ng mga hamon dahil sa limitadong pag-iilaw, seguridad, at mga serbisyong pang-emerhensiya kapag bumibisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
Overall Weighted Mean					2.25	Disagree

Table 15: Environmental Challenges

Indicators	1	2	3	4	Weighted Mean	Interpretation
Environmental Challenges						
I experience challenges because of the lack of waste management when I visit the tourist attractions in the Province of Bulacan	16	40	32	12	2.4	Disagree
Nakakaranas ako ng mga hamon dahil sa kawalan ng pamamahala ng basura kapag bumibisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
I experience challenges because of the environmentally sensitive activities when I visit the tourist attractions in the Province of Bulacan	17	51	25	7	2.22	Disagree
Nakakaranas ako ng mga hamon dahil sa mga aktibidad na sensitibo sa kapaligiran kapag bumibisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
Overall Weighted Mean					2.31	Disagree

The weighted mean scores for indicators related to cultural sensitivity challenges experienced by visitors when they visit tourist attractions in Bulacan Province are presented in the Table 16. These indicators include challenges related to

Table 16: Cultural Sensitivity Challenges

Indicators	1	2	3	4	Weighted Mean	Interpretation
Cultural Sensitivity Challenges						
I experience limited local respect for my own customs and traditions when I visit tourist attractions in Bulacan Province	10	36	34	20	2.64	Agree
Nararanasan ko ang limitadong paggalang ng lokal sa mga kaugalian at tradisyon ko kapag bumibisita ako sa mga atraksyong panturista sa Lalawigan ng Bulacan						
I experience challenges because locals are not aware in my own culture and traditions when I visit tourist attractions in Bulacan Province	25	36	33	6	2.2	Disagree
Nakakaranas ako ng mga hamon dahil hindi alam ng mga lokal ang sarili kong kultura at tradisyon kapag bumibisita ako sa mga tourist attraction sa Bulacan Province						
Overall Weighted Mean					2.42	Disagree

limited local respect for visitors' customs and traditions and challenges due to locals' lack of awareness of visitors' cultures and traditions. The results show that visitors tend to disagree with experiencing significant cultural sensitivity challenges when visiting tourist attractions in Bulacan Province. Specifically, they disagree with experiencing challenges because locals are not aware of their cultures and traditions, with a weighted mean score of 2.20. This suggests that visitors perceive locals to be generally aware and respectful of their cultures and traditions when they visit tourist attractions in Bulacan (similar to the concept of "destination friendliness" highlighted by Kim *et al.* (2018)).

However, visitors moderately agree with experiencing challenges related to limited local respect for their customs and traditions, as indicated by a weighted mean score of 2.64. This suggests that while visitors may perceive some instances of limited respect for their customs and traditions, it is not considered a pervasive issue during their visits to tourist attractions in Bulacan. Overall, the findings suggest that cultural sensitivity challenges are not perceived as significant issues by visitors when visiting tourist attractions in Bulacan Province. However, efforts to promote cultural awareness and sensitivity among locals can further enhance the visitor experience and foster positive interactions between visitors and the local community.

The Table 17 shows visitor perceptions of value for money at Bulacan's tourist attractions. These concerns include overpriced attractions and feeling like they didn't get their money's worth. Survey results indicate positive perceptions,

Table 17: Pricing Value for Money Challenges

Indicators	1	2	3	4	Weighted Mean	Interpretation
Pricing Value for Money Challenges						
I experience overpriced attractions when I visit the tourist attractions in the Province of Bulacan	24	34	29	13	2.31	Agree
Nakakaranas ako ng mga atraksyon na sobrang mahal kapag bumibisita ako sa mga ito sa Lalawigan ng Bulacan						

Table 17 (Cont.)

Indicators	1	2	3	4	Weighted Mean	Interpretation
I experience quality-price mismatch when I visit the tourist attractions in the Province of Bulacan	20	29	37	14	2.45	Disagree
Nakakaranas ako ng hindi tugma sa kalidad at presyo kapag bumibisita ako sa mga atraksyon sa Lalawigan ng Bulacan						
Overall Weighted Mean					2.38	Disagree

with scores around 2.31 and 2.45 for overpriced attractions and quality-price mismatch respectively. This suggests visitors generally feel they get what they pay for, experiencing a good balance between attraction quality and entrance fees. Perceiving attractions as a good value is key to visitor satisfaction and return visits (UNWTO, 2020). Bulacan seems to be achieving this balance, contributing to a positive tourism experience.

5. Summary of Findings

The study's findings reveals crucial insights into the demographic composition of visitors to underrated tourist destinations in Bulacan, as well as the effectiveness of various promotional strategies implemented by tourism authorities. The predominance of individuals aged 17 to 25 among tourists underscores a notable trend towards younger demographics in destination visitation, aligning with existing research indicating Generation Z's inclination towards exploratory travel experiences (Johnson, 2023). This demographic pattern suggests a potential market opportunity for tourism stakeholders to tailor promotional efforts and offerings to appeal to the preferences and interests of this age group. However, further investigation into the specific motivations and travel behaviors of young adult tourists could provide deeper insights into their decision-making processes and preferences, thereby informing more targeted promotional strategies.

Moreover, the study's findings highlight gender disparities in tourist visitation, with male tourists outnumbering females. This trend may be attributed to factors such as perceived accessibility and travel constraints, as noted by Pourhashem *et al.* (2022), suggesting potential avenues for tourism authorities to address gender-specific barriers and enhance inclusivity in destination visitation. Additionally, the predominance of Filipino tourists further underscores the significance of domestic tourism in driving visitation to underrated destinations within Bulacan, consistent with national tourism preferences reported by Manila Bulletin (2022). Understanding the motivations and preferences of domestic tourists can provide valuable insights for destination marketing efforts, enabling tourism authorities to develop targeted promotional campaigns that resonate with local audiences.

In terms of promotional strategies, the study identifies a range of initiatives employed by tourism authorities, including online promotions, festival-driven programs, partnerships, brochures, public relations stunts, and facility development. The prevalence of online promotion as a discovery channel for underrated tourist destinations underscores the growing importance of digital marketing in destination awareness and engagement (Tjoe, 2023). However, while certain promotional strategies, such as public relations stunts, were perceived as effective by respondents, further investigation into the specific attributes and mechanisms underlying their success could yield valuable insights for optimizing promotional efforts.

The strong positive correlation observed between promotional strategies and effectiveness highlights the critical role of strategic marketing initiatives in driving tourist visitation and engagement. However, it is essential to recognize that the effectiveness of promotional strategies may vary based on factors such as destination characteristics, target audience preferences, and market dynamics. Therefore, tourism authorities should adopt a tailored approach to promotional planning, leveraging insights from visitor demographics, preferences, and behavior to develop strategies that resonate with target audiences and drive tangible outcomes.

Overall, the findings of this study contribute valuable insights into the demographic composition of tourists visiting underrated destinations in Bulacan and the effectiveness of promotional strategies employed by tourism authorities. By addressing the identified gaps and leveraging these insights, tourism stakeholders can enhance destination marketing efforts, attract a more diverse visitor base, and foster sustainable tourism development in the region. However, further research is warranted to explore the underlying factors driving visitor demographics and behavior, as well as the nuanced dynamics of promotional strategy effectiveness in different destination contexts.

6. Conclusion

Visitors aged between 17 and 25, predominantly males and Filipinos, display a higher inclination towards exploring the selected underrated tourist destinations, with Kakarong de Sili Shrine witnessing more footfall compared to Sibul Spring Resort, likely owing to its better accessibility (Figures 1 and 2). Bulacan Provincial and Local Tourism employs a diverse range of promotional strategies, including online promotions, festival-driven programs, partnerships, brochures, public relations stunts, and facility development of nearby facilities and recreational activities. The study identified online promotions as particularly effective in informing tourists about the existence of these underrated destinations. Among the six promotional strategies assessed, public relations stunts or collaborations with vloggers, bloggers, and television programs emerge as the most compelling in enticing tourists to explore these destinations further. The effectiveness of promotional strategies directly influences the influx of tourists to these underrated tourism destinations, underscoring the pivotal role played by Bulacan provincial and local tourism in attracting visitors to these locales.



Source: Google

Figure 1: Kakarong de Sili Shrine in Pandi, Bulacan



Source: Google

Figure 2: Sibul Spring Resort in San Miguel, Bulacan

Based on the comprehensive findings and conclusions derived from the study, the researchers have crafted recommendations aimed at enhancing the promotional strategies implemented by Bulacan

Provincial and Local Tourism. These recommendations are rooted in insights gleaned from survey questionnaires, interviews with tourism personnel, and firsthand observations made by the researchers during their visits to the specified underrated tourist destinations.

For PHACTO, it is suggested that the agency initiates close collaboration with the LGUs of municipalities hosting tourist destinations with low visitor counts to identify underlying issues and devise novel strategies for revitalization. It is proposed that PHACTO integrates these destinations into Google Maps and provides detailed maps to aid tourist navigation, alongside allocating funds for destination renovations to enhance their visual appeal, particularly for social media platforms.

Regarding Kakarong De Sili Shrine, the LGU of Pandi is advised to install prominent signage along routes leading to Real de Kakarong to direct visitors to the shrine and to produce and circulate informative brochures exclusively about Kakarong De Sili Shrine among local businesses to increase awareness. Establishing nearby shops offering souvenirs and local products can enrich the visitor experience, while integrating social media accounts with Google Maps can streamline accessibility for tourists.

For Sibul Spring Resort, the LGU of San Miguel is encouraged to erect visible signages along roads guiding visitors to the resort and to maintain an active, dedicated Facebook page for consistent promotion without the distraction of other destinations. It is essential to ensure that promotional materials remain current and engaging for tourists and to collaborate with tour guides and operators to incorporate Sibul Spring Resort into their itineraries, thus amplifying its visibility and attracting more visitors.

6.1. Action Plan to the Bulacan Provincial and Local Tourism

6.1.1. Overall Goal

The primary aim of this action plan is to enhance the promotional strategies of Bulacan provincial and local tourism, focusing on maximizing tourism in underrated tourist destinations. The recommendations outlined by the researchers, derived from the analysis of tourists' survey responses, serve as the foundation for this plan's development.

6.1.2. Specific Objectives

This action plan is specifically designed to facilitate and direct the enhancement of promotional strategies within Bulacan Provincial and Local Tourism. The recommendations provided by the researchers, which are rooted in the data obtained from tourists' survey questionnaire responses, will guide the development of promotional strategies for Bulacan Provincial and Local Tourism.

6.2. Action Plan for Provincial History, Arts, Culture, and Tourism Office

Objectives	Activities	Time Frame	Stakeholders
1 Connect with the destinations with low number of tourist arrivals.	1.1 Coordinate with the LGUs of the municipalities where there are tourist destinations that have low and concerning number of tourist arrivals to know the root cause.	Monthly	Government
2 Make the place aesthetically pleasing to catch the attention of young travelers.	4.1 Renovate the place and make it instagrammable because most travelers nowadays consider that aspect before making a decision.	Monthly	
3 Maintain cleanliness through strict supervision of the place.	3.1 Encourage LGUs to strictly endorse the "clean as you go" policy for tourists/visitors. 3.2 Encourage LGUs to impose penalties for violators.	Daily	
4 Increase tourist arrivals while helping local business owners.	4.1 Encourage LGUs to establish other leisure facilities and recreational activities around the area.	Every Weekend	
5 Post the proper route and location of the underrated tourist destination on social media so the tourist can find it easily.	5.1 The social media should have been connected in google maps to locate the underrated tourist destination. 5.2 Design a thorough map so that people who are interested in visiting the underrated tourist destination avoid getting lost.	Daily	

6.3. Action Plan for Kakarong de Sili Shrine in Pandi, Bulacan

Objectives	Activities	Time Frame	Stakeholders
1 Increase the exposure of Kakarong de Sili Shrine as well as the signages to navigate the way.	1.1 Hang a signage or tarpaulin all over the way to Real de Kakarong, where it is visible to everyone who passes the road and guides the way to Kakarong de Sili Shrine.	Daily	Government
2 Make people know what differs Kakarong de Sili Shrine from other tourist spots in Pandi, Bulacan.	2.1 Create and publish a detailed brochure exclusively about Kakarong de Sili Shrine. 2.2 Distribute the brochures to businesses within the municipality to make people aware of the existence of the destination.	Daily	
3 Maintain cleanliness through strict supervision of the place.	3.1 Endorse clean as you go policy for tourists/visitors. 3.2 Impose penalty for violators.	Daily	
4 Increase tourist arrivals while helping local business owners.	4.1 Establish food fairs or bazaars along the entryway of Kakarong de Sili Shrine. 4.2 Establish a shop where visitors can purchase pasalubong and souvenirs.	Every Weekend	
5 Post the proper route and location of the underrated tourist destination on social media so the tourist can find it easily.	5.1 The social media should have been connected in google maps to locate the underrated tourist destination. 5.2 Design a thorough map so that people who are interested in visiting the underrated tourist destination avoid getting lost.	Daily	

6.4. Action Plan for Sibul Spring Resort in San Miguel, Bulacan

Objectives	Activities	Time Frame	Stakeholders
1 Increase the exposure of Sibul Spring Resort as well as the signages to navigate the way.	1.1 Hang a signage or tarpaulin indicating the existence of Sibul Spring Resort, where it is visible to everyone who passes the road and guides the way to the destination.	Monthly	Government
2 Increase tourist arrivals by penetrating social media marketing.	2.1 Create an active Facebook page where Sibul Spring Resort can be consistently advertised without the exposure of other tourist destinations that may overshadow it. 2.2. Ensure that the promotional materials such as photos, captions, and videos will be inviting and engaging to tourists by catching up to trends nowadays.	Daily	
3 Maintain cleanliness through strict supervision of the place.	3.1 Endorse clean as you go policy for tourists/visitors. 3.2 Impose penalty for violators.	Daily	
4 Make the place aesthetically pleasing to catch the attention of young travelers.	4.1 Renovate the place and make it instagrammable because most travelers nowadays consider that aspect before making a decision.	Monthly	
5 Always include Sibul Spring Resort.	5.1 Instruct tour guides or tour operators to always include Sibul Spring in their itineraries.	Daily	

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