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The Influence of Social Media on Tourist Destination in District 1 to Noveleta Senior High School Students

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Abstract

The basis of this study is to explore the impact of social media on the preferences and choices of Noveleta Senior High School students when it comes to tourist destinations in District 1. District 1 in Cavite has four places, and which have popular tourist destinations. First the Emilio Aguinaldo and Museum which is located in Kawit Cavite that have a historical site and museum showcasing the life and achievements of Emilio Aguinaldo, the first President of the Philippines, second is long beach which is located in Noveleta, perfect for relaxing and enjoying the sun, sand, and clear waters, third are Mount sea resort and Isla Bonita that are located in Rosario that offering comfortable accommodations, recreational facilities, and opportunities for fishing and kayaking, and lastly the Samonte Park which is located in Cavite City with well-maintained gardens, open spaces, and amenities for leisure activities and picnics. By

examining their social media usage patterns, the study seeks to identify the extent to which social media influences their perceptions, decision-making processes, and overall travel behavior. According to (Lui *et al.*, 2019) Investigates how social media is used by tourists and how it affects their choices of various travel components, including destination selection.

Social media are interactive communication platform usually used for community-based inputs, content sharing, interaction and collaboration among people. Social media allows its subscriber the opportunity to meet new people, join groups that share their interests, build up professional networking and so on. The use of social media as an information source has been increasing rapidly. People seek information in social media to identify alternatives, evaluate and make the decision. (Paul *et al.*, 2020).

Keywords: Social Media, Tourist, Cavite

Introduction

In an age of everywhere internet, social media has become a key source of travel information searches and channels of digital marketing. People everywhere are continually exposed to travel information content through social media, whether intended or not. By employing the concept of accidental discovery of information, the study identified the ability of accidental discovery versus purposeful search to affect tourists' intentions to travel and recommend. Since the younger generations both in China and globally play the role of creating and interpreting trends, this study aimed to investigate the impact of social media usage behaviors in Chinese university students on domestic travel intention. The impact of information structure in social media, including content types and content creators, was further investigated. The researchers found that accidental discovery had a greater impact on behavioral intention than purposeful search, and photo and video content provided a greater impact than text content. Significant influences from DMOs and user comments are also identified. The findings contribute to the knowledge on information searching behavior and digital marketing strategies in destination information dissemination (Wang, & Park, 2023).

Results and Discussion

Research Design

The research design for this study is a descriptive research design. This design is appropriate for examining the influence of social media on tourist destinations among District 1 to Noveleta Senior High School students. Descriptive research aims to describe and explain the characteristics, behaviors, and phenomena of a particular group or population. In this study, the researchers will gather data to provide a detailed description of how social media influences the perceptions, preferences, and

behaviors of senior high school students when it comes to tourist destinations in District 1. The researchers will likely use various data collection methods, such as Google form using liker scale, interviews, or observation, to gather information from the participants. The data collected will focus on understanding the students' usage of social media platforms, their perceptions of tourist destinations in District 1, and how social media influences their decision-making process. The descriptive research design allows the researchers to provide a comprehensive overview of the influence of social media on tourist destinations among the target population. It helps to identify trends, patterns, and relationships between social media usage and destination preferences. The findings from this study can contribute to a better understanding of how social media impacts the choices and behaviors of senior high school students when it comes to tourist destinations in District 1.

Population

The study will be conducted in Municipality of Noveleta Cavite, Philippines. The study's findings can contribute to the growing body of knowledge on student's preferences for social media. This study will be conducted during the second semester of the 2023-2024 academic year. The locale for this study would be Noveleta, a municipality in the province of Cavite, Philippines. It focuses on Noveleta Senior high school. As for the tourist destinations, it focuses on places within District 1 such as.

The population for this study could be senior high school students in Noveleta who are active on social media. It could narrow it down further by focusing on students within a certain age range, such as 15 above, or by focusing on students who use specific social media platforms, like Instagram or Facebook etc.

Sampling Method

The researchers have chosen to use a quota sampling method for this study. This method allows for a specific number of participants to be selected based on their easy accessibility and willingness to participate. According to (Kassiani, 2022) Quota sampling is a non-probability sampling method that relies on the non-random selection of a predetermined number or proportion of units.

Data Collection Procedure

In the course of this study, both qualitative and quantitative research methods were employed to gain a comprehensive understanding of the influence of social media on students' choices of tourist destinations in District 1. In the qualitative phase, 10 in-depth interviews were conducted. These discussions were carefully designed to delve into the personal experiences and perceptions of the participants, thereby providing valuable insights into the impact of social media on their decision-making processes.

Following this, the study transitioned into its quantitative phase, wherein an online questionnaire was disseminated via Google Forms to 70 students. These participants were randomly chosen from a pool of active students, all of whom have shown themselves to be influenced by social media when selecting their tourist destinations.

In total, the study garnered responses from 80 participants. This approach ensured a balanced mix of detailed personal narratives from the interviews and broader trend data from

the questionnaires. The combination of these two research methods allowed for a more nuanced understanding of the topic at hand.

This chapter provides the presentation of descriptive statistics data which are four sop has a table of descriptive data and this chapter have an interpretation of each table.

Sop 1: What is the demographic profile of Senior High School Students of Noveleta using social media in terms of gender, age, grade level and income.

Table 1: Demographic profile of students that are used social media

Gender	Frequency	Percentage
Male	33	52.9
Female	37	47.1
Total	70	100

The table presents the demographic profile of Senior High School students in Noveleta who use social media, focusing on gender distribution. Out of the total sample size of 70 students, 52.9% were male and 47.1% were female. This indicates a slightly higher representation of males compared to females. The findings suggest that both male and female students in Noveleta actively utilize social media platforms. This information can be valuable for understanding the social media usage patterns and preferences among Senior High School students in the area.

Table 2

Age	Frequency	Percentage
15-17	22	31.4
18-30	48	68.6
Total	70	100

In this table highlights the age distribution of Senior High School students in Noveleta and their perception of the influence of social media on tourist destinations in District 1. The findings indicate that a significant proportion of students (68.6%) belong to the age range of 18-30, while a smaller percentage (31.4%) fall within the age range of 15-17. This information suggests that the older age group, specifically those aged 18-30, may have a greater interest or awareness of the impact of social media on tourist destinations in District 1. Understanding these perceptions can be helpful in developing strategies to effectively engage and promote tourist destinations to this particular age group.

Table 3

Grade Level	Frequency	Percentage
11	31	55.7
12	39	55.7
Total	70	100

The table presents the grade level distribution of Senior High School students in Noveleta and their perception of the influence of social media on tourist destinations in District 1. Out of the total sample size of 70 students, 44.3% were in Grade 11, while the majority, 55.7%, were in Grade 12. This information suggests that a higher percentage of Grade 12 students have been exposed to social media and its potential influence on tourist destinations in District 1 compared to Grade 11 students.

Table 4

Income	Frequency	Percentage
Below 5,000	56	80
10,000	8	11.4
20,000 to 30,000	6	8.6
Total	70	100

The table shows the income distribution of Senior High School students in Noveleta and their perception of the influence of social media on tourist destinations in District 1. Among the 70 students surveyed, 80% reported having an income below 5,000, indicating that the majority of students

have a relatively low income. A small percentage (11.4%) had an income of 10,000, while an even smaller percentage (8.6%) had an income between 20,000 and 30,000.

This information suggests that most students in Noveleta have limited financial resources. Tourism authorities should consider this when designing strategies to engage students with lower incomes and make tourist destinations influenced by social media in District 1 more accessible and appealing to them.

Sop 2: How does social media influence the decision-making process of District 1 to Noveleta Senior High School Students when selecting tourist destinations.

Table 5

	Mean	Percentage	Verbal Interpretation
I often use social media to gather information about tourist destinations.	4.22	84.4%	Very High
Social media posts influence my choices in tourist destinations in district 1.	4.2	84%	High
I trust the information about tourist destinations that I find on social media.	3.8	76%	Moderate
I have changed my choice of tourist destinations based on social media reviews	4	80%	High
Social media plays a significant role in my decision-making process for selecting tourist destinations in district 1 Cavite.	4.12	82.4	High
Total = 4.06 High			

The table shows that social media significantly influences the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations. Most students frequently use social media to gather information about tourist destinations, and social media posts have a high impact on their choices of tourist destinations in District 1. While students trust the information they find on social media to a moderate extent, a significant number have changed their destination choices

based on social media reviews. Overall, social media plays a significant role in the students' decision-making process for selecting tourist destinations in District 1 Cavite, and the total of 4.06 which is high. Highlighting its importance in shaping their travel decisions.

Sop 3: What are the positive and negative impacts of social media on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students?

Table 6

	Mean	Percentage	Verbal Interpretation
Social media has positive influence in my perception of certain tourist destinations in District 1.	3.85	77%	High
Social media has negatively influence my perception of certain tourist destinations in District 1.	3.54	70.8%	High
Social media posts have unrealistic expectations of tourist destinations in District 1.	3.48	69.6%	High
I have visited a destinations that did not meet my expectations based on what I saw on social media.	3.57	71.4%	High
My peers perception of tourist destinations in District 1 is significantly influence by social media.	3.71	74.2	High
Total = 3.63 High			

The summary interpretation of Table 6 regarding the positive and negative impacts of social media on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students is as follows:

The data shows that social media has a significant influence on students' perceptions of tourist destinations in District 1. While there is a high positive impact on their perception of certain destinations, there is also a notable negative influence, leading to unrealistic expectations and instances where visited destinations do not meet expectations based

on social media portrayals. Moreover, students believe that social media plays a crucial role in shaping their peers' perceptions of tourist destinations. Overall, the data highlights the dual nature of social media's impact, with both positive and negative effects on students' perceptions and choices of tourist destinations in District 1.

Sop 4: How significantly do social media platforms influence students at Noveleta Senior High School in District 1 preferences and behaviors regarding local tourist attractions?

Table 7

	Mean	Percentage	Verbal Interpretation
I often use social media to research local tourist attractions in District 1.	4.15	83%	High
My preference for tourist attractions in District 1 is significantly influenced by social media platforms.	4.12	82.4%	High
I follow social media accounts dedicated to promoting local tourist attractions in District 1.	4.11	82.2%	High
Social media platforms play a significant role in shaping behaviors regarding local tourist attractions in District 1.	4.04	80.8%	High
I often share my experience at local attractions in District 1 on my social media.	4.24	84.8%	Very High
Total = 4.13 High			

This table shows the influence of social media platforms on students at Noveleta Senior High School in District 1 preferences and behaviors regarding local tourist attractions as of the data demonstrates that social media platforms have a high level of influence on students' preferences and behaviors concerning local tourist attractions in District 1. Students actively use social media to research, follow, and share experiences related to these attractions. Social media significantly shapes their preferences, influences their behaviors, and plays a crucial role in their engagement with local tourist attractions. Overall, the data underscores the substantial impact of social media on students' decision-making processes and interactions with local tourist destinations in District 1.

A qualitative for this study is to identify the effect of social media, usage and the preferences and behaviors of students of Noveleta Senior High School of using social media for local tourist attractions in District 1. The researchers use a interview for 10 students of Noveleta Senior High School that have a influence in social media in tourist destination in District 1.

Table 8: Summary of themes for SOP 2

Research Questions	Themes
How does social media influence the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations?	<ul style="list-style-type: none"> • Social Media Influence • Destination choices • Opinion Change

Social Media Influence: In District 1 of Noveleta, social media has become a driving force in shaping the decisions of senior high school students when it comes to selecting tourist destinations. This study aims to explore the influence of social media on the preferences and choices made by these students. By delving into their experiences and perspectives, we can uncover the significant role that social media plays in guiding their exploration and travel decisions in District 1.

Participant 10: Base on her answer, she mentioned that their decision to visit certain tourist destinations was influenced by their friends who had been to those places. This indicates that social media, through the experiences and recommendations shared by friends, plays a role in shaping the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations.

It was always because of my friends who went to other places that they encouraged me to go there.
(Participant 10)

Participant 5: He stated that social media makes the decision-making process easier for them. However, no further details were provided regarding the specific ways in which social media influences their decision-making process.

Because of social media it's easier.
(Participant 5)

Destination choices: This study aims to uncover the impact of social media on the choices made by Noveleta Senior High School students in District 1. By exploring their experiences and perspectives, we can gain valuable insights into how social media shapes their preferences and drives

their selection of tourist destinations. Through this examination, we seek to understand the significant role that social media plays in guiding the destination choices of these students in District 1.

Participant 3: He expressed that social media is a valuable resource for them as a student when it comes to finding places to visit in district one for relaxation purposes. They believe that social media makes it easier for them to discover and choose tourist destinations in the area. This suggests that social media plays a significant role in influencing the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations.

Social media is a great help to me as a student in finding places to visit in district one when I want to relax, it will be easier because of social media.
(Participant 3)

Participant 2: He mentioned that they changed their decision based on example number two, opting for the cheaper option. This suggests that social media can influence the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations, particularly in terms of considering cost and affordability. The influence of social media on tourist destinations in District 1 can be seen in how it shapes students' choices based on factors like price.

Because of Example number two, I changed my decision, which is Don for the cheaper one.
(Participant 2)

Opinion Change: In the realm of District 1 tourism, social media holds sway over the decision-making process of Noveleta Senior High School students when it comes to selecting tourist destinations. This study focuses on understanding the impact of social media on shaping the opinions and preferences of these students. By examining how their perspectives evolve through the influence of social media, we can gain valuable insights into the significant role it plays in guiding their choices within District 1's vibrant tourist scene.

Participant 5: Her opinion on the influence of social media in the decision-making process of District 1 to Noveleta Senior High School students when selecting tourist destinations has changed. They mention that currently, their friends are not with them, and when deciding on a destination, they prioritize convenience for themselves. They state that social media does not have a significant impact on their decision-making process.

Right now, my friends are not with me anymore, if we decide on something to stay at a destination, of course you choose the one that is convenient for you first, I can't say that it has a big impact.
(Participant 5)

Participant 3: They mentioned that if they initially decide on a destination that seems good for them, their opinion can be influenced after scrolling through social media. They highlighted the interactive nature of social media, indicating that they may come across something appealing that can impact their decision-making process. This suggests that

social media plays a role in shaping the choices of Noveleta Senior High School students when it comes to selecting tourist destinations in District 1.

If I ask yes, decide on that destination, suppose you choose a destination that is good for you, then after you scroll, you will see something and that's when I can interact with my decision.

(Participant 3)

Table 9: Summary of themes for SOP 3

Research Questions	Themes
What are the positive and negative impacts of social media on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students?	<ul style="list-style-type: none"> • Trust in Information • Perception • Impacts

Trust in Information: This study focuses on the impact of social media on their trust in the information they receive. By examining their experiences and perceptions, we aim to understand how social media influences their decision-making process and shapes their trust in the information they encounter regarding tourist destinations. Through this exploration, we can gain valuable insights into the role of social media in guiding their choices and the implications it has on their travel experiences in District 1.

Participant 10: She emphasized the importance of trust in the information available on social media, particularly in terms of its potential benefits. This suggests that social media can have both positive and negative impacts on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students. Trustworthy information found on social media platforms can provide valuable insights and recommendations, guiding students towards desirable destinations. However, inaccurate or misleading information can also misinform and potentially lead to poor choices.

It is important for me in the information that can be found on social media such as what will benefit you.

(Participant 10)

Participant 8: She expressed their belief that the cost of choosing a tourist destination depends on what one believes is true, as the rest is considered fake news. This highlights the impact of trust in information on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students. Trust in the information shared on social media platforms can have both positive and negative impacts on their decision-making process.

It costs a lot because it depends on what you believe is right because the rest is fake news.

(Participant 8)

Perception: This study aims to unravel the impact of social media on the way these students perceive and make decisions about their travel choices. By examining their perspectives and experiences, we can gain a better understanding of how social media shapes their perception of tourist destinations in District 1. Through this exploration, we seek to shed light on the significant role that social media plays in influencing the perception of Noveleta

Senior High School students regarding potential travel destinations in their local district.

Participant 5: He mentioned that they primarily use Google to find information on tourist destinations, indicating that it is an easy way to gather information. However, no specific details were provided regarding the positive or negative impacts of social media on their perception and choice of tourist destinations.

Of course, I use common google because you can find all the information on google, so it's easy to find a destinations.

(Participant 5)

Participant 3: She expressed a perception that by posting on social media, they can annoy others. This suggests that social media can have both positive and negative impacts on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students. While social media can provide a platform for sharing experiences and influencing perceptions positively, it can also lead to negative perceptions and potential conflicts. Understanding these impacts is crucial in comprehending how social media shapes the perception and choice of tourist destinations among the students in District 1.

By posting, I can annoy them.

(Participant 3)

Impacts: By understanding the impacts of social media on tourist destinations, we can gain valuable insights into the factors that drive the choices of Noveleta Senior High School students and how they navigate the ever-evolving world of travel in their local area.

Participant 8: She highlights the positive impact of social media on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students. They mention that Google, a popular search engine, plays a significant role in showcasing the beauty of District 1. This suggests that social media platforms, like Google, have a positive influence on how students perceive and choose tourist destinations in District 1.

Google is indeed influential because they see how beautiful District 1 is.

(Participant 8)

Participant 4: He highlighted a positive impact of social media on the perception and choice of tourist destinations among District 1 to Noveleta Senior High School students. They mentioned that due to social media, they have become more selective in their decision-making process. This suggests that social media plays a role in shaping the preferences and criteria used by students when selecting tourist destinations. Further exploration is needed to uncover both the positive and negative impacts of social media on the perception and choice of tourist destinations among Noveleta senior high school students in District 1.

Because of social media I am more selective.

(Participant 4)

Table 10: Summary of themes for SOP 4

Research Questions	Themes
How significantly do social media platforms influence students at Noveleta Senior High School in District 1's preferences and behaviors regarding local tourist attraction	<ul style="list-style-type: none"> • Social media platforms • Account following • Recommendations

Social Media Platforms: By examining the perspectives and experiences of Noveleta Senior High School students, we can gain valuable insights into how social media platforms shape their choices and preferences when it comes to exploring the diverse tourist destinations in District 1.

Participant 4: She mentioned using Facebook pages and municipal pages to stay updated on tourist attractions before visiting them. This indicates that social media platforms play a significant role in influencing the preferences and behaviors of students at Noveleta Senior High School in District 1 when it comes to local tourist attractions. By utilizing these platforms, students are able to gather information and stay informed, ultimately shaping their decisions and behaviors regarding tourist destinations in the district.

Fb page, municipal page so I can be updated where possible before going.

(Participant 4)

Participant 6: She sheds light on the significant influence of Google, a popular social media platform, on the preferences and behaviors of students at Noveleta Senior High School in District 1 when it comes to local tourist attractions. They mention that Google had a notable impact on their decision-making process, implying that social media platforms play a significant role in shaping the preferences and behaviors of students in District 1 regarding tourist destinations.

Google did influence me because there were more Right.

(Participant 6)

Account Following: By examining the impact of following specific accounts on social media platforms, we aim to understand how it guides and influences their preferences for tourist destinations in District 1. Through this exploration, we hope to gain insights into the significant role that account following plays in shaping the travel decisions of Noveleta Senior High School students.

Participant 7: She mentioned that social media platforms like Facebook and YouTube have a significant influence on the preferences and behaviors of students at Noveleta Senior High School in District 1 regarding local tourist attractions. However, no further details were provided regarding the specific ways in which account following on these platforms impacts their preferences and behaviors. Nevertheless, this suggests that social media plays a role in shaping the choices and actions of students when it comes to exploring local tourist destinations in District 1.

More on Facebook, YouTube is also possible.

(Participant 7)

Recommendations: This study aims to provide a clear understanding of how social media influences the preferences and choices made by these students. By exploring the impact of social media recommendations, we can gain valuable insights into the factors that guide their travel decisions in District 1. Through this exploration, we seek to uncover the significance of social media in shaping the exploration and tourism experiences of Noveleta senior high school students.

Participant 2: She response indicates that social media recommendations have an impact on the decision-making process of students at Noveleta Senior High School in District 1 when it comes to local tourist attractions. They mention that recommendations on social media are influential, but ultimately, the decision depends on the individual. This suggests that social media platforms significantly influence the preferences and behaviors of students at Noveleta Senior High School in District 1 regarding local tourist attractions.

Yes, because when you recommend someone on social media, it's good to recommend and it depends on the person what their decision will be.

(Participant 2)

Participant 9: He highlights the significant impact of social media platforms on the preferences and behaviors of students at Noveleta Senior High School in District 1 when it comes to local tourist attractions. They mention that by sharing their own experiences through photos and stories, they can entice others to visit those places of interest. This suggests that social media platforms play a crucial role in shaping the preferences and behaviors of students when it comes to selecting tourist destinations in District 1.

For example, if I've been to that place of interest, I can take a photo or I can tell them a story to entice them too.

(Participant 9)

Conclusion

In conclusion, this study highlights the significant influence of social media on the decision-making process, perception, and choice of tourist destinations among Senior High School students in Noveleta, District 1. The findings demonstrate that social media plays a crucial role in shaping students' travel decisions, with students actively using social media to gather information, rely on recommendations, and share their experiences. However, it is important to note that social media can have both positive and negative impacts, as it can provide valuable insights but also create unrealistic expectations. Understanding and leveraging the power of social media is essential for effectively engaging students and promoting tourist destinations in District 1.

Recommendations

Social media Influencers: Online platforms and applications that enable users to create and share content, interact with others, and access information.

Students: Refers to the individuals who are currently enrolled in the Senior High School level of education in Noveleta. These students are the primary focus of the study and are typically between the ages of 16 to 18.

Targeted Content Creation: Create engaging and visually appealing content tailored to the interests and preferences of Noveleta Senior High School students, highlighting the unique attractions in District 1.

Interactive User Experience: Improve the cultural user interface of social media platforms to enhance the user experience, allowing easy exploration and engagement with tourist destination content in District 1.

Personalized Push Notifications: Use push notifications to provide real-time updates and personalized recommendations to Noveleta Senior High School students regarding tourist destinations in District 1.

Exclusive In-App Purchases: Offer exclusive in-app purchases related to tourist destinations in District 1, providing students with access to premium content, virtual tours, or discounted tickets.

Collaborations and Partnerships: Foster collaborations between tourism authorities, educational institutions, and local businesses to educate students about the responsible use of social media for tourist destinations in District 1 through workshops, seminars, and campaigns.

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