

## **Tourism Destination Marketing: A Case of Quitinday Green Hills Formation, Camalig, Albay**

Catherine Joyce M. Bobier, Janine M. Mico, and Roseleth L. Sabater  
*Lyceum of the Philippines – Laguna*

### **ABSTRACT**

*Researchers decided to study the Quitinday Green Hills Formation due to an increasing trend on unpopular attractions determining the strategies in marketing. This study aims to develop a new marketing plan for Quitinday Green Hills Formation by determining the current marketing strategy for Quitinday Green Hills Formation and the tourists' perception on how the destination attracts them and other tourists. The study is a pure qualitative research which is used to gather information through interviewing and used descriptive method to interpret the data. Document review and interview guide were used to gather information about the Quitinday Green Hills Formation and to ask the Tourism Officer regarding their current marketing strategies and the tourists regarding their perceptions. Based on the findings, the Tourism Office finds difficulty in marketing the Quitinday Green Hills Formation because they do not see the full potential of the attraction because the main attraction of Albay is Mayon Volcano—where their marketing efforts are more focused on. Another finding is that Quitinday Green Hills Formation resembles and replicates the famous Chocolate Hills in Bohol with Mayon Volcano as its backdrop which is one of the factors that attracts tourists to visit the destination. With these findings, a new marketing plan is developed that will help increase tourist arrivals.*

*Keywords:* Marketing strategy, Quitinday Green Hills Formation, tourists' perception

### **INTRODUCTION**

Tourism, based on the World Tourism Organization, is defined as a phenomenon socially, culturally, and economically involving people's movement to countries or places outside their typical environment for a purpose. They are called visitors wherein they may either be tourists or excursionists and residents or non-residents in a certain country. Tourism is affected by their activities in which it implies tourism spending (UNWTO, n. d.). On the other hand, Tourism marketing is very essential in different attractions because it can help them to be more popular. Having an attraction known helps a locale to increase their income because many tourists will come and visit the place to see its beauty. This could also help in preserving and sustaining the beauty of a certain attraction through responsible ecotourism.

Ecotourism is a tourism form that implies visiting a pristine, exquisite, and unpopular natural area intended to observe and conserve wildlife. Its purpose is to educate travelers or tourists, to generate funds for ecological conservation, to benefit the local community, to respect the culture of a locale, and to foster environmental sustainability. In the tourism industry, ecotourism is considered as the fastest growing market and based on the World Tourism Organization, five percent of the worldwide annual growth rate and six percent represents the world GDP; all consumer spending at 11.40 percent to be lightly taken are not a market (Abderrahmane, n. d.).

There is the largest island in the Philippine archipelago where the Bicol Region is located in the southern part of Luzon Island. The capital of their region is Legazpi City and it comprises six provinces, namely: Camarines Norte, Camarines Sur, Catanduanes, Masbate, Albay, and Sorsogon. The center of health services, education, commerce, tourism, and transportation is located in their capital which is in Legazpi City in the Bicol Region. The 5.90 percent is derived from the summation of the provincial area for the total land area of the region. Around 30.70 percent is public forest area in the region and the remaining 69.30 percent of the total land area is disposable and alienable. Bicol Region is surrounded by water which is the Pacific Ocean on the east, Lamon Bay on the north, and Ragay Gulf and Sibuyan Sea on

the east. Camarines Norte is the northernmost province and it is bordered by the province of Quezon and it is connected to the region via Luzon (Islands Philippines, n. d.).

### **Review of literature**

#### *Tourism destination marketing*

Destination marketing, based on Promodo Team (2018), in the article: *What is destination marketing*, is a kind of marketing promoting a certain destination that aims to increase the number of visitors. Destination marketing in tourism is an advertisement to promote a specific place. There are different marketing strategies used in destination marketing like social media, commercials or advertisements, and even tourists' story to promote a destination.

Based on the book, entitled: *Marketing and managing tourism destinations*, marketing is described as a continual and sequential process in which a Destination Marketing Organization (DMO) is responsible for planning, researching, implementing, controlling, and evaluating the programmers and its purpose is to satisfy the needs and wants of travelers and destinations and the organization's objectives, visions, and goals. To be effective enough, marketing programs of DMO is dependent on the efforts of other associations and people inside and outside the destination (Morrison, 2013).

Soteriades (2012) stated that DMOs all over the world have to implement ground-breaking and suitable methods; and use acceptable tools and methods in order to improve their marketing activities' efficiency and effectiveness. Tactics like electronic marketing, strategic marketing, and value-chain marketing, successfully address the complication in the field of destination marketing due to the countless stakeholders involved and to the nature of tourism product/experience.

As stated by Sharma (2016), Asia's positive trend also reflects the strategies for tourism that is attained through diligence. Most countries in Asia offer packages that are fit to different viewers with the goal to attract more audiences. Wealthy middle-class tourists are the new target market of Asian markets for years. Some of these have digital abilities and presence on social media and this target market has the capability to awaken the curiosity of their friends and followers through expressing their experiences on Facebook and Twitter.

According to Cifci, Cetin, and Dincer (2018), a tourist travels to experience new things and events that he does not usually experience in his regular life and environment. Experiences become the main motivation of tourists to travel. Customer experience has a significant relationship with tourism destination marketing by influencing and encouraging tourists or customers to try the destination that was marketed. Through creative promotions and marketing strategies, destinations become a trend and people tend to reach that place.

#### *Destination management organization*

USAID (2013) states that Tourism Offices prove priceless support for tourism development, particularly in emerging destinations where tourism is a significant economic factor and instrument for unbiased social capacity structure.

According to Morrison (2019), DMOs or tourism organizations should be the ones to support tourism in their destinations. The tourism organization must be the official representative of tourism in the community and assume all duties that it involves—the first part of the role is to endlessly teach the local community about the positive impacts of tourism, the second part is being a team leader for tourism stakeholders within the destination and keeping their eagerness for tourism always at high levels, and the third part is to be the defender or protector of tourism when the sector is the subject of unfair or ill-informed criticism.

### *Destination's branding image and attractiveness*

There are many destinations in the world that are competing with each other to maintain their competitiveness and attractiveness in the global tourist industry. In order to do that, it is essential for authorities of a destination to meet and address different market segments' needs and to promote their managed destinations' image in a way that tourist will be attracted. In other words, it is necessary to effectively execute destination marketing. The meaning of promoting tourist destinations is improving their popularity and imagery, also to be recognized by other tourists (Buhalis and Michopaolou, 2011).

Destination attractions have started to be the core determinants of attractiveness. Destination support facilities and services, the secondary determinants, are people-related factors. People-related factors and support facilities and services describe identical variances suggesting that they are complementary rather than substitutes (Vengesayi, Mavondo, and Reisinger, 2009).

Chang and Chang (2015) say that a tourist destination is not seen as a destination that showcases peculiar natural landscape, art, or culture anymore. Instead, tourist destination is viewed as the product that meets the needs of tourists. Today, tourist destinations' globally competitiveness in many countries is actively developing. Enhancing the attractiveness of tourist destinations depends, however, not only on one factor, it essentially needs a comprehensive plan to be competitive in the international market.

When an environment is managed and developed properly, tourism can be a mechanism to protect natural environment, preserve historical, archaeological, and religious monuments, and restore the practice of local traditions, folklore, arts and craft, culture, and cuisine. In fact, tourism is connected to every aspect and point of the economy. A country's image entirely covers the political, historical, cultural, and economic aspects. Destination image is the elevation, beliefs, ideas, and perspective that a person holds in a certain area that is created by the cognition resemblance of a particular place. Majority of visitors are concerned the most on their safety during travel. Instability in political aspect, war threat, terrorism, and crime have big negative impacts on destination image (Abam, 2016).

### *Marketing strategies*

Social networks as marketing strategy is very important in the tourism sector. Many people tend to choose their destinations based on the shared opinions in social media. Huge companies are becoming aware of social media as an effective marketing tool as this result to increase in interactions of companies online in order to encourage tourists who are potentially to buy their products and services. Social networks really help a company in making strategies for tourism marketing (Nault, 2017).

In the Philippines, an organization like the Tourism Promotions Board Philippines (TBP PHL), particularly the marketing and promotions unit, is the one responsible for the promotion and marketing of the Philippines locally and globally showcasing the uniqueness of the Philippines and assisting in developing tourism services and products to increase the number of tourists and investments. To achieve its goals, TBP PHL participates in overseas travel trade and consumers' fairs, exhibitions, and events. The fairs, exhibitions, and events overseas become the gateway to execute marketing and promotional activities with the objective of creating awareness on Philippine tourism and generate consumer demand for the Philippines (TBP PHL, 2018).

Chung, Han, and Joun (2015) say augmented reality (AR) is being recognized as part of smart tourism to deliver information about destinations and attractions. Its procedure will maximize tourist satisfaction, based on tourists' active usage. The result of the study shows that technology readiness was a forecaster of apparent usefulness with visual appeal and simplifying conditions affecting perceived ease of use. With the use of AR, tourists became attracted and interested about the destination and it influences tourists to visit the destination or attraction.

Marketing strategy is an important tool that decides the success of many establishments not just by deciding where, when, and how they will complete marketing strategies but also their capability to engage in marketing strategy decision making tactics. Well-planned marketing strategy objectives are serious parts of marketing strategy in which the organizations should plan and decide about what the objectives and

priorities of the organization are, turn the objectives and the vision of the organization into marketing goal criteria, and set the goals and achievement on each objective. It can be complex to realize that one goal can be non-complementary to achieve the organization's performance or vision. Marketing strategy is a vital part of operating a business as it influences the effect and outcome of the organization's performance. Since the goal of a marketing plan affects all of the plan, coordination of business projects can lessen interference and it can maximize the organization's profit. In terms of the perspective, marketing strategy adaptation is vital since it can separate the fundamentals of marketing mix to be adapted in the market. (Saif and Aimin, 2016).

#### *Marketing plan*

Based Entrepreneur Asia Pacific (n. d.), the five-part marketing plan is composed of situation analysis, target audience, goals, strategies and tactics, and budget breakdown arranged chronologically.

#### **Conceptual framework**

Strategies in marketing are significant since they are one of the ways to attract tourists. An effective marketing plan helps an organization to attract new and potential tourists to visit a certain destination. It helps an organization develop products or services to meet the tourists' and target market's needs. It also gives the tourist a background of a certain place and understand what is within the attraction.

The conceptual framework intends to determine the status of current marketing strategy for Quitinday Green Hills Formation and the perception of tourists on how it will attract other tourists. The researchers used a qualitative study to collect data through interviewing, document reviewing, and observing. Through knowing the current marketing strategy and perception of tourists towards Quitinday Green Hills Formation, a marketing plan will be developed to attract more tourists.

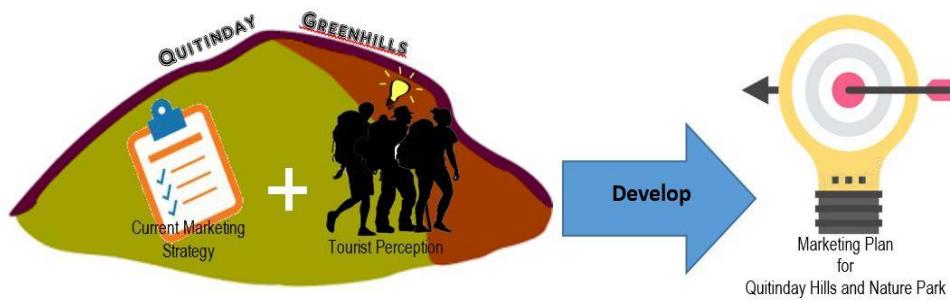


Figure 1. Concept of Quitinday Green Hills Formation's current marketing strategy and tourist's perception to develop a marketing plan

#### **Objectives of the study**

The overall objective of this study was to find out the status of marketing nature-based tourism in Quitinday Green Hills Formation and tourists' perspective on its attractiveness to be used in developing an effective marketing plan. The specific objectives are: to know the current marketing strategy for Quitinday Green Hills Formation; to describe tourists' perception on how Quitinday Green Hills Formation attracts tourists; and to develop a marketing plan for Quitinday Green Hills Formation.

## **METHODOLOGY**

This study used a pure qualitative research design where the researchers' objective of identifying the current marketing strategy of Quitinday Green Hills Formation and tourists' perception on how it

attracts other tourists were answered through interviewing a local Tourism Officer of Camalig Municipality and tourists of Quitinday Green Hills Formation using an interview guide. The gathered data were interpreted by the researchers.

This study was conducted in Quitinday Green Hills Formation that is located in Camalig, Albay. The Municipality of Camalig is located at the southern part of Mayon Volcano. It is bounded on the west by town of Guinobatan, on the east by town of Daraga, on the south by town of Jovellar. Camalig has 50 barangays—seven are urban and 43 are rural. The total land area of the town is 13,088 hectares. Quitinday Green Hills Formation is a 400-hectare grassy land that replicates the Chocolate Hills of Bohol. It is about 127m above sea level, and it can be easily conquered with a 15-minute trek. Albay can be reached via air, sea, and land. If via plane, from Manila, it will take an hour, and if via land, from Manila, it will take 10 hours via the Pan-Philippine Highway. Ride a bus going to Albay and drop off in Camalig town proper. Rent a tricycle for the roundtrip to Quitinday Green Hills Formation.

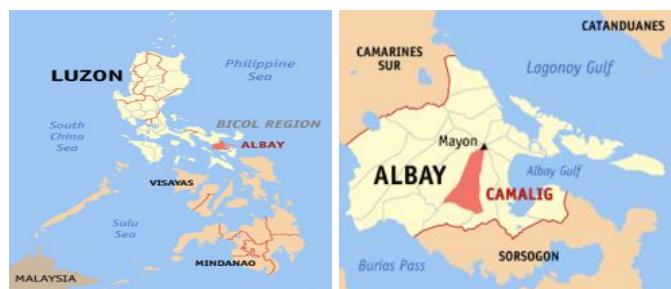


Figure 2. Map of Albay

The respondent interviewed for the study was a Tourism Officer of Camalig, Albay and six tourists visiting the attraction during data gathering. Among the six tourists, three were foreigners and the other three were local residents of Albay. The female Chinese was 45 years old while the married German couple were aged 55 and 57 years old. The other three female respondents living in Albay were aged 22, 25, and 27. According to the tourist respondents, all of them were first timers. The researchers chose them to be respondents of the study because they believe that they had the knowledge, awareness, tools, and information that could help answer the research objectives. The researchers' method on gathering information about the study were interviews and document review. They used an interview guide as instrument to ask the respondents.

The researchers designed an interview guide that contained questions to answer the objectives of the study for data collection. The respondents who answered the questions in the interview were the Tourism Officer of Camalig and six selected tourists aged 20 and above. Additionally, the researchers conducted a document review in the Tourism Office of Camalig, Albay for further information.

The interview guides aimed to inquire on the current marketing strategy for Quitinday Green Hills Formation and on the perceptions of tourists on how it attracts tourists. These were intended to develop a marketing plan for the attraction.

Since this research was pure qualitative in nature, there were no statistical treatments used. The researchers utilized descriptive analysis. Descriptive analysis was used to describe the data of the study. It gives summaries about the interpretations and the sample data. They form the basic virtual analysis of data together with simple graphical analysis. In descriptive analysis, it describes what the data shows. The description of data is necessary to find out the normality of distribution. It is necessary for the description of data as the nature of the techniques that will be applied for analysis of data and it is dependent on the different characteristics of the data (Shodhganga, n. d.)

## RESULTS AND DISCUSSION

### **Marketing strategies of Tourism Office in promoting Quitinday Green Hills Formation**

Tourism destination marketing is very essential in different attractions and destinations as it is one of the gateways to recognize a certain place. Destination marketing aims to increase the number of visitors in a specific attraction, hence, to increase also the profit of the locale where a certain destination is located. Marketing does not only benefit the barangay and the municipality but also the people that give them opportunity to have a better livelihood.

Social media helps government a lot to market a new product or service just like the Quitinday Green Hills Formation which has become popular as year goes by because of marketing through social networks and through shared posts of people. As stated by Hays, Page, and Buhalis (2012), social media is becoming popular as an aspect of Destination Marketing Organization (DMO). Since the public sector limits their funding on marketing because it requires much money in promotion, social media provides the DMO a tool to reach the audience globally with finite resources.

Social media platforms such as Instagram, Twitter, and Facebook are the most effective tools in marketing a certain attraction. Most people today are using cellphones or smartphones to communicate with other persons. Many people in today's generation have social media accounts; mostly Facebook account with 1.74 billion active users around the globe (Noyes, 2019). Social media really encompasses the lifestyle of the people today. Most of the time, people are on social media to chat with friends and relatives and share their thoughts and even experiences on their adventures through videos and pictures uploaded in social media. Many companies use social media to promote their products and services since social media is widely used today. As stated by Sharma (2016), the presence of social media awakens the curiosity of friends and followers when experiences on certain things are shared on Facebook and Twitter. In other words, Quitinday Green Hills Formation becomes widely known because of social media. Through the shared posts of few tourists visiting there before, the posts reached other people, encouraged them to visit the place and eventually, the destination, little by little, became known and increased its tourist arrivals. So, for the Tourism Officer, social media is the most effective and easiest tool to use since it takes just a matter of seconds to post on Facebook and in a minute, it will reach hundreds and thousands of people.

Promotional videos uploaded in the internet are also one of the effective strategies for marketing Quitinday Green Hills Formation. A promotional video is also one marketing strategy to encourage tourists to visit a place. It gives them an overview of the place, convincing them to visit the destination. Through a pleasing, attractive, and creative video, tourists are becoming aware on what is in the place and how it looks like, so its tendency is to encourage tourists to visit the place and see it for themselves. Cifci, Cetin and Dincer (2018) stated that tourists travel to experience new things that he does not usually experience in his regular life and environment. Experiences become the main motivation of tourists to travel and explore destinations. Through promotional videos, tourists see what is on a certain destination and it motivates them to explore it.

Posts and opinions expressed through comments are also factors to inform other people about a place. Also, influential vloggers contribute to an increase of tourists. As the vlogger visits a certain destination and features it in his video uploaded on social media, people tend talk about the place through commenting their questions, thoughts, and insights on the place leading them to also visit the place that their idol visited. Aside from promotional videos, brochures from airports and other hospitality facilities also encourage tourists to visit a certain place. A brochure contains pictures, locations, and basic information about destinations within the place. It gives tourists a brief background about the attractions within the vicinity.

Seasons and weather conditions are also tourists' considerations when visiting a destination to enjoy the experience. Tourists in Quitinday Green Hills Formation are on peak from March to June. Few tourists visit the Quitinday Green Hills Formation during the months of July to December and starts to increase in the month of January based on the tourist arrivals record presented by the Tourism Officer. One of the considered industries that has biggest and fastest growth in the globe is the tourism industry, but

distinguished by seasonality. Seasonality causes changing of tourists and visitor arrivals in a destination. Hence, some destinations in particular times have more tourists or visitors to accommodate while in other times, few tourists visit that particular destination. (Corluka, 2015). In the Philippines, there are two seasons—wet season and dry season. During the months of June to September, the wet season usually starts. While the dry season falls from November to April. Therefore, climate is one of the huge factors when visiting a destination because the availability of activities in a certain destination to enjoy depends on weather conditions or season. The Quitinday Green Hills Formation does not have a specific target market, which means the destination is open for all. Contrasting to this, the Tourism Office must set their target market to be able to make an effective marketing strategy, identifying a firm's target market helps develop effective marketing communication strategies.

The Quitinday Green Hills Formation is difficult to market because of the poor road conditions that took tourists a long period of time to reach the destination compared to the Sumlang Lake that was more developed. Road conditions going to a certain destination is one of the factors that affects tourist visits. Poor road conditions could lead to a decrease of tourist arrivals because of the uncomfortable ride going to the destination and it also affects the livelihood of the local community. According to Mbufung (2016), the economic benefits of road infrastructure development and the economic impacts in tourism growth are the main driving forces for road development. Roads are developed to make destinations accessible that attract tourists to visit. Developing roads creates job opportunities for local people in the attraction. People will be employed for administration purposes in operating technical know-how and many unskilled labor opportunities are created. This helps the community to reduce the level of unemployment in the destination. Another difficulty in marketing the Quitinday Green Hills Formation is lack of facilities in the destination like restrooms, information center, and other facilities that are needed by tourists. A facility in a certain attraction is very essential for tourists to satisfy their needs and wants. Jovanovic and Ilic (2016) say one of the bases of development of tourism and the effectiveness of current resources of destination is tourism infrastructure. Tourism infrastructure encompasses a large scale of services that is important to recognize the needs of tourists to increase their satisfaction during their stay in a destination. Moreover, lacking in accommodation, facilities, and road quality infrastructure could be the hindrance to success of tourism development. Due to poor road conditions and far location of the Quitinday Green Hills Formation from Camalig proper, there is slow development because of lack in investments. Investment is very important in developing tourism facilities to satisfy tourists. As stated by Agaraj and Murati (2009), tourism is becoming a significant sector that contributes to the economic development of a country. The main benefit of tourism is to generate income and job creation. It is wellbeing's most important source in many countries and regions. The national economy's ability to benefit from tourism depends on the investments' availability to progress a certain infrastructure and its power to supply the needs of tourists. Accessibility of roads and complete amenities and facilities are one of the factors that attract tourists.

This means that the Tourism Office of Camalig has connections with private owners, private stakeholders, and the community as well to market and introduce the Quitinday Green Hills Formation to potential tourists. Private owners, Tourism Office, and the community are tied up to introduce the Quitinday Green Hills Formation and operate the attraction for tourists. Based on the World Tourism Organization (2015), many aspects in emerging economies' tourism development have been molded wherein public-private partnerships portray a vital part as they gather together government agencies and public sector with the tourism value chain representatives which they share the same objective of developing sustainability, socio-economic development, job opportunities, and global competitiveness through tourism.

The reason why Quitinday Green Hills Formation lacks investors is because there are few facilities, issues in road network, and issues in peace and security in the community where it is located. Due to the poor road condition that causes longer period of travel, lack of facilities, and issues on peace and security in the community, few tourists visit the attraction compared to other attractions like the Sumlang Lake and the Quitinian Hill resulting to difficulties in attracting investors. According to Sahle (2016), to achieve an effective tourism industry, peace and security must also be considered. Tourism industry has become a

usual and profitable industry in the world for years. It has a massive possibility to develop in promoting stability and peace by generating income, job opportunities, diverse economy, environmental protection, and raising awareness on understanding cross-cultural relationships. For the tourism industry to progress and contribute to the development of economy, a peaceful and stable society is a must wherein people are hospitable in welcoming tourists.

The Quitinday Green Hills Formation is also promoted through festivals like the Pinagat Festival held in Camalig, other events include trail biking and newspaper articles. Festivals could be the way to promote not only the municipality itself but also the attractions that are in the municipality. During this event, attractions are showcased to give background to tourists attending the festival about different attractions in the vicinity. Based on Uguz and Gacnik (2015), culture tourism is a primary type of tourism. It is a development choice for all destinations because of the increasing demand on culture tourism. These demands cause government organizations to contribute to cultural activities. Countries and cities are becoming more attractive and captivate the interests of more tourists through the help of culture and art activities. Moreover, festivals in this regard lead the identity of countries to progression. Cities that introduce their cultural and art heritage through festivals determine themselves in the tourism market rivalry. Festivals with adventurous, amusing, different, and informative cultural and artistic activities enhance the attractiveness of the cities and these cities become the thought and dream by the help of festivals. Festivals determine the people's choices in travel. This means that promoting has a significant role in both governments—the Quitinday Green Hills Formation and the whole community of Camalig. Like what Javier and Elazigue (2011) stated, tourism is one of the sources of revenue of LGUs and the LGU on the other hand provides benefits such as infrastructure, policy, and procedures in a certain place and gives the locals an opportunity to have jobs. It is stated also that the LGU plays significant roles on the success of tourism industry and conserving the resources in their locales. LGUs have the authority to make their own tourism plans that prioritize medium- to longer-term strategies. They could contribute to economic development and in national tourism strategies as well.

The Tourism Office implements rules and regulations when it comes to environmental regulation. Elazegui, Espaldon, and Sumbalan (2019) say that the Philippine government is aware of the implications of environment and society in particular development projects; hence, the implementation of regulatory mechanisms such as the Environmental Impact Assessment and the Environmental Impact Statement system. Environmental Impact Assessment serves as a way to predict, investigate, and prevent harmful effects of proposed projects on people and the environment. Environmental Impact Statement system is a document prepared by the project proponent that contains Environmental Impact Statement system results.

### **Tourist perceptions on how Quitinday Green Hills Formation attract tourists**

Other ways to market a destination is having a travel agency. The role of a travel agency in the industry is to market the different destinations in the world to be more popular and to offer budget friendly tour packages for the marketing of a destination. Some tourists were attracted to the Quitinday Green Hills Formation through a travel agency. According to Goeldner and Ritchie (2003), the target market of travel agencies are potential travelers and they market to them their package travel tours and holidays. To market their tour packages, travel agencies will tie up the traveler and hotels, car rentals, and also tour companies. The travel agency has also an impact in marketing destination. It can be recognized by creating tour packages of the destination because it promotes a destination. It can attract tourists by providing affordable prices and worthy experiences. The tourist just saw the Quitinday Green Hills Formation in a travel agency and she was attracted to visit it. Travel agencies help tourists choose easily and by offering tour packages. Also, they help tourists go to their dream destinations. If tourists will see that tour packages are not too expensive and worth it, it is possible that they will grab the offer. Quitinday Green Hills Formation can also be called the “low cost budget Chocolate Hills.”

As the researchers interviewed tourists, they stated that the reason why many tourists are also attracted to Quitinday Green Hills Formation is because when you are on top of the hill it feels like you are

in Chocolate Hills in Bohol and also you will see the perfect cone shape of Mayon Volcano. Quitinday Green Hills Formation is one of the places where you can see perfect and exact beauty of cone-shaped Mayon Volcano. Once at the top, the panoramas and vistas are breathtaking. Hundreds of rounded, lush, green hills surrounded us seemingly all the way to the horizon. As always, there were no guarantees that Mount Mayon would be visible as shown in pictures online. (Trip Advisor, 2016). Since there is famous Chocolate Hills in Bohol there is also a look alike in Camalig, Albay namely Quitinday Green Hills Formation. It is not much like the Chocolate Hills in Bohol but it can satisfy tourists. It is affordable in terms price to go to with only Php. 20.00 for entrance fee.

### **Developing a marketing plan for Quitinday Green Hills Formation**

As an emerging tourist destination in Camalig that has been open to the public since 2015, Quitinday Green Hills Formation caught every tourist's attention through its unique scenery that is similar to the Chocolate Hills in Bohol with the majestic Mayon Volcano as its backdrop. It has become known to tourists because of the promotions done by the Tourism Office through social media, tarpaulins, brochures, promotional videos, and many more. Tourists notice some shortages in facilities as well as activities and the Tourism Officer in charge also does agree with the complaints given by some tourists based on the interview conducted. Due to these problems, complaints arise. Prabhu (2016) discussed about the effect of lack of basic facilities on tourism. He states that the absence of basic amenities at prominent tourist destinations in Karnataka have negative impacts on the tourism industry, with a third of guests saying they are dissatisfied with the service. Sixty-five percent of tourists were dissatisfied with road connectivity and 33 percent said they were disappointed with the basic amenities and services such as drinking water, lavatories, restaurants, and their maintenance at tourist destinations. These problems are arising because of one thing, lack of funds or investors to invest on the development of the area. In an article published in Rappler (2012), it states that poor quality of road conditions holds back investment, and because poor road conditions does not only stop local development but also makes transferring of goods more expensive and time consuming. Due to lack of investors that would finance and invest in the development of the Quitinday Green Hills Formation, it is being less promoted by the Tourism Office.

Trekking is the main activity in the Quitinday Green Hills Formation. Fifteen-minute trekking until you reach the lowest view deck then you will trek for a couple of minutes more to reach the highest view deck and you can also trek to the other view deck which is much closer in sight of the Mayon Volcano when the sky is clear. Tourists that visit the attractions are more into physical activities and are active in terms of physical strength and energy and much into adventurous activities.

Quitinday Green Hills Formation is an emerging tourist destination that still has a lot to improve and implement for it to be a top tourist destination in the municipality of Camalig. Tourist destinations want to be known and also, the Tourism Office's goal for an increase of tourist arrivals every year. Having a goal makes organizations organized and focused on their jobs since they have an idea of what should be the outcome at the end of the year and change ineffective strategies. The goal for Quitinday Green Hills Formation is to be a fully operational tourist destination after five years that is composed of a good road network, an office/information center, a camping site for recreational use within the area of the destination, and a marketing tool. With the help and support of tourism organizations to develop and sustain tourist destinations, it would be a positive impact to economy, society, and environment. A fully developed Quitinday Green Hills Formation means an increase on tourist arrivals, good road network, and additional activities and facilities.

The increasing number of new tourist attractions paved way in boosting the tourism industry of a country. With the help of promotion and marketing tools, emerging tourist destinations like the Quitinday Green Hills Formation is being introduced to the world as Bicol's version of Chocolate Hills. Innovation and appropriate marketing tools can effectively market and boost the arrival on the attraction due to its promotional and good marketing strategies. Based on the of Soteriades (2012), destination marketing organizations all over the world have to implement ground-breaking and suitable methods; and use acceptable tools and methods in

order to improve their marketing activities' efficiency and effectiveness. Tactics like electronic marketing, strategic marketing, and value-chain marketing successfully address the complication in the field of destination marketing due to countless stakeholders involved and to the nature of the tourism product or experience. A good way to market a certain destination or attraction is to have a good marketing tool that will serve as the gateway for people to get information about the said attraction and market the uniqueness of the attraction that will not only attract local travelers but also international travelers.

## **CONCLUSION AND RECOMMENDATION**

The Tourism Office does not see the full potential of other destinations like the Quitinday Green Hills Formation because their marketing is focused more on the main attraction which is Mayon Volcano. Moreover, it is not yet fully developed. Based on the interview, most of the tourists knew about the Quitinday Green Hills Formation through friends' and relatives' referrals who have already visited the place and while others have seen the hills from the airplane during their flights. This means that the tourists see the potential of the attraction more than the locals and the LGUs of Camalig.

Since Chocolate Hills in Bohol is a famous tourist attraction in the Philippines, Quitinday Green Hills Formation in Camalig, Albay is being compared as a *replica* of the Chocolate Hills with an additional beauty of Mayon Volcano as its backdrop. It is one of the factors why tourists visit Quitinday Green Hills Formation to witness the beauty of the landscape and also to see if the presumptions are true. Tourists are attracted to visit it because they have seen it in social media and because it looks like a replica of Chocolate Hills and many tourists have visited Quitinday Green Hills Formation because of its additional view of Mayon Volcano as its backdrop.

Developing a marketing plan for Quitinday Green Hills Formation is important and sees the potential and development of the attraction. With the proposed marketing plan that includes a new tourism video for the municipality, a brochure of the Quitinday Green Hills Formation, and coordination with airline companies. It will result to an increase in tourist arrivals in the attraction and for the Quitinday Green Hills Formation to be a well-known tourist destination site for trekking and its scenery of the Mayon Volcano.

The LGUs and the locals in the vicinity of the Quitinday Green Hills Formation should be the first to see the potential and positive attributes of the destination to be able to create opportunities that could help the government and the community.

Since the Quitinday Green Hills Formation is different from the Chocolate Hills because it differs from the shape of the hills and it is found only in lush greens all year round. Bicol is known for Mayon Volcano, chili, and pili nut. Quitinday Green Hills Formation can have a distinctive dub as *pili nut hills of Camalig, Albay* since the top of the hills are quite similar to the shape of pili nuts. Being distinctively dubbed will help locals to market their destination. The locals should be the first to market their destination to be recognized by other tourists.

The researchers recommended the development and implementation of the marketing plan since it will help the attraction to be a well-known tourist destination that would benefit not only the municipality but also the community near the area. Also, the researchers recommend the use of the proposed marketing tool which is the brochure that is for the marketing of the Quitinday Green Hills Formation.

## **REFERENCES**

Abam, E. N. (2016). Marketing a potential tourism destination - A case study of Nsanakang in Eyumojock Subdivision. *Journal of Tourism & Hospitality*, 5: 251. DOI: 10.4172/2167-0269.1000251. Retrieved from <https://www.omicsonline.org/open-access/marketing-a-potential-tourism-destination--a-case-study-of-nsanakangin-eyumojock-subdivision-2167-0269-1000251.php?aid=81340> on December 19, 2018

Abderrahmane, D. (n. d.). *A strategy for tourism and urban regeneration in Algeria*. Sustainable Building Conference. Retrieved from <http://www.sb10mad.com/ponencias/archivos/d/D020.pdf>

Albay Islands Philippines. (n. d.). *Albay Islands Philippines: Land of the world's most perfect cone*. Retrieved from Islands Philippines: [http://bicolregion.islandsphilippines.com/albay/albay\\_economy.php](http://bicolregion.islandsphilippines.com/albay/albay_economy.php) on January 13, 2019

Buhalis, D. and Michopaolou, E. (2011). Information-enabled tourism destination marketing: Addressing the accessibility market. *Current Issues in Tourism*, 14(2): 145-168. <http://dx.doi.org/10.1080/13683501003653361>. Retrieved from <http://bit.ly/2KkQ3h6> on March 17, 2019

Camilig Government. (n. d.). *Tourism profile and code of Camilig, Albay*. Retrieved from <http://www.camilig.gov.ph/tourism-profile/> on January 2, 2019

Chang, J.-R. and Chang, B. (2015). The development of a tourism attraction model by using Fuzzy Theory. *Mathematical Problems in Engineering*, 2015. Article ID 643842. <http://dx.doi.org/10.1155/2015/643842>. Retrieved from <https://www.hindawi.com/journals/mpe/2015/643842/> on March 25, 2019

Chung, N., Han, H., and Joun, Y. (2015). Tourists' intention to visit a destination: The role of augmented reality (AR) application for a heritage site. *Computers in Human Behavior*, 50. DOI: 10.1016/j.chb.2015.02.068. Retrieved from ScienceDirect: [https://www.researchgate.net/publication/276453283\\_Tourists'\\_intention\\_to\\_visit\\_a\\_destination\\_The\\_role\\_of\\_augmented\\_reality\\_AR\\_application\\_for\\_a\\_heritage\\_site](https://www.researchgate.net/publication/276453283_Tourists'_intention_to_visit_a_destination_The_role_of_augmented_reality_AR_application_for_a_heritage_site) on March 29, 2019

Cifci, M. A., Cetin, G., & Dincer, F. I. (2018). *The Routledge Handbook of Destination Marketing – Marketing tourism experiences*. Taylor and Francis Group. Retrieved from <https://www.taylorfrancis.com/books/e/9781351588287/chapters/10.4324%2F9781315101163-5> on December 19, 2018

Corluka, G. (2015). *Seasonality in tourism – causes, implications and strategies*. Retrieved from [https://www.academia.edu/8670280/SEASONALITY\\_IN\\_TOURISM\\_causes\\_implications\\_and\\_strategies](https://www.academia.edu/8670280/SEASONALITY_IN_TOURISM_causes_implications_and_strategies) on March 20, 2019

Department of Tourism. (2018). *DOT-DPWH National Workshop on Tourism Roads Infrastructure Program (TRIP)*. Retrieved from <http://www.tourism.gov.ph/files/8DOT-DPWH/Request%20for%20Quotation.pdf> on March 27, 2019

Elazegui, D., Espaldon, M., and Sumbalan, A. (2019). *Enhancing the role of local government units in environmental regulation*. Retrieved from [https://www.researchgate.net/publication/237803594\\_ENHANCING\\_THE\\_ROLE\\_OF\\_LOCAL\\_GOVERNMENT\\_UNITS\\_IN\\_ENVIRONMENTAL\\_REGULATION](https://www.researchgate.net/publication/237803594_ENHANCING_THE_ROLE_OF_LOCAL_GOVERNMENT_UNITS_IN_ENVIRONMENTAL_REGULATION) on March 26, 2019

El Nido Paradise. (2015). *What is El Nido's eco-tourism development fee (ETDF)?* Retrieved from <https://www.elnidoparadise.com/el-nido-eco-tourism-development-fee/> on March 28, 2019

Entrepreneur Asia Pacific. (n. d.). *Marketing plan definition*. Retrieved from <https://bit.ly/2ejkMXp> on March 27, 2019

Hays, S., Page, S. J., and Buhalis, D. (2012). *Social media as a destination marketing tool: Its use by national tourism organisations*. Taylor & Francis Group Online. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/13683500.2012.662215> on Decemeber 19, 2018

Islands Philippines. (n. d.). *Bicol Region*. Retrieved from <http://bicolregion.islandsphilippines.com/> on January 12, 2019.

Judeh, M. (2014). *What do we mean by descriptive research?* Retrieved from [https://www.researchgate.net/post/What\\_do\\_we\\_mean\\_by\\_Descriptive\\_Research?fbclid=IwAR1E8eSecauGfxCEv4LW0ZQXwfkCuIZEbd9OMznAp\\_XG\\_aHsuL60aloIFE](https://www.researchgate.net/post/What_do_we_mean_by_Descriptive_Research?fbclid=IwAR1E8eSecauGfxCEv4LW0ZQXwfkCuIZEbd9OMznAp_XG_aHsuL60aloIFE) on January 16, 2019

Langko, S. (2014). *Destination marketing framework*. Retrieved on March 17, 2019 from [https://www.academia.edu/10091988/CHAPTER\\_2\\_-\\_LITERATURE REVIEW\\_Destination\\_Marketing\\_Framework](https://www.academia.edu/10091988/CHAPTER_2_-_LITERATURE REVIEW_Destination_Marketing_Framework)

Mariani, M. M., Felice, M. D., and MatteoMura. (2016). Facebook as a destination marketing tool: Evidence from Italian Regional Destination Management Organization. *Tourism Management*, 54: 321-343. <https://doi.org/10.1016/j.tourman.2015.12.008>. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0261517715300595> on March 22, 2019

Mbufung, N. C. (2016). *The impacts of surface transport development to tourism growth: Case study of roads in Cameroon*. Bachelor's Thesis. Centria University of Applied Sciences. Retrieved from <https://www.theseus.fi/bitstream/handle/10024/105178/NGOYE%20CHARLES%20MBUFUNG.pdf?sequence=1&isAllowed=y> on March 24, 2019

Morrison, A. M. (2013). *Marketing and managing tourism destinations*. Routledge. ISBN 113176659, 9781136176654.

Nault, A. (2017). *Marketing strategies in the tourism sector*. Tourism Review News. Retrieved from <https://bit.ly/2Iki4CU> on January 2, 2019

New Zealand Tourism. (2014). *Tourist special interest: Walking and hiking*. Retrieved from [www.tourismnewzealand.com/media/1768/tourism-profile-walking-and-hiking.pdf](http://www.tourismnewzealand.com/media/1768/tourism-profile-walking-and-hiking.pdf) on March 28, 2019

Noyes, D. (2019). *The top 20 valuable Facebook statistics – Updated March 2019*. Retrieved from <https://zephoria.com/top-15-valuable-facebook-statistics/> on March 21, 2019

Perdiz, C. L. (2017). *Camalig, Albay*. Retrieved from <http://rss005.psa.gov.ph/Albay-Tourism/camalig/camalig.html> on January 2, 2019

Prabhu, N. (2016). *CAG report: Lack of basic facilities impacting tourism*. Retrieved from <http://bit.ly/2D4gwJz> on March 28, 2019

Promodo Team. (2018). *What is destination marketing?* Retrieved from <https://bit.ly/1Sv2DXC> on January 13, 2019

Province of Albay. (n. d.). *About Albay: Alluring Albay*. Retrieved from <http://albay.gov.ph/about/> on January 13, 2019

Rappler. (2012). *Poor quality roads holding back investments, dev't – study*. Retrieved from <https://www.rappler.com/business/2486-poor-quality-roads-holding-back-investments,-dev-t-study> on March 28, 2019

Saif, N. M. A. and Aimin, W. (2016). Exploring the value and process of marketing strategy: Review of literature. *International Journal of Management Science and Business Administration*, 2(2): 7-18. <http://dx.doi.org/10.18775/ijmsba.1849-5664-5419.2014.22.1001>. Retrieved from <http://bit.ly/2Kmx0CX> on March 28, 2019

Sharma, A. (2016). *Tourism brands and destination marketing campaigns in Asia*. Retrieved from <https://bit.ly/2VyuTgr> on January 2, 2019.

Shodhganga. (n. d.). *Descriptive analysis*. Retrieved from <https://bit.ly/2uWt4hQ> on January 26, 2019

Soteriades, M. (2012). Tourism destination marketing: Approaches improving effectiveness and efficiency. *Journal of Hospitality and Tourism Marketing*, 3(2): 107-120. <https://doi.org/10.1108/17579881211248781>. Retrieved from <https://bit.ly/2lhDFvL> on December 19, 2019.

Trip Advisor. (2016). *Albay's green hills are just amazing*. Retrieved from <http://bit.ly/2UGfoWB> on March 22, 2019

Tourism Promotions Board Philippines. (2018). *Marketing and promotions*. Retrieved from <https://bit.ly/2Vw21p7> on January 16, 2019

Uguz, S. C. and Gacnik, A. (2015). Festivals as cultural attractions in tourism: Case of Slovenia. *Tourism, Environment and Sustainability*, Edition 1, Chapter 22. St. Kliment Ohridski University Press: Sofia

USAID. (2013). *Tourism destination management: Achieving sustainable and competitive results*. Retrieved from [https://www.usaid.gov/sites/default/files/documents/DMOworkbook\\_130318.pdf](https://www.usaid.gov/sites/default/files/documents/DMOworkbook_130318.pdf) on March 28, 2019

Vengesayi, S., Mavondo, F., and Reisinger, Y. (2009). Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, 14(5): 621-636. DOI: 10.3727/108354209X12597959359211. Retrieved on March 26, 2019 from [https://www.researchgate.net/publication/233643032\\_Tourism\\_Destination\\_Attractiveness\\_Attractions\\_Facilities\\_and\\_People\\_as\\_Predictors](https://www.researchgate.net/publication/233643032_Tourism_Destination_Attractiveness_Attractions_Facilities_and_People_as_Predictors)

Wang, Y. and Pizam, A. (2008). *Destination marketing and management: Theories and application*. University of Central Florida. ISBN 9781845937621.

Wikipedia. (n. d.). *Map of Albay with Camalig highlighted*. Picture retrieved from [https://en.wikipedia.org/wiki/Camalig#/media/File:Ph\\_locator\\_albay\\_camalig.png](https://en.wikipedia.org/wiki/Camalig#/media/File:Ph_locator_albay_camalig.png) on January 26, 2019

World Tourism Organization (UNWTO). (2015). *Global report on public-private partnerships: Tourism development*. Affiliate Members Report: Volume eleven. Retrieved from [http://cf.cdn.unwto.org/sites/all/files/pdf/global\\_report\\_public\\_private\\_partnerships\\_v8.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_public_private_partnerships_v8.pdf) on March 25, 2019

World Tourism Organization (UNWTO). (n. d.). *Understanding tourism: Basic glossary*. Retrieved from <http://cf.cdn.unwto.org/sites/all/files/docpdf/glossaryenrev.pdf> on December 19, 2018

World Tourism Organization (UNWTO). (2011). *Sustainable development of tourism*. Retrieved from <http://sdt.unwto.org/category/related/unwto/programme/sustainable-development-tourism> on March 27, 2019

World Tourism Organization (UNWTO). (2019). *Tourism safety and security*. Retrieved from <https://www.e-unwto.org/doi/abs/10.18111/9789284401529> on March 26, 2019