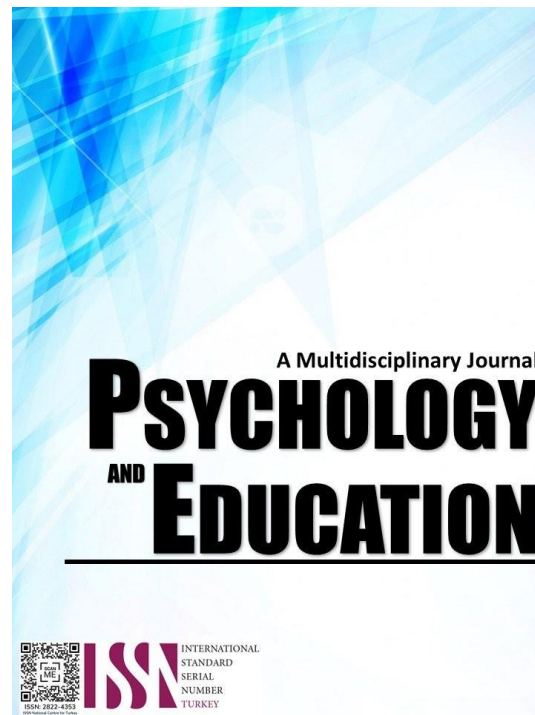


TIKTOK AS A POWERFUL TOOL FOR SHOWCASING PHILIPPINE DESTINATIONS: ITS INFLUENCE ON TOURISM AND DIGITAL MARKETING



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TikTok as a Powerful Tool for Showcasing Philippine Destinations: Its Influence on Tourism and Digital Marketing

Apolinar P. Datu,* Dawn Nari S. Condez, Robbie Jan Vincent T. Buelo, Cindy I. Sabado,
Catherine B. Soriano, Jeanette P. Datu, Jidnaida S. Minay, Erica V. Bingayen

For affiliations and correspondence, see the last page.

Abstract

Evolving played a transformative role in promoting tourism, with TikTok emerging as a powerful platform for showcasing Philippine destinations. With its short-form video format, interactive features, and algorithm-driven content distribution, TikTok enables users to discover, explore, and engage with travel-related content unprecedentedly. This study examines TikTok's impact on destination marketing in the Philippines, analyzing how viral travel videos, influencer endorsements, and user-generated content contribute to the visibility and popularity of various tourist spots. By leveraging immersive storytelling, aesthetic visuals, and trending challenges, TikTok has positioned itself as a key tool for inspiring travel interest and influencing tourism behavior. The study explores how the platform democratizes travel promotion by allowing both official tourism boards and independent travelers to share authentic and diverse perspectives of the country's breathtaking landscapes, cultural heritage, and lesser-known attractions. Additionally, the research investigates the economic and social effects of TikTok-driven tourism, highlighting its role in boosting local businesses, increasing visitor engagement, and promoting sustainable tourism practices. However, alongside its benefits, TikTok's influence on tourism also raises challenges, such as the risks of over-tourism, environmental degradation, and the authenticity of travel narratives. This study draws on TikTok's role in destination marketing while offering insights into how stakeholders—including government agencies, tourism operators, and digital content creators—can harness its potential responsibly. The findings suggest that TikTok is more than just a social media trend; it is a revolutionary digital marketing tool that significantly shapes modern travel preferences and destination branding. As Philippine tourism continues to evolve in the digital age, understanding the impact of TikTok can help stakeholders develop innovative, responsible, and sustainable marketing strategies to attract both local and international travelers.

Keywords: *TikTok tourism, Philippine destinations, Digital marketing, Travel promotion, Viral travel trends*

Introduction

Gone are the days when people relied solely on travel brochures or word-of-mouth to decide their next getaway. Today, all it takes is a quick scroll through TikTok, and suddenly, you're adding new places to your travel bucket list. From mesmerizing drone shots of Palawan's turquoise waters to street food adventures in Manila's bustling night markets, TikTok has become a powerful tool in showcasing the Philippines' most breathtaking destinations.

More than just a space for dance challenges and viral trends, TikTok has transformed into a travel discovery platform, shaping how people experience tourism. A single viral video can turn an underrated town into the next big tourist hotspot, bringing in waves of visitors eager to explore what they've seen on their screens. Take La Union, for example—a once-sleepy surf town that's now a go

to weekend escape, thanks to TikTok clips featuring its scenic coastline and trendy cafés. Or Siargao, whose stunning island views and palm tree roads became a global sensation, drawing in travelers from all over the world.

Recognizing TikTok's influence, both businesses and the Department of Tourism (DOT) have tapped into the platform's potential. Campaigns like #DiscoverYourPhilippines and #ItsMoreFunWithYou encourage travelers to share their experiences, creating an organic, community-driven way of promoting the country's destinations. Local governments are also jumping in—Cebu's tourism board has collaborated with influencers to highlight adventures like canyoneering in Kawasan Falls, leading to a surge in bookings.

This study explores how TikTok has reshaped Philippine tourism—how it inspires travel decisions, boosts local economies, and redefines digital marketing strategies. Through real-life success stories, government initiatives, and marketing trends, we'll dive into how this platform is changing the way people explore and experience the Philippines. As the tourism industry continues to evolve, mastering TikTok's potential could be the key to keeping the country's travel scene thriving.

Research Questions

This study will aim to examine TikTok as a Powerful Tool for Showcasing Philippine Destinations: Exploring Its Influence on Tourism and Digital Marketing. Specifically, it will seek to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1. Gender.
 - 1.2. Age; and

- 1.3. Program Course?
2. What challenges and experiences do users encounter when using TikTok for:
 - 2.1. Promoting and advertising a destination:
 - 2.2. Finding information about a specific destination:
 - 2.3. Exploring the variety of travel content on TikTok:
3. What scenarios do respondents face when using the TikTok app?
 - 3.1. Promoting and Advertising a Destination:
 - 3.2. Finding Information About a Specific Destination:
 - 3.3. Content Variety on TikTok:
4. What is the level of acceptability of TikTok as a forum for marketing Philippine tourism destinations among the respondents?
5. What is the respondents' level of motivation to travel after seeing a TikTok video of a Philippine tourism destination?

Literature Review

Foreign Literature

TikTok Application

According to App Annie (2021), TikTok has become a game-changer for businesses of all sizes in the Philippines, opening up new opportunities for marketing and audience engagement. With its growing popularity in the country, small and medium-sized enterprises (SMEs) can now tap into TikTok's massive user base by working with the platform's authorized agencies and market partners. Since February 2020, TikTok has held its spot as the most downloaded app in Southeast Asia, attracting a highly engaged and diverse community that thrives on creative content.

App Annie also pointed out that TikTok for Business is making it easier than ever for advertisers in the Philippines to connect with potential customers. With a simple and user-friendly platform, marketers can harness the creativity of the TikTok community, reach new audiences, and fine-tune their campaigns to drive real business growth.

Popularity of TikTok

Sandford (2020) With people stuck at home during the COVID-19 pandemic, TikTok's popularity skyrocketed. By early April 2020, the virus had spread to nearly half of the world's population and as lockdowns kept people indoors, social media became a go-to source of entertainment.

Haigney (2020) TikTok, in particular, was filled with everything from funny takes on boredom to creative productivity hacks. However, not everyone was a fan—some critics argued that the platform catered too much to short attention spans, with a Guardian opinion piece even calling it “the perfect medium for the fractured attention spans of kids”.

Leskins (2020) In fact, it became the most downloaded non-gaming app on the Apple App Store in the first quarter of 2020. People were also spending more time on the app—in the U.S., users spent an average of 8 hours on TikTok in March, a 10.8% increase from January. Clearly, TikTok wasn't just a passing trend—it had become a major part of daily life during the pandemic.

Local Literature

According to Iglesias (2021), it hasn't been an easy year, but it has had its highlights, from Bayanihan during pandemics and natural disasters to supporting and encouraging one another during harsh lockdowns. TikTok was one of the most popular trending mediums in 2020, and it also witnessed its most significant increase to date. Creators of all ages, from Generation Z to millennials and even baby boomers, put to use transforming pleasant area pleasure.

TikTok, a Chinese-owned social video-sharing app, was created in 2016 and quickly, according to company. TikTok Philippines has issued a list of the most followed accounts, hashtags, and trends that stood out in 2020 to highlight how much it has grown in the Philippines.

Finally, media companies have established themselves as must-follow accounts on TikTok, according to him. Bits of popular shows and footage series from the past are items they provide. The noontime shows which has on TikTok, have followers, the show which has are among the most popular media accounts among other media companies that have joined the trending app.

TikTok as a Tool to Promote Business

According to Prodima (2021), With 72 % of Vietnam's population owning a smartphone, TikTok has quickly become an everyday application amongst Vietnam's young adult community. APPOTA has accounted that Vietnam is one the world's quickest growing Mobile Application marketing. These figures are bound to grow as technology rapidly develops throughout the country.

With TikTok being the 4th highest-ranked app in Vietnam, your business is bound to benefit from building a following audience as soon as possible.

Although TikTok users are of the young adult generation, it is an accessible platform for young people to view videos of trending products to purchase. As Vietnam continues to modernize and explore Western traditions, TikTok is a global platform that allows locals to view global product trends and implore them within Vietnam. Vietnam hosts a variety of gifting days – Christmas, Birthdays, Anniversaries, Women’s Day, Teachers Day, New Year, Tet – a collection of celebratory days whereby your business’s campaign may spark a purchasing decision.

TikTok ads are created through ‘TikTok Ads Manager’, run by TikTok for Business. With TikTok Vietnam only officially launching in April of 2019, it is a supreme time for businesses to create TikTok ads based on strategic TikTok campaigns. TikTok ads are created to diversify content through the platform. Prodima’s TikTok Business Marketing team works closely with businesses to build a brand culture that is community-based on TikTok to drive sales initiatives and successful campaigns.

Prodima’s marketing ads on TikTok are created through specific audience-targeting resources and digital marketing tools applied to create unique ad content. Depending on the type of TikTok ad campaign (standards or content) most suitable to your business, the TikTok ad process varies. TikTok provides a guide for new businesses as to how TikTok ads can be created. Through the consultancy of a Prodima TikTok ads manager, your business’s ad campaign will be managed and monitored throughout the ad creation process.

TikTok as a global travel promoter

Pollack (2021) evolved into a promotion tool, and accurate organization, given that one of the examples uses marketing rising. The hashtag #tiktoktravel is active in destinations such as Dubai, Japan, Seoul, and Thailand. In difficult times like these, TikTok provides young travelers with the opportunity to create a platform and offer ideas for future trips. Tsvetkov (2021) With 20.8 billion views, an excellent way for businesses Another significant benefit is that perceived such as many travel and tourism organizations continue to ignore the platform. TikTok is also inexpensive. With marketing budgets being lowered around because chances of going higher.

Airlines collaboration with TikTok as a promoter

Neill (2021) TikTok is finally getting popular as a useful, However, more for brands. Another name for Instagram or YouTube. Animals doing tricks, individuals doing stylized and hip dance moves, and odd happenings like a baby being born mid-flight are all included on TikTok’s social video app. However, as U.S. travel brands observe the platform’s success with foreign brands, use prominent. And Delta Air Lines launched its first TikTok promotion in the United States. Users of the app were urged to record the use of hashtag #received in part according to the app. Owned by the Expedia Group in the United States, Hotwire conducted the sponsored about making movies explaining needed a vacation and where they wanted to go. A \$50,000 trip on a private plane was up for grabs for the best video. Jason Derulo, a pop star with over 47 million TikTok followers, was hired by Hotwire. Currently, a is spelled This is due to collaboration increase linked to major cost up to according to Digiday, an advertising news service.

Gonzales (2021) Through the #GandaMoPinas campaign, TikTok, the premier destination for short-form mobile video, teamed with the Department of Tourism (DOT) to boost local livestream content. The campaign has producers from all around the country who will use TikTok Live to promote their region and explain how each location exemplifies the Philippines’ natural beauty. Each creative will reveal more about their region during their live sessions, highlighting its natural scenery, top tourist places and activities, greatest cuisine, and local products. These creators will encourage their followers to help share more of the Philippines’ beauty with travelers who are missing the islands and to visit when it is safe. To find more local attractions to fall in love with, simply tag the DOT in their own amusing and engaging content promoting their provinces, and follow the DOT’s official TikTok account.

Methodology

Research Design

A quantitative research design will be used in this study. seeks to understand how individuals think, act, and feel in certain situations. In analysing computers, A comparison analysis can be used to explore the similarities and differences between the variables. It will serve as the foundation for the data needed to respond to the study’s issues with sensible, objective-based conclusions and suggestions that consider both the differences and similarities of the variables.

Respondents

The participants of the study will be coming from the 150 tertiary students from a Private University in Manila, taking up Tourism Management, Hospitality Management, and Information Technology.

Instrument

The researchers deliberate to gather statistics on the usage of a survey questionnaire organized with Google Forms for this study. It is accomplished online; that’s one of the best approaches to gathering statistics while not having to apply the same old method of giving out survey questions. The responders’ responses were based on their own experiences.

Procedure

This study’s survey will be conducted thru Google form. The 150 students from a Private University in Manila will receive the

questionnaire, and responses will be directed to the questionnaire's website via Google form before being given to a statistician for a more exact data analysis, the poll results will be tallied and examined.

Results and Discussion

Table 1.1. Distribution of respondents by gender

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Female	60	40%
Male	45	30%
Prefer not to say	45	30%
Total	150	100%

The table above, there is a slight majority of female respondents, with 60 of them accounting for 40 percent of the overall sample; on the other hand, 45 male respondents account for 30 percent of the whole sample, and 45 respondents chose not to reveal their gender.

Table 1.2. Distribution of respondents by age

<i>Year</i>	<i>Frequency</i>	<i>Percentage</i>
18-22	48	32%
23-27	30	20%
28-32	45	30%
33 - 37	27	18%
38 - above	0	0%
Total	150	100%

Table 1.2 above shows the age bracket of the respondents wherein the majority belongs to 18- 22 with a frequency of 48 or 32%, followed by 28-32 with a frequency of 45 or 30%, then 23-27 with a frequency of 30 or 20%, then 33-37 with a 27 frequency and an 18% and lastly 38-above got no score.

Table 1.3. Distribution of respondents by program course

<i>Program Course</i>	<i>Frequency</i>	<i>Percentage</i>
BSTM	60	40%
BSHM	45	30%
BASIT	45	30%
Total	150	100%

Table 1.3 shows that most of the respondents are BSTM students, with a frequency of 60 or 40% of the sample, followed by BSHM students with a frequency of 45 or 30% of the sample, 45 are BSIT students or 30%.

Table 2.1. Promoting and advertising a destination

	<i>Mean</i>	<i>VI</i>
I find it easy to create engaging travel related content on TikTok.	3.42	Agree
TikTok effectively helps in reaching a wider audience for destination promotion.	3.50	Agree
I experience difficulties in gaining visibility or engagement on my travel content.	3.38	Agree
TikTok's algorithm influences how well my travel-related content is seen.	3.58	Strongly Agree

TikTok is a useful platform for promoting travel, but success depends on its algorithm (3.58). It helps reach a wider audience (3.50), though many struggle with visibility (3.38). While creating content is manageable (3.42), making it stand out requires effort and strategy.

Table 2.2. Finding information about a specific destination

	<i>Mean</i>	<i>VI</i>
TikTok provides reliable and accurate information about travel destinations.	3.68	Strongly Agree
I often encounter misleading or exaggerated travel content on TikTok.	3.72	Strongly Agree
TikTok videos help me discover new and less-known travel spots.	3.74	Strongly Agree
I prefer TikTok over other platforms for researching travel destinations.	3.64	Strongly Agree

TikTok helps users discover hidden travel spots (3.74) and is a preferred platform for travel research (3.64). However, many encounter misleading or exaggerated content (3.72), raising concerns about accuracy. Despite this, users still trust TikTok for reliable travel information (3.68), especially when creators share authentic experiences.

Table 2.3. Exploring the variety of travel content on TikTok

	<i>Mean</i>	<i>VI</i>
The variety of travel content on TikTok helps me explore different travel options.	3.22	Agree
I find it challenging to differentiate between authentic travel recommendations and sponsored content.	3.16	Agree
TikTok's content inspires me to visit new destinations.	3.38	Agree
The diversity of travel creators on TikTok enhances my travel planning experience.	2.70	Agree

TikTok provides diverse travel content, inspiring users to explore new destinations (3.38) and discover different travel options (3.22). However, many struggle to distinguish authentic recommendations from paid promotions (3.16). The impact of diverse travel creators on planning (2.70) is less significant, suggesting users rely on other sources for more detailed travel research.

Table 3.1. *Promoting and Advertising a Destination*

	Mean	VI
I find TikTok effective for promoting and showcasing travel destinations.	3.66	Strongly Agree
I struggle with gaining visibility and engagement on travel-related content.	3.60	Strongly Agree
TikTok's algorithm plays a major role in how well travel promotions perform.	3.74	Strongly Agree
Creating engaging travel content on TikTok requires significant effort and strategy.	3.70	Strongly Agree

The results show that TikTok is an effective tool for promoting tourism, but success depends on visibility, engagement, and content strategy. The algorithm (3.74) plays a key role in determining a video's reach, making strategy and effort (3.70) essential for success. Respondents strongly agree (3.66) that TikTok is a powerful marketing platform, but gaining visibility (3.60) remains a challenge due to high competition.

Table 3.2. *Finding Information About a Specific Destination*

	Mean	VI
TikTok provides helpful and accurate travel information.	3.72	Strongly Agree
I often find misleading or exaggerated travel content on TikTok.	3.38	Agree
TikTok helps me discover hidden or underrated destinations.	3.50	Strongly Agree
I prefer using TikTok over other platforms for travel research.	3.70	Strongly Agree

Table 3.2 shows how respondents perceive TikTok as a source of travel information. The highest-rated statement (3.72 – Strongly Agree) is "TikTok provides helpful and accurate travel information." This means most users find TikTok a reliable source for discovering travel destinations, itineraries, and tips. Similarly, respondents strongly agree (3.70) that "I prefer using TikTok over other platforms for travel research." This suggests that TikTok's short, engaging videos make it a preferred tool for finding travel inspiration compared to other platforms. The statement "TikTok helps me discover hidden or underrated destinations" received a mean score of 3.50 – Strongly Agree, showing that users appreciate how the app introduces them to lesser-known travel spots. However, respondents agree (3.38) with "I often find misleading or exaggerated travel content on TikTok." While TikTok is useful for travel research, some content may be overhyped or inaccurate, requiring users to verify information from multiple sources.

Table 3.3. *Content Variety on TikTok*

	Mean	VI
TikTok offers a diverse range of travel related content.	3.42	Agree
I struggle with differentiating authentic travel recommendations from paid promotions.	3.72	Strongly Agree
The content I see is often repetitive, showing only popular destinations.	3.72	Strongly Agree
TikTok's travel content inspires me to explore new places.	3.38	Agree

Table 3.3 highlights respondents' views on the variety of travel content available on TikTok. The highest-rated statements (3.72 – Strongly Agree) are: "I struggle with differentiating authentic travel recommendations from paid promotions." This shows that many users find it difficult to tell whether travel content is a genuine experience or a sponsored advertisement. "The content I see is often repetitive, showing only popular destinations." This suggests that while TikTok offers travel content, it frequently features the same well-known places rather than showcasing diverse locations. Meanwhile, respondents agree (3.42) that "TikTok offers a diverse range of travel-related content." This means users recognize that TikTok has different types of travel videos, but it may not always be balanced in terms of variety. Lastly, the statement "TikTok's travel content inspires me to explore new places" received a mean score of 3.38 – Agree. This indicates that while TikTok encourages travel, its repetitive nature may limit its overall impact.

4. What is the level of acceptability of TikTok as a forum for marketing Philippine tourism destinations among the respondents?

Table 4. *Acceptability of TikTok as a Marketing Platform for Philippine Tourism Destinations*

	Mean	VI
1. TikTok is an effective platform for marketing Philippine tourism destinations	3.64	Strongly Agree
2. I trust TikTok content when it comes to travel recommendations in the Philippines.	3.62	Strongly Agree
3. TikTok's short-form video content makes it a suitable platform for promoting tourist spots.	3.60	Strongly Agree
4. I am more likely to visit a destination after seeing it promoted on TikTok.	3.66	Strongly Agree
5. Businesses and tourism agencies should use TikTok as a primary marketing tool for Philippine destinations.	3.68	Strongly Agree
6. TikTok's user-generated content provides authentic and valuable insights into travel destinations.	3.46	Agree
7. I find TikTok more engaging than traditional tourism advertisements (e.g., TV, print, or website ads).	3.62	Strongly Agree
8. The use of influencers and travel creators on TikTok effectively promotes Philippine destinations.	3.18	Agree
9. I believe TikTok can influence international tourists to visit the Philippines.	3.60	Strongly Agree
10. I prefer TikTok over other social media platforms (e.g., Facebook, Instagram, YouTube) for discovering travel destinations.	3.28	Agree

The results show that respondents strongly agree that TikTok is an effective tool for marketing Philippine tourism, with its short-form videos (3.60) and user engagement (3.62) making it more appealing than traditional ads. Many trust TikTok for travel recommendations (3.62) and are influenced to visit destinations after seeing them on the platform (3.66). Respondents also believe that businesses and tourism agencies should prioritize TikTok (3.68) and that it has the potential to attract international tourists (3.60). However, while influencers help promote destinations (3.18 – Agree), users still see room for improvement in authenticity and content variety.

5. What is the respondents' level of motivation to travel after seeing a TikTok video of a Philippine tourism destination?

Table 5. Respondents' Level of Motivation to Travel After Seeing a TikTok Video of a Philippine Tourism Destination

	Mean	VI
1. After watching a TikTok video about a Philippine destination, I feel motivated to visit the place.	3.60	Strongly Agree
2. TikTok videos showcasing Philippine tourism destinations influence my travel decisions.	3.66	Strongly Agree
3. Seeing visually appealing and engaging travel content on TikTok increases my excitement to explore new destinations.	3.68	Strongly Agree
4. TikTok travel content inspires me to add more Philippine destinations to my travel bucket list.	3.46	Agree
5. I have visited or planned a trip to a destination in the Philippines because of a TikTok video.	3.62	Strongly Agree
6. TikTok's travel-related content makes me more interested in exploring hidden or underrated destinations in the Philippines.	3.18	Agree
7. The experiences and recommendations shared by TikTok travel influencers affect my motivation to travel.	3.60	Strongly Agree
8. Watching TikTok videos about Philippine destinations makes me more likely to research travel costs, accommodations, and itineraries.	3.28	Agree
9. The ease of accessing travel-related content on TikTok increases my willingness to explore new places.	3.64	Strongly Agree
10. Compared to other social media platforms, TikTok has a stronger influence on my motivation to travel.	3.62	Strongly Agree

The results show that TikTok strongly influences travel motivation, with respondents feeling excited (3.68) and inspired to visit destinations (3.60) after watching travel videos. Many have planned trips because of TikTok (3.62) and find it helpful for researching travel details (3.28). TikTok's easy access to travel content (3.64) and influencers' recommendations (3.60) also encourage exploration, especially of hidden destinations (3.18). Overall, TikTok is seen as a stronger motivator than other social media platforms (3.62).

There is a slight majority of female respondents, with 60 of them accounting for 40 percent of the overall sample; on the other hand, 45 male respondents account for 30 percent of the whole sample, and 45 respondents chose not to reveal their gender. The age bracket of the respondents wherein the majority belongs to 18-22 with a frequency of 48 or 32%, followed by 28-32 with a frequency of 45 or 30%, then 23-27 with a frequency of 30 or 20%, then 33-37 with a 27 frequency and an 18% and lastly 38-above got no score. Most of the respondents are BSTM students, with a frequency of 60 or 40% of the sample, followed by BSHM students with a frequency of 45 or 30% of the sample, 45 are BSIT students or 30%.

TikTok is a useful platform for promoting travel, but success depends on its algorithm (3.58). It helps reach a wider audience (3.50), though many struggle with visibility (3.38). While creating content is manageable (3.42), making it stand out requires effort and strategy. TikTok helps users discover hidden travel spots (3.74) and is a preferred platform for travel research (3.64). However, many encounter misleading or exaggerated content (3.72), raising concerns about accuracy. Despite this, users still trust TikTok for reliable travel information (3.68), especially when creators share authentic experiences. TikTok provides diverse travel content, inspiring users to explore new destinations (3.38) and discover different travel options (3.22). However, many struggle to distinguish authentic recommendations from paid promotions (3.16). The impact of diverse travel creators on planning (2.70) is less significant, suggesting users rely on other sources for more detailed travel research.

TikTok is an effective tool for promoting tourism, but success depends on visibility, engagement, and content strategy. The algorithm (3.74) plays a key role in determining a video's reach, making strategy and effort (3.70) essential for success. Respondents strongly agree (3.66) that TikTok is a powerful marketing platform, but gaining visibility (3.60) remains a challenge due to high competition. The respondents perceive TikTok as a source of travel information. The highest rated statement (3.72 – Strongly Agree) is "TikTok provides helpful and accurate travel information." This means most users find TikTok a reliable source for discovering travel destinations, itineraries, and tips. Similarly, respondents strongly agree (3.70) that "I prefer using TikTok over other platforms for travel research." This suggests that TikTok's short, engaging videos make it a preferred tool for finding travel inspiration compared to other platforms. The statement "TikTok helps me discover hidden or underrated destinations" received a mean score of 3.50 – Strongly Agree, showing that users appreciate how the app introduces them to lesser-known travel spots. However, respondents agree (3.38) with "I often find misleading or exaggerated travel content on TikTok." While TikTok is useful for travel research, some content may be overhyped or inaccurate, requiring users to verify information from multiple sources. The respondents' views on the variety of travel content available on TikTok. The highest-rated statements (3.72 – Strongly Agree) are: "I struggle with differentiating authentic travel recommendations from paid promotions." This shows that many users find it difficult to tell whether travel content is a genuine experience or a sponsored advertisement. "The content I see is often repetitive, showing only popular destinations." This suggests that while TikTok offers travel content, it frequently features the same well-known places rather than showcasing diverse locations.

Meanwhile, respondents agree (3.42) that "TikTok offers a diverse range of travel-related content." This means users recognize that TikTok has different types of travel videos, but it may not always be balanced in terms of variety. Lastly, the statement "TikTok's travel content inspires me to explore new places" received a mean score of 3.38 – Agree. This indicates that while TikTok encourages travel, its repetitive nature may limit its overall impact.

The respondents strongly agree that TikTok is an effective tool for marketing Philippine tourism, with its short-form videos (3.60) and user engagement (3.62) making it more appealing than traditional ads. Many trust TikTok for travel recommendations (3.62) and are influenced to visit destinations after seeing them on the platform (3.66). Respondents also believe that businesses and tourism agencies should prioritize TikTok (3.68) and that it has the potential to attract international tourists (3.60). However, while influencers help promote destinations (3.18 – Agree), users still see room for improvement in authenticity and content variety. TikTok strongly influences travel motivation, with respondents feeling excited (3.68) and inspired to visit destinations (3.60) after watching travel videos. Many have planned trips because of TikTok (3.62) and find it helpful for researching travel details (3.28). TikTok's easy access to travel content (3.64) and influencers' recommendations (3.60) also encourage exploration, especially of hidden destinations (3.18). Overall, TikTok is seen as a stronger motivator than other social media platforms (3.62).

Conclusions

TikTok has emerged as a powerful tool in promoting tourism in the Philippines, offering users a visually engaging and interactive way to discover new destinations. Its short-form videos make travel content more accessible, helping users explore places, plan trips, and gather recommendations. Many travelers rely on TikTok for inspiration, especially when creators share genuine, experience-based content. However, while the platform makes travel information easy to find, challenges like visibility struggles, misleading content, and difficulty distinguishing paid promotions from authentic recommendations remain concerns.

One of the biggest strengths of TikTok is its ability to highlight hidden gems and lesser-known destinations. However, many users have noticed that popular locations tend to dominate the platform, limiting exposure to other unique travel spots. Additionally, while influencers play a role in shaping travel choices, many users still seek additional sources to verify travel details before making decisions. This suggests that while TikTok is a great starting point for travel research, it should not be the sole source of information.

Despite these challenges, TikTok continues to be a strong motivator for travel. Many users feel inspired and excited to visit new places after watching travel content on the app. Businesses, tourism agencies, and content creators have a great opportunity to use TikTok strategically to attract more visitors and showcase the beauty of the Philippines. However, to maximize its impact, it's essential to improve content variety, ensure authenticity, and create a more engaging experience for travelers.

Prioritize Authenticity and Transparency

Creators and influencers should be more upfront about sponsored content to maintain trust with their audience.

Encouraging more user-generated content based on real travel experiences will help balance promotional material with genuine recommendations.

TikTok can introduce verification badges for trusted travel creators to help users identify credible sources.

Showcase a Wider Range of Destinations

Content creators should explore and highlight lesser-known destinations to provide travelers with more diverse options.

The Department of Tourism (DOT) and local businesses can work with influencers to promote eco-tourism, cultural heritage sites, and off-the-beaten-path adventures. • Campaigns focused on unique travel experiences can encourage users to step outside of mainstream tourist spots.

Improve Accuracy and Reduce Misinformation

Travelers should cross-check information from multiple sources before making plans. • TikTok should enforce stricter guidelines to prevent exaggerated or misleading travel promotions.

Tourism agencies and travel experts can actively share reliable, up-to-date travel details on the platform.

Boost Visibility Through Better Content Strategies

Creators and businesses should use trending hashtags, engaging captions, and high quality visuals to improve reach.

Regular posting, interactive content, and participation in TikTok trends can increase engagement.

Encouraging travelers to share their own experiences through challenges and collaborations can create a more diverse travel community.

Use TikTok for Strategic Tourism Promotion

The DOT, local governments, and tourism businesses should integrate TikTok into their marketing plans to attract both local and international tourists.

Interactive campaigns and collaborations with travel influencers can boost tourism engagement.

Official TikTok accounts for tourism boards can provide accurate travel information and showcase authentic experiences to a global audience.

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Affiliations and Corresponding Information

Apolinar P. Datu

National University – Philippines

Dawn Nari S. Condez

National University – Philippines

Robbie Jan Vincent T. Buelo

National University – Philippines

Cindy I. Sabado

Arellano University – Philippines

Catherine B. Soriano

Arellano University – Philippines

Jeanette P. Datu

Navarro Elementary School

Department of Education – Philippines

Jidnaida S. Minay

Navarro Elementary School – Philippines

Department of Education – Philippines

Erica V. Bingayen

Navarro Elementary School – Philippines

Department of Education – Philippines