

ABSTRACT

This study was conducted at Capiz State University, Sigma Satellite College, Sigma, Capiz during the second semester of the SY 2021-2022. Generally, it aimed to find out the effects of social media as a marketing tool for promoting tourism attractions and also to find out if there is a significant difference in the perceived level of effects of social media as a marketing tool for promoting tourist attractions according to age, sex and educational attainment. The statistical tool used was the frequency distribution, percentage, mean and standard deviation (SD), independent sample t-test and One-Way Analysis of Variance (ANOVA). A survey questionnaire was utilized in gathering the data. Thirty (30) respondents composed of thirty (30) tourism establishment owners/managers/ in selected municipalities of Capiz such as Jamindan, Sigma, Mambusao, and Ivisan. Findings revealed that owners/managers agreed that social media is a good marketing tool for promoting tourist attractions. Facebook is the most preferred social media platform used by the respondents in promoting their tourist attractions. Finally, the results revealed that there were no significant differences in the perceived level of effect of social media as a marketing tool for promoting tourist attractions based on age, sex, and educational attainment of owners/managers.