



Geliş Tarihi / Received: 09.10.2024

Kabul Tarihi / Accepted: 01.12.2024

REBRANDING THE PHILIPPINES FROM FUN TO BEST: EXPLORING ATTITUDES TOWARDS A POTENTIAL NEW TOURISM TAGLINE

FİLİPİNLER'İ EĞLENCEDEN EN İYİYE DOĞRU YENİDEN MARKALAŞTIRMAK: POTANSİYEL YENİ BİR TURİZM SLOGANINA YÖNELİK TUTUMLARIN ARAŞTIRILMASI

Mark Gabriel Wagan AGUILAR¹

ABSTRACT

The Philippines has successfully marketed itself as a fun destination with the "It's more fun in the Philippines" tagline over the past decade. However, in the first quarter of 2023, there were discussions about rebranding the Philippines with a new tagline "We give the world our best". Although the Department of Tourism clarified that this is not the new official tagline, they confirmed that they are considering changing the old one. In response to this development, the researcher conducted this study to determine Filipinos' attitudes towards this potential rebranding and provide an assessment of the tagline's potential. The findings indicate that the tagline received positive feedback from Filipinos; they expressed that the new tagline is more captivating than the current one, and it effectively represents the Philippines as an appealing tourism destination. However, the literature review done by the researcher has revealed that one of the weaknesses of the Philippines is the lack of standardized service and inadequate tourism facilities, which might be perceived by tourists as the best representation of the country once experienced resulting in a negative impression. These findings provide critical insights for policymakers and tourism industry professionals as they consider the potential benefits and drawbacks of rebranding the Philippines as a quality tourism destination.

Jel Codes: M31, L83, L88

Key Words: Tourism Management, Tourism Marketing, Brand Management, The Philippines and the world, International Tourism, Domestic Tourism

ÖZ

Filipinler geçtiğimiz on yıl boyunca "Filipinler'de daha fazla eğlence" sloganıyla kendisini eğlenceli bir destinasyon olarak başarıyla pazarladı. Ancak 2023'ün ilk çeyreğinde Filipinler'in yeni bir "Dünyaya elimizden gelen en iyisini veriyoruz" sloganla yeniden markalaştırılması tartışmaları yaşandı. Turizm Bakanlığı bunun yeni ve resmi bir slogan olmadığını açıklasa da eski sloganı değiştirmeyi düşündüklerini doğruladı. Bu gelişmeyle birlikte, Filipinlilerin bu potansiyel yeniden markalaşmaya yönelik tutumlarını belirlemek ve sloganın potansiyeline ilişkin bir değerlendirme yapmak amacıyla bu çalışma yürütülmüştür. Bulgular, sloganın Filipinlilerde olumlu geri dönüşler aldığını göstermektedir; katılımcılar, yeni sloganın mevcut slogandan daha etkileyici olduğunu ve Filipinler'i cazip bir turizm destinasyonu olarak etkili bir şekilde temsil ettiğini ifade etmişlerdir. Bununla birlikte, araştırmacı tarafından yapılan literatür taraması, Filipinler'in zayıf yönlerinden birinin standartlaştırılmış hizmet eksikliği ve yetersiz turizm tesisleri olduğunu ortaya koymuştur. Bu durum, turistler tarafından olumsuz bir izlenime yol açabilir. Bulgular, Filipinler'i kaliteli bir turizm destinasyonu olarak

¹ Asst. Professor IV, School of Tourism and International Hospitality Management, Emilio Aguinaldo College, Cavite, Philippines, markgabrielaguilar@gmail.com, ORCID:0000-0003-0077-3567



yeniden markalaştırmanın potansiyel fayda ve sakıncalarını değerlendiren politika yapıcılar ve turizm sektörü profesyonelleri için kritik bilgiler sağlamaktadır.

Jel Kodları: M31, L83, L88

Anahtar Kelimeler: Turizm İşletmeciliği, Turizm Pazarlaması, Marka Yönetimi, Filipinler ve Dünya, Uluslararası Turizm, İç Turizm

1. INTRODUCTION

In today's highly competitive global tourism industry, destinations worldwide strive to differentiate themselves and attract visitors by developing effective branding strategies (Lui, 2021; Zagere, 2021). A vital component of destination branding is the tourism tagline (Kladou et al, 2017; Villegas, 2017), which is a concise and memorable phrase that encapsulates the essence and unique selling points of a particular location. It is designed to capture the attention of potential tourists, create a positive impression, and evoke curiosity, thus influencing their decision-making process regarding travel choices. Huadhom and Trakulkasemsuk (2017) present that an effective tagline should be memorable, reflective of the destination's identity, and aligned with the preferences and aspirations of the target audience. Obviously, tourism taglines play a crucial role in promoting countries as desirable travel destinations. One of the primary reasons for the importance of tourism taglines is the need for countries to differentiate themselves in the highly competitive global tourism market. A well-crafted tagline can help a country stand out among numerous destinations, emphasizing its unique attractions, cultural heritage, natural beauty, or experiences. For example, New Zealand's tagline "100% Pure New Zealand" highlights its pristine environment and adventurous offerings, giving it a distinct competitive advantage (Morgan et al, 2002). A tourism tagline also contributes to a country's brand identity, creating a recognizable and memorable image in the minds of potential visitors. It serves as a shorthand expression of a country's essence, values, and promises. In fact, effective taglines like "Incredible India" have become synonymous with the destination, representing its rich cultural heritage, diverse landscapes, and warm hospitality (Bhakuni et al, 2016). Such taglines facilitate brand recall and help countries establish a strong identity in the global tourism landscape. It also has the power to evoke emotions and create a sense of aspiration among potential visitors. According to Wulandari (2013), it can capture the imagination, generate curiosity, and inspire travellers to explore a country's unique offerings. Lastly, well-crafted slogans or taglines can be used across various platforms, including advertising campaigns, social media, websites, and promotional materials, making marketing strategies consistent, hence, avoiding confusion among the market (Nelson, 2023; Abdi and Irandoust, 2013; Kusa et al, 2021). On the other hand, while tourism taglines offer numerous benefits, the risks associated with ineffective or poorly crafted taglines should not be overlooked. Opposite to the impact of good taglines, it can be understood that bad tagline that misrepresents a country's offerings can lead to disappointment among visitors who have high expectations based on the tagline. Ullah and Hussain (2015) determined that misleading advertising has a negative effect on customer purchasing intention and a mediating effect of word of mouth, hence, if the actual experiences or attractions fail to match the tagline's promises, it can result in negative reviews, decreased visitor satisfaction, and damage to the



country's reputation. Contrary to the advantage a good tagline could give to a country, a poorly crafted tagline will not effectively highlight a country's unique selling points or will fail to resonate with target audiences, which can result in a lack of distinction, leading to decreased interest and visitor arrivals. These mean that if the tagline does not accurately represent the destination's identity, it can create disconnect and undermine the country's marketing efforts, impacting its overall tourism potential. In fact, this aligns with the significance of destination branding, which plays a vital role as a comprehensive strategy to position a country or region effectively in the global tourism market. Without destination branding goes beyond slogans or taglines, it does include these elements, however, more than these, it involves crafting a unified narrative that reflects the identity, culture, and unique attributes of a place (Zenker and Braun, 2010). This narrative serves as the foundation for all marketing and promotional efforts, ensuring that potential visitors can form a clear and appealing image of what the destination offers.

A strong destination brand enhances a location's competitiveness by creating a recognizable and differentiated identity that stands out in an increasingly competitive marketplace (Frias-Jamilena et al., 2017). By weaving together elements such as natural attractions, cultural heritage, local cuisine, and unique experiences, depending the tourism products a country has to offer, this strategy helps convey the essence of a place in a way that fosters emotional connections and drives travel intentions, which eventually results in economic growth, since successful branding attracts not only tourists but also investors/ businesses (Calimanu, 2023). Additionally, according to the study of Mukti & Rofiah (2024), destination branding provides a platform for local communities to share their stories and traditions, contributing to a more authentic and sustainable tourism experience. It was explained that when branding efforts are inclusive and collaborative, they can strengthen community pride and involvement, ensuring that tourism development benefits both tourists and residents.

The importance of creating a unique identity for each country, most specially those that see tourism as a major source of revenue, cannot be overstated in today's digital era, where perception towards destinations are strongly influenced by social media and online travel platforms (Wang & Yan, 2022; Tham et al, 2019). This means that people develop perceptions towards destinations prior to experiencing them through taglines, slogans, photos, and other promotional efforts.

With these information, it is clear that an effective tourism tagline is critical in the success of countries, particularly those that see tourism as a significant industry, like the Philippines. The Philippines has a rich history of tourism slogans, each aimed at capturing the essence of the country and its unique attractions. Notable slogans include "Fiesta Islands Philippines," which was introduced in 1989 when then-President Corazon Aquino declared the year as the Philippine Fiesta Year, and "Wow Philippines," that was conceptualized by Tourism Secretary Gordon in 2002 under the term of President Gloria Macapagal-Arroyo, which was considered highly successful, contributing to increased tourist arrivals during its tenure and putting the Philippines on the world tourism map for the first time (Santos, 2023). Another popular slogan is the current tagline, "It's More Fun in the Philippines," which was introduced in 2012 by then-Tourism Secretary Ramon Jimenez Jr. under the term of President Benigno S. Aquino III. This



tagline has been the country's tourism slogan for over a decade, but despite its success, there has been information that a new tagline will be introduced (Adel, 2022). Tourism Secretary Christina Frasco, who was appointed in 2022 following the election of Ferdinand R. Marcos Jr. as the new president of the Philippines, stated that the Department of Tourism is eyeing to replace the decade-old slogan with a new one that is anchored on making the Filipino brand unique (Rocamora, 2022). The discussions became louder when what seemed to be a "new brand" appeared on advertisements on a double-deck bus in London, United Kingdom, featuring Filipina-British nurse May Parsons, who administered the world's first COVID-19 vaccine. The phrase "We give the world our best" immediately made the public think that it is the new tourism tagline of the Philippines. However, it was eventually clarified by Malacañang Palace that it is the initiative of the Office of the Presidential Adviser on Creative Communications and not by the Department of Tourism, and it was intended as a brand for the country but not necessarily for tourism (Cabristante, 2023). Nevertheless, having both the said slogan and another one in the making could potentially confuse people. Therefore, it may be better to have one unified tagline. With the need to change the current tourism tagline to make the Philippines distinct and the presence of an existing tagline "We give the world our best" that could be used, the researcher has considered assessing its potential and acceptability as the new tourism tagline for the country.

Being a study that was administered just a few weeks after the tagline "We give the world our best" was publicized and resulted to discussions; this is potentially the first that has assessed it in terms of its potential and acceptability. The researcher has also observed that there are only a few available studies on countries' tourism taglines, which is synonymous with the observation of Huadhom and Trakulkasemsuk (2017) stating that the studies they found were generally done in the fields of business marketing and advertising, making this study highly significant with its perceived contribution to the existing body of knowledge. Specifically, this study aimed to meet the following objectives:

1. To determine the level of attitude of Filipinos towards the phrase "We give the world our best" as a potential new tourism tagline for the Philippines.
2. To critically analyze the advantages and disadvantages of the phrase "We give the world our best" as a potential new tourism tagline for the Philippines.
3. To determine the difference the level of attitude of Filipinos towards the phrase "We give the world our best" as a potential new tourism tagline for the Philippines when grouped according to their sexuality and age.

2. METHODOLOGY

This study has utilized descriptive research design and has employed concurrent mixed methods research approach to meet all research objectives. A questionnaire with a four-point Likert Scale was used to measure the respondents' levels of attitude towards the potential new tourism tagline, while structured interviews were conducted to learn about their reasons for having that kind of attitude towards the said tagline. To determine the number of respondents needed to meet the objectives, the sample size was computed from the total population of the Philippines



based on the 2020 census of the Philippines Statistics Authority. With a 95% confidence level and a 5% margin of error, the sample size of 385 was determined out of the 109,035,343 Filipinos, which were randomly selected across the country to avoid biases.

Although, in some cases, international tourism surpasses the domestic market—for instance, in terms of the compound annual growth rate from 2015 to 2019, where international arrivals outpaced domestic travel three to one in Europe (Ledsham, 2022), and the data from the World Travel & Tourism Council, which reported a 33.1% increase in global spending by international tourists in 2023, compared to an 18.1% rise among domestic visitors. Globally, however, specifically in terms of the actual number of tourists, the domestic market overwhelmingly dominates the foreign tourism market. In fact, the United Nations World Tourism Organization (2020) stated that approximately 9 billion domestic tourism trips were made worldwide, six times the 1.4 billion international tourist arrivals recorded in 2018. Similarly, in the Philippines, in terms of overnight stay, domestic mobility has outpaced international travel in 2023 (Department of Tourism – Philippines, 2023), highlighting the significance of domestic travel in the country's economy and justifying the selection of respondents for this study.

Frequencies, percentages, and mean scores were computed to show levels of attitude, whereas 1.00-1.75 is equivalent to the response of strongly disagree interpreted as very negative, 1.76-2.50 is equivalent to the response of disagree interpreted as somehow negative, 2.51-3.25 is equivalent to the response of agree interpreted as positive, and 3.26-4.00 is equivalent to the response of strongly agree interpreted as very positive. Meanwhile, T-Test and Analysis of Variance (ANOVA) were performed to determine significant differences, and Thematic Analysis was done to treat qualitative data.

No person was forced to participate in the study. Participation was strictly voluntary, and respondents have expressed their willingness to participate before they answered the questions. To ensure anonymity, no personal information that could identify the respondents was collected, except for age and sexuality, which were necessary for the purpose of the study. All personal information collected has been kept confidential during the conduct of the research and was immediately disposed after the analysis. Data privacy laws, such as Republic Act 10173 or the Data Privacy Act of 2012 in the Philippines was strictly followed to ensure that the privacy rights of the respondents were not violated. The researchers have upheld the highest standards of ethical conduct in this study and have taken all necessary measures to ensure that the rights and welfare of the respondents were protected.

3. RESULTS AND DISCUSSION

3.1. Public's Attitude Towards the Potential New Tourism Tagline for the Philippines

Table 1. Respondents' Attitude Level Towards the Potential New Tourism Tagline

Statements	Mean	Interpretation
1. I think that the tagline "We give the world our Best" is catchier than "It's more fun in the Philippines"	3.02	Positive
2. I believe that the tagline "We give the world our Best" represents the Philippines well as a tourism destination.	3.01	Positive



3. The potential new tourism tagline "We give the world our Best", motivates me to travel within the Philippines.	3.08	Positive
4. The potential new tourism tagline "We give the world our Best", gives me a reason why I should travel and see the destinations in the Philippines.	3.07	Positive
5. The potential new tourism tagline "We give the world our Best" creates a positive impression in me towards the Philippines.	3.11	Positive
Composite Mean	3.06	Positive
Scale: 1.00-1.75: Very Negative, 1.76-2.50: Negative, 2.51-3.25: Positive, 3.26-4.00: Very Positive		

It was revealed that the randomly selected Filipinos have a positive attitude towards “we give the world our best” as a potential new tourism tagline for the Philippines. This is attributed to their belief that the potential new tagline is catchier than "It's more fun in the Philippines", which is the current tourism tagline by the time of the study, that it represents the country well as a tourism destination, and that it creates a positive impression in them towards the country. Additionally, they agreed on the statements that the tagline motivates them to travel within the Philippines, and gives them a reason why they should travel and see the destinations their country has to offer. This indicates that the Philippine national government, particularly the Department of Tourism has the support of the Filipino people should they choose “We give the world our Best” as a replacement for the current tourism tagline "It's more fun in the Philippines". With this support, it is also perceived that the tagline will motivate more Filipinos to travel within their own country, hence, increasing domestic travel. If Filipinos, who are domestic tourists that records higher mobility and brings more revenue to the tourism industry recording 122.12 million in 2019 and 37.28 million in 2021 versus the 8.26 million international arrivals in 2019 (Ochave, 2023), resonate with this tagline, then this tagline will would potentially resonate to foreign tourists as well, hence, can be considered as the Philippines new tagline for tourism. This can be justified as there is no one best to evaluate a country's marketability via promotional efforts but its citizens who are tourists themselves.

Table 2. Respondents’ Reasons for Favoring the Potential New Tourism Tagline

Themes	Excerpts from responses
1. The tagline represents Filipinos’ good traits	“the tagline was not just implying to tourism but the strengths of Filipinos that we can share to other races like hospitable, talented and intelligent one”, “I think that this tagline can create better image for our country”, “it say that we are dedicated and passionate in our service, which is a good representation of our hospitality”, “its message is about our trait of being good in hospitality”, “the tagline represent us a country, as Filipinos, as we are intelligent, skillful, and welcoming to our foreign visitors”.
2. The tagline is appealing	“the tagline is short and catchy”, “it is simple and straight to the point”, “I like it more than the old “it’s more fun” slogan because it is more precise and catchy”



3. The tagline creates an impression towards quality service	“the tagline uses a term that will put the Philippines on top of other country-Best”, “it is like saying that tourists should choose to go to our country because we are the best”, “I am proud to be Filipino and I think that we always do the best we can, and this slogan’s message is like that”, “because I believe that we are the best”, “Filipinos sacrifice, our OFWs, our tourism and hospitality personnel, and this is just the right slogan to say it”
4. The current tagline is already outdated	“it is time to change to very old tourism slogan”, “I just think that we need to change or improve the old slogan”, “our tourism slogan has been used for many years already, it is time to rebrand”
5. The tagline follows a personalization approach	“I like its personal touch, since it is like we are talking to our potential visitors”, “the use of “we” and “our” put a personalized touch on it... Filipinos are talking to other countries”

All respondents were asked to provide an explanation to their attitude towards the potential new tourism tagline, however, only 16 out of the 385 responded. Five reasons were revealed to why Filipinos favor “We give the world our Best” as a tourism tagline for the Philippines; they believe the tagline represents Filipinos’ good traits, that it is appealing, that it creates an impression towards quality service, and because it follows a personalization approach. Additionally, they think that the current tagline is already outdated; hence, there is a need to replace it already.

Table 3. Significant Difference in the Respondents’ Levels of Attitude Towards the Potential New Tourism Tagline When Grouped According to Sexuality

Variables	Mean	t	df	Significance
1. Female	2.85	-6.182	318.489	.000
2. Male	3.26			

Significant Value ≤ 0.05

This table shows that when grouped based on their sexuality, the respondents’ attitude towards the potential new tourism tagline significantly differ with significance level lower than 0.05. Data suggest that although both have group has a positive attitude towards the tagline; males have a more positive attitude than females, indicating that Filipinos who have a negative take on the tagline as tourism tagline for the Philippines are more likely to be females than males. Berntson et al (2006) suggest that women are more susceptible to advertising than men, which mean that they could be more meticulous in the branding of products and services, ultimately, justifying the results of this study.



Table 4. Significant Difference in the Respondents' Levels of Attitude Towards the Potential New Tourism Tagline When Grouped According to Age

Variables	Mean	Mean Square	F	Sig.
1. 18-27 years old	3.00			
2. 28-37 years old	2.92			
3. 38-47 years old	3.29	2.168	5.209	.000
4. 48-57 years old	3.00			
5. 58 years old & above	3.00			

Significant Value ≤ 0.05

The data revealed a significant difference in the attitude levels of Filipinos towards the potential new tourism tagline when they were grouped according to age. According to the Analysis of Variance, individuals aged 38-47 exhibited the most positive attitude towards "We give the world our Best" as a replacement for the current tourism tagline, "It's more fun in the Philippines." Meanwhile, the attitude levels of the other age groups were statistically similar. According to Gelfeld's article (2018), millennials prioritize travel more than previous generations. In 2019, on average, millennials planned to take approximately five trips throughout the year, which is more than both Gen X and Baby Boomers. Sheivachman (2017) also supports this claim, stating that millennials travel the most with an average of 35 annual vacation days, Generation Z follows with around 29 vacation days per year, while baby boomers take third place with approximately 27 vacation days per year, and Generation X utilizes an average of 26 days per year for traveling. These findings suggest that selecting the new tourism tagline, "We give the world our Best," presents an opportunity to encourage travel among older generations, particularly those aged 38-47.

3.2.Critical Assessment of the Potential New Tourism Tagline for the Philippines Disadvantages

According to the National Tourism Development Plan of 2016-2022, the Philippines face certain weaknesses as a tourism destination, particularly in terms of its underdeveloped transport infrastructure and tourist facilities, and the inconsistent standards in tourism facilities and services. For instance, the Ninoy Aquino International Airport in Metro Manila has been ranked as the third most stressful airport in Southeast Asia, with 57.81 percent of passenger reviews expressing stress (Baclig, 2022). Luna (2022) cites a worldwide luggage storage application called Bounce, which even labels it as the worst business class airport in the world. In addition, the Philippines is considered to have one of the most stressful cities for driving, as stated in a survey conducted by the U.K.-based motoring blog, Hiyacar, and referenced by Aguilar (2022). Moreover, the country is listed among the top 10 countries with the worst road quality according to the World Economic Forum. These issues are concerning because they may shape tourists' perceptions of the Philippines; if visitors encounter these problems, they might assume that this represents the "best" the country has to offer, giving the impression that



the overall quality is lacking. Huadhom and Trakulkasemsuk (2017) emphasize that taglines should accurately reflect a destination's identity. Therefore, a tagline that is contradicting to what people will experience could lead to dissatisfaction, decreased interest, and minimal visitor arrivals, negatively impacting the country's tourism potential. Another potential drawback of the new tagline is that it may invite comparisons between the Philippines and other countries. If tourists perceive services in other countries to be superior, they may conclude that the Philippines cannot offer anything better, even if their experience was not up to their expectations. This perception could make the Philippines appear less appealing. Additionally, if the quality of services fails to meet tourists' expectations or leaves them unsatisfied, it may create the impression that the country is incapable of improvement. The tagline "We give the world our Best" could also be misconstrued as Filipinos claiming to be the best, setting unrealistic expectations that the country is unable to fulfil. While the intention of the tagline is to convey that they offer their best to patrons, it is crucial to consider that marketing taglines shape expectations. If those expectations are not met, visitors may experience disappointment, leading to negative reviews, decreased satisfaction, and damage to the country's reputation, as discussed by Riggs and Janakiraman (2017) and Ullah and Hussain (2015). Ultimately, it is essential to address the Philippines' existing weaknesses in transport infrastructure, tourist facilities, and service standards. Care must be taken when crafting a tagline to accurately represent the country's identity and avoid creating unrealistic expectations that may ultimately harm its tourism industry.

3.3. Advantages

The utilization of a first-person perspective in the tagline creates an authentic and intimate connection. According to Cohen (2014), incorporating the first-person perspective in written content evokes an emotional response that fosters a bond between the writer and the reader. Similarly, Gagich and Zickel (2020) suggest that emotions make individuals more susceptible, and writers can leverage this vulnerability to persuade the audience effectively. In the context of marketing, this implies that a slogan or tagline employing a first-person perspective can evoke strong emotions within the target market, establishing a personal connection between a business (or, in this case, a country) and its audience. Consequently, this emotional connection can potentially increase purchase or travel intention. Additionally, the potential new tagline holds the potential to redefine the identity of the Philippines, particularly considering that the previous tagline has been in use for over a decade. Finally, the author argues that the new tagline may be more impactful due to its focus on quality, which is a measurable aspect, encompassing the quality of service and tourists' satisfaction. In contrast, the old tagline relies on the concept of "fun," which is challenging to quantify and evaluate effectively.

4. CONCLUSION

The results of this study reveal the positive attitude of randomly selected Filipinos towards the potential new tourism tagline, "We give the world our Best," for the Philippines. This positive attitude is driven by their perception that the new tagline is more appealing and representative of the country as a tourism destination, creating a positive impression. Moreover, respondents



expressed that the tagline motivates them to explore and travel within the Philippines, providing them with a reason to experience the country's various destinations. The support of the Filipino people for the potential new tagline signifies the backing of the Philippine national government, particularly the Department of Tourism, in the event of replacing the current tagline. With this support, it is expected that the tagline will not only resonate with domestic tourists but also have the potential to attract foreign tourists, as Filipinos themselves, who constitute a significant portion of domestic tourists, play a crucial role in evaluating the marketability of the country's promotional efforts. Furthermore, it is important to acknowledge the significance of age and gender in shaping the attitude towards the potential new tagline. The data indicates that individuals aged 38-47 exhibit the most positive attitude, while males, in general, have a more positive attitude compared to females. These findings highlight the importance of considering these demographic factors in tailoring marketing strategies and messages. However, it is essential to address the weaknesses identified in the Philippines' tourism infrastructure and service standards. The challenges faced by facilities such as the Ninoy Aquino International Airport and the country's road quality can shape tourists' perceptions, potentially leading to disappointment and negative reviews. Careful consideration must be given to crafting a tagline that accurately reflects the country's identity and avoids creating unrealistic expectations that could harm the overall tourism potential. In contrary, the utilization of a first-person perspective in the potential new tagline holds the promise of establishing an authentic and emotional connection with the target market. This personalization approach can evoke strong emotions and increase purchase or travel intentions among the audience. Moreover, focusing on quality, a quantifiable aspect, in the new tagline presents an opportunity to effectively assess the country's services and tourists' satisfaction, unlike the current tagline that relies on the abstract concept of "fun." In conclusion, the findings of this study shed light on the attitudes of Filipinos towards the potential new tourism tagline and emphasize the need to address existing weaknesses while leveraging the emotional appeal and focus on quality in crafting an effective tagline that resonates with both domestic and international tourists.

Acknowledgments

This research was presented and has received the honor of winning the Best Research Paper Award during the Southeast Asian Students' Conference on Recreation and Tourism 2023, hosted by Universiti Putra Malaysia (UPM), in partnership with the University of the Philippines (UP), Universitas Mataram (UM), and Songkhla Rajabhat University (SRU). It was also presented at the 1st Regional EduTourism Congress, organized by Laguna State Polytechnic University. The author would like to extend his sincerest gratitude to the organizing committees of the two conferences for the acceptance, and to UPM, UP, UM, and SRU for the recognition given.



References

- Abdi, S., & Irandoust, A. (2013). The importance of advertising slogans and their proper designing in brand equity. *International Journal of Organizational Leadership*, 2(2), pp. 62-69. <https://doi.org/10.33844/ijol.2013.60321>
- Adel, R. (2022). No more 'more fun in the Philippines'? DOT wants new slogan for rebrand. PhilStar Global. <https://www.philstar.com/headlines/2022/08/10/2201732/no-more-more-fun-philippines-dot-wants-new-slogan-rebrand>
- Aguilar, M. (2022). Philippines among top 10 countries with worst road quality, study says. <https://philkotse.com/market-news/philippines-among-countries-with-poor-road-quality-12472>
- Baclig, C. (2022). NAIA third most stressful airport in Asia – study. *Inquirer.net*. <https://newsinfo.inquirer.net/1707816/naia-third-most-stressful-airport-in-asia-study>
- Berntson, A., Jarnemo, C., and Philipson, M. (2006). Branding and Gender. *Business administration Master's Thesis, Karlstads University*. <https://www.diva-portal.org/smash/get/diva2:5954/FULLTEXT01.pdf>
- Bhakuni, K., Kapoor, S., and Kamil, A. (2016). Repositioning of Brand India: Tourism Destination. *DU Journal of Undergraduate Research and Innovation*, 2(2), pp. 57-65. https://www.researchgate.net/publication/343290534_Repositioning_of_Brand_India_Tourism_Destination
- Cabristante, R. (2023). 'We give the world our best': Philippines' latest 'country brand' seen in UK ad. *ABS CBN News*. <https://news.abs-cbn.com/news/05/10/23/we-give-the-world-our-best-new-ph-brand-seen-in-uk-ad>
- Calimanu, S. (2023). Place vs. Destination Branding: Their Vital Role in Economic Development. *ResearchFDI*. <https://researchfdi.com/understanding-place-destination-branding-economic-development/>
- Cohen, G. (2014). The Power of the First-Person Perspective. <https://meetcontent.com/blog/power-first-person-perspective/>
- Department of Tourism (2023). *Regional Distribution of Overnight Stay, January-December 2023*. http://www.tourism.gov.ph/files/2024/tourism_demand/07/07-11/RegionalTravelers/RegionalTravelers2023.pdf
- Department of Tourism (2016). *The National Tourism Development Plan 2016-2022*. https://itsmorefunincentralluzon.com/wp-content/uploads/2018/11/NTDP-2016-2022_Executive-Summary.pdf
- Frías-Jamilena, D., Polo Peña, A., & Rodríguez Molina, M. (2017). The effect of value-creation on consumer-based destination brand equity. *Journal of Travel Research*, 56(8), pp. 1011-1031. <https://doi.org/10.1177/0047287516663650>



- Gagich, M., and Zickel, E. (2020). A Guide to Rhetoric, Genre, and Success in First-Year Writing. *Pressbooks*. <https://pressbooks.ulib.csuohio.edu/csu-fyw-rhetoric/chapter/rhetorical-strategies-building-compelling-arguments/>
- Gelfeld, V. (2018). Americans Already Packing Their Bags for 2019. *AARP Media*. <https://www.aarp.org/research/topics/life/info-2018/2019-travel-trends.html>
- Huadhom, N., & Trakulkasemsuk, W. (2017). Syntactic Analysis of Online Tourism Slogans: Frequency, Forms and Functions. 53, pp. 182-213. <https://eric.ed.gov/?id=EJ1153680>
- Kladou, S., Kavaratzis, M., Rigopoulou, I., and Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*, 6(4), pp. 426-435. <https://doi.org/10.1016/j.jdmm.2016.06.011>
- Kusa, A., Urminova, M., Darazs, T., and Salgovicova, J. (2021) Testing of Standardized Advertising Slogans Within the Marketing Communication of Sustainable and Local Foods in Order to Reveal Consumer Preferences. *Front. Sustain. Food Syst.* 5:703223. <https://doi.org/10.3389/fsufs.2021.703223>
- Ledsham, C. (2022). International tourism is growing faster than domestic. Travel and tourism in Europe, Statista. <https://www.statista.com/chart/28406/international-tourism-growth/>
- Lui, S. (2021). The place to be: lessons in branding from the tourism & travel industry. *The Choice by ESCP Business School*. <https://thechoice.escp.eu/choose-to-lead/the-place-to-be-lessons-in-branding-from-the-tourism-travel-industry/>
- Luna, F. (2022). NAIA tagged as worst business class airport in the world in int'l study. *PhilStar Global*. <https://www.philstar.com/business/2022/05/27/2184085/naia-tagged-worst-business-class-airport-world-intl-study>
- Mukti, A., & Rofiah, C. (2024). Community-Based Tourism: Destination Branding Model of Segunung Traditional Village. *Journal of Economics, Finance And Management Studies*, 7(6), pp. 3373-3386. <https://www.ijefm.co.in/v7i6/32.php>
- Morgan, N., Pritchard, A. & Piggott, R. (2002). New Zealand, 100% Pure. The creation of a powerful niche destination brand. *J Brand Manag* 9, pp. 335–354. <https://doi.org/10.1057/palgrave.bm.2540082>
- Nelson, N. (2023). Effective advertising makes people remember your name. *Wolters Kluwer*. <https://www.wolterskluwer.com/en/expert-insights/effective-advertising-makes-people-remember-your-name>
- Ochave, R. (2023). Domestic tourism seen fully recovered this year. *BusinessWorld*. <https://www.bworldonline.com/economy/2023/02/20/505915/domestic-tourism-seen-fully-recovered-this-year/>



- Riggs, E., and Janakiraman, N. (2017). Slogan recall effects on marketplace behaviors: The roles of external search and brand assessment. *Journal of Business Research* 80, pp. 98-105. <https://doi.org/10.1016/j.jbusres.2017.07.010>
- Rocamora, J. (2023). PH to launch ‘enhanced’ tourism slogan mid-2023: Frasco. *Philippine News Agency*. <https://www.pna.gov.ph/articles/1197461>
- Santos, K. (2022). #TravelThrowback: Philippine tourism slogans and campaigns through the years. *The Philippine Star*. <https://philstarlife.com/living/366701-philippine-tourism-slogans?page=3>
- Sheivachman, A. (2017). U.S. Millennials Travel the Most but Gen Z Is on the Rise. <https://skift.com/2017/10/02/u-s-millennials-travel-the-most-but-gen-z-is-on-the-rise/>
- Tham, A., Mair, J., & Croy, G. (2019). Social media influence on tourists’ destination choice: importance of context. *Tourism Recreation Research*, 45(2), pp. 161–175. <https://doi.org/10.1080/02508281.2019.1700655>
- Ullah, N. and Hussain, M. (2018). Impact of Unethical Advertising, Misleading Information or Deceptive Advertising on Customer Purchasing Intention with Mediating Effect of Word of Mouth: Case of Pakistan. *International Journal of Innovation and Economic Development*, 1(4), 49-69. <http://dx.doi.org/10.18775/ijied.1849-7551-7020.2015.14.2005>
- United Nations World Tourism Organization (2020). UNWTO Highlights Potential of Domestic Tourism to Help Drive Economic Recovery in Destinations Worldwide. <https://www.hospitalitynet.org/news/4100617.html>
- Villegas, V. (2017). Building a successful tourism brand for the Philippines and the struggle with destination image and tourism slogans. *Luz y Saber*, 11(1). <https://ejournals.ph/article.php?id=11662>
- Wang, H., & Yan, J. (2022) Effects of social media tourism information quality on destination travel intention: Mediation effect of self-congruity and trust. *Frontiers of Psychology*. 13:1049149. <https://doi.org/10.3389/fpsyg.2022.1049149>
- World Travel and Tourism Council (n.d.). Economic Impact Research. <https://wtcc.org/research/economic-impact>
- Wulandari, N. (2013). The influence of slogan on people’s motivation to visit: A study of country slogan for tourism. https://www.academia.edu/4934048/The_Influence_of_Slogan_on_Peoples_Motivation_to_Visit_A_Study_of_Country_Slogan_for_Tourism
- Zagere, E. (2021). Destination Branding: Top Tips to Attract Travelers. *Solimar International*. <https://www.solimarinternational.com/destination-branding-top-tips-to-attract-travelers/>



*Amasya Üniversitesi Ekonomi Ticaret ve Pazarlama
Dergisi
Amasya University Journal of Economics Trade and
Marketing
Cilt/Volume 1 • Sayı/Issue 1
Kasım/November 2024
Sayfa/Page: 40-52*



Zenker, S., & Braun, E. (2010). The Place Brand Centre – A Conceptual Approach for the Brand Management of Places. Conference Paper, 39th European Marketing Academy Conference, Copenhagen, Denmark.
https://www.researchgate.net/publication/228462416_The_Place_Brand_Centre-A_Conceptual_Approach_for_the_Brand_Management_of_Places