

Tourism Business of Camotes Group of Islands

Regina Plaza Galigao, Ed.D., Ph.D.

Cebu Technological University, Main Campus, Philippines

DOI: <https://dx.doi.org/10.47772/IJRISS.2026.1014MG0075>

Received: 11 January 2026; Accepted: 17 January 2026; Published: 15 April 2026

ABSTRACT

The tourism sector of the Camotes Group of Islands comprises accommodations, transport rentals, entertainment options, food and beverage services, as well as tourism and hospitality and ICT infrastructure. In terms of lodging, resorts accounted for the highest percentage of accommodations. Motorcycles emerged as the favored mode of transportation. For entertainment, water parks and festivals recorded the highest percentage. Tours represented the most significant portion for tourism and hospitality across the four municipalities. In regard to ICT infrastructure, internet service providers showed equivalent results for Smart. The tourism management status of the town revealed a high mean score in terms of making reservations, while obtaining information was rated as reasonable. The visibility of the InfoPoint employees and the services offered by the four communities were considered adequate. Based on findings, the conclusion has brought significance to the theory of Tourism Management which comprises different frameworks. This study recommends identifying specific locations within each barangay that locals can enhance, which would serve as the next attraction for the area.

Introduction. The Camotes Group of Islands (CGI) is a crucial "blue economy" component for regional development because it offers distinctive ecotourism with immaculate beaches, caves (like Bukilat), lakes (like Lake Danao), and mangroves. It also offers a variety of attractions outside of the main island, diversifying Cebu's tourism appeal, supporting local economies (farming, fishing, resorts), drawing investment in hospitality, and promoting sustainable practices. However, marketing the natural beauty of the place without taking care of its natural beauty might be great lose in the tourism industry of the place. This study would like to address the marketing strategies of the place through the use of Facebook. The study is anchored on the theory of Tourism management which is not defined by a single model; instead, it comprises various frameworks (such as Push-Pull, Butler's Life Cycle, Theory of Change, and Triple Bottom Line) that elucidate tourist motivations, the evolution of destinations, the impacts of development, and the implementation of sustainable practices (Liu, Y., 2019). This collection emphasizes understanding the intricate interactions among tourists, destinations, stakeholders, and environments, which aids in strategic planning and management for enduring viability. The principal theories are essential for managing tourist psychology, the stages of destination growth, and the socio-economic and environmental ramifications, thereby moving beyond mere business management to encompass comprehensive systemic approaches.

Objective. This paper analyzes significant contributions of the natural beauty of the place and would like to address on how to sustain the marketability of the place to tourists.

Methodology. The status of Tourism Management was being rated based on the perception or observation of the respondents. In doing the rating of the following indicators presented about tourism management status by having a checkmark (✓) align to the numerical value with its description. Likert scale was used for the status of tourism management. The questionnaire is made up of closed-ended questions which the respondents were limited the responses of the respondents to picking an answer from a given number of options.

The gathering of data of this research began with the familiarization by the researcher of the subject matter of the study. In order for the researcher to realize what research to conduct, review of related literature was being done. Guided by the information and learnings acquired by the researcher, the researcher has formulated and prepared the questionnaire, which were patterned after the sub-problems of the study. To establish the reliability and validity of the questionnaire, it was subjected to pre-testing and review until the final revision

was made, and the final draft of the questionnaire was printed and reproduced in preparation for distribution. Prior to the distribution of the questionnaires, the researcher sought permission from the mayor of every municipality. After securing separate permissions, the participating respondents were chosen and invited to take part in the study. Thereafter, the actual distribution of the questionnaires was carried out through the mode of transmission preferred by the respondents. To clarify, explain, and supplement the data collected from the questionnaires. The data collected through the questionnaire which gave the researcher a comprehensive insight on the tourism industry and information system in place. Using this deep perception and understanding of the status tourism industry within environment will purposely be geared to improve the application and use of information through Facebook.

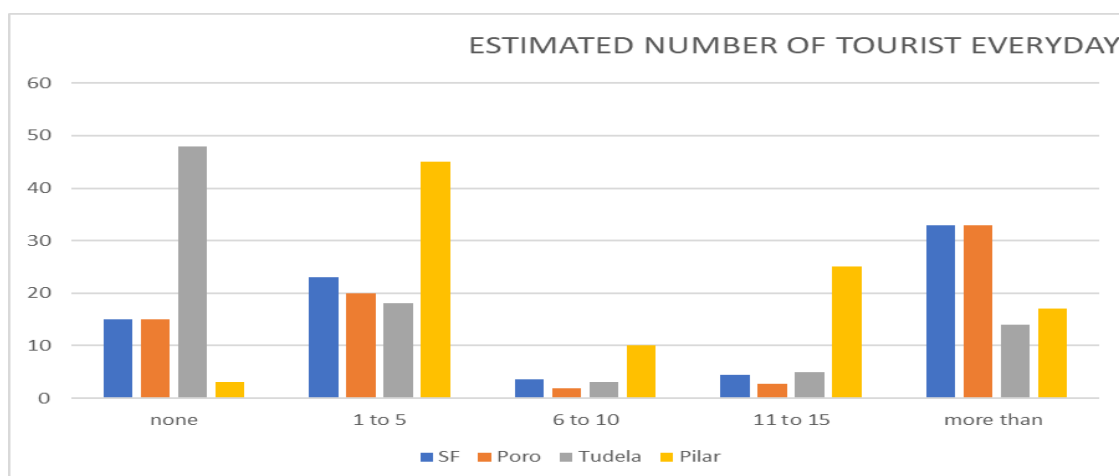
Research Content. This part of the study presents the data about the tourism business of Camotes group of Islands such as the tourism business of the town with the profile of every town comprising the estimated arrival of tourists, the accommodation, the means of Transportation Rentals, the entertainment, Food and Beverage services, the tourism and hospitality of the place, and the ICT Infrastructure.

Tourism Business of the Town. A tourism enterprise includes various businesses that meet the needs of travelers, such as lodging (hotels, resorts), transportation (airlines, taxis), dining and drink options (restaurants, bars), and recreational activities (attractions, events) (Camilleri, M. A., 2017). These enterprises generate income, create employment opportunities, and foster local economic growth by drawing in visitors who spend money on regional products and services.

Towns Profile. The profile of a town with a tourism business includes its distinctive features and activities, such sports, natural scenery, and cultural heritage, as well as auxiliary services like lodging and transportation and regional resources like cuisine, handicrafts, and cultural events. In order to construct successful tourism plans, a profile also identifies local possibilities and difficulties, such as maximizing resources for economic development or resolving safety hazards (Blakely, E. J., & Leigh, N. G., 2013).

Estimated Number of Tourist. The "estimated number of tourists" denotes the rough tally of individuals traveling to a destination for reasons other than work within a designated period, usually for leisure or similar activities (Thapa, A., 2022). This number, frequently shown as arrivals, is vital for gauging the extent of tourism, its financial effects, and the pressure it places on infrastructure, employing various techniques such as border data, surveys, and digital monitoring for estimation.

Graph 1



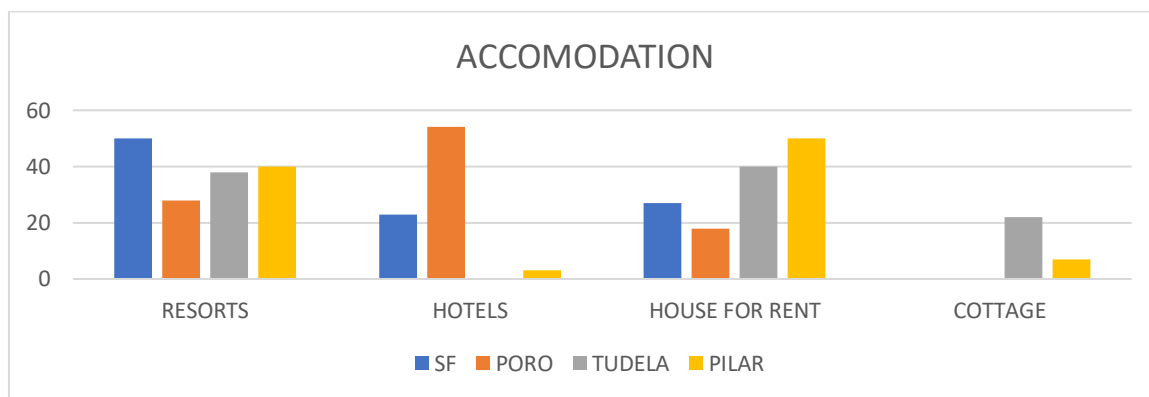
Graph 1 offers a vital quantitative analysis of the daily arrival of tourists across the important municipalities of San Francisco, Poro, Tudela, and Pilar, which is essential for comprehending the tourism dynamics within the Camotes Group of Islands. This information is the basis for developing successful digital engagement plans that promote the travel and tourism industry in this stunning archipelago. Stakeholders can learn about peak attendance patterns by examining the expected number of tourists in each area. This information can then be used to guide resource allocation and targeted marketing initiatives.

A higher percentage of visitors significantly boosts tourism businesses by driving revenue in accommodation, transportation, and retail, which directly increases local employment and infrastructure development (FaladeObalade, T. A., & Dubey, S.,2014). While high volume boosts economic growth, it requires effective management to avoid over tourism, with, for example, 80% of travelers visiting just 10% of destination. This would mean that the place to really workout on something which visitors have to go and enjoy the beauty and advantages the place can give to them.

Accommodations. Accommodation options for a town's tourism sector encompass a variety of choices, including hotels, resorts, and motels for comprehensive lodging services; guesthouses, bed & breakfasts, and vacation rentals for a more personalized or homely experience; as well as hostels and campgrounds for those seeking affordable and adventurous stays. The ideal selection is determined by the town's target tourist demographic, price range, and the unique tourism experience provided (Zhou, F., Zhao, F., Xu, Q., Yuan, Y., & Zhang, M.,2020).

Resorts frequently draw visitors looking for a comprehensive and decadent experience by combining opulent amenities with leisure pursuits. While rental homes and cottages give the benefit of a homey ambiance, making them ideal to families or groups looking for extended vacations, hotels usually offer travelers the basic amenities and services they need. In addition to differing in terms of cost and amenities, these lodging options also serve distinct target markets, which calls for customized digital marketing plans that make use of influencer relationships, social media, and SEO or search engine estimation to successfully connect and interact with prospective travelers.

Graph 2



Resorts

Hotels

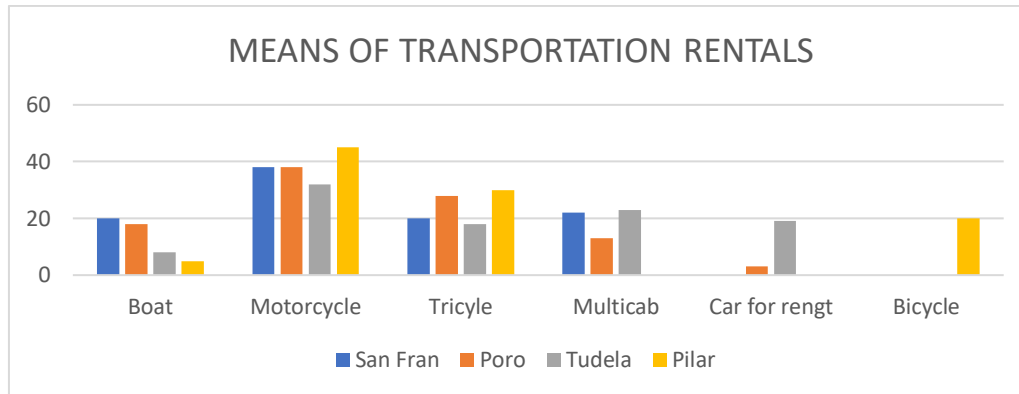
House for rent

Cottage

Means of Transportation Rentals. Transportation rentals encompass a variety of vehicles including cars, vans, and buses, as well as watercraft like ferries and boats, in addition to motorcycles (bin Padzil, K. A., & anak Julius, R. G.,2025). These can be reserved for individual use or group journeys, frequently with the option of including a driver.

In the tourism industry, digital platforms are being used more and more to expedite the booking process, boosting user convenience and involvement. This is reflected in the availability of rental services for different forms of transportation. Effective digital engagement tactics can be used to advertise these rental cars, giving travelers vital details like costs, availability, and user evaluations. This is especially important for the Camotes Islands. By encouraging a deeper contact between visitors and the local culture, these tactics not only increase the visibility of local service providers but also contribute to a more fulfilling travel experience.

Graph 3



Motorcycle

Tricycle

Multicab

Car for rent

Bicycle

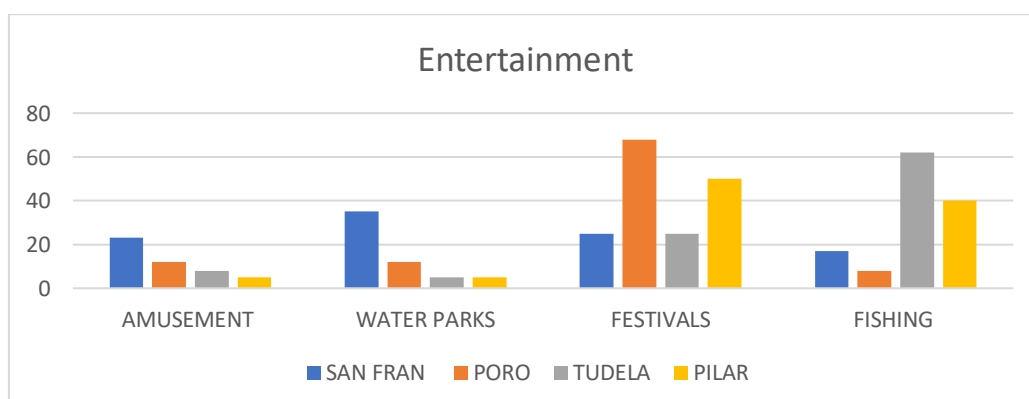
A thorough summary of the many rental options for transportation in the Camotes Group of Islands is provided in Graph 2, which is an important factor that greatly affects the traveler experience in this area. The wide variety of transportation choices demonstrates the complex nature of travel for visitors, including bicycles, motorbikes, and traditional local boats, which not only make it easier to get from one major destination to another but also enhance the islands' general accessibility.

Entertainment

Entertainment plays a vital role in attracting tourists, aimed at delivering enjoyment and fun while enhancing a destination's attractiveness and profitability (Luo, J. M., Fan, Y., & Shang, Z., 2022). This encompasses various elements such as amusement parks, cultural shows, retail experiences, and sporting activities, along with cutting-edge entertainment options like virtual reality experiences and interactive games.

The different forms of entertainment and leisure activities that are offered in the islands are listed in Table 5, which not only highlights the area's natural beauty and cultural diversity but also its capacity to draw in both domestic and foreign visitors. These tactics include a variety of digital marketing techniques, such as influencer collaborations, content production, and social media campaigns, to raise awareness of and interest in the Camotes Islands.

Graph 4



Festivals

Fishing

Water parks

Amusement

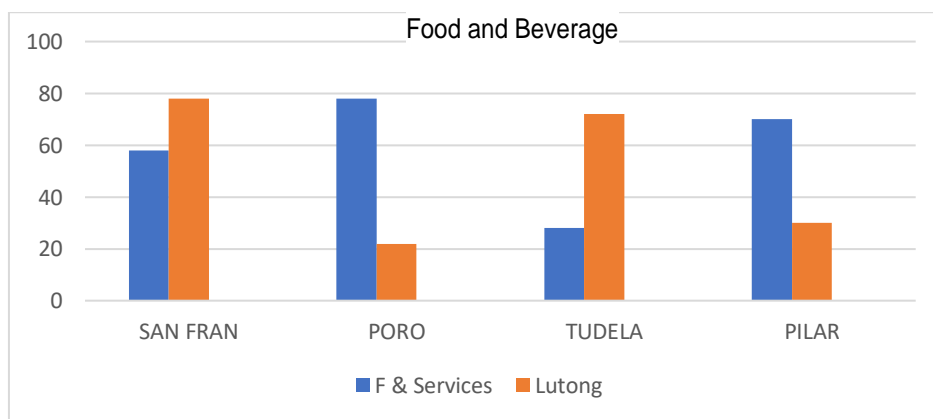
A thorough summary of the food and beverage business in relation to the Camotes Group of Islands' tourism economy is given in Table 9. This crucial component of tourism not only improves the overall experience of tourists but also makes a substantial contribution to the local economy. The diversity of regional cuisine can be a potent weapon for digital engagement tactics meant to boost travel to this area

Food and Beverage Services

Food and beverage (F&B) are an important aspect of tourism, influencing a visitor's experience and overall happiness. It is a major motivator for travel decisions, providing authentic cultural experiences and contributing to economic and cultural tourism benefits (Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M.,2020). There are some important points mentioned which would make food and beverages very important. These are by enhancing the tourist experience, the economic benefits, the cultural significance and other benefits it can provide.

The process of producing, presenting, and serving food and beverages to patrons in a variety of hospitality venues, such as restaurants, hotels, bars, and catering services, is known as food and beverage (F&B) service (Cousins, J., Hollier, A., Graham, D., & Foskett, D.,2019). It includes several service modalities, such as self-service and table service, with the goal of improving the visitor experience and greatly increasing the establishment's revenue.

Graph 5



Lutong bahay

F and B Services

The result shows high percentage in Poro which is seventy eight percent, followed by seventy percent in Pilar, fifty eight percent in San Francisco, and seventy two percent for Tudela which refers to other that Food and Beverage Services.

The findings indicate that food quality, perceived environmental quality, perceived value and service quality has a significant impact on the tourist's satisfaction. However, interpersonal interaction quality shows an insignificant influence on satisfaction. Moreover, satisfaction has a significant impact on loyalty while loyalty further shows a significant effect on tourist WOM. Overall, the authors found satisfaction and loyalty are the major contributors to the hypothesized model (Wang, T. L., Tran, P. T. K., & Tran, V. T. ,2017).

As tourists increasingly seek authentic experiences, the incorporation of traditional culinary practices into marketing efforts can create a more appealing narrative that resonates with potential visitors (Kusumah, A. G., & Andrianto, T. 2023). By showcasing local dishes and beverages through high-quality digital content, such as photographs, videos, and informative articles, stakeholders can effectively highlight the island's unique gastronomic culture. Engaging storytelling through social media platforms can also play a vital role in this context, providing a narrative that invites potential tourists to explore not only the scenic beauty of the islands but also the flavors that define their local culture.

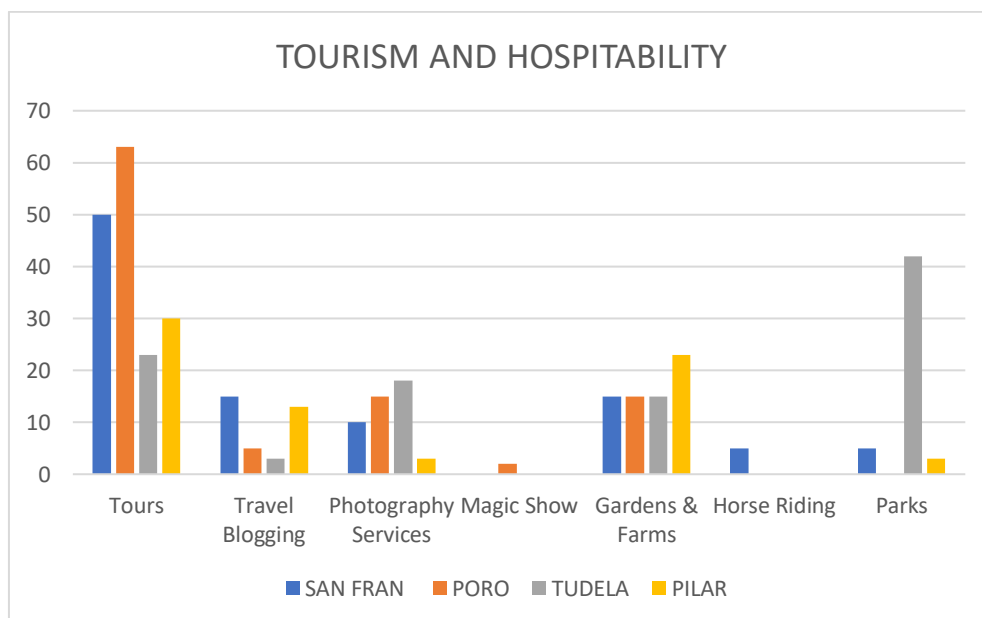
Tourism and Hospitality

Tourism and hospitality activities are important in tourist destinations because they stimulate economic growth, promote cultural understanding, and help to preserve natural and cultural heritage (Ursache, M., 2015). They generate cash, create jobs, and contribute to infrastructural development, all while promoting cultural interchange and improving environmental consciousness (Hariram, N. P., Mekha, K. B., Suganthan, V., & Sudhakar, K., 2023).

Tourism involves traveling for enjoyment and encompasses a wide range of destinations, attractions, and cultural experiences, whereas hospitality is centered on delivering services and amenities, like lodging and food, to visitors.

The global tourism and hospitality sector are focused on offering services and experiences to tourists for their pleasure, business, or leisure (Mok, C., Sparks, B., & Kadampully, J., 2013). While hospitality concentrates on the services—such as housing, food, and activities—that guarantee a guest's comfort, contentment, and enjoyment, tourism involves the movement of people to various destinations. This interrelated sector, which includes everything from hotels and restaurants to airlines and tour operators, makes a substantial contribution to global economic expansion and employment creation.

Graph 6



Tours

Gardens and Farms

Photography services

Travel Vlogging

Parks

Horse Riding

Magic show

A thorough summary of the tourist and hospitality dynamics of the Camotes Group of Islands, a charming archipelago renowned for its breathtaking natural scenery and rich cultural legacy, is provided in Table 11. Numerous aspects of the tourist industry are outlined in the table, such as visitor demographics, seasonal patterns, and the wide variety of hospitality services offered. This information is essential for comprehending how digital engagement tactics might be successfully modified to raise the islands' profile and allure as a top tourism destination. Stakeholders can determine target markets, improve marketing efforts, and create digital content that appeals to prospective tourists by examining the tourism-related indicators (Mallick, S. U.,2023). Understanding these trends also makes it possible to develop a strategy plan for utilizing different digital platforms and technologies, which ultimately aims to boost visitor engagement and maintain regional economic growth (Srinivasan, S., SHERkar, A., Jayamani, J., Indora, A., & Mukherjee, R. ,2024). The analysis's conclusions can help the Camotes Islands develop creative digital marketing strategies aimed at expanding their audience and cultivating enduring visitor loyalty as they work to establish their place in the world's tourist scene.

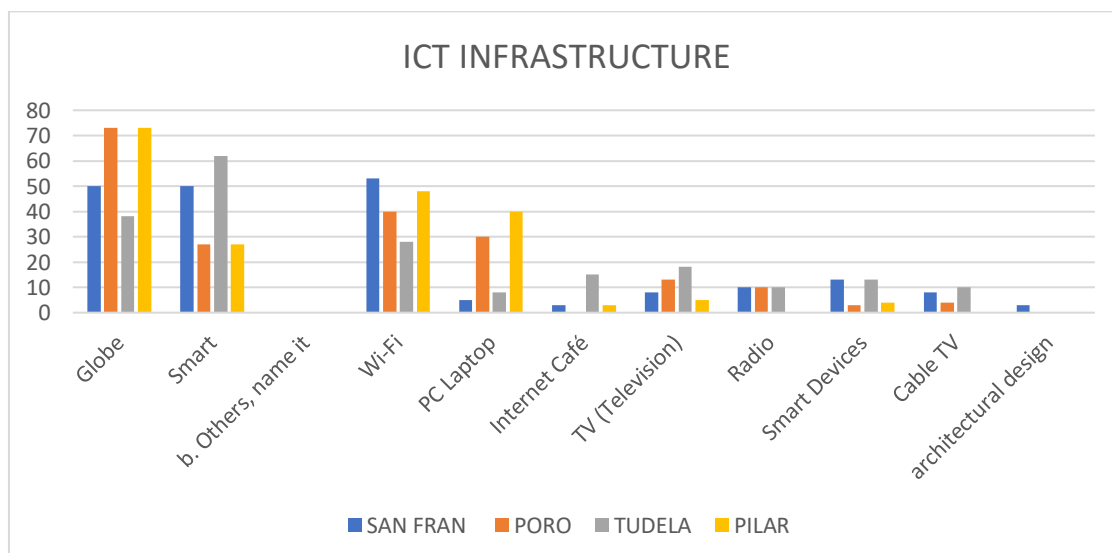
ICT Infrastructure

The tourism business relies heavily on (ICT) Information and Communication Technology infrastructure to streamline operations, boost marketing, provide better client experiences, and raise competitiveness (Huang, H. Y., Ku, E. C., & Chen, C. D.,2022). It improves worldwide reach, optimizes resource management, and enables organizations to react quickly to market developments. Tourism destinations and organizations are rapidly utilizing ICT to tailor travel experiences, predict customer behavior using big data, and use virtual and augmented reality for destination previews (Pencarelli, T.,2020).

Information and Communication Technology (ICT) plays a crucial role in the tourism sector by transforming customer experiences, optimizing operations, and increasing efficiency via digital platforms (Kuzman, B., Petkovic, B., & Milovancevic, M. ,2024, July). ICT improves travel planning with online reservations, offers real-time updates, enables tailored marketing, and assists in managing resources and customer interactions (Pencarelli, T.,2020). Additionally, it promotes sustainable tourism through the use of data analysis and encourages the development of smart tourism destinations.

The application of ICT in tourism involves utilizing digital technologies to effectively manage, transfer, and share information within the tourism industry

Graph 7



Globe

Smart

Wifi

PC Laptop

Television

Radio

Smart services

Cable TV

Smart Devices

(Happ, É., & Ivancsó-Horváth, Z.,2018). It plays a vital role in improving operational efficiency as well as enhancing customer experiences.

The key hardware, software, networks, data centers, cloud services, and security systems that enable businesses and individuals to generate, store, process, and distribute information are all part of an ICT infrastructure (Mikkilineni, R., & Sarathy, V. ,2009). The foundation of contemporary communication and technology is this interconnected group of technological elements, which also includes related services and people. This allows for effective operations, data management, and innovation in a variety of industries.

A thorough analysis of the Camotes Group of Islands' information and communication technology (ICT) infrastructure is provided in Table 12, which is essential for examining the digital engagement tactics used to advance the travel and tourism sector in this distinctive area. Since this infrastructure supports many aspects of tourism promotion, including online presence, social media interaction, and digital marketing, it is crucial to carefully examine it.

ICT has become an essential instrument in recent years for linking prospective travelers with the places they want to visit. A strong ICT infrastructure makes it easier to communicate, share information, and market the Camotes Islands, all of which are critical for drawing tourists. This infrastructure includes a number of elements, such as mobile access, internet connectivity, and the availability of digital platforms that let nearby companies interact with a wider audience.

Globe's benefits as a service provider in the Camotes Group of Islands arise from its continuous expansion of the network, which offers more reliable service and faster internet speeds, improving coverage for both locals and visitors (Seráfica, R. B., & Oren, Q. C. A.,2022). The company's investments in new cellular towers and network enhancements are designed to close the digital gap and assist local enterprises and tourism. This enhanced accessibility permits both residents and tourists to take advantage of a broader array of digital services, ranging from smooth communication to e-commerce and various online resources.

An ISP (internet service provider) is a company that gives people and businesses access to the internet and other services (Usman, S. H. ,2013). An ISP has the necessary equipment and telecommunications line access to establish a point of presence on the internet within the geographic area covered (García-Dorado, J. L., Finamore, A., Mellia, M., Meo, M., & Munafò, M.,2012).

The use of internet service provider result shows distinct percentage such as in San Francisco, it shows equal result which are both fifty percent for Globe and smart, seventy percent for Poro and Pilar for Globe, sixty two percent for smart.

Globe internet provides various advantages in San Francisco Camotes, including potentially better speed and coverage as a result of recent network renovations, as well as the ability to connect to the internet when roaming. Globe has specifically invested in increasing internet coverage in Camotes, notably Barangay Esperanza, which serves as the islands' entryway. This includes the installation of new towers and network upgrades to increase tourist traffic and help local businesses. Furthermore, Globe's data roaming solutions provide smooth internet access while traveling within the Camotes Islands, eliminating the need to obtain a local SIM card.

Globe internet connectivity in Poro, Camotes provides a number of benefits, the most significant of which are greater access to information, services, and economic prospects. This improved connectivity boosts tourism, allows local businesses to reach new markets, and empowers citizens to fully engage in the digital economy.

Improved Globe connectivity in Pilar, Camotes, is intended to boost tourism by allowing visitors to communicate seamlessly while also helping local businesses. According to a Globe Telecom analysis, increased connection benefits communities by improving access to information and services, as well as potentially assisting farmers and fishers in reaching larger markets.

Findings

San Francisco's resort received the most percentage (50%) in terms of lodging. Hotels received the most proportion (54%) for Poro, while rental homes received the highest percentage for Tudela and Pilar.

Motorcycles were the most popular mode of transportation among the four towns of Camotes, accounting for 38% of all rentals, 32% of all rentals in Tudela, 45% of all rentals in Pilar, and 38% of all rentals in San Francisco and Poro.

It displays a high percentage for San Francisco's water parks, Poro and Pilar's festivals, and Tudela's for the towns' entertainment.

Poro had a high rate of 78% for food and beverage, followed by 78% in Pilar, 58% in San Francisco, and 72% in Tudela, which refers to services other than food and beverage.

According to tourism and hospitality, tours received the greatest percentage (42%) in the four municipalities that were the subject of the study.

Results for ICT infrastructure or internet service providers revealed different percentages. For example, in San Francisco, both Globe and Smart had equal results, with Globe having 70% and Smart having 60%.

In terms of information points, the town's tourism management status revealed a high mean score for making reservations, which is reasonable for San Francisco Camotes, while Poro has the highest weighted means reasonable for obtaining information. to reserve a room for Tudela with a "adequate" mean. The purchase of tickets and other services has the highest weighted mean for Pilar.

CONCLUSIONS

The tourism management status of the town has confined to the Tourism management theory which is not one single model but a collection of frameworks (like Push-Pull, Butler's Life Cycle, Theory of Change, Triple Bottom Line) explaining tourist motivation, destination evolution, development impacts, and sustainable practices, focusing on understanding the complex interplay between tourists, destinations, stakeholders, and environments to guide strategic planning and management for long-term viability. The Key theories would help manage tourist psychology, destination growth stages, and socio-economic/environmental effects, moving beyond simple business management to systemic approaches.

RECOMMENDATIONS

This study recommends identifying specific locations within each barangay that locals can enhance, which would serve as the next attraction for the area.

To increase the tourism potential of the Camotes Group of Islands and create unique identities for each barrio, a multidimensional strategy must be promoted. This entails developing unique attractions for every barangay, enhancing infrastructure, showcasing regional cuisine and culture, and implementing eco-friendly travel strategies.

Determine and develop distinctive barangay attractions.

Focus on the Santiago Bay area, enhancing the beach, increasing the number of water sports available, and perhaps constructing a promenade or boardwalk. Additionally, emphasize Lake Danao and the Bukilat Cave as important sites.

Perhaps by designing walking tours of history places, you may draw attention to the town's historical relevance. Add resorts and recreational amenities to the Mangodlong area. Enhance the waterfall and look into the potential for adventure sports like ziplining.

Determine and develop distinctive barangay attractions. Focus on the Santiago Bay area, enhancing the beach, increasing the number of water sports available, and perhaps constructing a promenade or boardwalk. Additionally, emphasize Lake Danao and the Bukilat Cave as important sites. Perhaps by designing walking tours of history places, you may draw attention to the town's historical relevance. Add resorts and recreational amenities to the Mangodlong area. Enhance the waterfall and look into the potential for adventure sports like ziplining.

Highlight the island's natural splendor, especially the opportunity to explore caves and potential hiking routes. Encourage the growth of ecotourism in the mangrove areas.

Create a recreation area and observation platform in the vicinity of Buho Rock. Examine your options for snorkeling and cliff diving.

Make sure there is a consistent and dependable power supply to assist enterprises involved in tourism.

Address the issue of water scarcity, particularly in the arid season.

Increase internet access and cell phone coverage.

Establish centers with maps, brochures, and information on accommodations, transit, and attractions in strategic areas.

Arrange local festivals that showcase customary crafts, music, and dancing. Establish a handicraft center where local artisans can display and sell their creations.

Promote restaurants that serve authentic Camotes cuisine. Encourage the use of local ingredients and recipes.

Give guests the opportunity to learn how to prepare local food.

Encourage the growth of small and medium-sized enterprises (SMEs) that cater to the travel sector.

Implement waste management techniques, promote proper trash disposal, and safeguard natural resources.

Ensure that the neighborhood benefits from the increase in tourists. Make employment and training opportunities available to residents.

Emphasize to guests how crucial it is to honor the local environment and culture.

Regularly assess how tourism affects the environment and the community. Modify strategies as needed to optimize advantages and minimize disadvantages.

Give guests the opportunity to learn how to prepare local food.

Encourage the growth of small and medium-sized enterprises (SMEs) that cater to the travel sector.

Implement waste management techniques, promote proper trash disposal, and safeguard natural resources.

Ensure that the neighborhood benefits from the increase in tourists. Make employment and training opportunities available to residents.

Emphasize to guests how crucial it is to honor the local environment and culture.

Regularly assess how tourism affects the environment and the community. Modify strategies as needed to optimize advantages and minimize disadvantages.

Create a unique and recognizable brand for the Camotes Islands that highlights its beautiful landscapes, notable landmarks, and friendly locals.

Make a user-friendly website and social media profiles to advertise the islands and attract visitors.

Identify and target specialized markets, such as adventurers, families, and people seeking cultural and recreational pursuits.

Collaborate with travel agencies and tour operators to promote the Camotes Islands to a wider audience.

Participate in travel fairs and other events to advertise the Camotes Islands and build relationships with potential partners;

By implementing these recommendations, the Camotes Islands can develop a thriving and sustainable tourism industry that benefits both residents and visitors. The focus on unique attractions for each barangay, enhanced infrastructure, cultural development, and sustainable practices will solidify Camotes' standing as a top Philippine destination by giving tourists an experience they won't soon forget.

BIBLIOGRAPHY

1. bin Padzil, K. A., & anak Julius, R. G. (2025). *Travel and Tour Management*.
2. Blakely, E. J., & Leigh, N. G. (2013). *Planning local economic development*. Sage.
3. Camilleri, M. A. (2017). Corporate sustainability and responsibility: creating value for business, society and the environment. *Asian Journal of Sustainability and Social Responsibility*, 2(1), 59-74.
4. Cousins, J., Foskett, D., Graham, D., & Hollier, A. (2019). Product development. *Food and Beverage Management* 5e.
5. Hariram, N. P., Mekha, K. B., Suganthan, V., & Sudhakar, K. (2023). Sustainalism: An integrated socio-economic-environmental model to address sustainable development and sustainability. *Sustainability*, 15(13), 10682.
6. Happ, É., & Ivancsó-Horváth, Z. (2018). Digital tourism is the challenge of future—a new approach to tourism. *Knowledge Horizons. Economics*, 10(2), 9-16.
7. Holtgrewe, U. (2014). New new technologies: the future and the present of work in information and communication technology. *New technology, work and employment*, 29(1), 9-24.
8. Kusuma, M. A. D., Rohmawati, F. Y., & Risdiyanto, I. (2023). Analysis of Carbon Dioxide Emission from Forest Fires based on Fire Radiative Power in Riau. *Agromet*, 37(2), 108-116.

9. Kuzman, B., Petkovic, B., & Milovancevic, M. (2024, July). Information and communication technology in tourism. In *Tourism International Scientific Conference Vrnjačka Banja-TISC* (Vol. 8, No. 1, pp. 75-86).
10. Liu, Y. (2019). Impact of push and pull motivations on outbound tourists' intentions to visit sustainable tourism destinations (Doctoral dissertation, Vilniaus universitetas.).
11. Luo, J. M., Fan, Y., & Shang, Z. (2022). Analysis of critical success factors for entertainment tourism destinations: The supply perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 23(5), 1159-1182.
12. Mallick, S. U. (2023). Promoting tourism through digital marketing. *The American Journal of Agriculture and Biomedical Engineering*, 5(10), 62-85.
13. Mikkilineni, R., & Sarathy, V. (2009, June). Cloud Computing and the Lessons from the Past. In *2009 18th IEEE International Workshops on Enabling Technologies: Infrastructures for Collaborative Enterprises* (pp. 57-62). IEEE
14. Mok, C., Sparks, B., & Kadampully, J. (2013). *Service quality management in hospitality, tourism, and leisure*. Routledge.
15. Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information technology & tourism*, 22(3), 455-476.
16. Serafica, R. B., & Oren, Q. C. A. (2022). The Philippine Digital Sector and Internet Connectivity: An Overview of the Value Chain and Barriers to Competition.
17. Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M. (2020). Exploring memorable cultural tourism experiences. *Journal of Heritage Tourism*, 15(3), 341-357.
18. Srinivasan, S., SHERkar, A., Jayamani, J., Indora, A., & Mukherjee, R. (2024). Tourism innovation and the role of technology in enhancing visitor experiences. *Educational Administration: Theory and Practice*, 30(4), 1506-1513.
19. Thapa, A. (2022). Assessment on present interpretation for developing an interpretation plan for a World Heritage Site: A case study of Borobudur Temple Compounds (Doctoral dissertation, Brandenburg University of Technology Cottbus).
20. Usman, S. H. (2013). A REVIEW OF RESPONSIBILITIES OF INTERNET SERVICE PROVIDERS TOWARD THEIR CUSTOMERS' NETWORK SECURITY. *Journal of Theoretical & Applied Information Technology*, 49(1).
21. Ursache, M. (2015). Tourism—significant driver shaping a destinations heritage. *Procedia-Social and Behavioral Sciences*, 188, 130-137.
22. Wang, T. L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392-410.
23. Zhao, B., Ni, C., Gao, R., Wang, Y., Yang, L., Wei, J., ... & Lin, X. (2020). Recapitulation of SARS-CoV-2 infection and cholangiocyte damage with human liver ductal organoids. *Protein & cell*, 11(10), 771-775.