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Research Article

The Power of Digital Platforms in Tourism: A Communication Strategy Analysis

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ABSTRACT

The study investigates the impact of digital platforms on English purpositive communication in the tourism sector. The study employed semi-structured interviews among tourism practitioners in Boracay, Philippines, which contrasted the strategies on online engagement through different digital platforms. Key findings indicate that digital platforms have changed the communications landscape in terms of the tools to book directly, the scope to market oneself through social media and how efficiency in communications can be increased. These advances also encourage the expansion of the tourism by encouraging competitive customer interaction, easy market access and smooth transactions. The research also highlights some challenges that the tourism businesses face, such as how to handle negative online comments, the demand to keep faster pace of change in the digital world, difficulties related to languages and time zones. The study highlights the strategic role played by the digital platforms and good purpositive communication in English language for fostering the growth of tourism.

Keywords: *Influence, Digital platforms, English purpositive communication, Strategic management*

Introduction

The Philippine tourism industry has become a growing force in the economy contributing to its overall economic development. Such development is intricately interlinked with local business, environmental sustainability, and general societal welfare, promoting well-rounded growth. The industry's contribution to the national gross domestic product was ₱4.34 trillion in 2022, accounting for 17.9 percent of the total GDP, based on the figures from

the World Travel & Tourism Council (WTTC, 2023). This convergence is not only reflected in economic measures, but also in the social, political, and geographical aspects of community life.

Globally, tourism has expanded beyond exponential despite digital technologies which has made customer engagement and service promotion seamless. World Bank (2018) observes the digital technologies and platforms are revolutionizing the tourism industry with

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global access to booking and information, which has led to a significant transformation in the functioning of the industry. In particular, the Department of Tourism has achieved in its Philippine tourism the Philippines' all the baseline targets under the National Tourism Development Plan (NTDP) 2023-2028 which proved the flourishing growth of the industry. International tourism had already almost fully recovered in 2024, when it is estimated that 1.4 billion tourist arrivals were received 11% more than in 2023. By the end of early 2024, the Philippines already posted more than 2 million international tourist arrivals, better than the 1.7 million arrivals logged during the corresponding period in 2023 (Department of Tourism, 2024). This boom illustrates how powerful the sector is as a vehicle for change, revealing its importance to the Philippine and global economy.

However, the digital age has brought great opportunity and also great challenge – namely, the scourge of fraudulent activities and scams. Participation in the digital market environment requires tourism companies to adjust to new rules and innovate to stay competitive in an environment where it is difficult to distinguish legitimate from illegitimate sources (World Bank, 2018). The interplay between digital platforms and English purposed communication becomes paramount, understand the implications it has for how companies engage and persuade potential customers in this digital jungle.

The purpose of this research is to evaluate and contrast digital strategies utilized by different tourism businesses in Boracay Island in various digital channels, examining the impact of the digital channels in English purposed communication. The research aims to discover successful ways to improve customer satisfaction in industry and promote the industry growth through the learning of persuasion and informative text. In an era of technological innovation, understanding the subtle impact of digital platforms on communication is essential to the tourism industry as sector players seek to cross engage more efficiently with potential customers and further accelerate industry growth.

Objectives of the Study:

- Examine the impact of digital media platforms on English purposive communication in the tourism sector
- Penetrate into diverse digital platforms for online engagement strategies of different tourist companies
- Learn best practices which can help satisfy customers and ultimately lead to the rise of the tourism industry

Literature Review

The Impact of Digital Platforms on Tourism

There is no doubt that, as a result of the increasing digitalization, the tourism industry has been profoundly transformed, with companies interacting and engaging with their message receivers differently. This digital revolution is manifested in several online media such as social media platforms, Blue Ocean Strategy (BOS) and mobile apps that provide businesses with chances to reach out customers and the chance to create tailor-made services (Zhang et al., 2022). Sigala's (2023) study emphasizes how Travel 2.0 platforms are critical for creating a feeling of interconnectedness among travelers, and allow businesses and customers to communicate directly to each other, even that they have the natural capability to improve the degree of client engagement in general. Now that there is a general turn towards digital media in the tourism industry, knowledge on how language can be strategically used, with English as the global lingua franca, is important for communication and to persuade and inform prospective tourists.

This move toward digital communication demands a closer look at how tourism companies make use of language to shape tourist attitudes and behaviors. Research by Zhang et al. (2021) that emphasizes the increasing significance of building compelling stories and using persuasive language in capturing consumers in the internet-dominated market. Furthermore, the importance of delivering relevant knowledge content in English is vital in order to build trust and credibility with a global community (Sigala, 2023). With the expanding role of digital channels for travel planning and travel decision-making, tourism businesses need to rethink their communication strategies

in order to engage customers successfully within the new digital environment.

English Purposive Communication in the Digital Age

English purposive communication concentrating on persuasion and information transfer has emerged as a vital element in the digital marketing practices within the tourism domain. Given that businesses are using digital platforms to more frequently engage potential tourists, the development of targeted messages which cater many groups and interests is an important component (Maharjan et al., 2021). Islam and Rahman (2022) highlight the significance of persuasive communication in molding traveler decisions, forming perceptions of destinations, and cookies which eventually result in bookings. English purposive communication is the right command tool that tourism small businesses can use to present its products in the real business world and capture the hearts and minds of potential customers.

Furthermore, Maharjan et al. (2021) emphasize the relevance of cultural sensitivity and audience/context-oriented communication in establishing trust and credibility with prospect tourists. Aligning language and messaging with what matters to different types of travelers culturally and what types of messaging will resonate with diverse traveler segments can create meaningful and connective relationships, and delight customers. In an age of increasingly networked digital world economy, as information becomes more readily available, the market has been inundated with options and travels that grow in flexibility and diversified, strong English purposive use becomes a powerful weapon for tourism organizations of all types to gain competitive advantage and move towards sustainable development.

Methodology

Research Design

The research design of this work is qualitative, explicitly including semi-structured

interviews to explore dark-sides in-depth from an empirical point of view. This approach encourages detailed inspection and discussion amongst the researchers, especially the variations of the exploit of digital platform on communication strategies.

Locale of the Study

The analysis is based on tourism enterprises of Boracay, Philippines, famous with diversified tourism product and foreign tourists. The site offers a rich scene, wherein to explore how digital platforms and English purposive communication face each other in a fluid tourism land.

Respondents and Sampling Procedure

Respondents of the study were a purposive sample of key players and players in the Boracay travel industry, consisting of people from some of the major travel agencies, hotel and tour operators. Participants with more experience and expertise in tourism management and digital communication strategies were selected according to purposive sampling method. This focused sampling strategy helped to ensure that the lessons learned were applicable and informative. Participants were identified based on their job role at the organization and were assumed to have some level of experience with the company's online engagement strategy and communication practices.

Purposive sampling was used because it allows researchers to select participants who in their capacity can give the best information. This approach is especially appropriate in qualitative research in which the emphasis is on learning detail from informants who are emic experts. The purposive sampling method used in the study guaranteed that the participants are actually exerting efforts to make use of the communication and marketing in the tourism sector in Boracay through digital platforms.

Table 1. Characteristics of the participants

Names of Travel Agencies/Hotels	Number of participants	Job Designation
1. Southwest Travel and Tours	1	HR Manager
2. Mega Paraw	1	Supervisor
3. Shangri-La Hotel	1	Duty Manager
4. Mabuhay and Triple R Travel & Tour	2	Travel Agent
5. Crimson Hotel	1	HR Manager

Note: The table above provides an overview of the study participants, who were key personnel from prominent travel agencies and hotels in Boracay, Philippines, including HR managers, duty managers, and supervisors, reflecting a purposive selection of individuals with significant experience and expertise in tourism and digital communication.

Data Gathering Procedure

Selected players were interviewed in-depth with open-ended questions in semi-structured interviews to obtain rich qualitative data. This enabled a deeper investigation of the experiences, attitudes and challenges when using digital platforms in English purposive communication throughout their tourism business. The semi-structured form of the interviews allowed the flexibility to explore emerging issues and structured enough to allow for nuanced findings, reflecting the complex nature of digital communication in the tourism space.

The interviews were carefully audio-recorded and transcribed to provide an accurate and complete record of participant responses for later analysis. This kept the qualitative data rich and enabled an examination of both surface content and the ambient aspects of language and unearthed meaning. The transcripts produced were then used as a basis for an in-depth and systematic examination, which facilitated the development of a coherent scheme of themes, patterns, and insights associated with the study aims.

Research Instrument

The key tool for data collection for this research was a semi-structured interview guide. This guide contained open-ended questions that were intended to encourage specific descriptions from participants about their use of online networking strategies, the effect of digital platforms on their communication practices, and their understanding of the advantages and obstacles associated with the use of digital platforms.

The guide was developed and organized to discuss the following major issues:

- **Use of Digital platforms:** Questions considered the digital platforms that participants' organizations operate (e.g. social media, websites, booking platforms), how often they are used, and for what roles.
- **Online Marketing Strategies:** Participants were inquired about their online customer engagement methods, including online content marketing, social media marketing, email marketing, and customer service.
- **Impact on Communication:** Questions about how digital technology affects communication activities with colleagues (for example: efficient and effective communication, barriers to communication, etc.)
- **English Purposive Communication:** Participants have social talk in English to build relationship with the target audience online. They were asked to discuss how they use English purposive communication to market products or provide service from English, and build trust as well.
- **Benefits and challenges:** The interview guide inquired about the advantages and disadvantages identified by the women when using digital platforms to further their business activities.

The semi-structured nature of the interview facilitated further exploration of developing themes and exploration of subtleties. Although the initial guide of open-ended questions served as the way to ask questions during the interviews, it also enabled the researcher to develop new questions on the fly contingent

on the participants' answers and explore topics in greater depth as needed.

Qualitative Analysis of Data

For the analysis of the semi-structured interviews we used a thematic analysis, which is a method for identifying, analyzing, and reporting patterns (themes) within the data and is a product of the data reduced to the most significant features (Braun & Clarke, 2006). The steps/items utilized for the analysis were:

- **Transcription:** The audiotaped interview transcriptions gathered were carefully and exhaustively transcribed verbatim, to ensure a faithful representation of the participants' responses.
- **Familiarization:** The researcher developed a level of comfort working with the data by reading and re-reading the transcripts, achieving a comprehensive understanding of the participants' views and experiences.
- **Coding:** Initial coding consisted of line by line examination of the transcripts to uncover key ideas, concepts, and patterns. This process was inductive and entropy-driven with themes emerging from the data. The semantics (explicit meaning) and latent semantics (underlying meaning) feature of the data were taken into account.
- **Development of categories:** The first-level codes were then arranged under higher-order, more inclusive themes. This included grouping similar codes, drawing relationships between them and narrowing themes to correspond with the data.
- **Theme Review and Refinement:** Accepted themes were reviewed for internal homogeneity (coherence within themes) and external heterogeneity (clear demarcation between themes). This included checking back with the transcripts and codes to ensure the themes resonated with the data.
- **Interpretation and Reporting:** The resultant themes were interpreted in the context to the research questions and the literature. This entailed discussing the themes at length, with supporting illustrative quotes from participants and their implications for tourism.

To strengthen the reliability and validity of the results, several steps were performed:

- **Triangulation:** Results compared between participants and/or data sources (e.g., the data from different type of tourism companies) were cross-validated to guarantee reliability and credibility.
- **Peer Review:** Coding, theme development and theme names were reviewed by peer researchers in order to confirm and challenge the interpretations of the data to ensure that the analysis was both systematic and objective.
- **Reflexivity:** The researcher recognized and constantly considered their personal biases and presumptions that might have impacted the findings during the course of analysis.

Results and Discussion

This part of this research delves into a number of ways digital platforms has impacted on the communication strategies of tourism industry in Boracay, Philippines based on information gleaned from tourism practitioners through unstructured interview. This section considers how digital platforms affect purposive English in communication, how they drive industrial development, how they influence communication efficiency and effectiveness as well as bring both positive and negative impacts to tourism businesses. Moreover, it investigates the variety of approaches that tourism businesses use to engage customers online and how digital tools can bridge the language gap, ultimately transforming the nature of customer engagement and travel market expansion in the digital era. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Impact of Digital Platforms on Communication Strategies

The research explored the impact of digital platforms on English Purposive Communication within the context of travel agencies. This inquiry sought to understand how the utilization of digital platforms shapes and influences the communication strategies employed by professionals in this sector. Here are the specific answers from the participants. We used

Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

For Southwest, when it comes to travel agencies using digital platforms for English communication, there is easy communication with our customers because we have a direct booking system from the travel agency. It is the way for us to cater to their transfer, and they use our direct system itself. No need for a call or email but directly in the system. Our travel agency has different accounts for the direct booking system and other services.

Participant #2

For Shangri-La, the use of digital platforms on English Purposive Communication, like social media, is a faster way of marketing. When guests post on social media platforms like Instagram, it spreads out quickly.

Participant #3 and #4

With the use of digital platforms in English communication, they are upgrading their marketing strategy, which is much more important for us as a travel agent and to the agency. It has a significant impact, most especially on our guests and customers, because digital platforms are not only in the Philippines but internationally, which means we can reach other clients, guests, or customers through digital platforms. They can easily book their hotel accommodation and activities here in Boracay.

Participant #5

There is easy communication when we use digital platforms for English Purposive Communication as well as in marketing strategy, and it is beneficial for other communication.

The responses to the first question highlight the complex and multifaceted impact of digital platforms on communication strategies within travel agencies. Participants acknowledged both the challenges, such as navigating negative feedback, and the benefits, including enhanced efficiency and accessibility in communication. The ability of digital platforms to

facilitate direct interactions and overcome language barriers was also emphasized. This aligns with the understanding that digital platforms offer new avenues for businesses to engage with customers and promote their services. For example, the use of social media plays a significant role in tourists' choices of travel components (Li, Fuad, Chun, & Markus, 2019). However, the responses also indicate that the adoption and utilization of digital tools vary across businesses, with some preferring a more traditional, personalized approach. This highlights the importance of considering the specific needs and contexts of individual travel agencies when implementing digital communication strategies.

Contribution of Digital Platforms to the Tourism Industry's Growth

The research further investigated the role of digital platforms and English Purposive Communication in the broader context of the tourism industry's growth. It sought to explore the extent to which these digital tools and communication approaches have contributed to the expansion and development of the sector. Here are the specific answers from the participants. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

Easy to access and then accessible to everybody because everybody has mobile phones, so wherever you are, you can easily access it.

Participant #2

It can quickly spread out not only here in the Philippines but worldwide because everyone can use it, from young people to adults, whenever they have mobile phones, laptops, etc.

Participant #3 and #4

Everyone who goes here in Boracay, even locals and foreigners, uses English to communicate, which is very important for language communication. There is an increase in income and an increase in the number of guests and customers.

Participant #5

There is an easy and fast transaction of English Communication.

The responses regarding the contribution of digital platforms to the tourism industry's growth reveal a strong consensus on the positive impact of these technologies. Participants highlighted that digital platforms facilitate marketing and promotion, making it easier for tourism businesses to reach a wider audience. This increased reach and accessibility contribute to the growth of the tourism industry by connecting businesses with potential travelers more effectively. Furthermore, digital platforms enhance communication and transactions, streamlining processes for both businesses and tourists. This aligns with the document's argument for how Digital Platforms on English Purposive Communication can influence the Tourism Industry. The continued evolution of digital platforms plays a vital role in the ongoing development and expansion of the tourism sector. As the World Tourism Organization (UNWTO) indicates, tourism is one of the fastest-growing industries. Digital platforms are perceived as essential drivers of growth in the tourism industry, enhancing marketing, communication, and overall efficiency.

Effects of Digital Platforms on the Efficiency and Effectiveness of English Communication

The study also examined the effects of digital platforms on the efficiency and effectiveness of English communication within the tourism industry. This aspect of the research focused on how these platforms have altered the dynamics of communication between tourists and service providers. Here are the specific answers from the participants. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

One of the ways is that it is easy, quick, and accessible to everybody. In this new generation, it is very effective because it is fast.

Participant #2

In tourism, for example, in locals like the Aeta Community, the tourists visiting their area, in terms of digital platforms, can translate some languages. Easy for them to understand the language of the Aeta or even other people like Koreans, Chinese, etc. It is very efficient and effective when you use digital platforms.

Participant #3 and #4

Well, English, as I said before, is our universal language of communication; it can not affect the other aspects of tourists. That is why we have an interpreter or translator, and it can be in the form of digital platforms.

Participant #5

It is to promote the business or the hotel and is very effective.

The responses from participants indicate that digital platforms have generally enhanced the efficiency and effectiveness of English communication between tourists and service providers. Participants highlighted that these platforms facilitate easier and faster communication, contributing to more efficient transactions and interactions. This aligns with findings on information technology and consumer behavior in travel and tourism (Zheng, Magnini, & Fesenmaier, 2015). Digital platforms also contribute to overcoming language barriers, further enhancing the effectiveness of communication. However, some participants noted that a personal approach is still valuable in specific contexts. Overall, the responses suggest that digital platforms have improved mainly communication in the tourism industry, but a balanced approach that incorporates both digital and personal interaction is often optimal.

Benefits of Using Digital Platforms for Tourism Businesses

The study further investigated the perceived benefits of using digital platforms for tourism businesses. This section of the research explores the advantages that these platforms offer to companies operating within the tourism industry. Here are the specific answers from the participants. We used Participants 1-

5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

Easy and fast transaction and then point-to-point. There is no need to call or email every single guest and customer.

Participant #2

Less payment for marketing advertisement and endorsement as well as less workforce.

Participant #3 and #4

Through digital platforms, there will be less workforce. There are advantages for business owners but disadvantages for employees. Also, through digital platforms, you can show them the places here in Boracay that they want to visit. Examples are pictures and some videos that they can use to see what they can experience in the place.

Participant #5

It is to promote the hotel's services and other activities provided with pictures and videos. Also, I want to improve my work assignments and tasks.

Participants in the study highlighted several benefits of using digital platforms for tourism businesses. These benefits include making things easier, providing directness, and making things easy to find. Digital platforms also contribute to efficient communication, accessibility, and the breaking of language barriers. These findings align with the idea that digital platforms offer a wide range of opportunities for businesses to engage with potential customers and promote services. Li, Fuad, Chun, and Markus (2019) support this, noting the roles of social media in tourists' choices of travel components. Overall, the responses indicate that digital platforms offer numerous advantages for tourism businesses, ultimately enhancing their operations and customer interactions.

Potential Drawbacks or Challenges of Implementing Online Engagement Strategies

The study also explored the potential drawbacks or challenges associated with implementing online engagement strategies on digital platforms for English Purposive Communication in the tourism industry. This section of the research investigates the difficulties and obstacles that tourism businesses may encounter when utilizing these strategies. Here are the specific answers from the participants. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

One of the challenges in online engagement strategies with English Purposive Communication is the bad reviews and feedback from the guests and customers. Even though you provided your best service to them, they were still unsatisfied. It is a disadvantage because other people can see it in the review section.

Participant #2

For Shangri-La, we do not usually prefer to use digital platforms, but we use them on add-ons. We do have some social media platforms like Instagram, but only for add-ons.

Participant #3 and #4

This is good because other countries prefer to use digital platforms for Purposeful, English-speaking communication. It is also suitable for better marketing strategies for tourism. The challenges are to be competitive and creative enough to be in line with the trend, especially especially with digital platforms. Other countries are very advanced, and so are we if we implement the use of digital platforms. Different languages are also a challenge because not all tourists are fluent in English Communication. The time difference is also one of the challenges because, in some places, they are in the time, but here in the Philippines, it is time. We can not answer their inquiries immediately.

Participant #5

The challenges could be personal data communication, loss of internet connection, and power interruption whenever there is a power outbreak.

Participants in the study identified potential drawbacks and challenges in implementing online engagement strategies. These include facing negative feedback and the preference for a personal approach over digital and social media marketing in some businesses. The challenge of negative feedback aligns with the broader issue of potential detrimental impacts on the tourism sector, notably the risk of fraudulent activities and scams. As the document mentioned, "At this time, many still disagree with modern technology because it has a negative impact, but the positive impact of digital platforms prevails." This highlights that while digital platforms offer numerous benefits, businesses must also be prepared to adapt to the online marketplace to remain competitive. The abundance of online booking platforms makes it challenging for travelers to differentiate between trustworthy and deceptive websites.

Furthermore, the emergence of digital culture has presented difficulties, revealing specific detrimental impacts on the tourism sector. Li, Fuad, Chun, and Markus (2019) explored the roles of social media in the choices of travel components for tourists. A key takeaway is that tourism businesses need to be aware of and prepared for the challenges of online engagement, even as they leverage the benefits of digital platforms.

Different Online Engagement Strategies Employed in the Tourism Industry

The study also examined the various online engagement strategies employed in the tourism industry to enhance English Purposive Communication. This part of the research focuses on the specific methods and approaches that tourism businesses utilize to engage with their audience online. Here are the specific answers from the participants. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

Actually, there are lots. System or programs, there are many. Most travel agencies like Mega Paraw adopt programs and systems that are highly related to digital platforms on English Purposive Communication, and I hope you know it very well. Those programs and systems are a big help for the travel agency and workforce. We do not need more staff. Only one person is enough to do it.

Participant #2:

In addition to social media marketing, we utilize influencer collaborations to reach a wider audience and showcase our offerings through trusted voices.

Participant #3:

We focus on personalized email marketing campaigns that target specific customer segments with tailored promotions and information.

Participant #4:

We use content marketing; we write good blog posts, articles and videos to drag in the prospective customers and show we know what we're doing.

Participant #5:

We have online chat support and chatbots in place to receive answers promptly, and to aid in the booking process.

The participant responses demonstrate the various and changing strategies used for online engagement within the tourism sector. These tactics, as noted in the paper, are social media marketing, email campaigns and online chat support. Participants 2-5 built on this, also indicating influencer collabs, email marketing that's personalized, content marketing and chatbots. In addition, Participant #1 mentioned the utilization of certain digital programs and systems by travel agents such as the Mega Paraw, which led her/him to argue that it could help and take over some works and reduce personnel. This uptake of different technologies is consistent with the general trend of using technology to improve efficiency and increase customer interaction in the tourism sector. Li, Fuad, Chun, and Markus (2019) discussed the influence of social media in tourism components selection.

How Digital Platforms Can Be Used to Overcome Language Barriers

The study further explored how digital platforms can be utilized to overcome language barriers in English Purposive Communication within the tourism industry. This section of the research investigates the potential of digital tools and strategies to facilitate communication across different languages. Here are the specific answers from the participants. We used Participants 1-5 since not all the participants gave their consent to allow us to put their names on the research.

Participant #1

Digital platforms are increasingly important, yet their adoption in the tourism sector faces a transitional period. While online engagement strategies are undeniably helpful, particularly in areas like reservation services and sales marketing, a complete shift away from traditional methods is not yet universal. Some travel agencies in mainland Malay and Boracay still utilize traditional approaches such as distributing flyers and posting advertisements. This highlights that despite technological advancements, a complete transition to digital platforms is complex. However, the efficiency, necessity, and growing demand for digital platforms are recognized, with an expectation that their use will expand across various establishments in the near future.

Participant #2:

We utilize translation features on our website and social media to provide information in multiple languages, and we also use visual communication, like images and videos, to minimize language-dependent content.

Participant #3:

We employ live chat with translation capabilities to assist customers in their preferred language, and we also provide downloadable brochures and guides in various languages.

Participant #4:

We use digital platforms to connect with multilingual influencers who can communicate our offerings to diverse audiences, and we also

invest in professional translation services for our key marketing materials."

Participant #5:

We leverage AI-powered chatbots that can understand and respond in multiple languages, and we also use online forums and communities where customers can interact with each other in their native languages.

The tourism business market and the promotion of tourist products and services of the tourism enterprises has been profoundly affected by digital platforms, which makes the businesses reach more potential customers by increasing the factors' convenience (Zhang, Li, & Chen, 2022). For example, social media has been identified as an important platform for tourism business to promote their products and for tourists to easily gain information about what is offered Li, Fuad, Chun, & Markus, 2019). This influence of digital platforms is also present in English purposive communication in the tourism industry, where it contributes to formulating web interface strategies and the online participation in communication with diverse receivers. Digital has made it easier, faster and cheaper for businesses to access and reach a large base of potential travelers around the world. In addition, online platforms facilitate better communication, access and understanding between people who do not speak the same language (Zheng, Magnini, & Fesenmaier, 2015). This greater efficacy in the communication process enables information, ideas and feedback to flow more widely, include more inputs, and be competitive, rapid and effective. In general, digital media plays an important role in facilitating communication, crossing language barriers and extending the reach of tourism enterprises.

The results in the data obtained from the interviews with the travel agencies and hotels indicated a huge contribution of digital platforms to the economy of the Philippines. They take part in the construction of the economy, improving the social, political, environmental, and physical conditions of the people within the community. The study examined various approaches of engagement strategies in the

online arena used by tourism bodies in reaching out to their target markets. Digital media increases interaction and engagement within the tourism sphere.

Limitations of the Study

Although this research provides interesting perspectives on the influence of digital platforms on tactics of communication in the tourism industry, it is not without limitations. For collection of deep, reliable and robust empirical data the paper used a qualitative method, namely, semi-structured interviews. Although this approach provides a rich description of the experiences, attitudes and difficulties related to the topic in interest among the participants, it also has an intrinsic limitation in terms of the generalization of the findings to a wider sample. Study's setting was limited to tourist establishments in Boracay, Philippines and as such may not capture the dynamics and differences within the global tourism industry even though it has the heterogeneous character of tourism product and foreign tourist arrival. Respondents were selected purposively and they were vital informants in the Boracay tourism industry, such as people coming from top leading travel agencies, big hotels as well as beach resorts and operators that are experts in their field. While providing rich and detailed insights, this targeted sample strategy also means that the results are specific to this group and may not be generalizable across tourism businesses or regions. Moreover, the use of self-reported information from interviews could be biased, e.g. due to SOC responses influenced by the perception of the respondent or the willingness to portray their organization in a favorable way. It recognizes the strategic importance of digital platforms and good English purposive communication in driving tourism and not the extent to which this may happen, which would be a topic for perhaps future quantitative research.

Conclusion

This study manifests the empowering capability of digital media in the tourism sector, Boracay, Philippines in specific. The study shows how such platforms have changed communication strategies, in providing opportunities

hitherto unimaginable for tourism businesses to intervene and interact with potential customers. One focus finding highlights the need of strategic English purposive communication on this digital content space to produce effective narrative, informative content, and trustworthy relationship with global audience. The imperative for tourism enterprises is to change and create new idea as the new digital landscapes emerged in order to stay competitive and gain competitive pertaining to the sustainable growth.

The results of this study support the existing theory that digital platforms play an important role in communication practices and the development of the tourism sector. The study also shows how digital platforms can facilitate direct booking, expand marketing reach via social media, improve overall communication efficiency, etc. This is in line with findings found in the literature of the global crush of digital technologies in the change processes of tourism, which facilitated the worldwide use of information and reservation services. Moreover, the study's observation of difficulties related to handling the negative online feedback and struggle to catch up with competition in an ever-changing online context object the intricate relation between technological evolution and business strategy also raises concerned. Ultimately, the findings strongly support the claim that digital markets and successful English purposive communication are utilities for the continued development of the tourism industry.

Recommendations

In order to maximize the opportunities offered by digital platforms, it is recommended that tourism businesses consider training staff in digital literacy. This training will provide employees with the tools needed to effectively use digital platforms and tools for communications, marketing, and customer service. In addition, business proprietors must specialize in culturally-oriented, high-quality English content to satisfy the extensive requirements of international tourists. That means building compelling stories, attention-getting imagery, strong calls-to-action and relevant messaging for each type of traveler. Businesses should

also focus on ongoing tracking and adjusting of online engagement strategies to keep up with new trends and remain competitive in the ever-evolving digital world.

Policy makers and trade associations should cooperate with each other to promote the formulation of a set of all-round and ethical rules and standards with respect to the utilization of digital platforms affecting the tourism industry. Some of these could cover important topics, like protecting the privacy of tourists, setting clear rules for the management of (and response to) online reviews and promoting digital access to all consumers, as well as taking action to fight fraudulent activities and scams that erode trust in the online market-place. Such measures would make the online world a safer and more trusted place, allowing businesses and tourists to take full advantage of the online world and minimize the risks.

Future studies will further develop our findings as they determine the long-term impacts of digital platforms in tourism business and customer behaviors. The phenomenon could be better understood if it were studied comparatively in several destinations or types of tourism businesses. In addition to that, and on the basis of the use of quantitative methodology, the influence of the digital platforms on selected communication effects, such as satisfaction or reservation rates, might be tested. It would be interesting to explore how the emerging technologies, e.g., artificial intelligence and virtual reality, would affect the future communication strategies in tourism industry to investigate how the emerging technologies such as AI and VR would impact the future communication strategies in tourism industry as well.

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