



Locals' Level of Awareness on the "Naturally Vibrant Nueva Vizcaya" Slogan: Basis for Enhancement of the Province's Tourism Branding

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ABSTRACT

Tourism slogans help promote a place by shaping its identity and public image. The slogan "Naturally Vibrant Nueva Vizcaya" seeks to highlight the province's natural beauty and culture. However, there is limited research on how well locals recognize and connect with this tourism branding. This study assessed locals' level of awareness of the slogan, identified demographic differences, gathered community suggestions for improvement, and evaluated the contribution of government initiatives to its visibility. A descriptive-comparative design was used to determine the level of awareness and examine differences across age, sex, and place of residence, while thematic analysis was conducted to interpret qualitative feedback on government efforts and suggested promotional strategies. Results revealed that overall awareness was moderate. No significant differences were found between sex and place of residence, but a significant variation appeared across age groups, with younger residents showing higher awareness. These findings imply the need for a more balanced promotional approach that strengthens online engagement for youth while improving visibility through traditional media and community-based activities for older groups. Based on these results, the study recommends enhancing both digital and traditional promotional efforts to reach a wider audience, deepen local connection to the slogan, and further strengthen the province's tourism identity.

Keywords: Naturally Vibrant Nueva Vizcaya, tourism branding, level of awareness, slogan, community engagement

INTRODUCTION

Tourism is a dynamic industry that drives economic growth by attracting visitors seeking leisure, cultural experiences, and exploration. It not only boosts local economies but also encourages the preservation of natural and cultural heritage while fostering community development. Building on this foundation, tourism branding becomes essential as it creates a unique identity for destinations to stand out in a crowded market.

Branding goes beyond logos and slogans; it tells the destination's story, creates emotional connections with travelers, and builds loyalty among both visitors and local communities. This strategic process transforms a place into a memorable experience that resonates deeply with its audience (Kotler & Keller, 2016; Buhalis & Foerest, 2015). In this context, Nueva Vizcaya, known for its natural landscapes and rich cultural heritage, adopted the slogan "Naturally Vibrant Nueva Vizcaya" as a central element of its tourism branding. The slogan encapsulates the province's essence, emphasizing its abundant natural beauty and lively culture. The success of this branding effort relies heavily on residents' awareness and engagement since they serve as both ambassadors and beneficiaries of tourism initiatives. Thus, tourism branding in Nueva Vizcaya not only attracts visitors but also fosters local pride and sustainable growth by emphasizing the province's natural and cultural vibrancy.

A. Local's Level of Awareness on the Slogan

Awareness in tourism branding is widely recognized as a foundational element of place brand equity, since it determines how residents perceive and engage with promotional campaigns. Gounaris et al. (2025) emphasized that awareness shapes both the cognitive and affective dimensions of local identity, making it a crucial factor in



sustaining brand resonance. In the case of Nueva Vizcaya's slogan "*Naturally Vibrant Nueva Vizcaya*," awareness extends beyond mere recognition of the phrase; it involves the internalization of its meaning and its integration into residents' perceptions of the province's tourism identity.

Recent scholarship suggests that awareness operates across multiple dimensions, including recognition, recall, and interpretation. Dela Peña and Gonzales (2024) found that these dimensions collectively influence how effectively residents relate to tourism campaigns and how supportive they become of tourism development initiatives. This indicates that without sufficient awareness, branding strategies risk remaining superficial, failing to build a shared sense of ownership among the local population.

Furthermore, the role of residents as ambassadors further underscores the significance of awareness. Alonso and Bressan (2022) argue that residents who are aware of and aligned with local branding initiatives are more likely to engage in advocacy through word-of-mouth, social media participation, and community-driven tourism activities. Thus, awareness does not only determine individual recognition of the slogan but also influences broader patterns of community support and participation. In contemporary contexts, awareness is increasingly shaped by digital platforms. Mandagi et al. (2024) highlight that co-created content on social media fosters not only higher levels of recognition but also stronger emotional attachment to place brands. For younger audiences in particular, interactive and visually engaging materials play a decisive role in deepening campaign visibility and resonance. Consequently, understanding locals' level of awareness is indispensable for evaluating the reach and effectiveness of Nueva Vizcaya's tourism slogan, as well as for designing strategies that integrate both offline and online community engagement.

The 'Naturally Vibrant Nueva Vizcaya' Slogan

Tourism is a vital industry that contributes significantly to economic growth, cultural preservation, and community development (World Tourism Organization, 2020). It plays a crucial role in attracting visitors and enhancing local businesses. Effective marketing strategies, public awareness initiatives, and consumer engagement are essential components of a successful tourism campaign, as they help communicate a destination's unique offerings to both domestic and international travelers (Kotler et al., 2021).

Nueva Vizcaya, embraced by the mountain ranges of the Cordillera, Caraballo, and Sierra Madre, is among the Philippines' culturally diverse yet underappreciated provinces (Supetran, 2019). Nueva Vizcaya is home to breathtaking landscapes, rich and diverse cultures, and other hidden gems (Tourism, Nueva Vizcaya). Unlike popular tourist spots known for their luxurious accommodations and pristine beaches, Nueva Vizcaya offers a unique blend of nature, adventure, and cultural heritage. Recognizing this, the local government launched the "*Naturally Vibrant Nueva Vizcaya*" campaign. This campaign has been instrumental in highlighting the province's rich cultural heritage. The tagline effectively summarizes the dominant characteristics of the province's local tourism sites, attractions, and events, which are nature-based and culturally diverse. Moreover, the tagline highlights what the province can offer in terms of a holistic tourism experience. The official launch of the logo and tagline aims to gather the support and cooperation of municipalities, organizations, private establishments, and the general public in promoting the tourism industry of the province (Vizcaya Reporter, 2020).

This study assesses the awareness level of locals regarding the "*Naturally Vibrant Nueva Vizcaya*" campaign. Evaluating how well the slogan is recognized and understood by residents is essential in determining its effectiveness and identifying areas for improvement. Local communities play a vital role in strengthening tourism branding, as their support and participation contribute to the authenticity and sustainability of promotional efforts. By examining the extent of local awareness, this research aims to provide insights that will serve as the basis for enhancing Nueva Vizcaya's tourism branding strategies, ensuring that the campaign resonates more effectively with its intended audience and fosters long-term growth for the province's tourism industry.

Improvement of Nueva Vizcaya's Tourism Branding

Tourism branding plays a critical role in shaping how destinations are perceived and in influencing both local and international tourist behavior. According to Ahn and Back (2020), destination branding fosters



competitiveness by creating a unique identity that resonates with visitors, making it essential for regions aiming to strengthen their market position. Similarly, da Oliveira and Panyik (2015) emphasized that strong branding strategies in tourism not only highlight natural and cultural assets but also establish emotional connections that drive visitor loyalty and repeat visits.

Recent studies also highlight the importance of community participation in enhancing tourism branding. As indicated by Zhao, Li, and Wang (2022) local residents actively participate in destination branding, they contribute to a sense of authenticity and help strengthen tourists' trust, both of which are vital in creating a sustainable and competitive tourism brand. This aligns with the findings of Sönmez and Eroğlu (2023) who argued that localized initiatives such as festivals, heritage events, and cultural showcases directly improve awareness and contribute to a stronger destination image.

Furthermore, Hussain et al. (2024) found that effective branding strategies must adapt to modern platforms, particularly social media, to remain visible and competitive. Their study demonstrated that campaigns leveraging digital storytelling, short-form videos, and user-generated content significantly improve engagement and awareness, ultimately reinforcing tourism branding efforts. These insights suggest that improving Nueva Vizcaya's tourism branding requires integrating localized campaigns, community involvement, and digital strategies to enhance its visibility and impact.

The research lacks empirical understanding of the level of awareness among locals regarding the "Naturally Vibrant Nueva Vizcaya" tourism slogan. While the slogan has been officially launched to promote the province's natural and cultural attractions, there is insufficient evidence about how effectively this branding has reached and resonated with the local population, particularly across different demographic groups such as age, sex, and place of residence. Additionally, there is a gap in knowledge about the role and impact of government-led activities and programs in raising local awareness and engagement with the slogan. This study addresses these gaps by systematically assessing local awareness levels, examining demographic differences, gathering community suggestions for improving promotion, and evaluating the contribution of specific government initiatives to the slogan's visibility, which remains under-explored in existing tourism branding literature for Nueva Vizcaya.

1. The perceived level of awareness of local's on the 'Naturally Vibrant Nueva Vizcaya' slogan.

2. Difference in the local's level of awareness on the 'Naturally Vibrant Nueva Vizcaya' slogan when grouped according to:

- a) Age
- b) Sex
- c) Place of Residence

3. Suggestions that locals provided to improve the promotion and effectiveness of the slogan.

4. Government-led activities or programs that contributed to the local's level of awareness of the slogan.

a) Design and validation of the survey instrument including prompts for suggestions and government-activity recall

b) Data gathering from locals across barangays/municipalities

c) Analysis: descriptive statistics for awareness levels, inferential tests for group differences, thematic coding of suggestions.

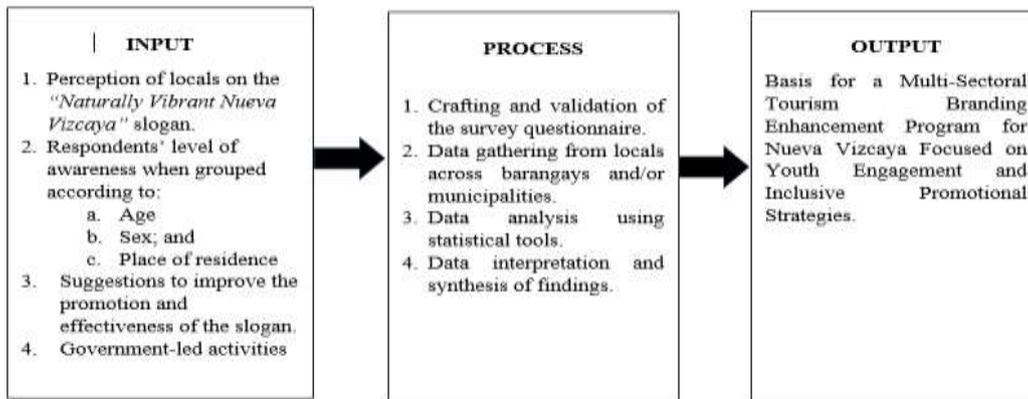
Consolidated and ranked locals' suggestions to improve promotion and effectiveness.

Identified government-led activities and programs that drive awareness, with actionable recommendations for strengthening Nueva Vizcaya's tourism branding.

Conceptual Framework

Figure 1

Research Paradigm of the Study



In the input phase, the study considered the key variables measured in the research, namely: (1) the locals’ perception and level of awareness of the slogan, (2) respondents’ demographic characteristics such as age, sex, and place of residence, (3) their suggestions for improving the promotion and effectiveness of the slogan, and (4) identified government-led activities or initiatives that contributed to their awareness. These inputs served as the foundational data for assessing how awareness varies across different demographic groups and what factors may influence its visibility within the province.

The process phase involved the crafting and validation of the survey questionnaire, followed by data gathering among selected local residents across barangays and municipalities in Nueva Vizcaya. Statistical tools were then employed to analyze the quantitative data, while the qualitative responses from open-ended questions were likewise analyzed through thematic categorization to synthesize the residents’ recommendations and identify recurring suggestions for strengthening the slogan’s promotion.

Moreover, the results of the study can be a basis for the Multi-Sectoral Tourism Branding Enhancement Program for Nueva Vizcaya focused on youth engagement and inclusive promotional strategies.

Statement of the Problem

This study aimed to determine the locals’ level of awareness of the “*Naturally Vibrant Nueva Vizcaya*” slogan and identify areas for improving the province’s tourism branding. Specifically, it seeks to answer the following questions:

1. What is the perceived level of awareness of locals on the “*Naturally Vibrant Nueva Vizcaya*” slogan?
2. Is there a significant difference in the respondents’ level of awareness when grouped according to:
 - a) Age;
 - b) Sex; and
 - c) Place of residence?
3. What suggestions do locals provide to improve the promotion and effectiveness of the slogan?
4. What government-led activities or initiatives have contributed to the locals’ awareness of the slogan?

Null Hypothesis

The hypothesis that was tested in this study was:

1. There is no significant difference in the level of awareness of locals on the “*Naturally Vibrant Nueva Vizcaya*” slogan when grouped according to age, sex, and place of residence.

METHODOLOGY

Research Design

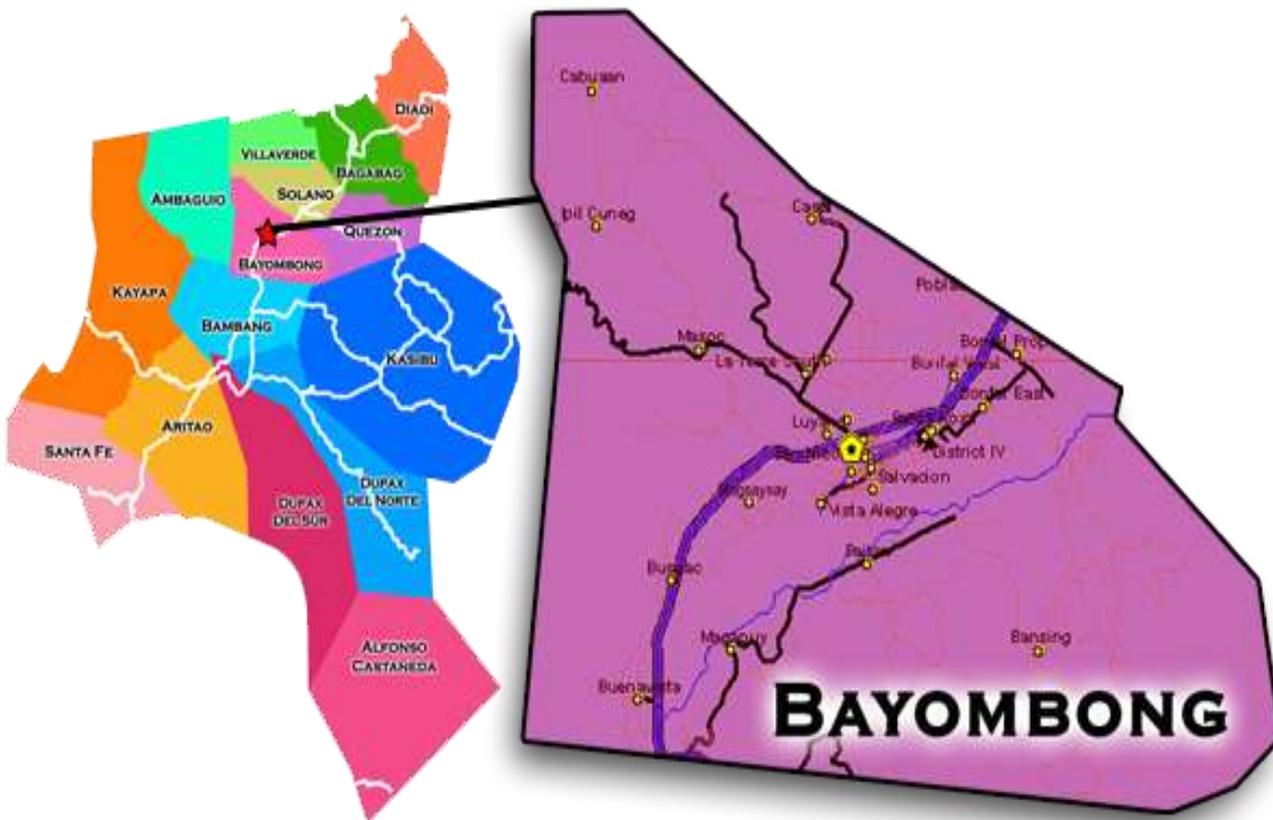
This research study employed qualitative and quantitative methods to gather data from participants to determine the level of awareness of locals regarding the “Naturally Vibrant Nueva Vizcaya” slogan and its role in enhancing the province’s tourism branding.

The quantitative method used a descriptive-comparative research design, which involved using likert scale to measure respondents’ level of awareness of the slogan and its perceived contribution to promoting tourism in the province. Moreover, a comparative design was also applied to determine whether there are significant differences in the respondents’ level of awareness when grouped according to demographic factors such as age, sex, and place of residence. By grouping respondents based on these variables, the study was able to gain insights into how different demographics may influence the level of awareness of the slogan.

The qualitative method was used on the open-ended question of the questionnaire to gather in-depth insights and perspectives from participants on their recommendations to improve the effectiveness of the slogan in boosting the tourism image of Nueva Vizcaya. This approach helped to capture the nuanced perspectives and suggestions of locals, leading to more informed strategies for enhancing the province’s tourism branding.

Research Locale

Figure 2 Saint Mary's University Senior High School Department



The study was conducted in Bayombong, Nueva Vizcaya. It was selected as the research locale because it serves as the capital town of Nueva Vizcaya which is accessible to a diverse range of residents. As a first-class municipality, it also plays a significant role in the tourism sector of Nueva Vizcaya, attracting both locals and visitors through its events, traditions, and services.

Research Participants

The respondents of the study were 151 local residents of Bayombong, Nueva Vizcaya who came from different

age groups, sexes, and places of residence within the province.

Table 1 Demographic Profile

Variable	Characteristics	Frequencies	Percentage
Sex	Male	63	41.72%
	Female	88	58.28%
Age	18-25	104	68.37%
	26-30	13	8.61%
	31-35	11	7.28%
	36-40	7	4.64%
	41-45	5	3.31%
	46-49	3	1.99%
	50 and above	8	5.30%
Place of Residence	Bagabag	10	7%
	Bambang	17	11%
	Bayombong	54	36%
	Solano	33	22%
	Other Municipalities	37	25%

Table 1 shows the demographic profile of the respondents in terms of sex, age, and place of residence. As can be seen, the majority of respondents were female (58.28%) and mostly belonged to the 18–25 age group (68.37%). In terms of residence, most participants came from Bayombong (36%) and followed by Other Municipalities (37%), while the remaining respondents were distributed across other municipalities in smaller proportions.

Research Instruments

This study used a researcher-made questionnaire that was developed based on related literature and was validated by experts to ensure that it aligns with the study. The questionnaire was divided into three sections to ensure systematic data collection and alignment with the objectives of the study. Section 1 presented the demographic profile of the respondents, which included age, sex, and place of residence. These variables were considered essential in analyzing whether demographic characteristics influenced the level of awareness of the “Naturally Vibrant Nueva Vizcaya” slogan. Section 2 consisted of 13 statements measured using a four-point Likert scale with the following options: 1 – Strongly Agree, 2 – Agree, 3 – Disagree, and 4 – Strongly Disagree. These statements were designed to assess the respondents’ awareness of the slogan in relation to tourism promotion, cultural heritage, local identity, and the province’s overall image. Lastly, Section 3 included two open-ended items that aimed to gather qualitative insights. The first item focused on strategies that could be implemented to enhance the awareness of the slogan, while the second item gathered the respondents’ views on government-led activities or programs that contributed to their level of awareness.

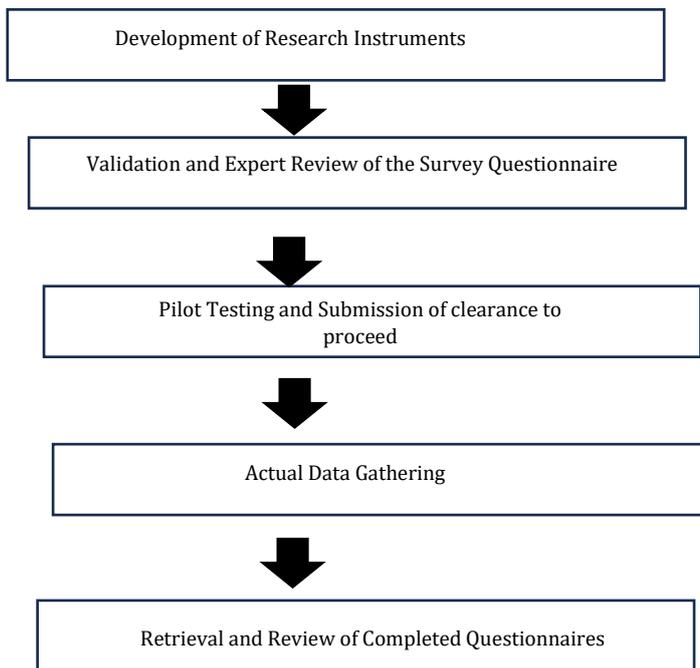
Table 2 Result of Reliability Test on the Local’s Level of Awareness on the “Naturally Vibrant Nueva Vizcaya” slogan

Cronbach’s Alpha	N of Items
.94	13

The table above shows the reliability statistics of the quantitative part of the questionnaire. Based on the table, the Cronbach’s alpha is equal to 0.94. Taber (2018) states that Cronbach’s alpha values ≥ 0.90 indicates a high internal consistency which means that the questionnaire is reliable. The internal consistency of this part of the questionnaire is equivalent to excellent ($\alpha \geq 0.90$). Therefore, the questionnaire is reliable.

Data Gathering Procedure

To solve and determine the problems, objectives, and aims of the study, the researcher made a systematic approach to gather the data.



Treatment of Data

This study utilized a descriptive-comparative approach to recognize the research problems and objectives. The statistical analyses applied are the following:

1. Descriptive statistics, specifically mean and standard deviation of the collected data were used to analyze the locals' level of awareness on the "Naturally Vibrant Nueva Vizcaya" slogan. Table 3 shows the mean range and its qualitative interpretation.
2. Inferential statistics were used to analyze the survey data and find out if there is a significant difference among the locals' level of awareness of the "Naturally Vibrant Nueva Vizcaya" slogan when they are grouped according to sex, age, and place of residence. An unpaired t-test was used in analyzing the data based on the variables of sex while a one-way ANOVA was used in analyzing the age and place of residence of the respondents.

Table 3 Mean Range and its Qualitative Interpretation for Level of Awareness

Mean Range	Qualitative Interpretation
3.26 – 4.00	High Awareness
2.51 – 3.25	Moderate Awareness
1.76 – 2.50	Low Awareness
1.00 – 1.75	Poor Awareness

3. A thematic analysis was applied to investigate the responses to the open-ended questions in the survey. The collected responses on strategies that could be used to enhance the awareness of the "Naturally Vibrant Nueva Vizcaya" slogan and on government-led activities or programs that contributed to the respondents' level of awareness were organized and divided into themes.

RESULTS AND DISCUSSION

Section I. Locals’ Level of Awareness on the “Naturally Vibrant Nueva Vizcaya” Slogan

Table 4. Locals’ Level of Awareness on the “Naturally Vibrant Nueva Vizcaya” Slogan

Items	Mean	SD	Qualitative Interpretation
1 I have heard the slogan “Naturally Vibrant Nueva Vizcaya” before	3.31	0.858	High Awareness
2 I have seen the slogan “Naturally Vibrant Nueva Vizcaya” before	3.23	0.905	Moderate Awareness
3 I learned about the slogan from local events and festivals	3.13	0.885	Moderate Awareness
4 I learned the slogan through social media platforms (Facebook, Instagram, TikTok)	3.05	0.951	Moderate Awareness
5 I learned the slogan through traditional medias (TV, Radio, Billboards)	2.56	1.056	Moderate Awareness
6 I learned about the slogan through word of mouth	2.95	0.978	Moderate Awareness
7 I am familiar with the slogan “Naturally Vibrant Nueva Vizcaya”	3.15	0.919	Moderate Awareness
8 I have encountered the slogan multiple times in recent months	2.93	0.914	Moderate Awareness
9 I can recognize the slogan even without visual aids	2.84	0.967	Moderate Awareness
10 I can associate the slogan “Naturally Vibrant” specifically with Nueva Vizcaya”	3.17	0.867	Moderate Awareness
11 The slogan is visible in public areas, events, or government materials	3.11	0.837	Moderate Awareness
12 Compared to other provincial slogans, this one is familiar to me	3.11	0.906	Moderate Awareness
13 I have a clear idea of what the slogan represents	3.09	0.871	Moderate Awareness
Overall	3.048	0.916	Moderate Awareness

Legend: Mean Range: 3.26-4.00 (High Awareness), 2.51-3.25 (Moderate Awareness), 1.76-2.50 (Low Awareness), 1.00-1.75 (Poor Awareness); P-value: p-value>0.05: there is no significant difference; p-value<0.05: there is a significant difference

Table 4 shows the locals’ level of awareness on the “Naturally Vibrant Nueva Vizcaya” slogan. As can be seen, the highest mean score was obtained from the statement “I have heard the slogan ‘Naturally Vibrant Nueva Vizcaya’ before” (M = 3.31, SD= 0.858), while the lowest was from “I learned the slogan through traditional medias (TV, Radio, Billboards)” (M = 2.56, SD= 1.056). In addition, the overall mean score falls within the range of moderate awareness (M= 3.048, SD= 0.916).

This implies that while locals are moderately aware of the “Naturally Vibrant Nueva Vizcaya” slogan, their exposure is primarily through informal and social media channels rather than traditional media, as reflected by the low mean score for TV, radio, and billboards. Despite this limited effectiveness, traditional media remains a highly recommended strategy, indicating a perceived need for a ubiquitous physical presence to legitimize the slogan and reinforce its visibility. The moderate overall awareness suggests that while the slogan has reached



the community, its recall and impact could be strengthened through more consistent and widespread deployment of physical promotional materials. Strengthening the use of billboards, posters, and other traditional media would not only enhance recognition but also reinforce the slogan's legitimacy as an official provincial identity and ensure that all sectors of the population, including those with limited internet access, are effectively reached. This highlights a critical gap between current exposure and perceived promotional needs, emphasizing the importance of integrating both digital and traditional strategies to achieve comprehensive destination branding and stronger community awareness.

Supporting this implication, Dela Cruz and Santos (2023) found that awareness of the Batangas slogan was strongly connected to its presence in promotional spaces and local events. Vaculčíková (2020) likewise observed that when promotion was centralized in the Czech Republic, nearly half of respondents remained unaware of the national slogan. In the same way, Horng et al. (2021) stressed that destination branding requires consistent visibility across diverse community touchpoints, since weak exposure results in low recall and a limited sense of place identity.

Section II. Comparison between the Locals' Level of Awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to their Demographic Variables

Table 5. Comparison between the Locals' Level of Awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to Place of Residence

Place of Residence	N	Mean	F -value	P - value
Aritao	7	3.00	1.22	0.269
Bagabag	10	3.47		
Bambang	17	2.83		
Bayombong	54	3.06		
Diadi	2	2.73		
Dupax del Norte	5	2.95		
Dupax del Sur	5	3.58		
Kasibu	9	2.79		
Quezon	2	2.69		
Solano	33	2.97		
Villaverde	3	3.56		
Other Municipalities	4	3.54		

Legend: Mean Range: 3.26-4.00 (High Awareness), 2.51-3.25 (Moderate Awareness), 1.76-2.50 (Low Awareness), 1.00-1.75 (Poor Awareness); P-value: p-value>0.05: there is no significant difference; p-value<0.05: there is a significant difference

Table 5 presents the comparison between the respondents' level of awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to place of residence. As can be seen, respondents from Villaverde obtained the highest mean score ($M = 3.56$, $SD = 0.45$) which falls under the high awareness category, while those from Kasibu recorded the lowest mean score ($M = 2.79$, $SD = 0.69$) which interpreted as moderate awareness. Moreover, there is no significant difference in the level of awareness of the slogan among respondents from the different municipalities.

This implies that people living in the various municipalities of Nueva Vizcaya have about the same overall level of awareness of the "Naturally Vibrant Nueva Vizcaya" slogan. The slogan has reached the people in the province, whether they live in the north or south section. However, the slightly more awareness of the slogan in Villaverde and Santa Fe does suggest that there may be something going on in those areas, a tourism promotion or a local tourism event that might have presented the "Naturally Vibrant Nueva Vizcaya" slogan to locals. Overall, the findings reflect moderate to high familiarization among locals, but also highlight the need to

strengthen the slogan's visibility by maintaining consistent promotion and encouraging collaboration between municipalities to enhance public awareness.

This finding is supported by Alcantara and Reyes (2022) affirmed this observation by indicating that tourism campaigns at the local level are more successful when all communities are engaged equally promoting the province's brand. Vila, Darcy, and Torres (2021) came to a similar conclusion about regional slogans, that they have a higher chance of reaching reach when they are promoted uniformly throughout their towns or localities. Santos and Dela Cruz (2023) found that destination slogans like Batangas and Baguio reached a higher awareness when local governments and offices made joint efforts to promote them. All of these studies reinforce the idea that Nueva Vizcaya's slogan has a good level of reach, but equally promoted will continually increase awareness in the future.

Table 6. Comparison between the Locals' Level of Awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to Age

Age	N	Mean	F - value	P - value
18-25	104	3.05	2.57	0.021
26-30	13	3.51		
31-35	11	2.97		
36-40	7	3.12		
41-45	5	2.66		
46-49	3	2.44		
50 and above	8	2.45		

Legend: Mean Range: 3.26-4.00 (High Awareness), 2.51-3.25 (Moderate Awareness), 1.76-2.50 (Low Awareness), 1.00-1.75 (Poor Awareness); P-value: p-value>0.05: there is no significant difference; p-value<0.05: there is a significant difference

Table 6 shows the comparison of the respondents' level of awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to age. As can be seen, the highest mean score was recorded by respondents aged 26–30 ($m=3.51$), which falls under the high awareness category, while the lowest mean score was obtained by respondents aged 50 and above ($m=2.45$), which falls under the low awareness category. Meanwhile, the rest of the age groups fall within the low awareness category. Furthermore, the results of the ANOVA test indicate a significant difference in the level of awareness when grouped according to age ($p = 0.021 < 0.05$).

This implies that the age factor is relevant in relation to the level of awareness of the "Naturally Vibrant Nueva Vizcaya" slogan. The greater level of awareness among younger respondents, particularly those in the 26–30 age group, indicates that this group has more exposure and connectivity to the online digital space, mainly where tourism campaigns are geared. In comparison, the lower levels of awareness among older respondents, particularly those aged 50 years old and older, suggests that traditional media or community based promotions might not have reached their target audience effectively. Thus, promotional efforts must be diversified, increasing promotional activity in the digital space to keep younger audiences engaged, while running more traditional media efforts to engage the audiences that are aged 50 years old and above.

The result aligns with the study of Rivera and Gutierrez (2018), which found that the degree of awareness of a tourism marketing slogan significantly influenced travelers' behavior, particularly in terms of the length of stay and budget allocation. This supports the idea that awareness of the slogan extends beyond simple recognition, as it has a measurable effect on how individuals engage with local initiatives. In the context of Nueva Vizcaya, the higher awareness among younger groups suggests they may be more likely to support or participate in provincial programs, whereas older groups with lower awareness may demonstrate less engagement with community initiatives.

**Table 7.** Comparison between the Locals' Level of Awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to Sex

Sex	N	Mean	P-value
Male	63	3.02	0.692
Female	88	3.07	

Legend: Mean Range: 3.26-4.00 (High Awareness), 2.51-3.25 (Moderate Awareness), 1.76-2.50 (Low Awareness), 1.00-1.75 (Poor Awareness); P-value: p-value>0.05: there is no significant difference; p-value<0.05: there is a significant difference

Table 7 shows the comparison in the respondents' level of awareness on the "Naturally Vibrant Nueva Vizcaya" slogan when grouped according to sex. As can be seen, there is no significant difference in the respondents' level of awareness when grouped according to sex.

This implies that the "Naturally Vibrant Nueva Vizcaya" slogan does not produce a gender-specific impact, as both male and female respondents demonstrated similar levels of moderate awareness with no significant difference between them. This suggests that promotional efforts and slogan exposure are reaching both groups in roughly equal measure, but the overall effect remains limited, as awareness has not advanced beyond the moderate range. The absence of variation may indicate that the slogan's current visibility strategies are broadly neutral in appeal, lacking targeted approaches that could deepen recall and familiarity. Consequently, this reinforces the need for more comprehensive and inclusive promotional initiatives that cut across demographics, ensuring that the slogan resonates strongly with all sectors of the population and becomes a more recognizable and unifying provincial brand.

According to Rivera and Gutierrez (2018), gender does not influence travel budget allocation among young travelers, indicating that male and female respondents behave similarly when exposed to tourism slogans and promotional efforts. Similarly, Carballo Fuentes et al. (2022) noted that although gender can moderate the relationship between tourists' risk perception and their behavioral intentions, destination image still affects both men and women in comparable ways. In addition, Armiñana-Maristany et al. (2025) emphasized that while gender is increasingly considered in tourism studies, it remains less central than other factors, such as risk perception, in shaping destination choice.

Section III. Recommended Strategies to Enhance the Effectiveness of the "Naturally Vibrant Nueva Vizcaya" slogan

Table 8. The Respondents' Recommended Strategies to Enhance the Effectiveness of the "Naturally Vibrant Nueva Vizcaya" Slogan

Strategies	Sample Statements	Frequency	Percentage
Strengthen Social Media Presence	<ol style="list-style-type: none"> 1. Continue posting about this on social media for it to reach more audiences. 2. Expand more on social media content to enhance info dissemination. 3. Through social media such as Facebook, TikTok, etc. 	39	26%
Increase Visibility Through Traditional Media & Public Signages	<ol style="list-style-type: none"> 1. Do it with a billboard. 2. Put more banners with the slogan especially those that are displayed in streets. 3. Giving flyers or IEC materials regarding Naturally Vibrant Nueva Vizcaya. 	28	19%
Integration in Schools & Youth Programs	<ol style="list-style-type: none"> 1. Educate youths about this to spread the knowledge. 2. Motivate other people, especially the students. 3. Integrate in Schools 	6	4%



Promotion Through Festivals, Tourism Campaigns & Events	<ol style="list-style-type: none"> Promote the slogan through tourism campaigns, social media, local festivals and school programs. Set a particular month date to celebrate this event. Conduct local or regular tourism events promoting the heritage of Nueva Vizcaya. 	18	12%
Collaboration, Partnerships & Influencer Marketing	<ol style="list-style-type: none"> Collaborations with influencers may also vary. Partner with local businesses and organizations to promote the slogan through exhibits and activities. Collaborate w/ eco-influencers, mini video series, tourism booths/photo spots 	4	3%
Creative & Innovative Promotional Campaigns	<ol style="list-style-type: none"> Create a video advocacy or video commercial. Make a website regarding this kind of event. Social media campaigns, mini documentaries or vlogs. 	19	13%
Branding, Product Integration & Merchandising	<ol style="list-style-type: none"> Place in the packaging of products or make a jingle about it. Use it as branding. Place on souvenirs and promote our ecotourism. Include slogan in merchandise and tourism brochures. 	6	4%
Governance & Policy Support for Promotion	<ol style="list-style-type: none"> If there are more budget allotted, maybe we can put tarpaulins in many areas nationwide. Take down politically connected tarps and replace with the slogan. Government should support tourism sites and fund promotion efforts. 	9	6%

It can be gleaned in the table the respondents' recommended strategies to enhance the effectiveness of the "Naturally Vibrant Nueva Vizcaya" slogan. Strengthening the social media presence obtained the highest percentage with 39 responses or 26%. This was followed by increasing visibility through traditional media and public signages, which garnered 28 responses or 19%. Meanwhile, the lowest percentage was obtained from collaboration, partnerships & influencer marketing with 4 responses or 3%.

This implies that respondents see social media as the most effective platform for promoting the "Naturally Vibrant Nueva Vizcaya" slogan, reflecting the growing influence of online engagement in raising public awareness and promoting tourism. However, the considerable number of responses favoring traditional media and public signages suggests that these channels remain vital, particularly for reaching older residents and those living in far-flung areas who have limited access to the internet. The low response for collaboration, partnerships, and influencer marketing indicates that these strategies are either underutilized or less recognized by the public. This further implies that the provincial tourism office may adopt a more inclusive and balanced marketing approach which enhances digital presence while strengthening traditional and community-based promotion to ensure that all sectors of the population are effectively reached.

This present study is in line with Hudson and Thal (2013), social media has transformed tourism marketing by allowing destinations to connect with audiences in more interactive and engaging ways, which supports why respondents considered it their top priority. Meanwhile, the high preference for traditional media such as billboards, posters, and flyers indicates that physical visibility remains an important factor in reinforcing awareness. Pike (2016) emphasized that visibility through promotional platforms provides stronger impact on the public compared to indirect policy approaches, which explains why governance and policy support received the least responses in the survey. Additionally, the respondents' suggestions to integrate the slogan in schools and youth programs highlight the importance of instilling awareness at a younger age. United Nations Educational, Scientific and Cultural Organization (2017) also noted that embedding cultural and tourism



awareness in education strengthens local identity and ensures continuity of advocacy, supporting the role of students in sustaining the slogan in the long term.

Section IV. Government-led Activities and Programs that contributed to the Awareness of the Respondents on the “Naturally Vibrant Nueva Vizcaya” Slogan

Table 9. Government-led Activities and Programs that contributed to the Awareness of the Respondents on the “Naturally Vibrant Nueva Vizcaya” Slogan

Strategies	Sample Statements	Frequency	Percentage
1. Local Festivals & Cultural Celebrations (esp. Ammungan Festival)	<ol style="list-style-type: none"> The Ammungan festival contributed a lot for my awareness The grand Ammungan festival Festivals like Ammungan, tourism fairs, environmental programs 	56	37%
2. Tourism Campaigns, fairs & Exhibits (Including Government-led Events & Gatherings)	<ol style="list-style-type: none"> Government activities that contributed awareness...include tourism, campaigns, fairs, and exhibit Exhibits during provincial festivities Barangay fiestas and gatherings 	10	7%
3. Social Media & Online Promotions by LGU	<ol style="list-style-type: none"> Just saw it sometime in social media during festivals The page of the Office of Tourism of Nueva Vizcaya Their social media engagement and promotion 	12	8%
4. Educational & Youth Programs (School, NSTP, SK, Trainings)	<ol style="list-style-type: none"> They should make youths contribute more and make activities more appealing Linggo ng Kabataan programs, clean up drive activities NSTP as public outreach campaign 	3	2%
5. Environmental & Community Programs	<ol style="list-style-type: none"> Clean-up drive & tree planting, murals that visually express the slogan Eco-tourism branding, signage & souvenirs, environmental programs 	4	3%
6. Government-led Promotional Materials (Tarpulins, Posters, Visual Aids, Media)	<ol style="list-style-type: none"> The slogan is printed out in tarpaulins and placed in entrances Use of visual aids and provincial fiesta Government publications and websites 	27	18%

The table presents the various government-led activities and programs that contributed to the respondents' awareness of the “Naturally Vibrant Nueva Vizcaya” slogan. As can be seen, the highest frequency of responses came from the Local festivals and Cultural celebrations, particularly the Ammungan Festival (37%), followed by the government-led promotional materials such as tarpaulins, posters, and visual aids (18%). Meanwhile, the least mentioned strategies were educational and youth programs (2%) and environmental and community programs (3%).



This implies that the slogan gains more visibility and recognition when connected into highly participatory and community-centered activities such as the local festivals, where people are directly engaged in cultural experiences that embodies the provincial identity. On the other hand, the very low frequencies in educational and environmental programs suggest that these strategies have not been fully utilized despite their potential to instill long-term values and advocacy among younger generations and communities.

According to Getz (2010), festivals and cultural events play a significant role in shaping community identity and increasing awareness because they create immersive experiences that embed cultural values and messages. Similarly, Keller (2013) emphasized that repeated exposure to promotional materials such as posters and visual aids enhances message retention and brand recall, which explains the effectiveness of printed and visible materials in reinforcing awareness of the slogan. In addition, Kotler and Armstrong (2020) stressed the importance of engaging youth and community groups through participatory programs, as these initiatives build sustained connections and long-term advocacy, highlighting the missed opportunity reflected in the low awareness from youth and environmental programs.

CONCLUSION

The findings show that locals generally demonstrated varying levels of awareness of the “Naturally Vibrant Nueva Vizcaya” slogan. Awareness was high across both northern and southern municipalities, with no significant difference observed between them, while no significant variation was also found between male and female respondents. However, a significant difference was observed across age groups, with young adults particularly those aged 26 to 30, demonstrating greater familiarity, while older respondents exhibited comparatively lower levels of awareness. These findings highlight that while the slogan has established a foundation of recognition across the province, its visibility remains uneven and shaped largely by demographic characteristics, particularly age, underscoring the need for more inclusive and sustained promotional efforts.

The findings highlight the value of assessing community awareness of tourism slogans, as they show how factors such as age shape recognition and familiarity, while gender and place of residence exert less influence. However, it is necessary to acknowledge certain limitations, such as the relatively small number of respondents and their uneven distribution across municipalities, which may restrict the generalizability of the results. In terms of methodology, while the use of both Likert-scale and open-ended questions provided a more comprehensive view of awareness, the cross-sectional design limits the ability to capture how recognition may change over time.

Furthermore, for the improvement of tourism branding in Nueva Vizcaya concerning the uneven awareness of its slogan, the conclusion drawn is that the results point to the need for stronger and more consistent strategies that reach a wider audience, with special emphasis on younger age groups. The findings suggest that future studies may focus on evaluating specific promotional approaches, including school-based initiatives, digital campaigns tailored to youth audiences, and community-led activities that sustain visibility among older groups. These measures are viewed as effective means to strengthen public recall of the slogan, foster a deeper sense of local identity, and address the gaps highlighted in this study. In addition, the respondents’ recommendations underscore the necessity of reinforcing the province’s social media presence, expanding visibility through traditional media and public signages, and employing creative and innovative promotional campaigns, as these approaches are regarded as the most effective strategies for enhancing the locals’ level of awareness of the “Naturally Vibrant Nueva Vizcaya” slogan.

RECOMMENDATIONS

Based on the significant findings of this study, the researchers propose the following recommendations:

The Provincial Government and the Tourism Office may use this study as a basis for strengthening tourism branding strategies by formulating policies and initiatives that ensure the consistent visibility of the slogan “Naturally Vibrant Nueva Vizcaya.” This can help enhance local identity and create stronger public recognition by making the slogan an integral part of all promotional efforts.



Schools may incorporate the slogan into educational and extracurricular activities such as contests, exhibits, and student-led campaigns. By embedding tourism branding into school programs, young individuals can develop early familiarity and pride in their province's identity, ensuring long-term recall and appreciation of the slogan.

Local Government Units (LGUs) and community leaders may integrate the slogan into community gatherings, barangay activities, and festivals. Through constant exposure in local events, the slogan can become a familiar part of everyday community life, helping bridge the awareness gap between different age groups.

Private businesses and local entrepreneurs may collaborate with the tourism office to feature the slogan on merchandise, packaging, and promotional items. Such partnerships can expand the slogan's visibility beyond government-led activities and help reinforce its connection to local culture and products.

The community may actively participate in tourism initiatives by promoting the slogan during events, social media activities, and cultural programs. Involving residents strengthens the sense of ownership and pride, making the slogan a shared symbol of identity.

Future researchers may expand the scope of the study by including a larger and more balanced number of respondents across municipalities to improve the generalizability of results. They may also explore variables such as educational background, occupation, and media exposure habits, or adopt a longitudinal design to assess how awareness changes over time.

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