Creating Corregidor as a Global Brand towards an International Tourism Destination

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Abstract

The study investigated the potential of turning Corregidor Island into a globally known tourism destination through strategic destination branding. Corregidor has a lot of historical, cultural, and natural resources, particularly its World War II heritage, which provides opportunities for enhancing its position in the international tourism market. The purpose of this research was to assess the stakeholders' perception of the brand equity of Corregidor in terms of brand awareness, brand loyalty, perceived quality, brand associations, brand assets, brand resonance, brand relevance, brand trust, perceived value, and brand differentiation, and identify the existing branding strategies, challenges, and possible interventions. The study was a qualitative case study, using interviews, document analysis and review of other sources of information to get a holistic view of the branding potential of Corregidor. The participants were tourism experts, local and provincial government officials, community stakeholders, and tourism operators. Their insights provided a perspective on the island's tourism identity and market positioning. The use of multiple sources of evidence made it possible to construct a contextual and authentic assessment of the opportunities and limitations of Corregidor's branding. The results showed that Corregidor is strongly perceived as a heritage and memorial destination with an institutional identity based on its historical significance and cultural assets. However, there are gaps regarding global visibility, digital presence, perceived value, visitor engagement and emotional resonance. The island is strongly differentiated as a brand by its historical authenticity, but its competitiveness is still limited by the lack of diversified tourism experiences and insufficient digital marketing. The results showed that tourist loyalty and emotional attachment were moderate, mainly affected by the service quality, accessibility and the overall experience of the visitor. Moreover, there are gaps between institutional branding efforts and the actual perceptions of the visitors, highlighting the need to align branding policies with experiential and digital tourism strategies. The study's findings revealed that Corregidor Island has a strong foundation to be a competitive heritage tourism destination globally, but needs to focus on integrated branding, infrastructure development, digital marketing and experiential tourism. Hence, the study proposed the Corregidor Island Global Heritage Branding and Tourism Positioning Framework (CIGHB-TPF) to improve brand identity, global visibility and sustainable tourism growth.

Keywords: Corregidor Island, destination branding, brand equity, heritage tourism, international tourism destination, sustainable tourism.