

## **BIBLIOGRAPHY**

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## **ABSTRACT**

The study was conducted to produce and evaluate a leaflet that can be used by the Municipal Planning and Development Office (MPDO) of Besao in promoting their potential tourist spots.

Specifically, the study determined the socio-demographic of the respondents; determined the preferred promotional material to be produced; determined the preferred message included in the leaflet for the tourist spots in Besao as to the stakeholders' preferences; determined the elements considered in preparing the leaflet as to the stakeholders preferences; assessed the ratings of the respondents about the material in terms of typography, graphics, content and layout; determined the perceived importance of the material produced to the respondents; determined the respondents' suggestions and comments for the improvement of the leaflet; and produced a final leaflet incorporating the comments and suggestions of the respondents.



Accidental sampling was used for the 40 respondents who evaluated the leaflet. This study was conducted from September 2012 to February 2013. The produced leaflet evaluated by the respondents was a four-fold type. The inside and outside page of the leaflet contained the main tourist spots in Besao with their profile and photos each. Directions on how to get to Besao, the local products offered and the accommodations in there were also included.

Results showed that the overall rating of the produced leaflet is good based on the content, layout, graphics and typography.

A final leaflet was developed incorporating the comments and suggestions of the respondents.



# INTRODUCTION

## Rationale

Today, technologies are used to promote tourism. In addition, communication mostly uses media for a larger dissemination of information. It helps in convincing people check out tourist spots, products or anything that an organization offers.

Moreover, communication helps in promoting tourism verbally or non-verbally. Furthermore, tourism can be promoted through people's voice like those being heard in radio and television. It can also be through word of mouth.

Promotion is recognized by many as a critical element in tourism marketing. Among the array of promotional methods available, the travel leaflet is one of the most important and widely utilized, Holloway and Plant (1988) as cited by Molina, et al (2013). For years, travel leaflet has been used by national, state, and provincial governments' conventions and visitors' bureau and specific destinations as inexpensive and versatile communication tools.

Tourism therefore utilizes communication media to popularize tourist spots and information concerning the environment and nature. The most communication asset is the ability to communicate well. In the business environment, the process is called business communication. However, The World Tourism Organization (WTO) states that tourism rate in the Philippines in 2007 to 2009 decreased due to the decrease of economic trades.

However, according to Carter (2012), total Philippine tourist volume, which includes domestic, inbound and outbound tourists, grew at a healthy rate during the review period



in 2007 to 2011. This growth can be attributed to factors such as the country's growing economy, infrastructure improvements and government initiatives to promote the country as an attractive tourist destination. The government has simultaneously been making efforts to improve tourism infrastructure by developing the country's air, road, rail and sea transport.

Tourism is one way of uplifting the economic status of one community. It provides livelihood to the community and may raise social equality among the people. Through tourism, road construction, establishment of businesses and other infrastructures may be developed. It may also increase employment in the area. The use of communication media, specifically the print media may improve the condition of tourism by communicating their benefits to potential visitors and the ability of those visitors to reach out to points of interest at the destination.

An interesting communication discipline program that portrays this value in development work is the Participatory Communication Approach (PCA). Servaes (1996) as cited by Sidchogan (2011) defines PCA as an approach that emphasizes more on a user and a bottom-up orientation in order to involve people in the decision-making process. Another PCA advocate sums up rigid process in four main phases – diagnosis, planning, intervention or experimentation and assessment that are all done with a target community. Under such phases are specific steps that would include establishing relationship; involving them in problems and solutions identification; identifying the different community groups concerned; communication needs objectives and activities; appropriate communication tools; preparing and pre-testing communication content and materials; facilitating partnerships; producing an implementation; monitoring and evaluation of the



communication strategies; and planning the mode of sharing and utilization of results, Bessette (2004) as cited by Sidchogan (2011).

In Mountain Province, specifically in Besao, there are numerous potential tourist spots. However, there are no promotional materials available yet. The most popularly visited potential tourist spots as identified by the Municipal Planning and Development

Office (MPDO) are: Tagpeo Falls, Mt. Sipsipitan, Stone Calendar, Payeo Rice Terraces, Besao Sunset, Layugan River so called the “River of Life”, Mt. Calvary, Banao Lake and the Patpatayan and St. Benedict’s Parish. However, according to Mr. Modesto Gaab, MPDO director, these potential tourist spots are not well known yet and he believes that it is because of the absence of promotional materials and so he recommended making promotional materials for the benefit of tourism.

At present, the MPDO of Besao is also looking forward to promoting the potential tourist spots for they already learned how much tourism may help in the economic growth and for the community itself. In addition, the principal function of IEC materials is to support the institution in diffusing information to the public and creating awareness of their activities and programs. Besao also needs promotional materials for their potential tourist spots to help the community in advertising their products and also to disseminate information about the potential tourist spots as well as to promote it. Since it is proven that information and educational communication materials are effective tools to promote ideas, products, and tourist spots, there was a need to conduct this study.



## Statement of the Problem

Tourism in Besao has a minimal growth due to the lack of promotional materials, hence, this study aimed to produce and evaluate a promotional leaflet that can be used by the Municipal Planning and Development Office (MPDO) of Besao in promoting their potential tourist spots.

The study specifically answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What is the preferred promotional material to be produced?
3. What is the preferred message to be included in preparing the promotional material for the potential tourist spots?
4. What are the elements to be considered in preparing the promotional material as to the stakeholder's preference?
5. What are the ratings of the respondents for the promotional material as to:
  - a. Content
  - b. Layout
  - c. Graphics
  - d. Typography
6. What is the perceived importance of the material to be produced to the respondents? and
7. What are the suggestions for the improvement of the promotional material?



## Objectives of the Study

The general objective of the study was to produce and evaluate a leaflet that can be used by the Local Government Unit (LGU) of Besao in promoting their potential tourist spots.

Specifically, it aimed to:

1. determine the socio-demographic profile of the respondents;
  2. determine the preferred promotional material;
  3. determine the preferred message to be included in preparing the promotional material for the potential tourist spots;
  4. identify the elements to be considered in preparing the promotional material as to the stakeholders' preference;
  5. assess the ratings of the respondents for the promotional material as to:
    - a. content
    - b. layout
    - c. graphics
    - d. typography
  6. determine the perceived importance of the material to be produced to the respondents;
  7. determine the suggestions for the improvement of the promotional material;
- and



8. produce a promotional material incorporating the suggestions of the respondents.

### Importance of the Study

The production of promotional material may be used by the Municipal Planning and Development Office (MPDO) as a tool to promote the potential tourist spots in Besao, Mountain Province. The promotional material produced may serve as a guide and reference for the local and foreign tourists.

Moreover, the promotional material may increase the awareness of the community about the potential tourist spots in their area. It may also lead the community to come up with livelihood activities and programs.

In addition, this study may guide future researchers to conduct further studies related to it.

### Scope and Limitation of the Study

This study was limited on the production and evaluation of a promotional material. It only covered the potential tourist spots identified by the Municipal Planning and Development Office (MPDO). These potential tourist spots are the Tagpeo Falls, Mt. Sisipitan, the Stone Calendar, the Payeo Rice Terraces, Besao Sunset, and the Layugan River or “River of Life”, Banao lake, Mt. Calvary and the Patpatayan. The study focused on eco-tourism as promoted by nearby places.

Moreover, the study also focused on the ratings and evaluation of the respondents to the promotional material as to typography, content, layout, and graphics and to produce a final leaflet incorporating the suggestions and recommendations of the respondents.





## REVIEW OF LITERATURE

### Role of Media in Tourism

Multimedia channels like: newspapers, television and radio are vital for promoting environmental values and awareness with a focus on community participation in creating awareness among individuals. There is (Coffman, 2002) a need for more theory development and theory integration, particularly for public will campaign because part of the problem with the communication campaign is lack of awareness among the campaign practitioners, evaluators, and sponsors about what outcomes and methods are appropriate and available. Media communication strategy decisions (Okaka, 2009) should involve surveys to determine communication systems in community; familiarity with and exposure to different media; characteristics of target groups; effectiveness of different media; opinion of leaders that can be used in the programme.

The media can spur the current prospects for the different countries to actively collaborate in a wide range of eco\_tourism enhancement activities which include joint product or service development, research, human resource development and management, exchange of tourism experts and tourism information within the existing economic and trading regional blocks. Sustainable tourism cannot survive without a working Environment Management System (EMS) and regular environment impact assessment. Sustainable tourism will materialize in any place if we integrate tourism into the overall policy for sustainable development, development of sustainable tourism, and management of tourism, Okaka (2009).



## Print Media

Print media includes newspaper, poster, flipchart, flip card, billboard, magazine and leaflet. In spite of the widespread use of radio and television media, the print media still dominates the retail field (Gomez and Arante, 1986) as cited by Taquio (2012).

According to Oskamp (1997) as cited by Foronda, print media (book, magazines and newspapers) allows readers to determine the time and place of their exposure and also permit easy re-expose if designed. Researches suggest that print media produces better comprehension and retention of complex material than other media, but this advantage does not hold for simple material. The broadcast media (radio and television) now reach nearly everyone in the industrialized nations, including groups as the aged, young children, and people with low education, who are not easily reached by other media and who maybe more persuasible.

Promotional materials should be used properly to prevent them from misuse and damage. The materials should always be available and visible. If the distributed materials are damaged or out of use, another copy should be distributed for the consumption of the people who will need it, Eklil (2010).

## Importance of Leaflets

Leaflets are one of the quickest and cheapest ways to promote a business, event or other entity. They are kind of speedy and relatively easy mediums and they are able to assist any particular spread, Leaflet printing.com (n.d). Leaflets are amazingly wellknown among the advertising community.



According to Cadiz (1991), brochures/ pamphlets contain fewer pages than handbook, while leaflets are single-sheet publications that may be folded in different ways. As such, a leaflet deals with a very specific topic while a brochure has a broader coverage.

The main purpose of leaflets is to hold prompt attention of readers. Thus, it is important that leaflets have to be striking enough to impel readers to read it, (Devon, 2007).

### Elements of Design

Design is one of the elements that gets the reader's attention. According to Cadiz (1991) as cited by Taquio (2012), pictorial elements may consist of combinations of the elements of visual design. These visual elements include line, shape, color and texture. By themselves, these visual elements may not be meaningful, depending on how their variations are put together. Visual elements can be likened to letters, pronunciations, words, and phrases, which combined can make up a complete, meaning thought in a sentence, paragraph, or written composition.

Moreover, according to Devon (2007), a good design plays a key role in making a successful leaflet. As well, to make a leaflet appealing, it is imperative to attach it with good designing elements, so that it catches the instant attention of readers. In designing a leaflet for printing, the most that designers have to take care of is the layout design of the leaflet. A good layout design includes the work of placing headlines and pictures in pages.



Visual design is not just about making your application look pretty. Good visual design is about communication. A well-designed application makes it easy for users to understand the information that is being presented, and shows them clearly how they can interact with that information, Benson (2002) as cited by Enkiwe (2007).

Furthermore, Lovett (1999) as cited by Taquio, enumerated seven elements of design:

*Line.* Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

*Shape.* A shape is a self-contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

*Texture.* Texture is the surface quality of shape – rough, smooth, soft, hard, glossy, etc. Texture can be physical (tactile) or visual.

*Direction.* All lines have direction – Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement of action.

*Size.* Size is simply the relationship of the area occupied by one shape to that of another.

*Color.* Also called hue. People respond to color on many levels. Color can be used simply to describe an object. It can also be used to convey emotions (blue for sadness or spiritual matters, red for anger), and to symbolize something (associated with a flag's color, corporation logo or sports team).

*Value.* Value is the overall lightness and lack of contrast in the left image. It conveys a sense of spirituality and harmony between the tree and the circular sky.



## Elements of a leaflet

A leaflet is just one sheet document printed in one or two colors or in a complete coloration process, James (2011).

According to Devon (2007), text editing, selecting a good background color, and etc. are some other important points contributing to a greatly printed leaflet. Moreover, selecting pictures is another point to be noticed because pictures relevant to the subject matter do wonders. Defining the graphic elements of the leaflet is one of the most important elements in capturing the receiver's attention.

For the content of a leaflet, it is better to set a limit on the amount of text the designer is going to include, Articles Based (2013). Because people are going to dedicate one quick look to decide if the leaflet is worth their time or not, it is better for the designer to choose two or three convincing sentences that refer to an immediate benefit or advantage.

Furthermore, a material should be found to be attractive, easily understood, credible, persuasive, culturally appropriate, memorable, and important to the audience,

Bertrand (1978) as cited by Achterberg (1995).

## Operational Definition of Terms

Potential tourist spots. It refers to the Tagpeo Falls, Mt. Sisipitan, Stone Calendar, Besao Rice Terraces, Besao Sunset, Layugan River so called the "river of life", Banao Lake and Mt. Calvary that were included in the leaflet.



Stakeholders. It refers to the members of Besao Municipal Planning and Development Office (MPDO), Municipal Officials, the Municipal Mayor and the elders.

Respondents. It refers to the 40 community people who evaluated the leaflet and are residents of Besao or at least visited the potential tourist spots in Besao.

Leaflet. It refers to a fourfold-type promotional material perceived and produced by the researcher to help promote the potential tourist spots in Besao.



## METHODOLOGY

### Locale and Time of the Study

The study was conducted in the Municipality of Besao, Mountain Province (Fig. 1). Besao is one of the 10 municipalities in Mountain Province and is divided into 14 barangays.

Besao is 28 kilometers away from Bontoc and 150 kilometers from Baguio City. It is accessible by land transportation either via Sagada or Tadian, Mountain Province. It is the second smallest municipality in the province and the main source of their economic activity is crop production.

The municipality has a lot of potential tourist spots but the main tourist destinations in the area are the: Tagpeo Falls in Gueday, Mt. Sisipitan in Agawa, Stone Calendar of Gueday, Rice Terraces in Payeo, Besao Sunset in Banguitan, the Layugan River “River of Life”, and Mt. Calvary and Banao Lake in Kin-iway.

The area was chosen as the locale of the study because it is where these potential tourist spots are located and does not have any promotional material produced yet.

The study was conducted on November 2012 to January 2013.

### Respondents of the Study

The study had three (3) sets of respondents. The first set of key informants of the study was the Municipal Planning and Development Office (MPDO) members. They are



Modesto Gaab, MPDO Director; Adeline P. Langbao, Planning Officer; and Perlyn



Figure 1. Map of Mountain Province showing Besao, the locale of the study Padong, Member and Kapit- Bisig Laban sa Kahirapan (KALAHI) Staff.





The second set of the respondents was composed of the elders in each barangay where the potential tourist spots are located. They were Solimo Mabiasan, Anacleto Ngislawan, Paul Casiwan, Nicanor Del-isen, Peter Casiben, Dominga Callisen, Marcos Callisen, and Willie Ngeta-a. These elders were born in Besao and they were chosen because they know the stories of the old folks about the potential tourist spots.

The third set of the respondents was the community who evaluated the produced leaflet. The researcher used accidental sampling for these forty (40) respondents residing from the different barangays of Besao, or not, at least visited the place.

### Data Collection

A Focus Group Discussion (FGD) with the Municipal Planning and Development Office (MPDO) members and a preliminary interview with the elders in each barangay where the potential tourist spots are located were conducted to gather the message to be included in the leaflet.

Personal interviews, Focus Group Discussion, ocular observation, and survey questionnaire were used for the production and evaluation of the leaflet made for the potential tourist spots in Besao.

Survey questionnaires were used by the researcher to the respondents who evaluated the promotional material. The survey questionnaire used was taken from Taquio's study (2012).

The pre-production phase of the study was the production of the leaflet. Likewise, personal interviews with the elders in the barangays where the potential tourist spots are



located; and Focus Group Discussion with the MPDO members were conducted to identify the promotional material and the message incorporated in the promotional material. The information gathered from the elders was the history profile of the potential tourist spots, how to get there, and where they are located. In addition, some profile of the potential tourist spots were gathered from the Municipal Planning and Development Office. The Besao Municipal Planning and Development Office led by Mr. Gaab determined the promotional material to be produced and the message to be incorporated on it.

For the production phase, the researcher layout and designed the leaflet according to the stakeholders' preferences. For the post-production of the study, the researcher edited the leaflet incorporating the suggestions and comments of the respondents.

### Data Gathered

The data gathered comprises the socio-demographic profile of the respondents such as their name, sex and educational attainment; the information such as the history profile of the tourist spots, how to get there, where it is located and the local products were incorporated in the promotional material; the ratings of the respondents in terms of its content, layout, graphics and typography; the elements to be incorporated in the leaflet as to the stakeholders' preference; the perceived importance of the material to the respondents; and the suggestions of the respondents for the improvement of the promotional material.

### Data Analysis



The data gathered from the respondents were consolidated, tabulated and interpreted using descriptive statistics such as frequency distribution, percentage, mean, ranking and descriptive evaluation. Also, for the mean of the overall rating of the leaflet, this formula was used:

$$\text{Mean: } \mu = \frac{\sum (f X)}{(\sum f)}$$



## RESULTS AND DISCUSSION

### Socio-Demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the 40 community respondents. The table presents their sex and educational attainment. Most of the respondents who evaluated the leaflet were females (75%) over the males (25%).

For the educational attainment, 27 of them finished college, 11 finished high school and two (2) only finished elementary. The result shows that majority of the respondents are capable of evaluating the leaflet since they can at least read and understand the content of it. Moreover, most of the respondents have already visited the potential tourist spots and resides near the potential tourist spots.

Table 1. Socio-demographic profile of the community respondents

CHARACTERISTICS	FREQUENCY (n= 40)	PERCENTAGE (%)
<b>Sex</b>		
Male	10	25
Female	30	75
Total	40	100
<b>Educational Attainment</b>		
Elementary	2	5
High School	11	27.5
College	27	67.5
Total	40	100



### Preferred Promotional Material

A Focus Group Discussion (FGD) was conducted for the Municipal Planning and Development Office (MPDO) to determine the preferred promotional material to be produced. During the FGD, all the respondents perceived a brochure as the promotional material to be produced; however, what they showed as an example was a 3-fold type leaflet. The researcher then produced a leaflet as a promotional material for the potential tourist spots of Besao.

Gaab added that leaflet which they misinterpreted as brochure is one of the most popular and cheapest materials for promotion. This statement corresponds to the definition of Solopress.com (2013) that leaflets are one of the notoriously popular and the quickest and cheapest ways to promote a business, event or other entity. Moreover, Gaab further added that the potential tourist spots are not yet established for the researcher to make an audio-visual for promotion. He said that they want to start promoting these tourist spots with printed materials before producing audio-visuals.

### Preferred Message for the Leaflet

The Municipal Planning and Development Office (MPDO) identified the potential tourist spots basing on their own criteria which are; most visited potential tourist spots, has natural breathtaking scenic spots and most accessible. These identified tourist spots were considered as potential tourist spots because they were not yet established and registered in the Provincial Tourism Office (PTO). The description and information about the potential tourist spots that were included in the leaflet were gathered from the



Municipal Planning and Development Office (MPDO) members and the elders in the different barangays of Besao where these potential tourist spots are found.

All of the respondents said that the profile of these potential tourist spots should be included in the leaflet. The profile should include the history, location, how to get there, and facts about them.

The respondents suggested getting different shots and angles of the tourist spots. For the size of the images, the respondents let the researcher decide on it since they are not familiar of the appropriate size. The respondents also suggested the landscape photo of Besao to be included in the design.

For the color combination, the respondents recommended to use gold and green color because it is the color of Besao Municipality. They further added that the researcher could use any color as long as they complement each other.

For the font size, font style, spacing and background of the leaflet, the respondents left it to the researcher's preference because the respondents think that it is the researcher who knows best. They reiterated that the font style and size should be readable and the background is pleasing to the eyes. The researcher used the color wheel to know what colors do complement each other.

Moreover, they recommended the use of English language in the leaflet because it is the language understood by local and foreign tourists. In addition, all the respondents said that the information on history should be highlighted because according to them, it arouses the interests of the tourists and could draw them into the inside pages. As well, the respondents said that the information should be presented in any style as long as the most



important things are highlighted. They also suggested that the researcher should put pictures and then below them are descriptions.

### Elements Considered in the Production of Leaflets

The leaflet which was evaluated containing the elements is shown in Figure 2 and 3. The four elements considered in the preparation of the leaflet were taken from Cadiz (1991). The elements were content, layout, graphics, and typography.

*Content.* Table 2 shows the potential tourist spots and their descriptions.

In the content of the leaflet, the words used were concise, organized and simplified so that the readers could easily understand. The terms used were common terms for the benefit of those who did not have a formal education.

The content of the produced leaflet were the profile of each potential tourist spots, location, how to get there, direction on how to get to Besao and the local products sold in the place. The content was organized according to the preference of the stakeholders.

For the layout of the leaflet, the researcher used blue, yellow, and green because it is pleasing to the eyes and makes the leaflet more attractive. The green color was used as suggested by the stakeholders because it is the color of the municipality. So to blend with the color of the municipality, the researcher used blue, green and yellow. For the spacing, the researcher used 1.5 so that it could be read easily. The text was also justified so that it would be organized and the appearance is good. The Dummy of the layout is shown in Figure 4.



# Breathhtaking Scenic Spots In Besao

### PAYEO RICE TERRACES

There are so many rice terraces in Besao such as Baknrad Rice Terraces of Payeo, Besao Rice Terraces and Tanap Rice Terraces in Agawa but Payeo Rice Terraces is the most popular among them because it is located just below the highway making it accessible.

The unique feature of this rice terraces is that its irrigation is coming from a spring in Kabuyaw and can water all the rice fields.

The place is called "Payeo" which means "rice fields".

This rice terraces is located at Barangay Payeo and is 20 minutes by foot from Poblacion.

### HOW TO GET TO BESAO

**Manila to Besao**  
From Manila, you can either pass through Kemon Road which has an entry point at Piosino La Union or Marcos Highway which has two entry points, at Rosario and Agoo, both in La Union and is favored for its wider lanes.

**Besao to Besao**  
From Besao, you are going to ride Lizardo Trans bus which has a fare of P200.00 for regulars and P180.00 for students and seniors. The trip will take you 6-7 hours. You are going to pass through Halsema Highway until you reach Sagada which is just 20 minutes ride away from Besao.

The town's main establishments are very near the municipal hall which are the public hospital, the elementary school, the police station, the public high school, the private high school and the building which houses the town's other government offices. If you need anything, there are stores scattered all around.

Want to try Besao's specialty? You can leave your good meals in the eateries near the municipal hall. A single meal costs Php50.00 while meat and vegetable costs Php70.00 only.

Computer and Internet Services are also available. P20/hr for computer and P30/hr for internet services.

**Accommodations**  
If you are planning overnight, there's the Besao Multi-Purpose Cooperative Inn just below St. James High School. It is P160.00/bed per night and you can cook there also if you want. But it happens that the inn is full especially during peak season, you may inquire among the locals who maybe more than willing to accommodate you for the night. If not, you can talk to the town officials if they can help you out.

**Things to observe**

1. Observe cleanliness and be respectful.
2. Use decent clothes. No tube dresses and other kinds of clothes that can lead you into trouble.
3. Tourist spots are for sight seeing only. No picking of flowers and no to vandalism.
4. In some barangays, junk foods, liquor and cigarettes are banned so don't bring some.
5. The curfew hour is 9 pm so avoid being noisy when you are still outside during that time.
6. The people smile a lot to tourists.
7. Dogs are just around.

**Local products sold**

1. Tapey (Rice wine).
2. Etag (Crooked meat).
3. Linapet (their version of sopas).
4. Personalized items such as t-shirts, bags, purse and etc.
5. Malagkit rice, red rice and other varieties of rice.

### ST. BENEDICT'S PARISH

This is the first Church built in the town of Besao in the 1900's. It is made up of stone and it is a Spanish inspired building. It has a big bell inside which is used during masses and rung if there's a fire. They use it as an alarm for the community and nearby places. The church is surrounded by grassy ground and tall trees.

It is located in Barangay Kin-way and a 5 minute walk from the Municipal Hall of Besao.

### THE BESAO SUNSET

The Besao sunset is known for its golden color which is unusual for sunsets viewed in other places. Sometimes it sets at the tip of Tnad Pass.

This wonderful creation makes the place amazingly cool whenever the sun sets in between 5:30-6:30 PM.

Banguitan is a 30 minute ride from Poblacion or an hour hike.

### MT. CALVARY

This mountain is called as the vantage point of the municipality because you can view the whole municipality of Besao from here.

At the top of the mountain is a huge concrete cross. During the Holy week (Black Saturday), the members of the St. Benedict's Parish march from the church to this mountain and commemorate the crucifixion of Jesus Christ.

This place is a perfect venue for family picnics and outside gatherings. There are tall pine trees and pine needles which can be alternative for picnic blankets. The air here is breathtaking.

**Photos credits:**  
Armenia Balicao Carlos Casawan  
Aida Calalanoy Hector Bacis  
Carter Oyd Devy Miguel  
Jack Ganigawan Karen Tayog Modesto Caab

The official website of Besao and Lang-say festival.  
Blogspot.com

Figure 2. Front page (reduced form) of the produced leaflet





### TAGDEO FALLS

Do you think you are a true adventurer? If yes, you better try this one!



"This falls is recorded as the highest falls in the Cordillera Region (with the height of approximately 172 meters)". It is near Barangay Gueday which is 8 hours hike from Poblacion (first timers).

### MT. SISIPITAN

*Mt. Sisipitan is a foggy cold mountain.* Warmer clothes and boots are better used if visiting this place. This mountain seems near to the sky and perfect for mountain trekking.



Walking on mountain slopes and grasses taller than you are the best experiences in this place.

Many tall trees and wild flowers such as orchids and others are to be seen along the way.

### THE STONE CALENDAR

The natives of Besao have picnics there especially after, during or before fiestas, summer and Christmas vacations. The river is located between Kin-riway and Tamboan. It is an hour hike or 30 minutes drive.



The stone calendar used to be the basis of the folks in preparing the fields for planting. These are two huge rocks situated side by side leaving a crevice at the middle where the rays of the sun exactly go into the crevice. The people usually wait the sunrise at the stone on the Dap-ay opposite of the big rocks on the mountains.

### PATPATAYAN

It is a sacred place where elders perform rituals related to Agricultural and cultural activities.



Wild berries can be seen as you go down. The daughter lake is full of lilies and other weeds. Fishing is also a fun activity here.

The lakes are located near the boundary of Sagada and Besao and it takes 15 minutes ride to get there from Besao Poblacion.

### LAYUGAN RIVER

It has clean water and is a very nice place for picnics. It is also called as the "river of life" because it once healed a sick man who took a bath there then surprisingly got well.



Views of Barangay Gueday and Ambagiw and lots of terraces are to be seen on the way to the river. It is also a good place for picture taking.

### BANAO LAKES

You can drop by the Banao Lake when you are going to Besao from Boguis or Sagada. "Banao came from the lake itself. During the earlier times, the i-Bessaos refer to lake as "banao".



This is a perfect place for viewing the sunrise and sunset. You can also have picnics breath in fresh air and view scenic spots.

### PATPATAYAN (continued)

Its name was derived from the word *patay* which means a big and old tree which lives hundred of years. *Patpatayan* means the place where the *patay* is planted.

This place is considered by folks as sacred where they butcher pigs and chicken and pray for the protection of the community, for a good harvest and for healing.



It is also considered as a view deck. From here, you can view Poblacion Kin-riway, Barangay Besao East and Besao West which are at the foot of Mt. Mogao, Barangay Soquib and some part of Barangay Bunga. It is located at Barangay Banguitan which is 20 minutes ride from Poblacion.

Figure 3. Inside page (reduced form) of the produced leaflet



Table 2. Content of the produced leaflet.

POTENTIAL TOURIST SPOTS	DESCRIPTIONS
Tagpeo Falls	This falls is recorded as the highest falls in the Cordillera Region. It is near barangay Gueday which is 8 hours hike from Poblacion.
Mt. Sisipitan	This is a foggy cold mountain that seems near to the sky and it is perfect for mountain trekking. This mountain is located on the north, boundary of Besao and Sagada municipalities and it is 4-5 hours hike.
Layugan River “River of Life”	This river is called as the “ <i>River of Life</i> ” because it once healed a sick man who took a bath there then surprisingly got well. The river is located between Kiniway and Tamboan. It is an hour hike or 30 minutes drive.
The Stone Calendar	This stone calendar used to be the basis of the folks in preparing the fields for planting. These are two huge rocks situated side by side leaving a crevice where the rays of the sun exactly go into it. This is observed once a year (September 30). This is located at Barangay Gueday which is an hour hike or a 30-minute drive from Poblacion.
Banao Lakes	<i>Banao</i> came from the lake itself. During the earlier times, the “ <i>i-Besaos</i> ” refer to lake as <i>Banao</i> . The mother lake is a 5minute walk from the highway and another 5- minute walk down to the daughter lake. The lakes are located near the boundary of Sagada and Besao and it takes 15 minutes ride to get there from Besao Poblacion.



Patpatayan	This is a sacred place where the elders perform rituals related to Agricultural and cultural practices. Its name was derived from the word “ <i>patay</i> ” which means a big and old tree which lives hundreds of years. “ <i>Patpatayan</i> ” means the place where the <i>patay</i> is planted.
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	This is located at Barangay Banguitan which is 30 minutes ride or an hour hike from Poblacion.
Payeo Rice Terraces	The Payeo Rice Terraces is the most popular among the rice terraces found in Besao because it is located just below the highway, making it accessible. The unique feature of this rice terraces is that its irrigation is coming from a spring in <i>Kabuyaw</i> and can water all the rice fields. The place is called “ <i>Payeo</i> ” which means rice fields. This rice terraces is located at Barangay Payeo and is 20 minutes by foot from Poblacion.
Mt. Calvary	This mountain is called as the vantage point of the municipality because you can view the whole municipality of Besao from here. At the top of the mountain is a huge concrete cross. It is located in Kin-iway and a 5-minute walk from the Municipal Hall.
St. Benedict’s Parish	This is the first church built in the town of Besao in the 1900s. It is made up of stone and it is a Spanish inspired building. It has a big bell inside which is used during masses and rung if there’s a fire. They use it as an alarm for the community and nearby places. It is located in Barangay Kin-iway and a 5 minute walk from the Municipal Hall of Besao.



The Besao Sunset	The Besao sunset is known for its golden color which is unusual for sunsets viewed in other places. Sometimes it sets at the tip of Tirad Pass. This wonderful creation makes the place amazingly cool whenever the sun sets in between 5:30-6:30 PM. You can view the Besao sunset at Barangay Banguitan which is a 20-minute ride from Poblacion or an hour by foot.
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For the graphics, the photos of each potential tourist spot with supporting photographs were included. The main photographs of the potential tourist spots were bigger to highlight them from the other photos which were supporting details only. The photographs were mostly taken by the researcher and some were copied from friends and from the respondents. The photo compositions used were bird's eye view, worm's eye view, close-up and long shots.

For the typography, the font sizes used were 36 capital letters for the main title of the leaflet, it was the biggest because it was the main heading; 16 capital letters for the name of the potential tourist spots, it was bigger so that it would be differentiated easily from the body; and 11 lower case for the body that could be read easily. These were the font sizes used since they were appropriate for the size of the leaflet. The font color used was black since it contrasts with the background color and it is readable. Moreover, the font styles used were serifs and sans serifs.

The researcher first considered the size and shape of the leaflet before the other elements. This corroborates the statement of Articles Based (2013) that in making a leaflet, one has to consider its size and shape.



The size of the produced leaflet is 9” x 12” which is a four-fold type. A four-fold type leaflet was made because it was the most appropriate size of the material perceived by the stakeholders.

Moreover, the layout, design and all the important elements such as color, font size, font style and everything complement each other. This corroborates the statement of Devon (2007) that to make the leaflet appealing, it is imperative to attach it with good designing elements so that it would catch the attention of the readers instantly.

### Respondents Evaluation of the Leaflet

Tables 3, 4, 5, 6, 7 and 8 show the evaluation of the produced leaflet by the respondents. The results were interpreted using frequency distribution, percentage, mean and descriptive evaluation.

*Content.* Table 3 shows the respondents’ rating on the content. It shows in the table that the highest rating is excellent. This infers that the respondents understood the purpose of leaflet which is important in promoting the tourist spots in Besao.

In terms of clear purpose, the content gained a rating of excellent (55%). It shows that the respondents understand the purpose of the leaflet. However, there are 2% who rated it as fair. It can be noted then that those who finished elementary were the ones who rated it as fair. This implies that the content should be more simplified so that it could be understood by those who did not have a high level of education. This implication agrees with the statement of Carter Center (2013) that leaflet text should include vocabulary that is easily understood by the target audience.



For the criterion concise, the respondents rated the leaflet as excellent (52.5%), good (42.5%) and fair (5%). It is also noted that the ones who finished elementary are the ones who rated it fair. This implies that some respondents wanted the content to be more concise for them to understand it better.

For the organization, 55% of the respondents rated the leaflet as excellent while the criterion significance was also rated as excellent (57%). This implies that the respondents are satisfied with the organization of the leaflet and somewhat understood the significance of the leaflet's content.

Moreover, one of the respondents suggested adding information about the culture-related festivals in the leaflet because these festivals could be one of the highlights of tourism in the place.

The criterion simplicity of words gained a rating of excellent (67.5%). However, 30% of the respondents rated it as good and 2.5% rated it as average. There is a suggestion that some words were still needed to be simplified in consideration of those who didn't attend formal education. It can be noted then that the 2.5% who rated it as average are the elementary graduates.



Table 3. Respondents' evaluation of leaflet as to its content

CRITERIA	PERCENTAGE (%)				
	EXCELLENT	GOOD	AVERAGE	FAIR	TOTAL
Clear purpose	55	42.5	0	2.5	100
Concise	52.5	42.5	0	5	100
Organized	55	35	10	0	100
Significant	57.5	40	2.5	0	100
Simplicity of words	67.5	30	2.5	0	100

*Layout.* Table 4 shows the rating of the respondents on the layout.

The layout is the most appreciated by the respondents and it was the one that caught their attention. According to some of the respondents, it is kind of cool to the eyes and very unique. This supports the statement of Bertran (1978) as cited by Achterber (1995) that materials should be found to be attractive, easily understood, credible, persuasive, culturally appropriate, memorable, and important to the readers.

In terms of color, the respondents said that it is very cool to the eyes. This particular criterion was rated as (57.5%) excellent, (40%) good and (2.5%) average. The rating excellent got the highest point; however, there were 2.5% who rated it as average. It was found out that the ones who rated it as an average are the elders. This criterion is also one of the elements that caught the attention of the respondents. This supports the statement of Devon (2007) that selecting a good background color contributes greatly in leaflet printing.



In terms of spacing, the leaflet gained a rating (47.5%) excellent, (35%) good and (17.5) average. The rating excellent still got the highest score; however, there were 17.5% who rated as an average. This implies that the spacing is not so good because some of the words were too far from each other. However, some of the respondents said that it is understandable because it was justified and just normal that some words were a little bit far from each other. According to Cadiz (1991), good spacing employs greater legibility. Therefore, it is advisable to use optical spacing than mechanical spacing which has uneven letter spaces that can distract the reader from a smooth reading.

For contrast, the respondents rated it as excellent (50%), good (42.5%) and average (7.5%). Some respondents said that the contrast is weak. Most of them who rated it as good and average are graduates of elementary and high school. These respondents asked the meaning of contrast to the researcher and eventually rated it as good and fair. In the criterion design, almost all of the respondents were amazed in the design of the leaflet. They said that it is simple yet elegant. However, there were 7.5% of them who rated it as average and good. It is noted then that those who rated it as good and average are the elders who are elementary and high school graduates. This implies that the design of the leaflet must be improved more. As Devon (2007) states that a good design plays a key role in making a successful leaflet, thus, it is important that leaflets have to be striking enough to impel readers to read it.

For the criterion creativity, it gained the highest rating for all the five criteria under layout. 65% of the respondents rated the leaflet as excellent, 32.5% for good and 2.5% for average. One respondent commented that the design is very attractive to the eyes.

3141





Table 4. Respondents' evaluation of leaflet as to its layout

CRITERIA	PERCENTAGE (%)			TOTAL
	EXCELLENT	GOOD	AVERAGE	
Color	57.5	40	2.5	100
Spacing	47.5	35	17.5	100
Contrast	50	42.5	7.5	100
Design	55	37.5	7.5	100
Creativity	65	32.5	2.5	100

However there were 2.5% of the respondents who rated the creativity as low as average. It is noted that the ones who rated the leaflet as average are the elders. This implies that the leaflet must be improved.

*Graphics.* Table 5 shows the rating of graphics for the leaflet.

For the appearance, 50% of the respondents rated it as excellent, (45%) good and 5% for average. Almost all the respondents commented that the pictures are amazingly cool because the shots and angles were excellent. The respondents said that the pictures served as supporting material for the descriptions of each tourist spot. This supports the statement of Devon (2007) that selecting good pictures is another point to be noticed because pictures which are relevant to the subject matter do wonders. Moreover, they said that the photos helped in the understanding of the potential tourist spots. This corroborates the statement of leaflet printing.com (n.d) that graphics can hold the tone with the other parts of the leaflet. Figures 4 to 8 are the categorized final photos included in the leaflet. They were categorized as landscapes, portraits and floral photography.



One respondent mentioned that just by seeing the graphics, one already know what the picture is all about without putting too much text on it. This statement supports the statement of Squidoo (2012) that with pictures, the designer can definitely have something that is worth a thousand words, without even having to sweat on too much heavy text.

Also, it was observed that the most factors which caught the attention of the respondents were the images themselves. This statement corroborates to the statement of Siebert and Ballard (1992) as cited by Foronda (2010) that an inviting image or headline draws the reader inside and read more.

For the criterion size of image, the highest rating is good which is 55%, 25% for excellent and 20% for average. This result shows that the respondents were not satisfied with the size of images. Most respondents commented that some of the images were too small and less attractive. And so some respondents suggested making the images bigger for the benefits of those who have eye problems and for the image to look more attractive.

Table 5. Respondents' evaluation of leaflet as to its graphics

CRITERIA	PERCENTAGE (%)				TOTAL
	EXCELLENT	GOOD	AVERAGE		
Appearance 50		45	5		100
Size of images	25	55	20		100



The mother Banao Lake



The Payeo Rice Terraces



Layugan River



Tagpeo Falls



Little Tagpeo Falls



A long shot of the campsitein Tagpeo Falls

Figure 5. Landscape Photography

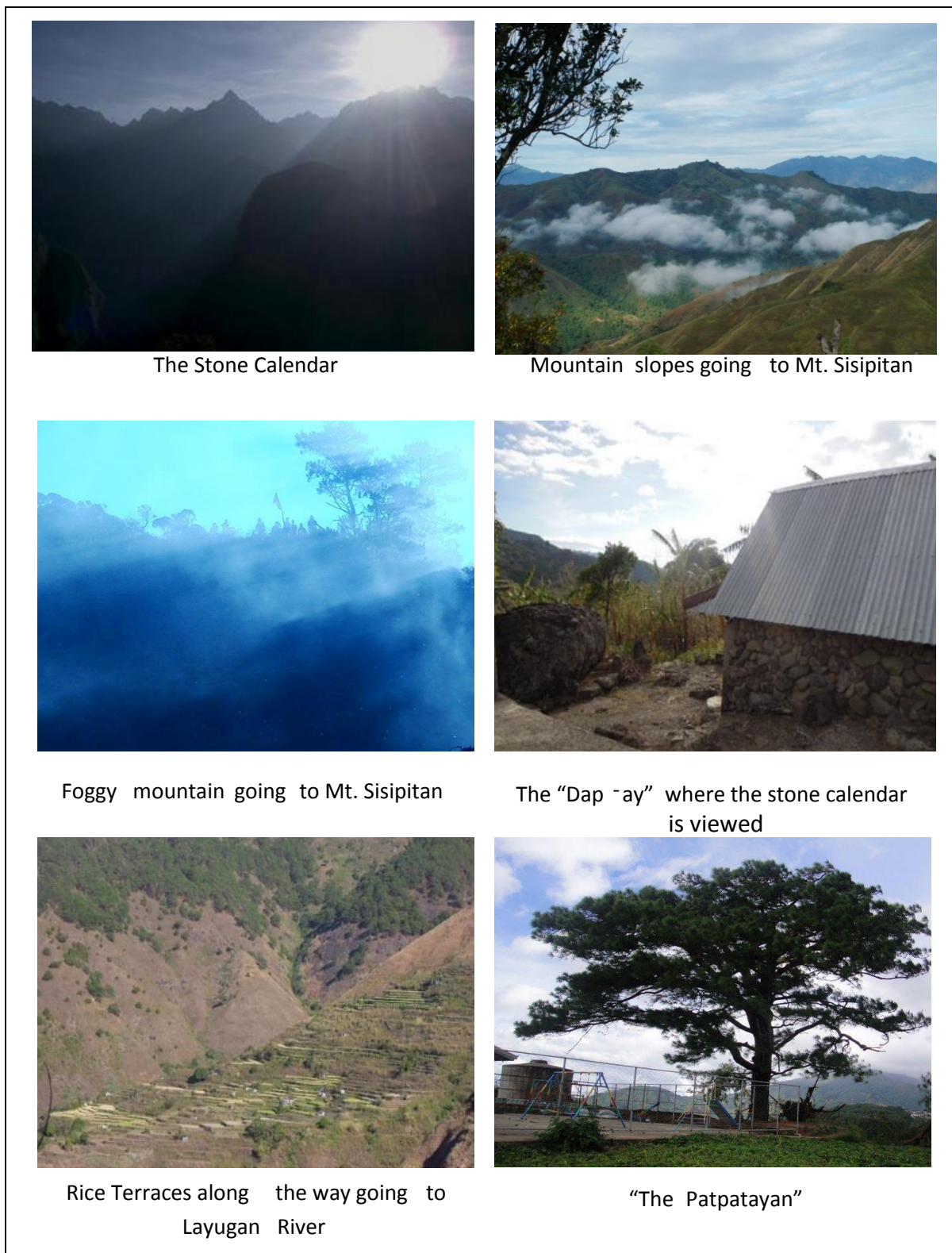


Figure 6. Landscape Photography



Bonding time inBanao Lake



Adventurers having a camping



“Pagpag”. The hunting ground for the natives of Besao



Picture taking at Tagpeo Falls' campsite

Figure 8. Portrait Photography

*Typography.* Table 6 presents the results of evaluation for the typography.

For the font size, the respondents rated it as (45%) excellent; (40%) good; and (15%) average. Some respondents said that the font size should be bigger for the benefits of the elders who have eye sight problem. Likewise, Gaab suggested making the font size smaller so that the texts will not overlap the images. This statement of Gaab contradicts the other respondents' comment. However, the researcher retained the same size considering the size of the leaflets and that she knows best.

In terms of font style, the respondents appreciated it and so the highest rating is excellent (45%). However, the results show that the ratings of excellent and good are not far from each other. It is noted that most of the respondents who rated it as good and average are high school and elementary graduates. This result implies that the font styles used were not appropriate or either, that the respondents are not too familiar with these kinds of things.

For the font color, 65% respondents rated it as excellent, 25% of them rated it as good and 10% rated it as an average. Most respondents said that the main title at the front cover is very appealing because of its font style and font color. This only implies that the color is a strong contrast to the background and that the respondents appreciate it so much.



Table 6. Respondents' evaluation as to its typography

CRITERIA	PERCENTAGE (%)			
	EXCELLENT	GOOD	AVERAGE	TOTAL
Font size	45	40	15	100
Font style	45	42.5	12.5	100
Font color	65	25	10	100

Overall Rating of the Leaflet by the Respondents

Table 7 shows the overall rating of the respondents to the produced leaflet. It was interpreted using mean and descriptive evaluation.

Range of 1 to 1.99 is equivalent to poor, range of 2 to 2.99 is equivalent to fair, range 3 to 3.99 is equivalent to average, range 4 to 4.99 is equivalent to good, and range of 5 to 5.99 is equivalent to excellent.

The overall rating of the respondents to the leaflet is good. This implies that the content, layout, graphics and typography of the leaflet are to be improved to be a more effective promotional material for the tourist spots in Besao.

Moreover, the leaflet must be analyzed and assessed properly incorporating the respondents' suggestions and comments to make it more attractive and appealing. This corroborates the statement of Leaflet printing.com (n.d) that leaflets must be analyzed and assessed properly to grab the readers' attention and arouse the readers' interest.



Table 7. Overall rating of the leaflet

CRITERIA	RATING	DESCRIPTION
Content		
Clear purpose	4.5	Good
Concise	4.4	Good
Organized	4.5	Good
Significant	4.6	Good
Simplicity of words	4.7	Good
Layout		
Color	4.6	Good
Spacing	4.3	Good
Contrast	4.4	Good
Design	4.5	Good
Creativity	4.6	Good
Graphics		
Appearance	4.5	Good
Size of images	4.1	Good
Typography		
Font size	4.3	Good
Font style	4.3	Good
Font color	4.6	Good
OVERALL TOTAL	4.4	Good

### Perceived Importance of the Leaflet by the Respondents

Table 8 shows the importance of the produced leaflet as perceived by the respondents. Based on the results, majority (85%) of the respondents said that the leaflet could serve as a reference for local tourists. They also said that this leaflet could serve as an informational material for tourism in Besao.





Meanwhile, 75% of the respondents stated that it persuades the tourists to visit the place because the tourist spots are packaged well; 72.5% of the respondents stated that it provides information to the community because some of the tourist spots are not familiar to the community; while 70% of them said that it aids the community in coming up with the livelihood activities and programs. This is because the leaflet may help establish tourism in the place.

Table 8. Perceived importance of the produced leaflet

PERCEIVED IMPORTANCE		PERCENTAGE	RANKING
FREQUENCY	(n=40)	%	
Serve as a reference for the local tourists	34	85	1
Persuade the tourists to visit the place	30	75	2
Provides information to the community	29	72.5	3
Aid the community in coming up with the livelihood activities and programs	28	70	4

\*Multiple responses

#### Respondents' Suggestions for the Improvement of the Leaflet

In terms of content, some respondents suggested adding more pictures of the tourist spots found in Besao. They said that the pictures are not enough. The researcher did not consider this suggestion because of the limited space of the leaflet that was produced.

In terms of layout, the respondents suggested the researcher should use other colors to have strong contrast. They also suggested checking out the spacing between words so that they will not be scattered.



The respondents said that the images used were very attractive; however, the respondents suggested making the images bigger in consideration of those who have eye problems, specially the elders.

In terms of typography, some said that the font size should be bigger for clearer and easily reading. These suggestions were then incorporated in the final leaflet.

After incorporating some of the respondents' suggestions, a final leaflet was produced as shown in Figure 10 and 11.



# Breathtaking Scenic Spots In Besao

### PAYEO RICE TERRACES

There are so many rice terraces in Besao such as *Bakined Rice Terraces of Payeo*, *Besao Rice Terraces and Tanap Rice Terraces in Agawa* but *Payeo Rice Terraces* is the most popular among them because it is located just below the highway making it accessible.

*The unique feature of this rice terraces is that its irrigation is coming from a spring in Kabuyaw and can water all the rice fields.*

The place is called 'Payeo', which means 'rice fields'.

This rice terraces is located at Barangay Payeo and is 20 minutes by foot from Poblacion.

### ST. BENEDICT'S PARISH

This is the first Church built in the town of Besao in the 1900's. It is made up of stone and it is a Spanish inspired building. It has a big bell inside which is used during masses and during if there's a fire. They use it as an alarm for the community and nearby places.

The church is surrounded by grassy ground and tall trees. It is located in Barangay Kin-way and a 5 minute walk from the Municipal Hall of Besao.

### HOW TO GET TO BESAO

**Manila to Besao**  
From Manila, you can either pass through Kennon Road which has an entry point at Rosario La Union or Marcos Highway which has two entry points, at Rosario and Agoo, both in La Union and is favored for its wider lanes.

**Besao to Besao**  
From Baguio, you are going to ride Lizardo Trans bus which has a fare of P230.00 for regulars and P190.00 for students and seniors. The trip will take you 6-7 hours. You are going to pass through Halsema Highway until you reach Sagada which is just 20 minutes ride away from Besao.

The town's main establishments are very near the municipal hall which are the public hospital, the elementary school, the police station, the public high school, the private high school and the building which houses the town's other government offices. If you need anything, there are stores scattered all around.

Want to try Besao's speciality? You can have your good meals in the eateries near the municipal hall. A single meal costs P165.00 while meat and vegetable costs P170.00 only.

Computer and Internet Services are also available. P20/hr for computer rent and P30/hr for internet services.

**Accommodations**  
If you are planning to stay overnight, there's the Besao Multi-Purpose Cooperative Inn just below St. James High School. It is P150.00/bed per night and you can cook there also if you want. But if it happens that the inn is full especially during peak season, you may inquire among the locals who may be more than willing to accommodate you for the night. If not, you can talk to the town officials if they can help you out.

**Things to observe**  
1. Observe cleanliness and be respectful.  
2. Use decent clothes. No tube dresses and other kinds of clothes that can lead you into trouble.  
3. Tourist spots are for sight seeing only. No picking of flowers and no to vandalism.  
4. In some barangays, junk foods, liquor and cigarettes are banned so don't bring some.  
5. The curfew hour is 9 pm so avoid being noisy when you are still outside during that time.  
6. The people smile a lot to tourists.  
7. Dogs are just around.

**Local products sold**

1. Tapeay (Rice wine)
2. Flag (Smoked meat)
3. Linaget (their version of sopas)
4. Personalized items such as t-shirts, bags, purse and etc.
5. Malagkit rice, rice rice and other varieties of rice.

### THE BESAO SUNSET

*The Besao sunset is known for its golden color which is unusual for sunsets viewed in other places.*

Sometimes it sets at the tip of Tirad Pass.

This wonderful creation makes the place amazingly cool whenever the sun sets in between 5:30-6:30 PM.

Banguitan is a 30-minute ride from Poblacion or an hour by foot.

### MT. CALVARY

This is called as the *vanilage point of the municipality* because you can view the *whole municipality of Besao from here.*

At the top of the mountain is a huge concrete cross.

During the Holy week (Black Saturday), the members of the St. Benedict's Parish will march from the church to this mountain and commemorate the crucifixion of Jesus Christ.

This place is a perfect venue for family picnics and outside gatherings.

There are tall pine trees and pine needles which can be alternative for picnic blankets. The air here is breathtaking.

It is located in Kin-way and 5 minutes walk from the Municipal Hall.

### CONTACT INFORMATION:

**Photo credits:**  
Aida Catalanoy Carlos Casawan  
Carter O'rad Hector Bacis  
Jack Gaingawan Karen Tay-og  
Modesto Gaab

Visit: <http://www.besao.webs.com> and <http://lang-ayfestival.blogspot.com>

Figure 10. Final Leaflet (front page)



### TAGPEO FALLS

Do you think you are a true adventurer? If yes, you better try this one!



"This falls is recorded as the highest falls in the Cordillera Region (with the height of approximately 172 meters)".



It is near Barangay Gueday which is 8 hours hike from Poblacion (first timers).

On your way there, you will pass through **Pagpag** which is known as the hunting ground for the natives of Besao. Wild animals such as wild pigs, deer, monkeys and different species of birds like eagle and others can be seen too. There are two campsites, beneath the big rock and the flat area just beside the river. Swimming and fishing in the river is allowed.



You can have bonfire during night time!

### MT. SISIPITAN

*Mt. Sisipitan is a foggy cold mountain.* Winter clothes and boots are better used if visiting this place.

This mountain seems near to the sky and perfect for mountain trekking.

Walking on mountain slopes and grasses taller than you are the best experiences in this place.

Many tall trees and wild flowers such as orchids and others are to be seen along the way.





This mountain is located in the boundary of Besao and Sagada municipalities and it is 4-5 hours hike. Tourists can do the camping here!

### LAYUGAN RIVER

It has clear water and is a very nice place for picnics. It is also called as the "river of life" because it once healed a sick man who took a bath there then surprisingly got well!

Views of Barangay Gueday and Ambagiw and lots of terraces are to be seen on the way to the river. It is also a good place for picture taking.




### THE STONE CALENDAR

The natives of Besao have picnics there especially after, during or before fiestas, summer and Christmas vacations. The river is located between Kin-iway and Tamboan. It is an hour hike or 30 minutes drive.



The stone calendar used to be the basis of the folks in preparing the fields for planting.

These are two huge rocks situated side by side leaving a crevice at the middle where the rays of the sun exactly go into the crevice.

The people usually wait for the sunrise at the stone on the Day-opposite of the big rocks on the mountains.

This is only observed once a year (September 30). They call the festival celebrated on the same day as Linapef Festival. The best recipe "linapef" is their version of sopao.

### BANO LAKES

You can drop by the Banao Lake when you are going to Besao from Baguio or Sagada.

"Banao came from local term of lake. During the earlier times, the I-Besaos refer to lake as **barao**".

This is a perfect place for viewing the sunrise and sunset. You can also have picnics, breath in fresh air and view scenic spots.




### PAYPATAYAN

It is a sacred place where elders perform rituals related to Agricultural and cultural activities.

Its name was derived from the word **patay** which means a big and old tree which lives hundred of years. **Paypatayan** means the place where the patay is planted.

This place is considered by folks as sacred where they butcher pigs and chicken and pray for the protection of the community. It is also considered as a view deck.

From here, you can view Poblacion Kin-iway, Barangay Besao East and Besao West which are at the foot of Mt. Mogao, Barangay Soquib and some part of Barangay Bunga.

It is located at Barangay Banguitan which is 20 minutes ride or an hour hike from Poblacion.



The mother lake is a 5-minute walk from the highway and another 5-minute walk down to the daughter lake.

Wild berries can be seen as you go down. The daughter lake is full of lilies and other weeds. Fishing is also a fun activity here.

The lakes are located near the boundary of Sagada and Besao and it takes 15 minutes ride to get there from Besao Poblacion.

Figure 11. Final leaflet (inside page)



## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

The study was conducted to produce and evaluate a promotional leaflet that can be used by the Municipality of Besao in promoting tourism. Specifically, it aimed to determine the socio-demographic profile of the respondents; determine the preferred promotional material; determine the preferred message to be included in preparing the promotional material for the potential tourist spots; identify the elements to be considered in preparing the promotional material as to the stakeholders' preferences; assess the ratings of the respondents for the promotional material as to the stakeholders' preferences; determine the perceived importance of the material to be produced to the respondents; determine the suggestions and recommendations of the respondents for the improvement of the promotional material; and producing a final leaflet incorporating the suggestions of the respondents.

There were three sets of respondents, the Municipal Planning and Development Office (MPDO), elders and the community. Only 40 community respondents evaluated the leaflet. Most of the respondents are female and almost all of them finished college.

Personal interviews and Focus Group Discussion were used to gather necessary information. The produced leaflet which was evaluated by the respondents was a four-fold type with a size of 9" x 12" printed in a glossy paper. A cluster of the potential tourist spots in Besao was placed in the cover page of the leaflet. The inside and outside page contain the 4656 photographs of the different potential tourist spots, their descriptions and how to get there, the direction on how to get to Besao and the local products sold in the municipality. The rating of the leaflet is good in terms of its content, graphics, layout and



typography. However, the content, graphics and typography of the leaflet need to be improved. For the overall comments of the respondents, the content of the leaflet is organized and the layout is very attractive. Incorporating all the comments and suggestions of the respondents, a final leaflet was produced and attached to this study.

### Conclusions

Based on the findings of the study, the following conclusions were derived:

1. Leaflet is a common medium in promoting tourist spots;
2. In making a leaflet, elements of visual design such as content, layout, graphics, and typography should be considered;
3. Simple words and more photos used in leaflets are more coherent.
4. Big and clear photos can make the leaflet more attractive.
5. A good design catches people's attention.
6. The produced leaflet is important in promoting the tourist spots locally.

### Recommendations

Based on the summary and conclusions, the following are recommended:

1. The final leaflet may be considered by the Municipal Planning and Development Office (MPDO) for mass production;  
4757
2. MPDO may keep on updating the produced leaflet and may include more potential tourist spots in the place.
3. The MPDO may consider having a Person- in- Charge to the IEC in the Municipality for the promotion of the potential tourist spots.



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