

BIBLIOGRAPHY

MONTES, PRECY G. APRIL 2011. Evaluation and Improvement of the Poster Christmas ed Kapangan in the Promotion of Ecotourism in Kapangan, Benguet. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to evaluate and improve the poster Christmas ed Kapangan in the promotion of ecotourism in Kapangan, Benguet. Fifty respondents who were presently in La Trinidad on the time of the conduct of the study were purposively chosen by the researcher.

The objectives of the study were to identify the socio-demographic profile of the respondents; determine whether the information on the poster has accurate and relevant information regarding Christmas ed Kapangan; determine if the style and creativity in terms of layout, pictures and graphics, colors, typography, and content are well presented; determine the comprehensibility of the poster; determine the problems encountered by the respondents in reading the poster; and enumerate the respondents suggestions in improving the poster.

Results of the study showed that most of the respondents were female and only 16% were male. Among the respondents, most were business persons. While a total 20% of the respondents are students and another 20% for government employees. Also, there are 20% other respondents which include two computer shop owners, two unemployed, OFW, dentist, laborer, staff, cook, and music instructor and painter.

Moreover, majority of the respondents were Kankanaey, 38% were Ibaloi and 14% others which include Kalanguya, Ifugao, Kankanaey-Ilocano, Ilocano-Japanese, Pangasinense and Pampango as well. Most of the respondents were from Benguet, 8% were from Mt. Province and 10% others which include Kalinga, Ifugao, Manila, Pangasinan and Pampanga.

The results showed that the information on the poster got the lowest rating in terms of accuracy in the information and in meeting and containing the information needs of the respondents.

Each of the categories under style and creativity got an acceptable response. However, the pictures and graphics got the lowest remark. It could also be noted that the comprehensibility of the poster got a good response in terms of the simplicity of words used legibility and readability.

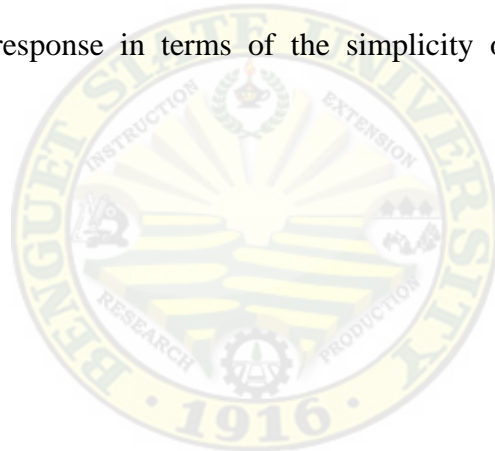


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INTRODUCTION

Rationale

Ecotourism is a form of tourism that involves visiting natural areas -- in the remote wilderness or urban environments. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." Martha Honey, expands on the TIES definition by describing the seven characteristics of ecotourism, which are: 1. Involves travel to natural destinations 2. Minimizes impact 3. Builds environmental awareness 4. Provides direct financial benefits for conservation 5. Provides financial benefits and empowerment for local people 6. Respects local culture and 7. Supports human rights and democratic movements.

In Kapangan, one way of promoting ecotourism is the “Christmas ed Kapangan”. It is almost 3 years since Kapangan first held its Christmas ed Kapangan tourism program. Proving the program effective and worthwhile, the municipality had launched it two months earlier to give people ample time to prepare for the event. The 2nd Christmas ed Kapangan event happened on December 11-12, 2010. This is a two day event to cap all the activities of touring, caving, swimming, camping, culture and tradition appreciation, and feasting.

The title ‘Christmas ed Kapangan’ was coined because of the Santa Claus’ face figured at the Dakiwagan mountain in Kapangan, Benguet. They believed that Santa Claus is in Kapangan and that’s the reason why the event should be ‘Christmas ed Kapangan’ and this is done during the Christmas season.



The event was organized and initiated by Hon. Councilor Manny E. Fermin in 2008. The objectives of this event, based on the hand-out prepared by Bruno M. Canuto, the Senior Admin Assistant of the Municipal Mayor's office in Kapangan, were to promote ecotourism as well as the culture of Kapangan and the Christmas event itself. The event is open to all or anybody who is interested to join the activity.

According to Canuto, there are more local tourist who came during the second Christmas ed Kapangan compared to the first Christmas. However, he said that the expected number of tourist was not reached.

During the Christmas season in 2010, the Municipality of Kapangan in cooperation with the Provincial Tourism Office had used different communication materials and strategies for the dissemination of information of said the activity.

One of the communication materials distributed by the office of tourism for the "Christmas ed Kapangan" are posters that helped a lot in inviting tourists and people from other municipalities to join the event.

The poster used during the Christmas ed Kapangan measures 12 x 18 inches. According to Sir Brian Camhit, Tourism Operations Officer II of the Provincial Tourism Office, there is only one size of poster they have distributed and posted during the Christmas season. They have made a total of 50 posters and all were posted around La Trinidad and selected areas of Baguio City.

The poster contains the lists of activities that will be done during the Christmas celebration in Kapangan, Benguet. There is a two-day activity listed on the poster. The activities under Day 1 include a visit to an anthurium forest, canao, camp at Balakbak, and others. On the



second day, hands-on rice harvest, cave adventure, swimming and shopping, and others were the activities listed.

There were six different pictures on the poster. A figure of deers, Christmas trees and stars were also seen in the poster. Dominant colors used in the poster were green, yellow and red-orange. Also, the logo of Kapangan is seen in the upper left corner of the poster while the official seal of Benguet was placed on the upper right corner. The font colors of the title were green and yellow, and black font color for the texts. The font of the text is Times New Roman. A registration fee and three contact numbers were also included on the poster.

Posters are effective advertising technique when designed properly. In attaining its goal, an effective poster must contain this five characteristics such us: it communicate accurate and relevant information and convince the audience; it is attractive enough to get attention; it is comprehensible; it uses effective colors and it is simple. Posters having these characteristics will more likely effective in attaining its purposes (Micheals, 2008).

Thus, the poster on “Christmas ed Kapangan” must at least have these characteristics to assure its effectiveness towards the intended audience. In order to determine if the poster on Christmas ed Kapangan was effective or not, the researcher has conducted a study for the evaluation of the poster.

Statement of the Problem

This study aimed to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. Do the posters give accurate and relevant information regarding “Christmas ed Kapangan?”



3. Are the following categories well presented in terms of style and creativity?
 - a. Layout
 - b. Pictures and graphics
 - c. Colors
 - d. Typography
 - e. Content
4. How comprehensible is the poster?
5. What are the problems encountered by the respondents on reading the poster?
6. What are some suggestions in improving the poster?

Objectives of the Study

The study specifically:

1. Characterized the respondents.
2. Determined whether the information on the poster has accurate and relevant information regarding “Christmas ed Kapangan.”
3. Determined if the following categories well presented in terms of style and creativity.
 - a. Layout
 - b. Pictures and graphics
 - c. Colors
 - d. Typography
 - e. Content
4. Determined the comprehensibility of the poster.



5. Determined the problems encountered by the respondents on reading the poster.
6. Enumerated the respondents' suggestions in improving the poster.
7. Made an improved poster based on the results of the study.

Importance of the Study

Results of this study will provide additional information for the improvement of the “Christmas ed Kapangan” poster in the promotion of ecotourism in Kapangan, Benguet. This will also provide insights to poster designers on whether or not the information in the poster meets the needs of the intended audience. This will also determine whether the poster used is successful in stimulating the interest of it intended audience. Furthermore, this will serve as a reference for those who will conduct a similar research. Lastly, a copy of the result of this study and an improved poster will be given to the Kapangan Municipal’s Office and Tourism Office as they have requested and for their basis for the improvement of the Christmas ed Kapangan poster.

Scope and Limitation of the Study

The study has only focused on the evaluation of the poster “Christmas ed Kapangan” in promoting ecotourism in Kapangan, Benguet. Figure 1 shows the overall image of the poster of Christmas ed Kapangan. The evaluation of the poster was done by 50 respondents who were in La Trinidad during the conduct of the study.





The poster is for the 2nd Christmas ed Kapangan, featuring a green and orange background with stars and a reindeer. It includes logos for the Municipality of Kapangan and the Province of Benguet. The title is '2nd Christmas ed KAPANGAN' in large, stylized letters, with the subtitle 'An early Christmas escapade'. The poster lists activities for two days and provides registration fees and contact information.

BAYAN NG KAPANGAN
LALAWIGAN NG BENGUET

PROVINCE OF BENGUET
OFFICIAL SEAL
1900

You are invited to the

2nd Christmas ed KAPANGAN

"An early Christmas escapade"

DAY 1:

- Visit to Anthurium Forest
- Municipal Livelihood Center
- Camp at Balakbak E/S Campsite
- Fellowship and Program
- Canao (wat-wat)
- Cultural Show
- Other Surprises

DAY 2:

- Obellan Rice Terraces
- Hands-on Rice Harvest
- Longog Cave Adventure
- Amburayan River Experience
- Picnic
- Swim
- Shop at Taba-ao
- Fresh Fruits
- Vegetables
- Souvenirs

REGISTRATION FEE:

- Nov. 21-30, 2010: PhP1,800.00
- Dec. 1-10, 2010 : PhP2,000.00

Contact Nos.: 09189420527/09212741221
(074) 422 - 1116 (Prov'l. Tourism Office)

Figure 1. Original Christmas ed Kapangan poster



REVIEW OF LITERATURE

Ecotourism

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10-15% worldwide (Miller, 2007). One definition of ecotourism is “the practice of low-impact, educational, ecologically and culturally sensitive travel that benefits local communities and host countries” (Honey, 1999). A tremendous amount of money is being spent and human resources continue to be used for ecotourism despite unsuccessful outcomes, and even more money is put into public relation campaigns to dilute the effects of criticism.

Ecotourism channels resources away from other projects that could contribute more sustainable and realistic solutions to pressing social and environmental problems. “The money tourism can generate often ties parks and managements to eco-tourism” (Walpole *et al.*, 2001).

Poster

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and convey information. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to original artwork. Another type of poster is the educational poster, which may be about a particular subject for educational purposes (Wordnet, 2010).



Elements of a Good Poster

According to Miller (2010), these are the elements of a good poster:

White space. The white space's main purpose is to lead the way to the most important element in your print poster. Contrary to popular belief, it's not something to help you create an aesthetic design. Rather, your white space is used to emphasize your main point, as well as provide a resting place for your readers' eyes. This is all aimed at helping your readers to see your message that easily.

The S-Pattern. Either a Z or an S, it's the flow or pattern that leads the readers' eyes to the whole of your poster print design. It all starts from the top left corner, then down to the bottom right of your ad. Although the readers scan your full color poster in the S-fashion, the message should be easy for them to understand.

Consistency. It does not do any good when in the middle of scanning a poster, the readers suddenly get confused with the flow of the design. They have this invisible rule where they want to see certain elements in their appropriate places. And consistency is one of these rules. People often expect it in whatever design and in any marketing collateral.

Simplicity. It is an element that readers expect from the collateral. Remember KISS - keep it simple and short. People in general are busy with so many things that skimming through the poster design is another thing that would add to their busy schedule. The only way that they would even give the time of day is to get them enticed with what the poster have to say. So make it easy for them to understand the message right away. Avoid including too many elements that only clutter the design and confuse readers.

In addition to the discussions of Miller (2010), Micheals (2008) as cited by Egsan (2009) listed five characteristics of a good poster.



It does the job quickly. A poster's job is to communicate information quickly and efficiently. Many beginning business people think that they need to pack as much as they can onto their posters. However, trying to put too much information, or too many images, into the poster will make it look complicated and cluttered. A cluttered poster cannot "talk" to its viewers quickly, which prevents it from doing its designated job. A good poster is simple yet effective. It tells everyone who looks at it what they are supposed to know right away.

It gets attention. A good poster is attractive enough to bring in your target audiences. It should incorporate elements into the poster that will entice the target readers to look at the poster and get the information. It is usually a good idea to include offers on the posters to gain attention. Or, throw in some interesting information that pertains to the subject. It can also include a picture or image that is attention grabbing.

It is convincing. Do not want to include too much information in the poster. However, put enough information to convince readers that what is stated in the poster is accurate.

It effectively uses color. Black and white posters are not nearly as effective as color posters. A poster that incorporates color into its scheme will attract many more viewers. Full color brochures are much more powerful and will have a much stronger impact on target audiences.

It is simple. Some of the most effective posters are surprisingly simple. Some posters do not even have any text at all, just some well placed images and strategically chosen colors. Keep the poster as simple possible while still conveying its message. Each poster that is designed should have one strong message.



Christmas ed Kapangan

The second Christmas ed Kapangan package tour was slated on December 11-12, 2010. This tour project is municipal based in coordination with the Provincial Government of Benguet and the Department of Tourism-CAR (Tuazon, 2010).

The first Christmas included a tour to their historical twin caves in Barangay Taba-ao, the famous Sta. Claus Mountain, the rice terraces situated in Barangay Balakbak, and many more. The highlight of the nature trip is to check and appreciate Longog Cave. This is a cave recently opened to the public, but with caution and care, as it supplies water to a lot of barangays (Cordiexpress, 2010).



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RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

The respondents of the study were grouped into three. Ten were students, another ten were government employees and thirty were public people. The respondents were divided in order to get data from different kinds of respondents.

The evaluation questionnaires were distributed to students of Benguet State University, employees of the La Trinidad Municipal's Office and to the public. The public respondents include business persons, vendors, laborers, shop owners, residents and others. All in all, there were 50 respondents of the study.

Table 2 show the socio-demographic profile of the respondents of the study. The data include their gender, age, occupation, ethnic origin and province or city. The 'Present address' was included in the questionnaires in the gathering of data but was not included in the tabulation. It was only used to make sure that the respondent is not from or living in Kapangan since it is one of the criteria in selecting the respondents of the study. The purpose was to avoid biases in the evaluation of the poster.

Most (84%) of the respondents were female and 16% were male. Among the 50 respondents, most (40%) were business persons. They were chosen as the most number of respondents because the posters were posted mostly on the highways or near stores and business establishments. Thus, business persons have most likely seen the posters. While a total number of 10 or 20% of the respondents are students and another 20% are government employees. Also, there are 20% other respondents which include two computer shop owners, two unemployed, OFW, dentist, laborer, staff, cook, and music instructor and painter.

Moreover, majority (48%) of the respondents were Kankanaey, 38% were Ibaloi and 14% others which include Kalanguya, Ifugao, Kankanaey-Ilocano, Ilocano-Japanese, Pangasinense and Pampango as well.



Most (82%) of the respondents were from Benguet, 8% were from Mt. Province and 10% others which include Kalinga, Ifugao, Manila, Pangasinan and Pampanga.

The respondents rating on the Christmas ed Kapangan poster are presented in Appendix Tables 1-7

Table 2. Socio-demographic profile of the respondents

CHARACTERISTICS	RESPONDENTS (n=50)	
	FREQUENCY	PERCENTAGE
Sex		
Male	8	16
Female	42	84
TOTAL	50	100
Status		
Students	10	20
Government employees	10	20
Business persons	20	40
Others	10	20
TOTAL	50	100
Ethnic Origin		
Kankanaey	24	48
Ibaloi	19	38
Others	7	14
TOTAL	50	100
Province		
Benguet	41	82
Mt. Province	4	8



Others	5	10
TOTAL	50	100

Accuracy and Relevance of the Information

As shown in Appendix Table 1, the relevance of the information on the poster got a rating of 3.16 (Satisfactory). On the other hand, the poster got a rating of 2.28 (Fair) and 2.36 (Fair) on whether the poster has able to meet the information needs with regards to Christmas ed Kapangan, and if the poster has able to contain the information that the readers need to know. It could also be noted that the accuracy of the information got a rating of 1.56 which equivalent to the lowest remark, very poor. For the rating average, this category was rated 2.34 (Fair).

According to the respondents, the information in the poster was not accurate because it did not contain the basic information needed regarding Christmas ed Kapangan just like when will it happen and how. In the poster, it only indicated 'Day 1' and 'Day 2' but there was no information on the exact date. In addition, some respondents claimed that the poster did not meet the information that the readers wanted to know because it was not clear if all the activities and also with the transportation, food and lodging were inclusive in the registration fee that was noted in the poster.

Moreover, some of the respondents claimed that the name of the contact person must be included in the poster for the readers to know who they are communicating with. According to the respondents, it should also be specified in the poster the reason for contacting the numbers like is it for slot reservation (if any), for queries, or for comments and suggestions. The respondents also said that the venue for registration must also be indicated in the poster.



As cited by Isworld net (2010), the nine characteristics of information quality includes accuracy, precision, currency, output timeliness, reliability, completeness, conciseness, format and relevance; and this would end to the user satisfaction. These characteristics should be attained in order to meet the needs of the intended audience. In addition, the respondents also said that the accuracy of the information is important because it would help stimulate interest and that they can determine if the activity is good or worthwhile.

Style and Creativity of the Poster

This category includes the result of the style and creativity of the poster in terms of the layout, pictures and graphics, color, typography, and content.

Layout. In this category, it could be noted that the simplicity of the poster got a rating of 4.68 (Excellent). In terms of arrangement of elements, the poster got a rating of 4.36 (Very Good). For the organization, and unity and harmony of the layout used, the poster got a rating of 3.56 (Good) and 3.8 (Good), respectively. Moreover, the poster was rated 3.08 (Satisfactory) in terms of having open spaces for pauses. For some respondents, they claimed that the poster need not applied spaces for pauses because the information was not in the form of sentences.

As shown in Appendix Table 2, the size of the poster got the lowest remark in this category. The poster was rated 2.68 (Fair). Most of the respondents claimed that the size of the poster was very small for the event and it gets less attention. In addition, the respondents suggested for a bigger size of poster and put it in a big tarpaulin and hang it on the highway. Accordingly, a bigger poster attracts more readers especially that the activity was about Christmas.

Pictures and Graphics. Appendix Table 3 shows the different ratings under this category. The pictures and graphics got a good remark with regards to if the pictures used stimulate interest. According to the respondents, the pictures stimulate their interests because they have known that there are nice spots in Kapangan.



However, when it comes to whether the pictures and graphics are appealing or not, the poster was rated 3.24 (Satisfactory). The respondents claimed that the pictures are good but they also suggested that the poster must not use closed-up pictures. In the poster, the pictures of anthurium and silkworm are not appealing. The respondents suggested that it would be better if a wider view of the anthurium forest and the whole bed of silkworms were taken for the audience to see their beauty in the poster.

Moreover, the appropriateness of the graphics and pictures got a rating of 3.08 (Satisfactory) and another satisfactory remark on whether the graphics and pictures are easily understood. According to some of the respondents, the pictures used are more on escapade rather than the true essence of Christmas. The respondents claimed that the poster must also include Christmas pictures in order to support the poster's main title 'Christmas ed Kapangan.' Some of the respondents also said that it would be better if the market place was included in the poster because it will help stimulate interest and the audience would know what their products are. In addition, other respondents also claimed that the picture of the rice fields was not appropriate. It was noted on the poster that there was a "hands-on rice harvest" under Day 2 but in the poster, it looks that the rice grains were not yet ripe and it is not ready for harvesting, as claimed by the respondents.

On the other hand, the poster was rated 2.6 (Fair) on whether the pictures used are easily identified or not, and another fair remark on whether the graphics used are artistic enough to stimulate interest. As claimed by the respondents, some of the pictures were not easily identified because it was not labeled and other pictures give a double meaning. According to some respondents, the picture of the cave on the lower left corner of the poster looks like a pile of hanged tobacco. Others also said that at first glance, the image of the boy standing on the rock and holding a salbabida, looks like a turkey. The respondents then suggested that they should put clearer pictures in order not to mislead the audience.

The items on the poster were not clearly labeled as claimed by the respondents. It could be noted that the poster got a poor remark in the labeling of the poster. The respondents suggested that the pictures



should have a brief description in order to easily identify and understand the images. As could be seen in the table, the overall rating for pictures and graphics is 2.84 (Satisfactory).

According to the web address of Association of Applied Sports Psychology as cited by Egsan (2009), having appropriate pictures help the audience to visualize the materials.

Colors. Results of this study are presented in Appendix 4. This category got a rating average of 3.86 which is equivalent to a good remark.

It could be noted that the colors of the graphics and pictures got a rating of 4.04 (Very Good). However, some respondents claimed that some of the colors of the pictures were not good because it is blurred. They also claimed that the color of the cave does not attract attention because some of its part is dark and the respondents could not imagine if the cave was beautiful or not. For the color of the rice fields, the respondents suggested a ripe color.

The poster earned a rating of 3.88 or a very good remark regarded on whether the colors used are eye-catching or not. The respondents said that the colors used in the poster catches attention.

For the color contrast, the poster got a rating of 3.8 (Good). Other respondents who disagree in the color contrast claimed that the font color of the title was good but the background color should not use light color because the font color is light so its background should be darker, and vice versa. Also, on the font color of the phrase “an early Christmas escapade,” the words 'an early' is of the same color as the background and it is not good because it is monotonous to the background, as claimed by the respondents.

As to if the background color enhances the readability of the text, the poster was rated 3.72 (good). The respondents agreed that the color of the text under Day 1 and Day 2 is just good for the background but some suggested that the white coating of the text should be removed because it destructs to their eyes.



Typography. In this category, all of the characteristics were regarded as good. Some respondents claimed that the font size of the title is big enough but it should not occupy a lot of the space unless the poster is big enough because the space for the information has become limited, and the text will be compacted resulting to small font size. Appendix Table 5 shows the rating of the respondents for this category.

Content. It could be noted that in this category, the briefness of the title got an excellent remark; while in terms of the use of different size and proportion, the poster was rated 4.36 (Very Good). On the other hand, the poster's punch line got a rating of 3.8 (Good) but some of the respondents said that the word 'early' is out of use because the respondents cannot determine if the event is really set early or not because of lack of information. With regards to if the information is concise or not, the poster got a rating of

3 (Satisfactory). This category got a rating average of 3.6 (Good).

Comprehensibility of the Poster

It could be noted that the used of simple words got an excellent remark. For the readability and legibility of the poster, it got a rating of 4.04 (Very Good). The respondents consider the texts easily read because it uses simple words. However, others claimed that there are few words which could not be easily read and understood just like the initials "E/S". They were confused if the word means 'elementary school' or it is 'Eastern or Southern'.

Aside from that, the poster was regarded as good when it comes to being easily read even without assistance; for having legible spacing of words, letters and sentences; for the use of understandable words; and for being easily understood. For the comprehensibility of the poster, the computed rating average was 3.81 (Good).



According to Egsan (2009), it must be well noted that readability and legibility of the poster helps a lot in any communication materials. Legible and readable text can easily be deciphered.

Overall Rating of the Poster

The poster got an overall rating of 3.43 which is 'Good.' This means that the poster for Christmas ed Kapangan needs a lot of improvement especially on the accuracy and relevance of information category. As shown in Table 3, the accuracy and relevance

Table 3. Overall rating of the poster

CATEGORIES	RATING	REMARKS
Colors used	3.86	Good
Comprehensibility of the poster	3.81	Good
Content of the poster	3.78	Good
Layout used in the poster	3.69	Good
Typography used	3.69	Good
Pictures and graphics used	2.84	Satisfactory
<u>Accuracy and relevance of the poster</u>	<u>2.34</u>	<u>Fair</u>
OVERALL RATING	3.43	Good

of information got the lowest rating average of 2.34 (Fair).



Problems Encountered by the Respondents

in Reading the Poster

Out of 50 respondents, there were 48 respondents who were able to identify problems in reading the poster.

Most of the respondents encountered their problems under the accuracy and relevance of information category. Lack of information is the usual problem identified by the respondents. It could be noted that in all the categories, the accuracy and relevance of information got the lowest remark.

As discuss earlier, most of the respondents said that the poster lacks information because it did not contain some of the basic information needed regarding Christmas ed Kapangan. Aside from that, the respondents also claimed that the size of the poster is small and it can not easily get attention from its intended audience.

Moreover, the respondents also said that the font size of the text is small that they can not easily read it. Some respondents also complained of the dull color of the pictures used, the pictures not easily identified, not enough pictures, texts not easily read, pictures not related to the title, unclear explanation of the pictures, small size of the pictures and font size of the title is big.

The suggestions of the respondents for these problems are further elaborated in the succeeding discussions. Table 4 shows the list of problems encountered by the respondents.



Table 4. Problems encountered by the respondents in reading the poster

CHARACTERISTICS	RESPONDENTS (n=48)	
	FREQUENCY	PERCENTAGE
Not enough information	43	89.58
Small size of poster	27	56.25
Small size of texts	13	27.08
Dull color of the pictures used	12	25
Not enough pictures	8	16.67
Texts not easily read	7	14.58
Pictures not easily identified	4	8.33
Small size of pictures used	4	8.33
Pictures not related to the title	2	4.17
Unclear explanation of pictures	2	4.17
Font size of the title is big	2	4.17

*Multiple Responses



Suggestions of the Respondents in Improving the Poster

Though the overall rating on the poster got a passing remark which is good, the respondents still have lots of suggestions in improving the poster. The suggestions were due to the problems encountered by the respondents in reading the poster.

To further understand the problems encountered by the respondents, the researcher designated the suggestions under the different categories where each of the suggestions belong.

Under the accuracy and relevance of information, the suggestions include the following:

1. Put more information
2. Indicate the venue for registration
3. Specify if the registration is per family or per individual
4. Give the exact date of the Christmas ed Kapangan event
5. Specify whether the transportation and lodging is inclusive in the registration fee
6. Name the contact person
7. Include the address of the Provincial Tourism Office for easy location
8. Specify where will be the opening of activities
9. Lower the registration fee or specify its usage

Under the style and creativity, for the layout used, most of the respondents suggested for a bigger poster; while on the typography, they suggested the use of a bigger font size for the information and fonts that are appealing. Also, the respondents suggested a clearly explained activity under the content. Aside from that, the respondents also suggested under graphics and pictures that it should not used closed-up pictures, but try to make the pictures larger, use more pictures related to the title, label the pictures, include the public market in the pictures, use eye-catching pictures and use clear pictures. Under the color category, some respondents suggested proper color contrast.



For the comprehensibility of the poster, some respondents suggested not to use acronyms or abbreviate words like 'elementary school' to E/S because it may also mean 'Eastern or Southern', as claimed by the respondents.

Improvement of the Poster

The need for the poster to be improved was that it lacks some important information which the readers need to know. In the improved poster, it could be noted that the date of activities were clearly indicated. Moreover, the place of where the activities will be held is included. Aside from that, it says in the poster that the registration fee is good for three persons. It could also be well noted that the food, lodging and transportation is inclusive in the registration fee. The place of registration is also indicated. The improved poster for Christmas ed Kapangan is now more likely contained some of the important information which the readers need to know. Figure 3 shows the improved poster of Christmas ed Kapangan.



YOU ARE INVITED TO

CHRISTMAS ED KAPANGAN 2011

Let's join the activities, let's celebrate Christmas!

DAY 1 (December 10)

1. Opening program for the 3rd Christmas ed Kapangan at the Municipal Gymnasium
 - come and witness the fabulous cultural shows
 - let's join canao and receive watwat!
2. A tour to the ever widest anthurium forest in Labueg, Kapangan and a visit to the ever famous Silk industry at the Municipal Livelihood Center
3. Camp at Balakbak Elementary School campsite
 - a tour to the very cool pine forest
 - many big surprises awaits

DAY 2 (December 11)

1. Do it yourself and learn hands-on rice harvest at the Obellan Rice Terraces
2. Enjoy a 2-hour cave adventure in Longog, Kapangan
3. Experience the ever conditioned Amburayan River
 - lets enjoy swimming
 - lets have picnic and lunch too
4. Shop as many as you can at Taba-ao
 - they have a lot of affordable fresh fruits, and organic vegetables
5. Receive souvenirs like t-shirts and tokens

REGISTRATION FEE: PhP1,900.00 only

- Good for 3 individual
- Food, lodging and transportation are inclusive

REGISTRATION from November 21-December 9, 2011.

REGISTER at the Provincial Tourism Office, near Benguet Provincial Capitol; Poblacion, La Trinidad, Benguet

**So what are you waiting for?
JOIN NOW!
Come One, Come all!
Invite your friends and relatives!**

Figure 3. Improved poster for Christmas ed Kapangan

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to evaluate and improve the poster Christmas ed Kapangan in the promotion of ecotourism in Kapangan, Benguet. Fifty respondents who were presently in La Trinidad on the time of the conduct of the study were purposively chosen by the researcher.

The objectives of the study were to identify the socio-demographic profile of the respondents; determine whether the information on the poster has accurate and relevant information regarding Christmas ed Kapangan; determine if the style and creativity in terms of layout, pictures and graphics, colors, typography, and content are well presented; determine the comprehensibility of the poster; determine the problems encountered by the respondents in reading the poster; and enumerate the respondents suggestions in improving the poster.

Results of the study showed that most of the respondents were female and only 16% were male. Among the respondents, most were business persons. While a total 20% of the respondents are students and another 20% for government employees. Also, there are 20% other respondents which include two computer shop owners, two unemployed, OFW, dentist, laborer, staff, cook, and music instructor and painter.

Moreover, majority of the respondents were Kankanaey, 38% were Ibaloi and 14% others which include Kalanguya, Ifugao, Kankanaey-Ilocano, Ilocano-Japanese, Pangasinense and Pampango as well. Most of the respondents were from Benguet, 8% were from Mt. Province and 10% others which include Kalinga, Ifugao, Manila, Pangasinan and Pampanga.



The results showed that the information on the poster got the lowest rating in terms of accuracy in the information and in meeting and containing the information needs of the respondents.

Each of the categories under style and creativity got an acceptable response. However, the pictures and graphics got the lowest remark. It could also be noted that the comprehensibility of the poster got a good response in terms of the simplicity of words used legibility and readability.

Conclusions

Based on the results of the study, the following conclusions were drawn:

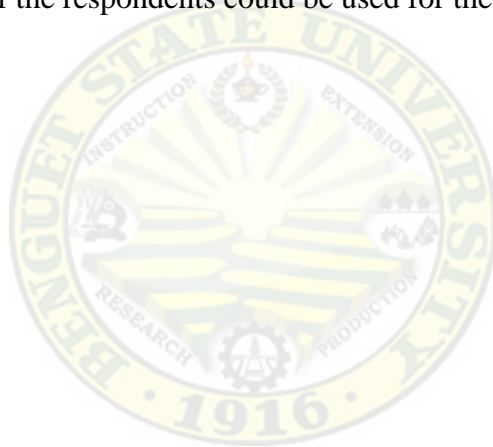
1. The poster has relevant information but in terms of accuracy, the poster was not able to meet some of the information needs of its readers because most of the problems encountered by the respondents in reading the poster fall under this category.
2. The poster's style and creativity in terms of layout, pictures and graphics, colors, typography, and content were acceptable to the respondents because it has stimulated their interest, but the poster still needs improvement especially in the pictures and graphics used because it got the lowest rating average under style and creativity.
3. The poster is comprehensible the information on the poster were simple, readable, and legible to the respondents.



Recommendations

Based on the summary and conclusions, the following recommendations were derived:

1. The poster can still be improved and it must include all the relevant information which the readers need to know.
2. The poster should give short descriptions to the pictures used for easy identification on the part of the audience and it should make use of clearer pictures to avoid ambiguity in interpretation.
3. The suggestions of the respondents could be used for the improvement of the poster.



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APPENDICES

Rated Categories

Appendix Table 1. Rating of the respondents on the accuracy and relevance of the poster

CHARACTERISTICS	RATING	REMARKS
The information on the poster is relevant	3.16	Satisfactory
The poster contains needed information regarding Christmas ed Kapangan	2.36	Fair
The poster met the information needs with regards to Christmas ed Kapangan	2.28	Fair
The poster contains accurate information about Christmas ed Kapangan	1.56	Very Poor
RATING AVERAGE	2.34	Fair

Appendix Table 2. Rating of the respondents on the layout used

CHARACTERISTICS	RATING	REMARKS
The layout used is simple	4.68	Excellent



Elements (photos, drawings, text) used are neatly arranged	4.36	Very Good
There is unity and harmony on the layout used	3.8	Good
The layout used is well organized	3.56	Good
The poster has open spaces for pauses	3.08	Satisfactory
The poster is appropriate in size	2.69	Fair
RATING AVERAGE	3.69	Good

Appendix Table 3. Rating of the respondents on the pictures and graphics used

<u>CHARACTERISTICS</u>	<u>RATING</u>	<u>REMARKS</u>
The pictures used stimulates interest	3.32	Good
The pictures and graphics used in the poster are appealing	3.24	Satisfactory
The poster uses appropriate graphics and pictures	3.08	Satisfactory
The messages of the graphics are easily understood	3.08	Satisfactory
The pictures used are easily identified	2.6	Fair



The graphics used is

artistic enough to stimulate interest	2.52	Fair
All items are clearly labeled	2.04	Poor
RATING AVERAGE	2.84	Satisfactory

Appendix Table 4. Rating of the respondents on color used

CHARACTERISTICS	RATING	REMARKS
Color of the graphics and pictures are eye-catching	4.04	Very Good
Colors used are eye-catching	3.88	Very Good
The poster applies proper color contrast	3.8	Good
The background color enhances the readability of the texts	3.72	Good
RATING AVERAGE	3.86	Good

Appendix Table 5. Rating of the respondents on the typography used

CHARACTERISTICS	RATING	REMARKS
The poster's title is big enough	3.8	Good



The font sizes of the information are big enough to read 3.72 Good

The poster used a font style that is pleasing to the eyes 3.56 Good

RATING AVERAGE 3.69 Good

Appendix Table 6. Rating of the respondents on the content of the poster

CHARACTERISTICS	RATING	REMARKS
The poster's title is brief	4.52	Excellent
The poster uses element of different size and proportion	4.36	Very Good
The poster's punch line stimulates interest	3.64	Good
The information on the poster is concise	3	Satisfactory
RATING AVERAGE	3.78	Good

Appendix Table 7. Rating of the respondents on the comprehensibility of the poster

CHARACTERISTICS	RATING	REMARKS
The poster used simple words	4.44	Excellent



The texts are easily read	4.04	Very Good
The texts are legible	4.04	Very Good
The information on the poster is easily read even without assistance	3.72	Good
The spacing of words, letters and sentences are legible	3.72	Good
The poster used understandable words	3.64	Good
The poster is easily understood	3.48	Good
The font size is large enough to be read clearly	3.4	Good
RATING AVERAGE	3.81	Good

APPENDIX A

Evaluation Questionnaire

I. SOCIO-DEMOGRAPHIC PROFILE



Name (optional): _____

Ethnic origin: _____

Gender: ____ male ____ female

Province/City: _____

Age: _____

Present Address: _____

Occupation: _____

II. ACCURACY AND RELEVANCE OF THE INFORMATION

YES NO

1. Does the poster meet the information needs with regards to Christmas ed Kapangan?		
2. Is the information in the poster relevant?		
3. Does the poster contain the information you need to know regarding Christmas ed Kapangan?		
4. Does the poster contain accurate information about Christmas ed Kapangan?		

III. STYLE CREATIVITY AND CONTENT

a. Lay-

out Used

YES NO

1. Is the lay-out used well organized?		
2. There is unity and harmony in the lay-out used.		



3. The lay-out used is simple.		
4. Elements (photos, drawings, text) used are neatly arranged.		
5. The poster has open spaces for pauses.		
6. The poster is appropriate in size.		

b. Pictures and Graphics

YES NO

1. The pictures and the graphics used in the poster are appealing		
2. The poster uses appropriate graphics and pictures		
3. The messages of the graphics are easily understood.		
4. The graphics used is artistic enough to stimulate interest.		
5. The pictures used are easily identified.		
6. All items are clearly labeled.		
7. The pictures stimulate interest.		

c. Color

YES NO

1. Colors used are eye-catching.		
2. The poster applies proper color contrast.		



3. Colors of the graphics and pictures are eye-catching.		
4. The background color enhances the readability of the text.		

d. Typography

YES NO

1. The poster used a font style that is pleasing to the eyes.		
2. The font sizes are big enough to read.		
3. The poster's title is big enough.		

e. Content

YES NO

1. The poster uses element of different size and proportion.		
2. The poster's punch line stimulates interest.		
3. The poster's title is brief.		
4. The information on the poster is concise.		

IV. COMPREHENSIBILITY OF THE POSTER

YES NO

1. The information on the poster is easily read even without assistance.		
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2. The poster is easily understood.		
3. The poster uses understandable words.		
4. The font size is large enough to be read clearly.		
5. The texts are easily read.		
6. The texts are legible.		
7. The poster used simple words.		
8. The spacing of words, letters and sentences are legible.		

IV. PROBLEMS ENCOUNTERED BY THE RESPONDENTS IN READING THE POSTER

____ Not enough information

____ Not easily read

____ Font size and size is small

____ Font size and size is big

____ Small size of the poster

____ Dull color of the pictures used

____ Others (please specify) _____



V. SUGGESTIONS

Do you have any suggestions in improving the poster? If yes, please write suggestions below:



