

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to develop and evaluate brochure as promotional material for tourism in Bakun, Benguet. Specifically, the study aimed to determine the socio-demographic profile of the respondents; develop promotional material for tourism program of Bakun Benguet; determine the ratings of the respondents towards the developed brochure in terms of content, layout, pictures and typography; determine the comprehensibility of the developed brochure based on readability; and determine the suggestions of the respondents to improve the promotional material.

There were 50 respondents and were purposively selected from students of Benguet State University and local people of Bakun, Benguet. The study was conducted on December 2010 to February 2011.

The developed promotional material was a three-fold type brochure. The spots were presented in the inside page with description of each and supplemented by photos. The back page contained the general information and the contact for the tourism program in Bakun Benguet.

Results showed that the overall rating of the brochure is good with a mean of 4.13. The content of the brochure could be read and understood by the respondents.

Most common suggestions that were gathered to improve the brochure include: improve more the design of the brochure, make the size of the photos bigger, omit redundant pictures, include lodging area photographs and production of the developed brochure should be done continuously and must be updated in case there are changes in fare, accommodation rate, and the tourists spots.

The study recommends evaluating the promotional material before producing it, other municipalities and companies may also use brochure as a material in promoting places, products and the Local Government Unit of Bakun may consider setting a meeting or time to update the information in the material as needed.

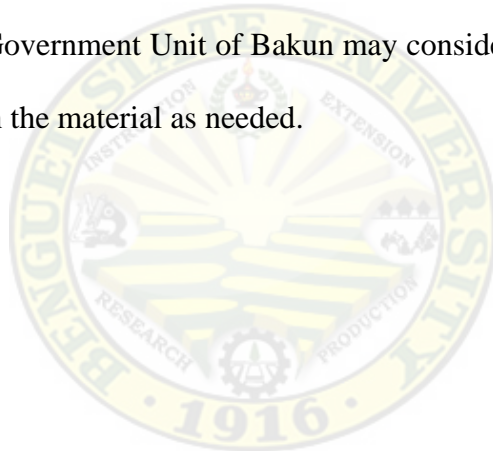


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INTRODUCTION

Rationale

Tourism, in many ways, has very important role for many countries, primarily because of the economic development that it usually brings.

According to the World Tourism Organization (WTO) as cited by Dacawe 2009, ecotourism is one of the fastest growing segments with more than \$425 billion worldwide tourism industry.

In 2002, according to World Tourism Council estimates, international tourist arrivals increased to 703 million at the same time as international tourism receipts reached \$ US 474 billion. International tourist arrivals have witnessed an interrupted growth during the second half of the twentieth century, although the growth rate is declining.

Tourism holds the promise of increased employment and income opportunities, particularly for Filipinos living in coastal and rural areas of the country (Alampay, 2005).

With this, the Benguet Province Tourism Master Plan (BPTMP, 2006) stated that one of the strategies to market and promote tourist destinations in the province is through development, documentation and research. Visitors can stay longer in the unique and idyllic tourists' spots if promoted properly.

There are notable tourist spots already in Benguet. Among them are the verdant sceneries of rolling hills and terraces of vegetables and rice in Atok and Buguias. Mount Pulag, which offers view of northern Luzon at the top being the second highest peak of the Philippines, is also on the list (BPTMP, 2006).



Particularly in Bakun, there are natural attractions that it boasts to tourists. These are the (1) Mt. Kabunian, (2) Mt. Tenglawan, (3) Mt.Lobo, (4) Mangta creek and Waterfalls and (5) Bagew swimming pool.

Bakun is also known as the home of the Kan-kana-ey God because they have the popular mountain named as Mt. Kabubian.

The Mt. Tenglawan offers panoramic view of the neighboring municipalities of Bakun like Buguias, Mankayan and Kibungan including portions of Ilocos region.

The Mt. Lobo is one of the highest peaks in Bakun that it also offers a view of the numerous Rice terraces of Bakun.

The Mangta creek and Waterfalls is believed to the dwelling place of eel “bengekan” of Bakun.

Moreover, the Bagew Swimming pool remains a perfect picture of incredible view at a distance and ideal for picnic, swimming and fishing.

These five tourist spots were promoted in some ways in the area. According to LGU-Bakun in a recent interview with them, one of their strategies in promoting Mt. Kabunian was the organized Kabunian framed pictures displayed during the Adivay 2006. Another is organizing the pictures in a calendar and eventually sold to the local people and tourists.

However, according to Bakun Tourism planning Officer Arthur Toletto, these promotional materials were distributed years ago, and unfortunately, were not sustained up to now because the reproduction cost is expensive.

He further added that due to this problem, the important information about the tourists’ destinations was not disseminated properly as wanted.



Seeing the role of communication in this dilemma is considerable. Disseminating information, publishing, broadcasting and distributions of materials has a greater influence on tourism (Page and Dowling, 2002).

And since development of promotional materials has the ability to draw attention to things, promote, develop, and communicate message to people, it is then undeniable that it can help in enhancing the tourism program in the area, hence this study.

Statement of the Problem

Knowing that tourism is essential to communities, conservation and promotion is needed. Tourists' destinations in Bakun, Benguet are not much known because of minimal promotion. The study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the respondents' ratings towards the brochure in terms of:
 - a. Content
 - b. Layout
 - c. Graphics
 - d. Typography
3. How comprehensible is the promotional material based on readability?
4. What are the suggestions and recommendations of the respondents to improve the brochure?



Objectives of the Study

In general, the study aimed to develop and produce brochure as promotional material for tourism in Bakun, Benguet. Specifically, it aimed to:

1. Determine the socio-demographic profile of the respondents;
2. Develop the brochure for the tourism program in Bakun, Benguet;
3. Determine the ratings of the respondents towards the brochure in

terms of:

- a. Content
 - b. Layout
 - c. Graphics
 - d. Typography
4. Determine the comprehensibility of the developed brochure based on readability.
 5. Determine the suggestions and recommendations of the respondents to improve the promotional material.

Importance of the Study

The main purpose of this study was to come up with a brochure as promotional material regarding the tourist destinations in Bakun, Benguet.

This brochure may serve as information campaign material to the Local and Foreign tourist, Local Government Units (LGU) of Bakun and the Benguet Province Tourism.

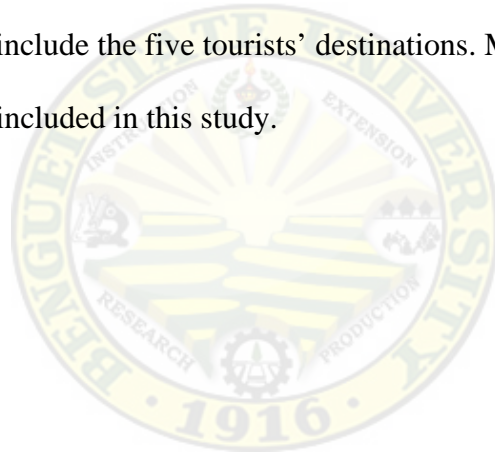


Specifically, for the part of the tourists, the promotional material may provide them a space to know and appreciate the tourists' destinations in the area. Eventually, it is hoped that they might visit or revisit these tourists' destinations.

For the local people of Bakun, this promotional material may let them understand and appreciate the tourism program of the municipality. In return, they are hoped to actively participate in the activities under it.

Scope and Limitation of the Study

The study covered only the natural attraction tourist destinations found in Bakun Benguet, which will include the five tourists' destinations. Man-made attractions found in the place will not be included in this study.



REVIEW OF LITERATURE

Tourists' Destinations in Bakun

In the field of tourism, Bakun is abundant with rice terraces, cascading waterfalls and well hidden mummies according to Bakun Tourism Planning Officer Arthur Toledo.

Moreover, according to Toledo in a recent interview with him there is a legend about Mt. Kabunian. It is the home of pagan gods and is one among the sights that casts hundreds of faces with different expressions formed by the rocks, seen from the distance.

According to the legend, the area is resting place for travelers. It is a story passed from one generation to another, it narrates of a dishonest man by the name Doligen, who attempted robbery. After cheating, he was impaled upon the rock. The rock formation depicts a man squatting with water coming out from his genital organ.

In addition, Toledo also give descriptions to the following spots:

Mt. Tenglawan, the rocky mountain that provides a challenge to the hardly mountain climber. The top offers panoramic view of its neighboring municipalities like Buguias, Mankayan, and Kibungan including portions of the Ilocos Region.

One rockier mountain is Mt. Lobo which is challenging for the trekkers to visit.

Mangta Creek and waterfalls is a pride of Sinacbat BakunBenguet.they believed it as a dwelling place of the eel.

Bagew Swimming pool is a natural formed swimming pool along the Bagew river. It is perfect for viewing at a distance and ideal for picnic, swimming and fishing.



Promotional Material Defined

Promotion has many meanings over the years. The original connotation in Latin was to “move forward.” More recently, the meaning has narrowed so that it refers to communication undertaken to persuade others to accept ideas, concepts, or things. Promotional strategy is a controlled integrated program of communication methods and materials designed to present an organization and its products to prospective customers; to communicate need satisfying attributes of products to facilitate sales and thus contribute to long run profit performance. The tools of promotion include: advertising – any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor, usually using the mass media; personal selling – the process of assisting and persuading a prospect to buy a good or service or to act on an idea through use of person-to-person communication; reseller support – incentives given wholesalers and retailers; publicity – any form of non paid commercial significant news or editorial comment about ideas, products, or institutions; sales promotion – those marketing activities, other than personal selling, advertising, publicity, that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and exhibitions, demonstration, and various no recurrent selling efforts not in the ordinary routine.

Promotion, then, is the communication function of marketing. It is multifaceted and complex.

Except for routine day-to-day communications, most communications with the public are considered promotional material (Anonymous, 2010).



Print Media

Publication is required in print media. Publications may be classified according to their being time bound and time-less. Time bound publications are those which contain information that are useful when new. The timeless publications may remain useful overtime their content needs to be updated from time to time (Cadiz, 1991).

Characteristics of a Brochure

Brochure is commonly used tool for public relation: companies and organizations produce brochure to introduce, show or sell products, or to educate, promote or persuade people to do something (Schurenberg, 2001).

Likewise, a brochure (Austin and Doust, 2007) must show and tell its story in a clear and interesting way, and contains all the information necessary for the reader to make a decision.

Moreover, according to Siebert and Ballard (1992) as cited by Foronda (2010) and to Cadiz (1991), the brochure design should contain the following elements:

Unity. It should be unified throughout. Use the same design elements, typefaces and styles. Also the same grid on each page, but vary the lay out.

Image. Have an inviting image or headline on the cover to draw the readers inside.

Eye movement. Have the information and the image arranged so it is easily understood. People read from top to bottom of the page.

Size. It should be sized to best suit it's purpose. It should easily fit into an envelope for mailing or into a file if the client wants the recipient to keep it.



Balance. Have a careful and functional arrangement of its part so the reader can move through. It is an orderly fashion and understands what's being read.

Color. When considering the choice of colors pay a special attention to its readability. Some colors may prove inappropriate or readable. It is also the ultimate tool for symbolic communication.

Comprehensibility of Communication Materials

The term reading comprehension does not merely mean understanding the text. Ekwall (1989) as cited by Laruan (2008) clarifies that it involves a more complex process requiring the coordination of a number of interrelated sources of information. He further mentions that reading comprehension is not yet static; same written words convey different messages to different readers. In fact, reading demands more syntactic sophistication than listening does. This is because unlike spoken communication where the speaker can clarify his ideas. Writers have to choose carefully the words that can best convey their message or ideas. This requires that the reader must have good comprehension skills for him to decide the right message. Good comprehension skills are also imperative because to the complex nature of reading itself.

In addition, Imperial (2010), stated that there are many different purposes of reading; one reads a text to learn material, sometimes for pure pleasure, and sometimes to follow a set of directions. For students much of their reading will be to learn assigned material. They got information from everything they read and yet they do not read everything for the same reason or in the same way or at the same rate. Each purpose or



reason for reading requires a different reading approach. Two things that influence how fast and how well they read are the characteristics of the text.

Belen (2003) as cited by Imperial (2010) noted that there are three levels of comprehension or sophistication of thinking and are presented in the following hierarchy from the least to the most sophisticated level of reading.

First is literal which refers to what is actually stated. It includes the facts and details; this is where rote learning and memorization is done. There is a surface understanding only. Tests in this category are objective dealing with true/false, multiple choices and fill-in-the-blank questions. Common questions used to illicit this type of thinking are who, what, when, and where questions.

Second is interpretative, it tells what is implied or meant rather than what is actually stated. Drawing inferences and tapping into prior knowledge/experience are included here. Moreover, it is the level wherein there is attaching new learning to old information making logical leaps and educated guesses. Reading between the lines to determine what is meant by what is stated. Tests in this category are subjective and the types of questions asked are open-ended, thought-provoking questions like why, what if and how.

Third is applied, this is taking what was said (literal) and then what was meant by what was said (interpretative) and then extend (apply) the concepts or ideas beyond the situation. In this level analysis and synthesis of information and applying it to other information are involved.



METHODOLOGY

Locale and Time of the Study

The study was conducted in the municipality of Bakun, Benguet (Figure 1).

Bakun is one of the 13 municipalities of Benguet province of the Philippines in the Cordillera Administrative Region (CAR) Luzon.

The municipality of Bakun is considered as the land of external springs because of its fresh springs and waterfalls coming from the thickly forested mountains. It is bounded on the East by the town of Buguias, on the Northeast of Mankayan and on the west by the Province of Ilocos Sur and Kibungan on the South.

A municipality with 30, 883.3521 hectares, it is the fourth biggest town in Benguet. As gathered from the population census, Bakun has a population of 14, 897 by 2007 that depends on rice, camote and vegetables for livelihood.

Bakun consists of masses of mountain rocks that like stairway to the sky, characterized by craggy mountain ranges, hills, cliffs and cascading waterfalls.

Currently, the Local Government Unit is strengthening its tourism program, with the natural attractions highlighted in it.

Respondents of the Study

For the production phase, the key informants were two Local Government Unit staff of Bakun who supplied the needed information for the material, elders and officials of Bakun who provided additional data.





Figure 1. Map of Benguet showing the locale of the study



For the evaluation phase of the promotional material, the respondents were 50 students of Benguet State University.

Respondents were chosen through purposive sampling. The 30 respondents must not be residing in Bakun while the 20 must be from Bakun.

Data Collection Method

For the production phase, interview schedule with the Local Government Units of Bakun was used to get information to be included in the material.

For the evaluation phase, survey questionnaires were floated to the respondents to gather the needed data.

A camera was used to capture footages of tourism programs and interviews with the key informants.

Review of Secondary documents like the List of tourism spots and history documents of Bakun and direct observation were also done and used in gathering data.

Data Gathered

For the production phase, the data that were gathered were the content of the promotional material to be developed and evaluated.

For the evaluation phase, the data that were gathered were the ratings of the respondents in terms of the following: content, lay-out, typography, pictures and color used in the promotional material and the Comprehensibility of the information contained in the developed brochure based on readability.



Data Analysis

The data were analyzed and tabulated using frequency counts, percentage and ranking.

Readability was measured using the gunning fog index. The information in the brochure were submitted to <http://www.online-utility.org/english/readability-test-and-improve.jspformeasurement>.

Fog index formula:

1. Take a sample of the articles. Count the words in several complete sentences until you have about 100 words. Divide the numbers of words by the number of sentences to get the average sentence length.

2. Count the words with three or more syllables. Don't count those that are capitalized or combinations of short, easy words (like bookkeeper or garbageman) or that are made three syllables by adding -ed or -es (like expanded or confesses). This gives you the percentage of difficult words from your sample.

3. Add the average sentences length and the number of words then multiply by 0.4.

$$\frac{\text{No. of words (100)}}{\text{No. of sentences}} = \text{Ave. sentences} + \text{no. of difficult words} \times 0.4 = F1.$$



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Out of 50 respondents, thirty (60%) of the respondents were from different places while twenty respondents (40%) were from Bakun.

The number of respondents from other places is more than the local people of Bakun because the material primarily aims to promote the tourist spots to prospect tourists.

Table 1 shows the respondents' socio-demographic profile in terms of sex, age, and civil status.

Sixty four percent or 32 of the respondents belonged to age bracket of 18-19, while 24% belonged to age bracket of 16-17. The youngest respondent was 16 years old while the oldest was 21 years old.

Twenty seven (64%) of the respondents were female and most of them were single (92%).

Description of the Developed Brochure

The print medium that was produced was a three-fold brochure. The size of the brochure was nine inches in width by 12 inches in height (Figures 2 and 3).

Revision of the developed brochure was done based on the suggestions of the Local Government Unit of Bakun and of the respondents.

Topics contained in the brochure were on the History of Bakun, the tourist attractions and a brief description of each, the office responsible for tourism in



Table 1. Socio-demographic profile of the respondents

	CHARACTERISTICS	FREQUENCY (N=50)	PERCENTAGE
Age	16-17	12	24
	18-19	32	64
	20-21	6	12
Total		50	100
Sex	Male	13	26
	Female	37	74
Total		50	100
Civil status	Married	3	6
	Single	46	92
Total		50	100

Bakun and the information about the transportations, lodging and some other facts about the tourist attractions.

A photo of a mountain was chosen as the background of the front cover because it represents the three highest peaks of Bakun. The photographs shown on the inside page of the brochure were pictures of the tourist spots listed by the LGU Tourism Office.

The front cover used different font styles, sizes and colors. The font style of the heading was Ardarling with 55 font size and the subheading was Corbel with 28 font size.



The inside page also used two kinds of font sizes and styles, these are Gill sans MT with 12 font size, Ardestine with 24 font size, and Ardarling with font size of 30.

The brochure was printed on a special paper.

Development of the Brochure

Three phases were considered in the production of the brochure, these are as follows: planning, designing and production (Figure 4).

Planning

Before designing the promotional material, the researcher first consulted Mr. Arthur Toletto, the Tourism Officer of Bakun. He supplied the researcher with the information regarding the tourism program such as the package tour rates, the transportations going to the place and where the tourists can stay in the area. The information are based on the consolidated Tourism Office's research and consultation with concerned stakeholders of the development program.

After that, the researcher also interviewed selected key informants such as the elders who shared the story about Mt. Kabunian. Although there is an existing account about Mt. Kabunian in the Tourism Office's archive, the researcher used it as a working paper and validated it with the elders.

For the choice of brochure, Mr. Toletto and other concerned officials of LGU-Bakun recommended it. They cited that it is less expensive in reproduction and can be brought anywhere by the readers

This supports the statement of Tierney (2000) as cited by Amdengan (2010), that brochure was the most frequently used source of information during trip planning. Nearly



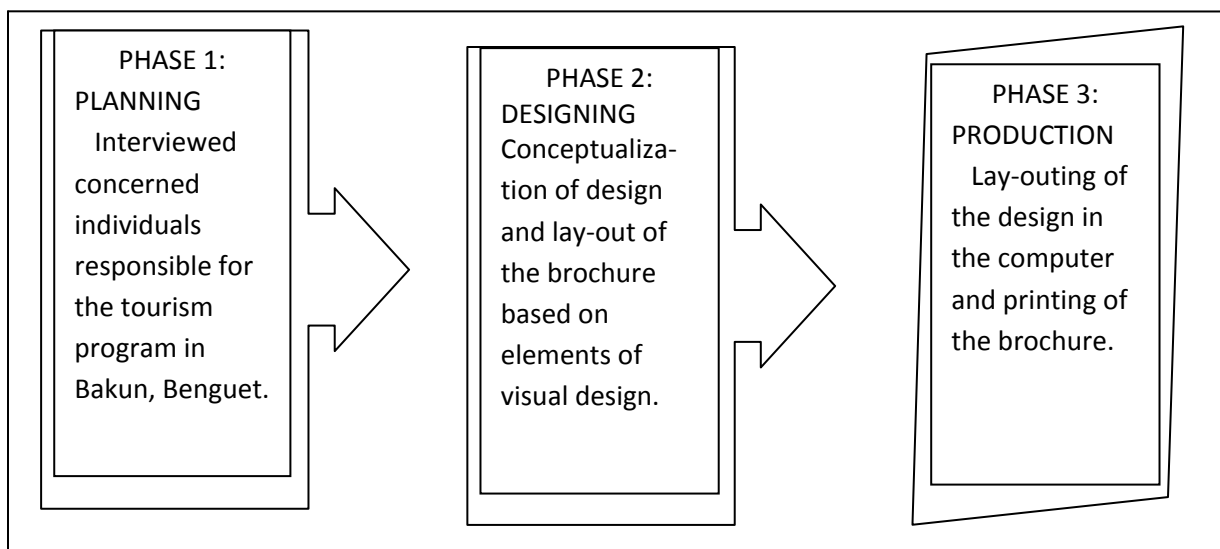


Figure 4. Procedures in developing the brochure

60% of respondents who got a brochure agreed that it was very helpful in planning their current trip.

This is similar to the statement of Schunberg (2001), that brochure also is commonly used tool for public relation. Companies and organizations produce brochure to introduce, show or sell products, or to educate, promote and persuade people to do something.

Designing

In designing the brochure, the researcher considered the elements recommended by Celeste Cadiz, an educational communication specialist. After which, series of brainstorming were done with the Tourism Office to decide on the design and evaluate the prototype.



Before making the brochure, there are elements of visual designs considered and are based on visual design by Cadiz (1991): content, layout, pictures, typography and color.

Moreover, the intended audience was also considered. According to Summer (2000), audience analysis help visual designers when they plan their objectives, the content and presentation of their message and its form.

Given those considerations, Mr. Arthur Toledo together with the researcher, conceptualized the design of the brochure.

Content. In conceptualizing the design, the content of the brochure includes the history of Bakun, Benguet, and the tourist attractions found in it and a description of each, the package tour rates and the contact information for tourism program in Bakun, Benguet. It also contained the map of Bakun, Benguet.

Lay out. The inside page was organized in a way that title of each tourist spots were presented with a picture and accompanying text. Other information like the package tour rates and transportations were arranged in series of tables.

From the front page different photographs of the tourist spots were showed.

The back page shows the map of Bakun and the responsible office for tourism program in Bakun.

Pictures. The pictures were clustered into two: the peaks of Bakun and the Cascading falls. The front page also used the three peaks as background. The map shows the different barangays of Bakun and the location of the natural attractions.

Color. The green color was the overall theme of the brochure to compliment nature.



Evaluation of the Prototype

Presentation of the prototype (Figures 5 and 6) was done in three meetings with the Tourism Officers and other concerned Officials of Bakun for the group critique.

On the first meeting, Mr. Paul Dalmones, the Vice mayor of Bakun together with the other officials, checked the information on the brochure as to its significance: the name of the tourist spots, transportations and lodging for the tourists and facts about the tourists spots.

Their suggestions include: putting a map of Bakun on the material to show the directions in going to the municipality.

For the second meeting with the officials, arrangement of the content was critiqued. The five spots were decided to be placed in the inside page together with the package tour rates, transportations and lodging for the readers to easily understand the purpose of the material and for them to easily enumerate the tourist spots.

A single picture was also chosen by the Tourism Officer as a background on the front page because it shows or represents the highest mountains in Bakun.

For the third meeting, Mr. Toletto, gave the go signal for the material to be reproduced.

Ratings of the Respondents on the Brochure

Tables 2, 3, 4, and 5 show the rating of the respondents on the developed brochure as promotional material for tourist destinations in Bakun, Benguet. The evaluated areas are the content, layout, graphics and typography.



Content. Table 2 shows that the rating of the respondents on the criteria of the

OVER ALL RATING	DESCRIPTIVE RATING
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content is good. This implies that the respondents were satisfied on the content of the brochure.

In terms of clear purpose, it shows that the respondents know the purpose of the brochure, which is to promote the tourist spots.

Based on the statement of Wilson (2007) as cited by Pinkihan (2008), content of a printed material should have clear message and purpose.

In terms of clearness and conciseness, one of the respondents said that the content is clear and good because whether the reader is a local or international tourist, the purpose can be understood already.

When it comes to the organization, the overall rating shows that the respondents were satisfied to the organization of the information. One reason could be all the information and facts about the tourist spots are organized in the inside page.

One of the respondents suggested adding information about the history of the tourist spots for them to have more knowledge on it.

Some local people of Bakun said that they were encouraged to visit the place after reading the brochure. This supports Hyde (2010), words in the brochure should have a technique of “I’m-talking-to-you” to trigger the reader to ask for more and it will increase their response.

Table 2. Respondents’ ratings of the developed brochure’s content



Clear purpose	4.42	Good
Clear and concise	OVER ALL RATING	DESCRIPTIVE RATING
Organized	4.2	Good
Significant	4.28	Good

Layout. Table 3 shows that the rating of the respondents on the layout of the brochure is good.

In this criteria, the respondents commented that the font color should not compliment the background, rather it should contrast.

In terms of the criterion space, the respondents stated that the brochure uses just enough space between the text and pictures and in between columns.

This relates to the statement of Cadiz (1991) that two general types of spacing may be employed to a material but only one is recommended for greater legibility.

In addition, this is similar to Summers (2000), using blank space around paragraphs and columns also improves legibility.

For the criterion contrast, according to some of the respondents, they want to have a more creative color and contrast such as the headline color and the text in the front page will contradict the background for more emphasis.

This support the statement of Trishchold (1967) as cited by Amdengan (2010), that color and contrast must be considered in designs because it is one of the important elements of visual design.

Table 3. Respondents' rating of the developed brochure's layout



Space	4	Good
Contrast	4.22	Good
OVER ALL RATING		DESCRIPTIVE RATING
Design	4.16	Good
Creativity	4.12	Good

In the design of layout, according to one respondent, the design of the brochure was very common, thus he suggested other kinds of layout.

However, other respondents stated that they liked the design of the brochure because it was simple but organized.

This supports the statement of Benson (2002) as cited by Pinkihan (2008), a well designed application will make it easy for the user to understand the information being presented and show them clearly how they can interact with that information.

In the criterion of creativity, respondents commented that the layout of the brochure was pleasant to look at although the format was already common.

Graphics. Results for this category are presented in Table 4. It shows that the respondents rated this criterion as good.

In terms of appearance and appropriateness rating, it shows that the respondents were satisfied with the needed information through the pictures portrayed in the developed brochure.

However, some of the respondents suggested a clearer and appropriate map that can be really used as a guide. They added that a single picture on the front page fold will

Table 4. Respondents' rating of the developed brochure's graphics



Appearance	4.24	Good
Appropriateness	4.24	Good
	OVER ALL RATING	DESCRIPTIVE RATING
Size	4.06	Good
Number	4.02	Good

be better.

This relates to the statement of Siebert and Ballard (1992) that a brochure design should have an inviting image to draw the readers inside.

For the size of the pictures presented in the brochure, respondents stated here that the size of the pictures was good but some are small. They suggested making the pictures a little bigger.

For the numbers of the picture, one of the respondents said that the pictures presented were very informative about the tourist spots but he suggested omitting some redundant pictures.

This supports the statement, pictures and graphics are used to attract the attention of the reader or the audience, it should go well with the text but not too much that it can distract the audience (Anonymous, n.d).

Typography. In this category, respondents rated the font style, font size, font color as good while average in the criterion heading as presented in Table 5.

In the criterion of font style, respondents stated that the font style was good and uniform because it uses three different kinds of font style.

Table 5. Respondents' evaluation of the developed brochure's typography



Font style	4.06	Good
Font size	4.08	Good
Font color	4.1	Good
Heading	3.96	Average

In terms of font size, some respondents said that the text can be easily read maybe because it uses a sans serif font style Gill sans, with 12 font size.

This relates to Montagnes (1991), statement that there are two useful type families, one with serifs, and one sans serif. Both of these two faces can be effective and economical, thus Gill sans font style used in the brochure is one kind of sans serif font styles.

The rating of the respondents towards the font color of the brochure reflects that the font color quite compliments the background color.

In the criterion of headings, according to some respondents the headings are good because it uses kinds of font style and it was synchronized to the background.

Over all Rating of the Brochure

Table 6 presents the overall rating of the brochure on its criteria. It was interpreted using mean and descriptive rating.

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

Table 6. Over all rating of the developed brochure



	TOTAL OVER ALL RATING	DESCRIPTIVE RATING
Content	4.27	Good
Layout	4.13	Good
Graphics	4.14	Good
Typography	4.05	Good
Color	4.03	Good
TOTAL	4.12	Good

The result of the overall rating of the brochure was good with a total of 4.12. Content has the highest rate (4.27) while the color has the least rate (4.03).

Based on the results, improvement is needed under the criteria of lay-out which is the font style, font size, font color and heading to meet the audience satisfaction.

Comprehensibility of the Developed Brochure based on Readability

The Gunning Fog Index was used to measure the comprehensibility of the brochure. The Gunning fog expresses the number of years of formal education for a person to understand the message.

Based on the result, it was found out that ten years of formal education is needed to understand the content of the brochure. In the Philippine education system, this is equivalent to finishing secondary level.



This shows that the content of the brochure could be read and understood by those who finished high school.

Since the respondents of this study were students of Benguet State University college, the gunning fog index result implies that the respondents easily grasped the content of the brochure even without somebody explaining it, or without the accompaniment of other communication materials.

This supports the statement of Pinkihan (2008) that it must be well noted that readability and legibility of the brochure helps a lot in any communication materials. Legible and readable text can easily be deciphered.

Same with Montagnes (1991), stated that three considerations must be met if the text is really easy to read: the readers eye must be able to move smoothly among the individuals lines of the type; the readers eye must be able to move smoothly from line to line down the page; and the reader must be able to recognize individual letters and words easily.

This also supports the statement of one respondent that the words used in the brochure were short and it uses simple words that is why it is easy to read and understand. This is the same to the statement of Montagnes (1991) that sentences might be even stronger if simple words were used.

Respondents' Suggestions to Improve the Brochure

In terms of content, the respondents suggested to add information about the history of the tourists spots to add more information about it.

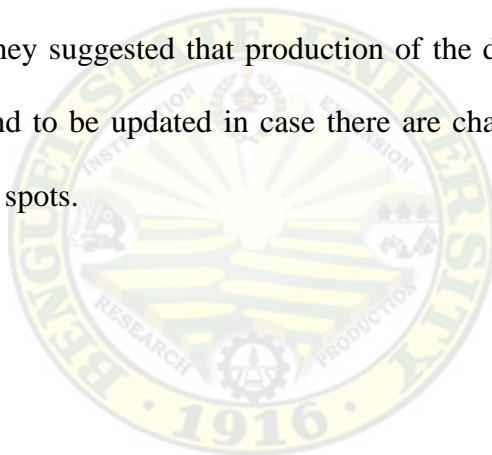


In terms of lay out, the respondents suggested improving more the design and the placement of photographs that if possible, some unnecessary or redundant pictures should be omitted.

In terms of the pictures used, the respondents suggested a clearer and detailed map of Bakun that can be really used on tour. The respondents who suggested this explained that the map should contain where the tourist spots are located in the Municipality.

Moreover, respondents suggested bigger size of the pictures to be seen clearly, and they suggested pictures of the lodging areas.

In addition, they suggested that production of the developed brochure should be done continuously and to be updated in case there are changes in fare, accommodation rates, and the tourists spots.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study aimed to develop and produce brochure as promotional material for tourist destinations in Bakun, Benguet. Specific objectives of this study are to: determine the socio-demographic profile of the respondents; determine the ratings of the respondents towards the promotional material in terms of content, layout, pictures and graphics, and typography; determine the comprehensibility of the developed brochure; and determine the suggestions and recommendations of the respondents to improve further the promotional material.

There were 50 respondents of the study for the evaluation of the developed brochure. Respondents were local people and students from Benguet State University. The study was conducted in Bakun, Benguet. Data were analyzed and tabulated using frequency counts and percentage.

The developed brochure was three folds. Front page shows some photos of the tourist spots and a text. The back page contained the Office responsible for tourism program in Bakun while the inside page contained the name of the tourist spots, description of each and an associated photos.

Results showed that rating of the developed brochure is good in terms of its content, pictures or graphics, typography and lay out. The developed brochure could be understood by those who had accomplished their secondary level of education.



Suggestions that were gathered to improve the developed brochure were enlargement and omitting some of the pictures, and developing more the design of the Brochure.

Conclusions

Based on the results, the following conclusions were derived:

1. Brochure is an effective promotional material for a tourism program;
2. Simpler words and shorter sentences used in a visual material are more understandable to the readers,
3. And there is a need to update the promotional material in case of changes especially on the content.

Recommendations

1. Other municipalities or areas may also use brochure as a material in promoting their tourism programs;
2. The LGU –Bakun may consider setting a meeting or time to update the information in the material as needed.
3. Improvement of the promotional material should be done before producing it.



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APPENDICES

APPENDIX A Guide Questionnaire

Benguet State University
College of Agriculture
Department of Development Communication
La Trinidad Benguet

I. Personal Profile

- A. Name (optional) _____
 B. Age _____ D. Sex _____
 C. Status _____

II. History of tourism in Bakun.

III. Description of each tourist's destinations. Why is it so called:

- A. Mt. Kabunian?
 B. Mt. Tenglawan?
 C. Mt. Lobo?
 D. Mangta Water Falls and creek?
 C. Bagew swimming pool?

IV. What are the general characteristics of the tourist's destinations?

V. What are the unique features of each destination?

VI. Where are these tourists' spots located in the Municipality?

VII. How many hours does it take to reach the destinations?



APPENDIX B
Survey Questionnaire

Benguet State University
College of Agriculture
Department of Development Communication
La Trinidad Benguet

I. Personal profile

A. Name (optional) _____
 B. Age _____ C. Sex _____
 C. Status _____

II. Evaluation of the promotional material.

Direction: please check your answers based on the scale given below.

Scale: 5 = excellent, 4 = good, 3 = average, 2 = fair, 1 = poor.

Criteria	Responses				
	1	2	3	4	5
CONTENT					
Clear purpose					
Clear and Concise					
Organized					
Significant					
LAYOUT					
Color					
Space					
Contrast					
Design					
Creativity					
PICTURES AND GRAPHICS					
Appearance					
Appropriateness					
Design					



Size					
Number					
TYPOGRAPHY					
Font style					
Font size					
Font Color					
Heading					

Other comments:

III. Comprehensibility of the promotional material.

	Yes	No
Informations on the material are easily read even without assistance?		
The promotional material is easily understood.		
The font size is large enough to be read clearly.		
The texts are easily read and legible.		
The material used simple words		
The spacing of letters, words and sentences are legible.		

IV. What are your suggestions to improve the promotional material?

Content:

Layout:



Pictures and Graphics used:

Typography:



APPENDIX C
 Benguet State University
 College of Agriculture
 DEPARTMENT OF DEVELOPMENT COMMUNICATION
 La Trinidad Benguet

SUMMARY OF THE OVER ALL RATING OF RESPONDENTS

Criteria	Responses				
	1 (Poor)	2 (Fair)	3 (Average)	4 (Good)	5 (Excellent)
CONTENT					
Clear purpose	0	1	3	20	26
Clear and Concise	0	1	7	24	18
Organized	0	0	9	22	19
Significant	0	3	2	23	22
LAYOUT					
Color	0	3	7	12	28
Space	0	2	12	20	16
Contrast	0	1	14	18	17
Design	0	1	10	19	20
Creativity	0	1	10	12	18
PICTURES AND GRAPHICS					
Appearance	0	1	6	23	20
Appropriateness	0	1	7	23	19
Design	0	0	12	20	18
Size	0	3	10	18	19
Number	0	1	10	21	17
TYPOGRAPHY					
Font style	0	5	6	20	19
Font size	0	3	8	21	18
Font Color	0	3	6	24	17
Heading	0	4	10	20	16

