

## **BIBLIOGRAPHY**

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Adviser: Igrelyn P. Pinos-an, MDevCom

## **ABSTRACT**

The study was conducted to produce and evaluate the tourism radio and TV plugs as promotional materials of La Trinidad, Benguet. Specifically, the study aimed to: determine the socio-demographic profile of the respondents; determine the existing and potential tourist destinations in La Trinidad; determine the information that the respondents of La Trinidad want to include in the radio and TV plugs; determine the ratings of the respondents from the produced radio plug in terms of content, sound, transitions, voice and melody; determine the ratings of the respondents from the produced TV plugs in terms of content, graphics/pictures, audio quality and transitions; and determine the suggestions of the respondents in the improvement of the radio and TV plugs.

There were forty (40) respondents of the study who were chosen through non-probability quota sampling. Twelve (12) of them were residents of La Trinidad including four (4) employees coming from the municipal office. Also, twenty eight (28) non- La Trinidad residents were chosen as respondents of the study.



The study was conducted in three stages. First, the pre-production stage where a key informant interview and review of secondary sources available in the municipal office were used to gather data to be included in the content of the plugs. The second is the production stage which included script writing and audio recording for the radio plug; whereas scriptwriting, photo taking, video shooting and editing were done for the TV plug. The produced radio plug has a running time of forty-seven seconds (47 sec.) while the TV plug runs for two minutes and thirty-five seconds (2 min. 35 sec). Both of the produced plugs contain the cited existing and potential tourist destinations, the activities and the products found in the municipality of La Trinidad.

The third stage was the evaluation using a survey questionnaire. The data were tabulated and analyzed using frequency counts and percentage. Likewise, they were presented in descriptive and narrative form.

Results showed that the overall ratings of the radio and TV plugs were “Good”. The most common problems of some respondents while listening to the radio plug and watching the TV plug were: the pronunciation and diction of the voice over, proper pause and timing, volume, and the quality of audio and video used.

For the improvement of the radio plug, the respondents offered the following suggestions: improve the pronunciation and diction, appropriate volume of voice over and background music, and proper pause and timing. For the improvement of the TV plug, the improvement of the quality of video and the proper timing and pausing were the given by the respondents of the study.

The study recommends improving the version of the radio and TV plugs based on the suggestions of the respondents. The Municipal Tourism Office might want to consider



using the improved radio and TV plugs for the tourism promotion of La Trinidad. The structure used in the production of the plugs may be used by the other students who want to produce effective radio and TV plugs in the future.



## INTRODUCTION

### Rationale

Tourism is a social, cultural and economic phenomenon which involves the movement of people to countries or places outside their usual environment for personal or business and professional purposes (World Tourism Organization, 2010).

In many places the introduction and development of tourism allows local people an opportunity for economic and educational growth. In addition, it allows both the tourist and the local community a chance to experience other cultures, which broadens understanding.

The tourism industry now demands more meaningful involvement and more responsible tourism practices. Local communities and Non-Government Organizations today have a very important role in the way tourism is developed. Tourism provides entrepreneurial opportunities for small operators. It can foster balanced development and empower rural communities and develop other sectors such as the economy, and particularly, the agricultural sector.

Republic Act (RA) 7160 or the local Government Code of 1991 mandates that the state declares tourism as an indispensable element of the national economy and an industry of national interest and importance which must be harnessed as an engine of socio economic growth and cultural affirmation to generate investment, foreign exchange and employment and to continue to mold and enhance sense of national pride for all Filipinos.

Moreover, RA 7160 encourages local government units to utilize their power to ensure the preparation and implementation of a tourism development plan, enforcement of standards and the collection of statistical data for tourism purposes.



In La Trinidad, the council is looking into more tourist destinations in the municipality through the resolution proposed by Councilor Roderick Awingan (Bang-it, 2011). According to Awingan, it is important to map out the different existing and probable tourism destinations in La Trinidad as basis in the preparation and implementation of a competitive and sound tourism development plan.

It is known that the municipality of La Trinidad is also called as “the Salad Bowl of the Philippines” because of its vegetable industry. It has also earned its place in the Guinness Book of World Records in 2004 for producing the largest strawberry shortcake. With these recognitions, the tourism industry of the municipality is continuously supported by its government.

The media contributes greatly in activating tourist attractions. Before discussing the role of the media as an instrument in tourism policy, it should be noted that, the relationship between tourism and the media is one of inclusion. When speaking of tourism policy that focuses on specific areas of tourism, the media become a mediator between tourism and society, meaning that they mediate in a process of conveying tourism products from the producers to the consumers. As stated by UNTWO Secretary General Frangialli, “*The relationship between tourism and media is vital and complex.*”

Moreover, development in communication is one of the best ways to go in developing tourism. This strategy involves the planned communication component of programmes designed to change the attitudes and behaviour of specific groups of people in specific ways through person to person communication, mass media, traditional media or community communication (Sanyal, 2011).



Also, Tourism is highly dependent on media reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves (Frangialli, nd). One way of promoting tourism of one municipality is through information campaigns. In an interview with Mr. Dwight A. Daodao, the Municipal Tourism Officer of La Trinidad, he said that the municipality produce brochures and conduct orientations to Lakbay Aral visitors as forms of tourism promotion.

Other information campaigns can also be done to promote tourism. Broadcasting media through radio is one of the most convenient and quickest methods in promoting tourism. Its advantages include availability, accessibility to wide coverage and acceptability to both literate and illiterate listeners in rural and urban areas. It is said that radio is cheap for everyone to afford. Radios are portable, rechargeable or run by a battery and it can be brought anywhere.

The use of different media can be utilized. One of these is the use of plugs. Plugs are described to be one minute to two minutes long advertisement and presented in a way that interests other people. It could be in the form of a Radio plug or a Video Plug. These media forms can be included as potential information campaign materials in promoting the tourism of the municipality of La Trinidad.

On the other hand, video plugs have come a long way nowadays. It has become a separate business domain. Videos are by and large easily graspable than general text. Therefore, incorporating effective videos in your plug is extremely helpful in putting across your message to the mass. They are interesting and attract a larger group of audience towards your advertisement. One of the major advantages of using them is that they deliver substantial information within a quick span of time (Promotional videos.com, 2010).



With these qualities of radio and video plugs, the researcher intends to use it as a medium of promoting tourism in the municipality. According to Daodao, there is a 10 minute video presentation coming from the Department of Tourism-CAR showing all the tourist spots found in the province of Benguet. However, there is no same material specifically made for the municipality of La Trinidad.

Thus, the production and evaluation of tourism plugs may support in the tourism campaigns of La Trinidad, Benguet.

### Statement of the Problem

The study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the existing and potential tourist destinations in La Trinidad?
3. What information do the respondents of La Trinidad want to include in the TV and Radio plug?
4. What are the respondents' ratings towards the produced radio plug?
5. What are the respondents' ratings towards the produced TV plug?
6. What are the suggestions of the respondents to improve the radio and TV plug?

### Objectives of the Study

Generally, the study produced and evaluate one radio plug and one TV plug.

Specifically, it;

1. determined the socio-demographic profile of the respondents;
2. determined the existing and potential tourist destinations in La Trinidad;



3. determined the information that the respondents of La Trinidad want to include in the radio and TV plugs;
4. determined the ratings of the respondents to the produced radio plug in terms of content, sound, transitions, voice and melody;
5. determined the ratings of the respondents from the produced TV plug in terms of content, graphics/pictures, audio quality and transitions; and
6. determined the suggestions of the respondents to improve the radio and TV plugs.

#### Importance of the Study

The output of the study may be used by the Municipal Tourism Office for the tourism promotion of La Trinidad.

The results of the study may also give insights for Development Communication students who want to produce effective radio and TV plugs in the future.

#### Scope and Limitation of the Study

The study only focused on determining the socio-demographic profile of the respondents; the existing and potential tourist destinations in La Trinidad; the information that the respondents from the Municipal Office of La Trinidad want to include in the radio and TV plugs; the ratings of the respondents to the produced radio and TV plugs; the suggestions of the respondents in improving the radio and TV plugs.

Lastly, it focused on the production and evaluation of radio and TV plugs as promotional materials for tourism in La Trinidad.

The pictures and supporting details of the potential tourist spots in La Trinidad were not included by the researcher in the study due to inaccessibility and time constraint.





## REVIEW OF LITERATURE

### Tourism

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors and tourism has to do with their activities, some of which imply tourism expenditure.

As such, tourism has implications on the economy, on the natural and built environment, on the local population, at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required producing those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring. This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism (WTO, 2010).

### Benefits of Tourism

There are a number of benefits of tourism for both the tourist and the host destination. On a large scale it offers a good alternative to some more destructive industries for generating income both on nationally and privately. The tourism industry encompasses many different areas, so it also creates jobs in many different areas. With tourism, hotels, restaurants, car rental agencies, tour companies, service stations, souvenir shops, sports



equipment rentals, and much more. All of this creates many different levels of employment for people in a given community.

In many places the introduction and development of tourism allows local people an opportunity for economic and educational growth that would not otherwise be available. In addition, it allows both the tourist and the local community a chance to experience other cultures, which broadens understanding.

If properly used, tourism generated income can be tremendously beneficial to the host country and its local communities. Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism (Auburn, 1999).

#### Republic Act 9593: The Tourism Act of 2009

Under the Republic Act 9593 Sec. 2 Declaration of Policy (2009), the state declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold and enhance sense of national pride for all Filipinos.

The State shall seek to promote tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable and ethically and socially equitable for local communities. Develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs, enlisting the participation of local communities, including indigenous peoples, in conserving bio-physical and cultural diversity, promoting environmental understanding and education,



providing assistance in the determination of ecotourism sites and ensuring full enjoyment of the benefits of tourism by the concerned communities.

### Development of Tourism in La Trinidad

An article written by Bang-ngit in Sun Star Baguio (2011) states that the La Trinidad council is looking into more tourist destinations in the municipality through a resolution proposed by Councilor Roderick Awingan.

Furthermore, the move is pursuant to Republic Act (RA) 7160 or the Local Government Code of 1991 that encourages local government units to utilize their power to ensure the preparation and implementation of a tourism development plan, enforcement of standards and the collection of statistical data for tourism purposes.

The existing tourist destinations of the municipality include Betag-Puguis Strawberry Farm, Benguet State University, Km. 3 Bell Church, Benguet Provincial Capitol, La Trinidad Municipal Park, La Trinidad Vegetable Trading Post, Bahong Rose Garden, Peril Burial Cave, Alapang coffin cliff hangers, Tawang Stone Church and Kalugong View Point. The resolution has also spotted Benguet Museum, Alapang-Alno flower Gardens and the Central Tawang View Deck as potential tourist spots of the town.

Awingan said it is important to map out the different existing and probable tourism destinations here as basis in the preparation and implementation of a competitive and sound tourism development plan.

"The state declares tourism as an indispensable element of the national economy and an industry of national interest and importance which must be harnessed as an engine of socio economic growth and cultural affirmation to generate investment, foreign



exchange and employment and to continue to mold and enhanced sense of national pride for all Filipinos," said the resolution (Bang-it, 2011).

Galacgac (2011) states in his article, in Sun Star Baguio, that the municipal government is in the planning stage for the development of a 42-hectare public land here into an eco-park as part of La Trinidad's contribution to tourism and greening. The municipal Mayor Greg Abalos confirmed this, saying that the proposed site will be in the rolling mountains of Barangay Shilan in the northern part of this town. According to him, those areas with only few trees but still offers panoramic view has vast potential for eco-tourism if we build structures there and re-capture its former greeneries.

Records show tourists going to Baguio often wants to move out of the city for natural sceneries. At the moment, this town has only the wide strawberry fields to offer for that desire (Galacgac, 2011).

### Steps in the Organization of a Barangay Tourism Council in Benguet

The province of Benguet has adopted nine (9) steps which it rigorously follows before a Barangay Tourism Council is organized.

*Inventory of Attractions.* This is the very first step to be undertaken in making a complete assessment of the available attractions in the locality. In the province, any of a number of features, which may be natural, man-made, cultural agricultural, historical, or of special interest.

*Site Validation.* This is a way of checking the tourism potential of the reported attraction. If it is a natural attraction like a cave, for example, it must be ascertained if it is



a burial cave. If it is a natural cave, it must be determined if it is interior has chambers to be explored, stalactites and stalagmites, rock formations waterfalls and other attractions which could be appreciated by tourists. This may be done by an ocular inspection, and documented by means of taking pictures.

*Identification of Suitable Activities and Added Attraction.* This step entails the determining of activities that may be conducted and promoted in accordance to the nature of the site as ascertained in the former step. To illustrate, a mountain found to be rocky would be promoted in such a way that rock-climbing enthusiasts will be lured.

*Evaluation of Available Facilities and Amenities.* The visitors of Benguet are usually nature lovers who prefer the outdoors to posh hotels with all the comforts, but this do not mean that installation and maintenance of facilities may be put aside. Basic support amenities such as foot bridges, restrooms, visitor assistance centres are essential in any tourism settling.

*Social Acceptability.* The promotion entails the introduction of the product, which in this case is the site, the people and their culture. But this does not mean the opening of all aspects for public consumption. Tourism development should make tradition and propriety according to the local's values and standards of primary consideration, particularly in Benguet, which is rich in cultural-sensitive assets.

*Tourism Awareness Campaign.* This is the phase when tourism as an activity is introduced to the community through seminars and training. The community will now be educated on how to make tourism as source of livelihood, as well as on how to properly receive visitors and to maintain, protect and preserve their resources as they welcome



outsiders to their realm. The efforts shall not be without the province's support and assistance.

*Systems and Procedures.* For the purpose of organization and consistency, the community needs to establish ground rules for tourists, and may impose fees in order to generate revenue, both of which can be done through the passage of ordinances.

*Marketing and Promotion.* After the community has been educated and the support facilities prepared, the area shall be included in promotional material produced by the province / municipality, such as brochures and travel guides. This is the fastest way which the existence of attractions in the area, which is technically newly "discovered" may be made known to the public.

*Monitoring and Evaluation.* The province will make occasional checks on the areas of interests to determine whether or not the development of tourism benefited the community especially in terms of income, and whether or not the attractions have been well preserved despite the tourist influx. A logbook shall be maintained by the visitor assistance centres to provide information on tourist arrivals and suggestions. The barangay will eventually be allowed to conduct their tourism activities independently, once it is observed that the locals are able to hurdle related problems and tasks on their own.

As mentioned in the Benguet Tourism Briefing kit the criteria for selection of sites for tourist spots are;

The accessibility of roads, Peace and order condition, the attitude towards the tourists, diversity of attraction and availability of markets to match these with natural factors such as beauty and climate.

### Radio as a Medium for Information Campaign



Radio broadcasting is widely known as one of the cheapest source of information for rural families. It can reach the people easily and quickly. Many radio Audiences consider broadcasting as the most available and the most common way of entertainment (Ballesteros, 1986).

One advantage of radio is that it has local coverage, low cost, high frequency. It is also flexible and it can reach well-segmented audiences. Radio may be the least expensive of all media, and because airtime costs are low, extensive repetition is possible (Velasco et al, 1999). The ability of the radio to contribute to the national development may also be attributed partly to the fact that the people prefer it than other mass media because it fulfils certain psychological needs further because radio listening is easier to do than reading or viewing movies and information ( Jamias, 1975 as cited by Palubos, 2004).

### Developmental Radio Plugs

Developmental radio plugs are short presentations or commercial on radio between programs. Plugs are brief and repetitive broadcast in different forms used to impart information or educate target listeners (Coldevin, 1987).

They are designed to deliver information, inspiration or instruction to the listeners in a s short time as possible. They are effective conveyors of quick messages. These are capsule materials that can be played in existing popular or full-length program.

Themes of spots or plugs can range from civic to social, political, religious, agricultural, health, environment, economic and even moral. Many national information and social mobilization campaigns have effectively been carried out through radio spots, jingles and plugs (Fundamentals of Community Broadcating, 2010).



## Types of Radio Plugs

In the Fundamentals of Radio Broadcasting handout (2010), the following radio plugs were discussed:

*Mini-drama.* The message is conveyed through the dialogue of two characters. Usually one character is presented as having a problem. The other character offers him/her a solution. Later, the problematic character will be convinced and become satisfied with the solution offered to him.

*Straight announcement.* This is the simplest, easiest, and least costly to prepare. The message is narrated by the announcer in a straight and forward manner.

*Endorsement by authorities and personalities.* The message comes from the most recognized experts. This is to give credibility and preclude any controversy.

*Collage, Montage and Vox Pops.* These are the quick snatches of people's voice that are re arranged to demonstrate the range of views and feelings of the citizenry.

*Vox pop.* The voice of a regular member of the society expressing an opinion from his/her personal point of view.

*Testimonial.* This is also a form of testimonial, usually from somebody who has actually tried an idea or practiced a method, or a regular person who might have seen how something that is being promoted worked.

*Collage.* And assembly of unread voices focusing on an issue.

*Montage.* A series of assorted voices of people played on after the other to portray one theme or story.





*Dialogue.* The message is presented through a conversation between two characters distinctly identifiable and not interchangeable. The dialogue must excite and stimulate the audience.

*Jingle.* The message is presented in a song or through musical form

*Question and Answer.* This form should excite the listeners by the way of throughout provoking questions and interesting answers.

### Video Spot

The spot is traditionally an instrument which is used to communicate a message that, in the majority of cases, serves to publicize commercial products although, in recent years, it has been successfully used to make public opinion aware of basic themes of social interest. The first step in producing an effective video spot is to get to know and understand terms and concepts which are connected to the world of video production; the second step is to give an "advertising format" to the whole work. The following are the elements to consider in producing a video spot as enumerated by [www.foot-4u.it.com](http://www.foot-4u.it.com) website.

*Script.* The first thing to do is to decide which type of message to give your video Spot. Then, think of the best way to express it, and here is where a script is born, where you should relate, in writing, exactly what should occur. This first stage of ideas is very important and can determine the final success of the work.

*Storyboard.* A series of boards, achieved with sketches or photos, which depict the plot are called the story-board. According to the script these images should show, in the correct sequence, the scenes which you wish to include in the video spot; this permits you to have a precise idea of the work which you will require to complete the video and if you



do not like anything you will be able to change it directly on the board, before passing on to the video camera. In this way, the risks that the recorded material does coincide with your idea, or you become displeased and unhappy with it, is reduced.

*Backstage.* Without fail what is most used in large productions to depict work techniques is the backstage that has the role of documenting the various work stages which precede, accompany and follow the production of the video spot. It is, so to speak, a "video of the video", and even provides greater freedom, from the point of view of the preparation, and a need for practically a dedicated video operator. His or her role is that of documenting in a discreet way, without jeopardizing spontaneity and results, the greater part of the passages of the production. Flair and good fortune are necessary to place oneself at "the right place at the right time", to best document motivations, choices, emotions, encounters and curiosity which arise on the production set. The result then depends on the editing: the atmosphere which the backstage will restore should allow everyone, public and main players, to retrace the creative path which has led to the achievement of the video spot.

### Importance of Video Production

According to Brighton (2009), videos are large easily graspable than general text. Therefore, incorporating effective videos in your website is extremely helpful in putting across your message to the mass. They are interesting and attract a larger group of audience towards your advertisement. One of the major advantages of using them is that they deliver substantial information within a quick span of time. So, why don't you incorporate videos in your website, or simply market your organization through videos? Video production has come a long way nowadays. It has become a separate business domain. A powerful video



production team can give your needs the right direction and ability to penetrate into the market. If you don't have a team, outsource your needs to professionals. They will make sure that your requirements are met outstandingly.

Videos have triggered the concept of 'webmercials'. Embed a particular file in your website or blog and let know the world about your product. That's quite simple to do if you have the right group of professionals to help you out. Before settling with one, ask them questions pertaining to videography and your requirements. Verifying their experience is crucial. Don't take a chance with inexperienced videographers and break the backbone of your brand's reputation. Expertise sharpens with experience. So, simply go for experienced videographers after exercising your sense of judgment. The quality of products used is another agenda that you must not overlook. Simply verify the product quality to get the confidence in them. Interview the experts with all questions that come to your mind pertaining to videography (Shown, 2011).

### Elements of Plugs

*Content.* According to NDCA (1992) as cited by Caligtan (2008), content is a prime concern, it must be accurate, useful, and free from bias. If the content is not correct and up-to-date, then the material is not ideally usable for learning. The content must be accurate and current. The content of the material must be useful. It should stimulate the learner to act on the information.

*Transition.* Transition is what the author shows between two shots or clips. The joining of those clips is the transition from one to the other. Transitions can be an instant



scene or image change, a fade, fade to black, dissolve, pan from one person to another, or any digital effect (Webopedia, 2012).

*Sound/Audio quality.* According to Feller (1992) as cited by Caligtan (2008), the audio portion must be viewed in terms of clarity, volume, pace, and narrative music mix. Voices should use appropriate diction and dynamics and should feature distinctive qualities when recognition of more than one is required of the audience. Voices should also match the individual's pictures. Music and sound effects should contribute to the meaning of message of the video. The total effect of the sound should be free of any characteristics that detract from intended message and impact of the video.

*Voice/Voiceover.* According to Brighton (2009), voiceovers provide an effective way to evoke emotion or get important information across to an audience. In fact, without voiceover, media wouldn't have the same impact and the entertainment industry would be at a great loss. The importance of voiceover can be seen every day in a variety of techniques.

Brighton added that advertising is another very common use for voiceover. In fact, radio is completely voiceover and actors are never seen. In fact, voiceover is so useful for radio advertisement that certain product manufacturers have signed long term contracts with voiceover actors to "brand" their products. When consumers hear the same, familiar voice representing a product, it builds instant trust and credibility. Even on television, where actors can be seen, it is more likely that a product is featured with voiceover and without an actor. Besides, a strong voiceover highlights the sale instead of the actor seen with the product.



Voiceover is an important part of our movie and television experience. In many cases, voiceover represents more than just information, but has become part of a product, building trust and credibility with consumers.

### Pre-testing of IEC Materials

Pre-testing is an important but often taken for granted aspect of materials development and production. It is defined as the testing of planned public information strategies, messages or materials before completion and release to help assure effectiveness and to help ensure that messages and materials will work (CDC, 1995).

According to Librero *et al.* (1997), pretesting may show that even the “best version” of the communication material can be improved upon. It indicates which material will likely be most effective. It serves to detect negative aspects of a communication it helps avoid production of large quantities of material that are not understandable or acceptable.

Pretesting cannot guarantee the desired results for a communication campaign program. What it does is increase the probability of reaching the target audience with the desired message and persuading them to undertake a given behavior.

### Definition of Terms

*Content.* Significant information or creative material viewed in contrast to its actual or potential manner of presentation: publishers, record companies, and other content providers.



*Transition.* A transition is what the producer/editor shows between two shots or clips. The joining of those clips is the transition from one to the other

*Graphic.* A graphic is an image or visual representation of an object

*Sound Quality.* Sound Quality is that aspect of a sound system which generates the most accurate sound possible.

*Sound.* When music, speech, and sound effects are recorded and used to accompany a film, video or broadcast.

*Melody.* A sequence of single notes that is musically satisfying a tune.

*Voice.* The sound produced by the vocal organs of a human. A specified quality, condition, or pitch of vocal sound: a hoarse voice; the child's piping voice.

*Existing Tourist Destinations.* These are explored, improved and developed places that are accessible to tourists who are motivated to visit in their leisure time for a limited period.

*Potential Tourist Destinations.* These are attractions that already exist in a destination but have not yet been recognized as such.



## METHODOLOGY

### Locale and Time of the Study

The study was conducted in La Trinidad, Benguet. La Trinidad is the capital town of Benguet and is considered as a first class municipality. It is located three kilometres north of Baguio City and is 256 kilometres north of Manila. It is bounded on the north by the municipality of Tublay, on the south by Baguio, and on the west by Sablan and Tuba.

La Trinidad is subdivided into 16 barangays namely Alapang, Alno, Pico, Tawang, Ambiong, Bahong, Poblacion, Balili, Beckel, Puguis, Bineng, Betag, Shilan, Cruz, Lubas and Wangal.

Aside from the vegetable industry, La Trinidad is known for its tourist destinations that include Betag-Puguis Strawberry Farm, Benguet State University, Km. 3 Bell Church, Benguet Provincial Capitol, Bahong Rose Garden, Peril Burial Cave, Alapang coffin cliff hangers, Tawang Stone Church and Kalugong View Point.

The municipality is chosen as the locale of the study because of its existing and potential tourist destinations and in support to its government's desire to further promote its tourism industry.

The study was conducted on December 2012 to February 2013.

### Respondents of the Study

In determining the tourist destinations in the municipality, a key informant interview was conducted to the Municipal Tourism Officer of La Trinidad, Mr. Dwight Daodao, Administrative Officer IV.



For the evaluation of the tourism plugs, forty respondents were chosen. They were classified into three categories.

The first category includes twenty eight non-La Trinidad residents. The second category includes eight resident respondents of La Trinidad. These respondents were chosen through non-probability sampling and they should be 18 years old and above.

Lastly, the third category includes the four respondents from the Municipal Office of La Trinidad. It includes Dwight A. Daodao, the key informant and Municipal Tourism Officers. They are Janice A. Binay-an, Administrative Assistant II, Imelda M. Obidos, Administrative Officer V and Sharon P. Dacumos, the Project Development Officer III.

### Data Collection

Data collection was conducted in three stages. First was the gathering of information about the different tourist spots in La Trinidad which was done through an interview schedule with the Tourism Officers.

Data coming from the La Trinidad Socio-Economic and Physical Profile 2012, Benguet and La Trinidad Official Websites and the Benguet Tourism Briefing Kit are also included as secondary sources in the study to further supplement the need of information.

For the second stage which is the production of the radio plug: script writing, voice recording and editing was done. And for the production of the TV plug: script writing, video recording, voice recording and editing were conducted. Series of site visits to different tourist destinations in the municipality were made for picture takings and video recording to be included in the TV plug.





The third stage is the evaluation of the developed plugs through a survey questionnaire.

The respondents were gathered in one room where they first listened to the radio plug and then followed by watching the TV plug. After listening and watching, the respondents evaluated the produced plugs by answering the floated the questionnaires by the researcher. Also, the researcher guided the respondents in answering the questionnaire.

### Data Gathered

The data gathered were the socio-demographic profile of the respondents; the existing and potential tourist destinations in La Trinidad; the information that the respondents from La Trinidad Mayor's office want to include in the radio and TV plugs; the ratings of the respondents on the produced radio plug in terms of content, sound, transitions, voice and melody.

Also, the ratings of the respondents from the produced TV spot in terms of content, graphics/pictures, audio quality and transitions; and the respondent's suggestions in improving the plugs were gathered.

### Data Analysis

The data gathered from the respondents were tabulated and analyzed using frequency counts and percentage. Likewise, they were presented in descriptive and narrative form.



## RESULTS AND DISCUSSION

### Socio-Demographic Profile of the Respondents

Table 1 shows the socio- demographic profile of the resident and non- resident respondents of La Trinidad who evaluated the radio and TV plugs. The profile includes the age, sex, occupation and hometown province of the respondents.

*Age.* The age of the respondents ranges from 18-46 years old. The table shows that most (30%) of the respondents were 18 years old.

*Sex.* Out of the 40 respondents, 50% of the respondents were female and another 50% were male.

Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (N=40)	PERCENTAGE (%)
Age		
18	12	30
19	3	7.5
20	3	7.5
21	6	15
22	2	5
23	5	12.5
24	2	5
26	1	2.5
27	1	2.5
32	1	2.5
34	1	2.5
41	1	2.5
43	1	2.5
46	1	2.5
TOTAL	40	100



Table 1. Continued . . .

<b>Sex</b>		
Male	20	50
Female	20	50
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>Occupation</b>		
Government employee	4	10
Farmer	2	5
Self-employed	2	5
Unemployed	3	7.5
Student	29	72.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>Hometown Province</b>		
La Trinidad, Benguet	8	20
Ifugao	7	17.5
Baguio City	4	10
Mountain Province	4	10
Atok, Benguet	3	7.5
Itogon, Benguet	2	5
Bolanao, Kalinga	2	5
Buguias, Benguet	1	2.5
Mankayan, Benguet	1	2.5
Nueva, Ecija	1	2.5
Nueva, Viscaya	1	2.5
Pangasinan	1	2.5
Tublay, Benguet	1	2.5
Municipal Office of LT	4	20
<b>TOTAL</b>	<b>40</b>	<b>100</b>

*Occupation.* Twenty-nine of the respondents are college students, four are government employees, two are farmers, two are self-employed and three are unemployed respondents.

*Hometown Province.* Out of 40 respondents, twelve (30%) are residents of La Trinidad, included here are the four evaluators coming from the Municipal Office. Other respondents are distributed to different provinces as shown in Table 1.



## Existing and Potential Tourist Destinations in La Trinidad

In determining the existing and potential tourist destinations in La Trinidad, interview was conducted with Mr. Dwight A. Daodao, the Municipal Tourism Officer of La Trinidad. According to Daodao, the province of Benguet has adopted nine (9) steps in organizing a Barangay Tourism Council. The steps include the inventory of attractions, site validation, identification of suitable activities and added attraction, evaluation of available facilities and amenities, social acceptability, tourism awareness campaign, systems and procedures, marketing and promotion and lastly monitoring and evaluation

The researcher also looked into the secondary sources regarding tourism in the municipality. As mentioned in the Benguet Tourism Briefing Kit, the criteria for selection of sites for tourist spots are: the accessibility of roads peace and order condition, the attitude towards the tourists, diversity of attraction and availability of markers to match these with natural factors such as beauty and climate.

Existing tourist spots. Existing tourist spots refer to the established tourist destinations as identified by the municipality.

*La Trinidad Strawberry Farm.* This is an existing man-made attraction of the municipality located at Betag, La Trinidad. The sweet Swiss and Japanese variety of strawberries are one of the reasons why tourists visit the municipality. Strawberry picking by hand is also allowed by some farmers in the area. Strawberry-by-products such as jams, wine, candies are also available in different stalls near the farm.

*La Trinidad Trading Post.* It is the centre of marketing activities in the province of Benguet. Highland vegetables such as cabbages, carrots, potatoes, chayote, and lettuce are on display for retailers and most especially wholesalers. An estimation of three hundred



eighty thousand to four hundred fifty thousand kilograms (380,000-450,000 kgs.) of vegetables are being delivered here to be sold and to be shipped to different markets throughout the country.

*Benguet State University.* It is the foremost agricultural state university in the region. Aside from the centre of excellence and centre of development, it is also known for its contribution to the municipality's tourism. The BSU Processing Centres, marketing and its products are one of the reasons why people visit the university. Benguet State University is fast becoming a "pasalubong centre", with the variation and quality of products made, tourists as well as locals are known to flock the marketing centre and purchase BSU made items.

Also, in the BSU marketing centre products include veggie noodles, wines, local breads, sweets, pastries, strawberry preserves, ube jam, and a Korean favourite kimchi.

*Rose Garden.* The Rose Garden is found in Bahong, La Trinidad. It is also referred to as the Rose Capital of the Philippines. Roses, chrysanthemums and other cut flowers and ornamental plants also abound in the area.

However, this was not included in the list of tourist destinations to be promoted because according to the tourism officer, the road going to Bahong cannot accommodate large vehicles such as buses and large trucks.

*Potential tourist destinations in La Trinidad.* The following spots are also found in the different barangays of the municipality as cited in the Benguet and La Trinidad official website. They are referred to be potential tourists' destinations because of the natural beauty they provide. However, just like the Rose Garden of Bahong, these places are still



to be established in terms of their development, management and monitoring. The Municipality still need many efforts to fully institute these potential tourist destinations.

This agrees with WTO (2010) that tourism has implications on the economy, on the natural and built environment, on the local population, at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required producing those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring.

*Peril Burial caves.* Found between Alno and Alapang communal forest. Sacred skeletal remains lay in a burial cave.

*Mt. Kalugong.* It is a natural attraction found in Tawang. The mountain provides an ideal view point of the La Trinidad Valley floor and the distant forested mountainsides.

*Dinangking/ Binanga river.* It is a natural attraction found in Shilan. Its crystal clear water is ideal for hardy swimmers. The riverbanks are ideal for camping and picnic sites.

*Pedak burial cave.* It is a natural attraction found in Alapang. The place is a burial cave with box type coffins in them. It is possible for viewing only.

*Talinguroy view point.* It is a natural attraction found in Wangal. The sunset and the bright orange skies can be seen from this part of the barangay. It is just 30 minutes hike from the provincial capitol grounds.

*Begbeg burial cave.* It is a natural attraction found in Wangal. This is also a burial cave of the ancestors of the community residents. It is for viewing only.

*Tinedkaw cave.* It is a natural attraction found in Tawang. It is a natural cave that needs to be explored by hardy cave explorers.



*Kulong cave.* It is a natural attraction found in Wangal. It is for exploration.

*Mt. Yangbaw.* It is potential natural attraction found in Tawang. It is a rocky promontory for viewing.

*Dinog cave.* It is a natural attraction found in Bahong. It is underground cave with water running through. It still needs to be explored.

*Payogpog waterfalls.* It is a natural attraction found in Shilan. It has a scenic view from Shilan proper and is ideal for swimming by energetic trekkers. It can be hiked from the national highway within 1 hour.

*Ampetang hot spring.* It is a natural attraction found in barangay Bahong. As the name states, it is hot. This has been declared as private property but would be perfect for development as a tourist's destination.

*Wangal river.* It is a natural attraction found in Wangal. The river provides water for the flower and vegetable gardens of the community. It is also used for swimming and fishing by the local people.

*Mt. Tayawan.* It is a natural attraction found in Tawang. It is a rocky promontory for viewing similar to Mount Yangbaw.

*Mt. Peripen bato.* It is a natural attraction found in Pico. The limestone rocks have different shapes as formed in the olden base. The top most part provides a view of the City of Baguio on the east side and the opposite view is that of Pico and Balili.

### Information that is Included in the Radio and TV Plugs

*Tourist Destinations.* During the interview with Daodao, he cited three existing tourist spots to be promoted in the radio and TV plugs. These are the La Trinidad Strawberry Farm



located at Betag, La Trinidad Vegetable Trading Post in Pico and the Benguet State University in Balili La Trinidad.

These are the only tourist destinations that they would like to include in the plugs because they are fully established and they are easily accessible.

The cited potential tourist destinations found in the different barangays of La Trinidad are not yet encouraged to be included in the plugs since they are to still to be established.

*One Town One Product (OTOP).* Since one of the well known products of La Trinidad is the strawberry, Daodao added the promotion of this product in the planned plugs to be developed. The strawberry-by-products such as wines, candies, jams, yoghurts and even soaps are being sold in the La Trinidad Pasalubong Centre located at the Municipal Gymnasium.

*Format for the Plugs.* For the running time of the produced radio plug runs forty-seven seconds (47 sec.). Wherein it includes the cited existing tourist destinations, the activities and the products sold in the municipality. The produced TV plug runs for two minutes and thirty-five seconds (2min 35 sec.) showing the existing tourist spots, the products, and also the potential tourist destinations found in the municipality.

English was applied as the language in the produced plugs, for the reason that English is considered the universal language. The Philippines is composed of mixed cultures and languages and English can be at least understood almost everywhere among the people and the country, as it is the world media language. It is one of the simplest and easiest natural languages.

Upbeat music was also used in both the radio and TV plugs to be able to enhance the message being delivered and to evoke the desired response from the listeners.





The information gathered here are all included in the scripts produces as shown in table 2 and 3.

Table 2. Radio plug script

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Type of Production: Radio Plug (MONOLOGUE)	
Script writer: Ma. Lourdes M. Obidos	
Total Running Time 0:45 sec	

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1	BIZ:(UP AND UNDER)
2	NARRATOR: Looking for a quick escape from the city? –from busy
3	roads and crowded areas? // Come to LaTrinidad! //
4	Have a unique experience_picking fresh strawberries
5	with your friends and family!
6	Are you a nature lover and you want to have an

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Table 2. Continued . . .

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7	adventurous trip? Try trekking the mountains of La
8	Trinidad which offers a breath taking panoramic
9	View of the valley
10	Tour all around Benguet State University and have a
11	Taste of different products from wines to veggie
12	noodles!
13	Buy organically grown vegetables and also try our one
14	town on product goods and commodities.
15	

---



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16	Come and visit La Trinidad! –the capital Town of
17	Benguet,// The Salad Bowl of the North and
18	the Strawberry Capital of the Philippines! // La
19 BIZ: FADE OUT	Trinidad!

---

The following codes found in the first column of the script in table 3 are the camera angles, types of shots and camera position.

*Extreme Wide Shot (EWS).* The view is so far from the subject. It is often used as an establishing shot

*Wide Shot (EW).* The subject takes up the full frame, or at least as much as comfortably possible. It is also known as long shot and full shot.

*Mid Shot (MS).* It shows some part of the subject in more detail while still giving an impression of the whole subject.

Table 3. TV plug script

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Type of Production: TV Plug			
Script writer: Ma. Lourdes M. Obidos			
Total Running Time: 2: 35 sec			

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	VIDEO SHOT LIST	ON SCREEN TEXT	AUDIO/ VOICE OVER
DISSOLVE TO:	Map of the Philippines	La Trinidad Benguet Philippines	BIZ: FADE IN
VWS:	Municipal Office of La Trinidad		VO: La Trinidad is the capital town of Benguet.
EWS:	Different Shots of the La Trinidad Valley		It is known as “The Salad Bowl of the Philippines” for its vegetable industry

---



HAS:	La Trinidad Vegetable Trading Post	380,000 to 450,000 kgs.	It is the centre for marketing activities in the province. where 380,000 – 450,000 kgs
FS:	porter carrying a sack of vegetables		Of vegetables
FS:	vegetable dealers sorting vegetables		are being delivered here everyday
FS:	porter stacking sacks of vegetables		and to be transported in different
HAS:	vegetable dealers packing vegetables		markets throughout the country.
MCU:	shots of Chinese cabbage, cauliflowers, potatoes and bell peppers		Highland Vegetables such as cauliflowers, potatoes and bellppers are on display for Retailers and most especially wholesalers.
WS:	trading post		
ZOOM OUT:	Pasalubong Center		La Trinidad also has the Pasalubong center where they

Table 3. Continued . . .

PAN:	wines		promote goods and commodities out of their One Town One Product
	Shots of different products in the pasalubong center.		They sell products such as wines, strawberry jams, strawberry flavoured candies, and yoghurts.
DISSOLVE TO:	BSU		Benguet State University is



		located at the heart of La Trinidad
		Aside from the centre of excellence
PAN:	BSU Oval	And the center for development
WS:	Family taking pictures in front of the administration	It is also known for its Contribution to the municipality's tourism.
CU:	BSU Marketing Products Logo	The BSU processing centres, marketing and its products
FS:	Staff working inside the Food Processing Centre	are one of the reasons why people visit the university. BSU is fast becoming a pasalubong center. With the variation and quality of products made, tourists

Table 3. Continued . . .

FS:	People buying BSU made products inside the BSU Marketing Center	tourists as well as locals visit the marketing centre and purchase BSU made items.
	Individual shots of different BSU products	The marketing centre products include veggie noodles, wines, local breads, sweets, pastries, strawberry



			preserves, ube jam, and kimchi.
DISSOLVE TO:	FADE TO BLACK	La Trinidad Strawberry Field	(BGM)
PAN	Strawberry field		Alongside BSU is the Strawberry Filed, where its just 6 kilometres
WS:	A farmer picking strawberries		away from Baguio city
CRANE:	Strawberry plants		It's delicious, succulent and juicy strawberries
CU:	Strawberry fruit		With Swiss
ECU:	Strawberry fruit		and Japanese variety, is one main reason why
TRACK:	Tourists walking		why tourists come back for more! // Usually it ranges from
CU:	Strawberry in a Styrofoam container	90.00-130 pesos	90-130 pesos
ECU:	strawberry		Here you can buy it fresh and You can also

Table 3. Continued . . .

MS	“Strawberry picking” tarpaulin		experience picking fresh strawberries in the field
TRACK:	Children picking strawberries		with your friends and family!
	Individual shots of existing and potential tourist spots in La Trinidad		So what are you waiting for? Come and explore the beauty of the valley



		and have an unforgettable experience, only here in La Trinidad!
DISSOLVE TO:	“It’s more fun in La Trinidad!”	(BGM)
	FADE TO BLACK	BIZ: FADE OUT
MS	“Strawberry picking” tarpaulin	You can also experience picking fresh strawberries in the field
TRACK:	Children picking strawberries	with your friends and family!
	Individual shots of existing and potential tourist spots in La Trinidad	So what are you waiting for? Come and explore the beauty of the valley and have an unforgettable experience, only here in La Trinidad!
DISSOLVE TO:	“It’s more fun in La Trinidad!”	(BGM)
	FADE TO BLACK	BIZ: FADE OUT

*Close Up (CU).* A certain feature or part of the subject takes up the whole frame.

*Extreme Close Up (ECU).* The ECU gets in and shows extreme details

*High Angle Shot (HAS).* A high angle shows the subject from above, i.e. the camera is angled down towards the subject. This has the effect of diminishing the subject, making them appear less powerful, less significant or even submissive.

*Pan.* A horizontal camera movement, left and right.



*Zoom.* Technically this isn't a camera move, but a change in the lens focal length with gives the illusion of moving the camera closer or further away

*Pedestal (Ped).* Horizontal movement, left and right

### Respondents' Rating of the Radio Plug

Table 4 shows the ratings of the respondents on the different categories of the radio plug.

The implication of each scale is interpreted in the following; “Excellent” means the respondents fully understood the radio plug and it contains information that persuades them to visit La Trinidad after listening. “Good” means that the respondents understood the radio plug and they did not find any problem in the content and information presented. “Average” means that the respondents understood the radio plug but there were lacking information and problems in terms of the content while listening to the plug. “Fair” means that the radio plug contains some information that is not clear to the respondents, and “poor” means that the respondents did not understand the radio plug.

*Content.* The rating of the respondents on the content is presented in the table. In terms of the simplicity of the message; it can be seen that “Good” is the highest with a rating of 47.5 %. This shows that the produced radio plug was effective enough for the respondents to understand.

Other aspects also showed results of “Good” as their highest rating. Realistic has 55%, accuracy with 62.5% and organization with 45% ratings.



Out of the five criteria under the content, the clarity of purpose has the highest rating (55%) of “Excellent” and one respondent did not evaluate this criterion. It proves that the respondents were able to understand the purpose of the radio plug.

This supports Lane (2009), who said that clarity in your message is crucial to effective communication. Language is symbolic, in that every word and phrase utilized is comprised of symbols that represent created meanings that change based on the individual and their culture. Structuring your messages in a manner that makes effective use of the symbols offered in your message improves the chances that your messages will be accurately understood.

According to Jonathan Makin, one of the respondents, the radio plug was organized, clear and easy to understand. This supports one of the general principles when writing for radio under the Fundamental Principles of Community Broadcasting module. It says that in creating radio plugs, always aim for clarity; the writer should use familiar/simple words that have concise meanings for the listeners to grab the idea of the message easily.

Generally, most of the respondents had a “Good” rating for the content. Some of the respondents commented that the radio plug was persuasive and interesting.

*Sound and Music.* Table 4 also shows the ratings of the respondents on the criteria of sound and music.

Moreover, in the elements of radio craft, it states that sound and music are used deliberately to establish time, mood and setting. It is introduced in radio to add realism to an event to enhance the mood or atmosphere of a scene. Thus, it should not over power the main information being developed in the plug. (Fundamentals of Community Broadcasting).





*Transition.* The rating of the respondents on the criteria of transition is also presented in the table.

Table 4. Ratings of the respondents on the radio plug

CRITERIA	Fair		Average		Good		Excellent		Total	
	F	%	F	%	F	%	F	%	N	%
<b>CONTENT</b>										
Simplicity	-	-	7	17.5	19	47.5	14	35	40	100
Realistic	-	-	4	10	22	55	14	35	40	100
Accurate	-	-	6	15	21	52.5	13	32.5	40	100
Organized	-	-	6	15	18	45	16	40	40	100
Has a clear purpose	-	-	4	10	11	27.5	22	55	37	92.5
<b>SOUND AND MUSIC</b>										
Volume	1	2.5	8	20	20	50	11	27.5	40	100
Use of appropriate music	-	-	2	5	19	47.5	18	45	39	97.7
<b>TRANSITION</b>										
Proper timing	-	-	6	15	18	45	16	40	40	100
Appropriate	-	-	7	17.5	26	65	7	17.5	40	100
Creative	-	-	7	17.5	16	40	17	42.5	40	100
<b>VOICE</b>										
Appropriate voice talent	-	-	2	5	22	55	16	40	40	100
Pitch	-	-	4	10	17	42.5	18	45	39	97.5
Message delivery (pronunciation)	-	-	3	7.5	12	30	25	62.5	40	100

It can be noted that “Good” ratings were given to proper timing (45%) and appropriateness (65%). This could be attributed to one of the respondents comment that the delivery of the message was too fast. She pointed out that the lack of pausing is one problem found encountered in the radio plug.

Out of the three criteria under transition, the creativity of the radio plug was rated “Excellent” with a rating of 42.5%.



*Voice.* Table 4 includes the rating of the respondents on the voice. Under the category of voice, both appropriateness (55%) and pitch (42.5%) of the voice were given a rating of “Good”.

Among the three criteria under voice, message delivery gained the highest (62.5%) rating of “Excellent”. According to the Fundamentals of Voice and Speech module, the voice plays a very important role in helping convey the meaning of language. Listeners are affected by your message. As you talk, they perceive and interpret message.

Twenty five (62.5%) of the respondents rated the message delivery “Excellent” and they commented that they appreciate the delivery of the message and they find it interesting.

#### Overall Ratings of the Radio Plug

Table 5 shows the overall evaluation of the radio plug on the content, sound and music, transition and voice.

In general, the content, sound and music, transition and voice have an overall mean of 4.22 which is equivalent to “Good”. Overall result implies that the content and the elements used in the radio plug satisfy the desire and the criteria of the respondents in knowing more about the tourism in La Trinidad.

Table 5. Overall ratings of the radio plug

CRITERIA	MEAN	INTERPRETATION
Content		
Simplicity of the message	4.18	Good
Realistic	4.25	Good
Accurate	4.18	Good
Organization	4,25	Good
Clarity of Purpose	4.15	Good
Sound/ Music		
Volume	3.97	Average



Using of appropriate music	4.3	Good
Transition		
Proper timing	4.25	Good
Appropriate	4.0	Good
Creative	4.25	Good
Voice		
Appropriate voice talent	4.35	Good
Pitch	4.25	Good
Message delivery (pronunciation)	4.55	Good
<b>TOTAL</b>	<b>4.23</b>	<b>Good</b>

### Respondents' Rating on the TV Plug

Table 6 shows the ratings of the respondents on the different categories of the TV plug. The implications of each scale are interpreted in the following; “Excellent” means the respondents fully understood the TV plug and it contains information that persuades them after watching. “Good” means that the respondents understood the TV plug and they did not find any problem in the content and information presented. “Average” means that the respondents understood the TV plug but were lacking information and problems while watching the plug. “Fair” means that the radio plug contains some information that is not clear to the respondents, and “poor” means that the respondents did not understand the TV plug.

*Content.* Table 6 includes the respondents' rating on the content of the TV plug. It can be noted that “Good” ratings were given to clarity (62.5%), presentation of information (67.5%) and clarity of purpose with 47.5%.

This supports Wilson (2007) as cited by Amdengan (2010) who said that one of the major contributors to good first impression is how easy your content to read. Content should give a clear message and purpose.



*Graphics and Pictures.* Table 6 also shows the rating of the respondents on the graphics and pictures of the TV plug.

For the appropriateness of the pictures and videos used, most (45%) of the respondents gave a rating of “Excellent”.

This can be related to Summers (2000) as cited by Amdengan (2010) that pictures and graphics are used to attract the attention of the reader or audience. To be effective, pictures should be clear, sharp and looks good.

In terms of the appropriateness of design of the picture and video used, most (47.5%) of the respondents rated them “Good”.

*Audio Quality.* Table 6 also presents the rating of the respondents on the criteria of audio quality. For the clarity of voiceover, half (50%) of the respondents gave a rating of “Good”.

This supports Brighton (2009), who stated that voiceovers provide an effective way to evoke or get important across to an audience. In fact, without voiceover, media wouldn't have the same impact and the entertainment industry would be at a great loss. The importance of voiceover can be seen every day in a variety of techniques.

In terms of the proper intonation or diction and accent of the voice over, 47.5% of the forty respondents gave a rating of “Good”.

One of the respondents commented that even though the voice over is convincing the diction and pronunciation of the voice over should still be improved.

For the ratings on the appropriateness of language used, 52.5% gave a “Good” rating. This implies that the language used in the TV plug was appropriate and understood by the respondents.



Moreover, Mr. Daodao, suggested that instead of English as the language used, the editor should consider using Filipino language or any local dialects in Benguet.

Table 6. Ratings of the respondents on the TV plug

CRITERIA	Fair		Average		Good		Excellent		Total	
	F	%	F	%	F	%	F	%	N	%
<b>CONTENT</b>										
Information is clear and understandable	-	-	4	10	25	62.5	11	27.5	40	100
Information is well presented	-	-	2	5	27	67.5	11	27.5	40	100
Has a clear purpose	-	-	4	10	19	47.5	17	42.5	40	100
<b>GRAPHICS/PICTURES</b>										
The picture/video is appropriate to the content	-	-	7	17.5	15	37.5	18	45	40	100
The design of the picture/video id appropriate	-	-	6	15	19	47.5	15	37.5	40	100

Table 6. Continued . . .

<b>AUDIO CLARITY</b>										
Clarity of voice over	-	-	4	10	20	50	16	40	40	100
Proper intonation/diction and accent of the voice over	-	-	6	15	19	47.5	15	37.5	40	100
Language used is appropriate	-	-	3	7.5	21	52.5	16	40	40	100
Appropriateness of background music	-	-	5	12.5	23	57.5	12	30	40	100



TRANSITION										
The sequence of event in the video is well presented	-	-	2	5	26	65	12	30	40	100
Proper timing	1	2.5	4	10	26	65	9	22.5	40	100

Proving that the background music used in the TV plug was appropriate, majority (57.5%) of the respondents gave a rating of “Good”.

Mountford (2012) stated that advertisers have long used music to help set the tone of their commercials, and evoke the desired response from listeners.

*Transition.* The rating of the respondents on the criteria of transition is also presented on the table.

Both the sequence of event in the video and proper timing accumulated a rating of 65%. This proves that the transitions used were able to help in delivering the message properly.

### Overall Ratings of the TV Plug

Table 7 shows the overall evaluation of the TV plug on the content, graphics/pictures, audio quality and transition.

In general, the content, graphics/pictures, audio quality and transition have an overall mean of 4.24 which is equivalent to “Good”. Overall result implies that the content and elements used in the TV plug satisfy the desire and the criteria of the respondents in knowing more about the tourism in La Trinidad



Table 7. Overall Rating of the TV Plug

CRITERIA	MEAN	INTERPRETATION
<b>Content</b>		
Information is clear and understandable	4.16	Good
Information is well presented	4.22	Good
Clarity of Purpose	4.33	Good
<b>Graphics/ Pictures</b>		
The picture/video is appropriate to the content	4.28	Good
The design of the picture/video used is appropriate	4.22	Good
<b>Audio quality</b>		
Clarity of voice over	4.3	Good
Proper intonation or diction and accent of the voice over	4.22	Good
The language used is appropriate	4.33	Good
Appropriateness of background music	4.16	Good
<b>Transitions</b>		
The sequence of vent in the video is well presented	4.25	Good
Proper timing	4.15	Good
<b>TOTAL</b>	<b>4.24</b>	<b>Good</b>

Recommendations of the Respondents  
in Improving the Radio Plug

The following are the recommendations of the respondents for the radio plug in terms of content, sound and music, transition and voice.

*Content.* The radio plug contains information about the different tourist spots, the activities that can be done as well as the products found in the municipality.

However, the respondents suggested that more information about La Trinidad tourist spots should be added as well as the places to be visited. They also recommended improving the introduction of the radio plug.



*Sound and Music.* The respondents suggested lowering the volume of the background music. The researcher agrees on the suggestion given, in order for the plug to be understood. The spoken words are the main part of radio plug while music supports the statements and helps in the aesthetic appreciation part of a promotional material.

*Transition.* The respondents commented that the pacing of the spoken words is quite fast and they recommend improving proper pausing and timing.

*Voice.* The respondents also recommend improving the pronunciation of some words such as; *quick escape* and *trek*, they also pointed out that the linking verb “of” was pronounced as “ov”.

### Recommendations of the Respondents in Improving the TV Plug

The following are the recommendations of the respondents for the TV plug in terms of content, graphics and pictures and audio quality:

*Content.* The TV plug contains information and features different tourist spots, recreational activities and products of the municipality.

Moreover, the respondents suggested adding more pictures and video clips of other tourist destinations found in La Trinidad. However, the researcher believed that there is no need to add more video clips or pictures of other tourist destinations aside from the given existing tourist spots given in the TV plug. Because according to the key informant, the roads going to other tourist destinations are not passable to buses and other large vehicles. Furthermore, there are other tourist spots found in the municipality that is still to be explored.





*Graphics and Pictures.* The respondents recommend improving the quality of video. The researcher agrees on this suggestion of the respondents. In order to persuade more viewers, the quality of video should be improved.

*Audio Quality.* The respondents suggested that the narrator should not be talking too fast, proper timing and pausing should be considered. Proper pronunciation of some words was also recommended. Lastly, the use of Tagalog or other local dialects in Benguet as a language in the TV plug was suggested.



## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

The study dealt with the production and evaluation of tourism radio and TV plugs as promotional materials for tourism of La Trinidad, Benguet. It was conducted in order to determine the socio- demographic profile of the respondents; determine the tourist destination in La Trinidad that will be promoted; determine the information that the respondents of La Trinidad want to include in the radio and TV plugs; determine the ratings of the respondents to the produced radio plug in terms of content, sound, transitions, and voice; determine the ratings of the respondents to the produced TV plug in terms of content, graphics/pictures, audio quality and transitions; and determine the suggestions of the respondents to improve the radio and TV plug.

The study was conducted in La Trinidad from December 2012 to February 2013. There were forty (40) respondents of the study who were chosen through non-probability quota sampling. Twelve (12) of them were residents of La Trinidad including four (4) employees coming from the municipal office. Lastly, twenty eight (28) non- La Trinidad residents were also chosen as respondents of the study

The study applied three stages. Phase one was the gathering of information about the different tourist spots in La Trinidad through an interview schedule with the Municipality Tourism Officer and browsing other available secondary sources about tourism in the municipality. The study includes three stages. An interview from the key informants and browsing other available secondary sources, were used in the pre-production stage, to be included in the content of the plugs. The production stage includes script writing, audio and video recording, picture taking, and editing of both the radio and



TV plugs. A survey questionnaire was used in the evaluation of the produced plugs. The data were tabulated and analyzed using frequency counts and percentage. Likewise, they were presented in descriptive and narrative form.

Results showed that the overall ratings of the radio and TV plugs were “Good” with a mean of 4.23 and 4.24 respectively.

For the improvement of the radio plug, the respondents offered the following suggestions: improve the pronunciation and diction, appropriate volume of voice over and background music, and proper pause and timing.

For the improvement of the TV plug, the use of Filipino or any local dialect in Benguet as the language used in the plug, the improvement of the quality of video and the proper timing and pausing were the given by the respondents of the study.

### Conclusions

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

1. The content and elements used in both radio and TV plugs are enough to provide the information needs of the respondents in promoting La Trinidad tourism.
2. In terms of effectiveness, the radio and TV plugs were able to persuade some non- La Trinidad residents to visit the municipality.
3. The promotional materials can be further improved by incorporating the suggestions of the respondents.



## Recommendations

1. Make an improved version of the radio and TV plugs based on the suggestions of the respondents.
2. The Municipal Tourism Office might want to consider using the improved radio and TV plugs for the tourism promotion of La Trinidad.
3. The structure used in the production of the plugs may be used by the other students who want to produce effective radio and TV plugs in the future.



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