



# **An Assessment of the Communication Approaches in Communicating Tourism Used by the Municipal Government of Angono, Rizal**

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**Abstract**— Tourism contributes largely to the economic growth of every country. Hence, this study assesses the communication approaches in communicating tourism used by the municipal government of Angono, Rizal, The Social Judgment Theory is used to evaluate the level of awareness, knowledge, attitude, and perceived effectiveness of the respondents and their relationships. Descriptive-correlational is the design of this study. A quantitative approach is used to gather statistical data. The research finds that most participants are female and between 15-22 years old. The study reveals that Angono residents are generally aware of the communication approaches used (mean score of 2.95), knowledgeable about municipal tourism efforts and initiatives (mean score of 2.62); and hold a positive attitude towards these approaches (mean score of 3.65). Importantly, the communication approaches are perceived as effective (mean score of 3.66). Furthermore, this study concludes that the level of awareness, knowledge, and attitude has significant relationships to the perceived effectiveness of the respondents towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal. It suggests the importance of utilizing effective communication approaches to promote tourism and recommends its findings to individuals and relevant public and private entities for enhancing tourism promotion efforts.

**Keywords**— Communication, Communication Approaches, Master in Communication, Polytechnic University of the Philippines, Tourism, Social Judgment Theory.

## **I. INTRODUCTION**

The Philippines is one of the nicest places to visit in the world. Among its treasures is the Rizal Province, home to the picturesque municipality of Angono. Over the years, Angono has transformed from obscurity to a prominent hub for the arts, earning its title as the "Art Capital of the Philippines." The tourism industry indeed brings income to each nation. It contributes largely to the progress of a certain country. In the Philippines, it has been recorded that in 2019, 8.3 million tourists came to our country (Caynila, Luna & Milla, 2022). Just this year covering up to the 12th of May 2023, it has been noted that foreign travellers reached 2,002,304 (Villeza, 2023) considering the post-pandemic situation. This shows that the country is performing strategic tourism to encourage travellers to visit the same. Angono, Rizal way back in the olden times was not that popular to fellow Filipino people until it became notably known because of its Higantes (giants) Festival. Slowly, Angono has been recognized because of its great people in the field of arts namely; Carlos Botong Francisco for painting and Prof. Lucio D. San Pedro for music (Gappi, 2018), which made it known as the Philippines' Art Capital. These two notable artists helped the



municipality to gradually gain popularity. Usually, people come and go to the town during the Higantes festival only (Calderon, 2018).

Before Angono reached its present status, it went through challenges and struggles which made Angono find ways to do the needful for the town towards development and progress. The "Angono Dreams" advocacy made them aggressive in pushing for the creation of development plans and using different communication approaches to meet their dreams for the town (Municipality of Angono, Rizal, 2016). Luckily, Angono, Rizal has been incessantly improving year after year. Until, little by little, Angono became famous not only just by fellow Filipinos but also by foreign travellers. They are coming to witness the town fiesta every 23rd of November. The public information officers with the help and guidance of Vice Mayor Calderon made their break in promoting Angono, Rizal, hence, bringing it to where it is right now. With so many places to visit; restaurants to dine in; murals on streets to wander and wonder; Higantes (giant) display in focal areas, galleries, art houses, and museums to witness; Angono takes pride in those hence, promoting its place as one of the best abodes for tourism.

These all are made possible through the communication approaches the information officers used (Laca, 2019). In this study, communication approaches are the use of various tools as ways of communicating and promoting information i.e., tourism as the message. There is no doubt that these communication approaches are useful when there is a positive response from people. In almost all aspects, communication certainly is the key to achieving success. Communication technology together with human communication skills may bring social change and; thus, give positive results. Through this study, Angono, Rizal may become one of the types of evidence that through effective communication approaches it turns out to be one of the first-class municipalities in the country.

## **II. METHODS OF RESEARCH**

To increase the contribution of the tourism sector to the local economy of the municipality, an evaluation of the communication must be undertaken. Hence, this study seeks to assess the effectiveness of the communication approaches in communicating tourism used by the municipal government of Angono, Rizal as to the level of awareness, level of knowledge, level of attitude and level of perceived effectiveness of Angono residents. Moreover, this study aims to test the hypotheses: 1.) Ho: There is no significant relationship between the level of awareness and the level of perceived effectiveness of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono. 2.) Ho: There is no significant relationship between the level of knowledge and the level of perceived effectiveness of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono. 3.) Ho: There is no significant relationship between the level of attitude and the level of perceived effectiveness of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono.

### ***Concepts and Theories Informing the Research***

This study uses Social Judgment Theory (SJT), suggested in 1961 by its authors: Carolyn Sherif, Muzafer Sherif, and Carl Hovland of Oklahoma University. The proponents defined SJT as a theory of self-persuasion. People tend



to unconsciously sort out views quickly through perception. Also, this theory postulates that people judge and evaluate ideas or information depending on their existing attitudes. This is the reason why individuals have diverse assessments hence each person has different attitudes. People weigh new views and concepts as to their current ideas to know where to place this idea in the attitude scale in a person's mind. SJT introduces the concept of three distinct zones: the latitude of acceptance, the latitude of rejection, and the latitude of non-commitment (Griffin, 2012). These zones represent the varying degrees of receptivity individuals exhibit when confronted with persuasive messages. Messages that align with an individual's beliefs are more likely to be accepted, while those that challenge established viewpoints often face resistance. The theory further delves into the processes of assimilation and contrast, shedding light on how ego-involvement and attitude alignment influence attitude change. The anchor point for these zones is the individual's current beliefs or ideas. Moreover, the proponents believe that our ideas may be parallel or not to others' point of view therefore our judgment may go towards or away from the persuader's viewpoint. When we tend to oppose ideas, the persuasion is distorted, also known as contrast. This only happens when the message falls in the latitude of rejection. However, the opposite of contrast is assimilation. When the speaker and the listener share similar thoughts and the message falls in the latitude of acceptance, assimilation takes place (CIOS Org). Applying SJT to the conceptual framework of this study, it becomes evident that individuals' levels of awareness, knowledge, attitudes, and perceived effectiveness play crucial roles in their response to new messages. In this study, information about tourism through communication approaches is the message. Perception is used to measure the level of awareness, knowledge, and attitude of the respondents. Residents with low ego-involvement or little prior knowledge about tourism are more likely to assimilate new information into their latitude of acceptance, resulting in positive responses. Conversely, those with high ego-involvement or extensive knowledge may resist persuasion, leading to a dominance of the latitude of rejection. Some individuals may remain neutral, showing neither strong acceptance nor rejection, reflecting a lack of commitment to the message. Lastly, this study underscores the significance of considering existing attitudes and ego-involvement when designing effective communication approaches, demonstrating the continued relevance and applicability of SJT in understanding the dynamics of persuasion in contemporary contexts.

### ***Research Design***

To analyze and evaluate the relationships among variables, a correlational study was carried out. This study also used verbal descriptions of the data to explain the statistical result. Therefore, a descriptive-correlational design which defines how variables are related to each other (Lappe, 2000) is used. Furthermore, the quantitative approach is used to objectively gather data and statistically calculate its value. Hence, data collection was done through a survey method.

### ***Research Instrument***

A survey questionnaire was employed as the primary data collection tool. Due to the absence of a standardized questionnaire for this research, the researcher designed her instrument in line with the study's objectives. The instrument underwent a rigorous validation process, including face validation and pretesting to ensure its reliability. The questionnaire consisted of three sections, including demographic information, questions related to the study's variables (awareness, knowledge, attitude, and perceived effectiveness), and an optional essay



question soliciting suggestions for improving local tourism in Angono, Rizal. The Likert scale with a 5-point range was utilized to measure these variables effectively.

### **Respondents**

The respondents were residents of Angono, Rizal who were proportionately selected to ensure representation from each barangay covering the entire municipal population. The selection criteria included being bona fide residents of Angono, aged 15 to 50, regardless of gender, social status, or employment. This age group was chosen for their perceived knowledge, maturity, and understanding of the communication approaches used by the municipal government in promoting tourism. The belief was that this group, consisting of students, households, and the working population, would provide reliable and valid insights, given their familiarity with technology and frequent outdoor activities.

For the fulfillment of the research, primary data was used. The data were collated firsthand from a source and are particular to a study. The researcher scheduled a personal interview with the informants. The data collected from the informants through an in-depth interview was able to cover the paper's primary goal. The data gathering conducted through an interview was successful.

### **Data Gathering Procedures**

Both primary and secondary data sources were utilized to provide a comprehensive foundation. Primary data, gathered directly by the researcher, included responses from the study's respondents and information acquired through initial interviews with municipal officials responsible for communication approaches. Secondary data, on the other hand, were sourced from various literature such as books, articles, journals, periodicals, and internet resources, including official municipal documents available at Angono, Rizal's municipal library.

Data collection from the samples was conducted through online surveys using Google Forms via Facebook Messenger, adhering to pandemic-related health protocols. Additionally, onsite surveys were conducted in Barangay Kalayaan and Barangay Mahabang Parang due to extended response time. Data related to respondents' perceptions of awareness, knowledge, attitude, and perceived effectiveness regarding the municipal government's communication approaches in promoting tourism were collected and subsequently analyzed by a statistician for interpretation and analysis.

## **III. RESULTS AND DISCUSSION**

The findings of this research shed light on the demographic distribution of respondents in terms of age and gender. The study's sample of 384 respondents of out 130,494 total population reveals some interesting trends in the context of social media usage and age-gender demographics.

**Table 1: Distribution of respondents per barangay in Angono, Rizal in terms of age bracket and gender**

Age Bracket	Gender		Total
	Female	Male	



<b>15-22</b>	136 (35.4%)	104 (27.1%)	240 (62.5%)
<b>23-30</b>	35 (9.1%)	33 (8.6%)	68 (17.7%)
<b>31-40</b>	19 (4.9%)	14 (3.6%)	33 (8.6%)
<b>41-50</b>	32 (8.3%)	11 (2.9%)	43 (11.2%)
<b>Total</b>	222 (57.8%)	162 (42.2%)	384 (100%)

Firstly, the data highlights that the majority of respondents, 57.8%, are female, while 42.2% are male. This gender distribution reflects broader trends observed in the Philippines, where more females engage in social media usage. These results align with research by Howe (2023), which reported that 53.5% of Filipino social media users are female, compared to 46.5% male. However, it's important to note that gender response rates can vary across different countries and regions, as evidenced by a study conducted in Bangladesh where male respondents are higher in number than females and dominate social media use, particularly Facebook (Hossain & Prodhon, 2020).

Secondly, the data reveals a significant age-related pattern among respondents. The largest age bracket is 15-22 years old, constituting 62.5% of the total respondents. These findings support the notion that the younger Generation Z population comprising individuals born from 1997 onwards as defined by the Pew Research Center is the predominant user of social media platforms (Dimock, 2019).

Furthermore, within the 15-22 years age bracket, there is a slight overrepresentation of female respondents compared to males, with 35.4% and 27.1%, respectively. In contrast, the age group of 23-30 years old shows a near-even distribution of male and female respondents. The 31-40 years age group has a slightly higher number of female respondents, while the 41-50 years age group has more females than males, albeit with a 5.4% deficit.

**Table 2: Level of Awareness of Angono residents on the communication approaches in communicating tourism used by the municipal government of Angono, Rizal**

Level of awareness	Mean Score	Description
1. The use of the Angono website to communicate its tourism	2.78	Aware
2. The use of Twitter to tweet up-to-date tourism happenings	2.09	Somewhat aware
3. The use of Facebook in communicating about Angono tourism	3.84	Moderately aware
4. Having a TV program being aired every Saturday, 8:30 AM - 9:00 AM at PTV4	2.28	Somewhat aware
5. Art exhibits in the mall that display the different artworks of the Angono artists	4.06	Moderately aware
6. The use of billboards visible on main roads which contain events and happenings	3.13	Aware
7. The use of posters evident on the streets	3.32	Aware
8. The use of brochures to disseminate tourism information	2.62	Aware



<b>9. The use of newsletters to let people know of what has been done and to be done about tourism</b>	2.43	Somewhat aware
<b>Overall Mean Score</b>	2.95	Aware

Table 2 provides valuable insights into the level of awareness among Angono residents regarding the communication approaches used by the municipal government to disseminate tourism-related information. The overall mean score of 2.95 indicates that, on average, residents are aware of these communication approaches.

Specifically, the results show that Angono residents are moderately aware of two key communication approaches: 1.) Art exhibits in the mall that display the different artworks of Angono artists, and 2.) The use of Facebook in communicating about Angono tourism. These findings suggest that these approaches have been successful in reaching the residents and promoting tourism awareness within the community. The popularity of art exhibits is due to Filipinos being mall goers regardless of time because malls are places to socialize and make leisure activities possible with safety and convenient space (McCullough, 2022). This study underscores the significance of using social media platforms, like Facebook, to engage and inform younger generations. Angono Tourism FB page has 31,000 followers as of August 24, 2023 (Facebook page - Angono Tourism, 2023).

Additionally, residents showed awareness of the use of posters on the streets, billboards on main roads, the Angono website, and brochures for disseminating tourism information. While these approaches received slightly lower mean scores, they are still effective in reaching the community and contributing to their awareness of local tourism activities. On the other hand, residents were somewhat aware of the use of newsletters, TV programs, and Twitter for tourism communication. These approaches, while recognized to some extent, may require further attention and refinement to increase their effectiveness in reaching Angono residents.

**Table 3: Level of Knowledge of Angono residents about the communication approaches in communicating tourism used by the municipal government of Angono, Rizal**

Level of knowledge	Mean Score	Description
<b>1. Social Media accounts Angono, Rizal</b>		
<b>a. Website Address of Angono, Rizal</b>	2.85	Knowledgeable
<b>b. Facebook username of Angono, Rizal</b>	3.71	Moderately knowledgeable
<b>c. Twitter username of Angono, Rizal</b>	2.02	Somewhat knowledgeable
<b>2. Broadcast Media</b>		
<b>a. Channel where the Angono TV program is broadcasted</b>	2.15	Somewhat knowledgeable
<b>b. Title of Angono TV program</b>	2.08	Somewhat knowledgeable
<b>c. Schedule of airing the Angono TV program</b>	1.93	Somewhat knowledgeable
<b>3. Art Exhibit</b>		
<b>a. Location where the art exhibit is held</b>	3.68	Moderately knowledgeable

<b>4. Use of Billboard</b>		
<b>a. Content of the Billboard</b>	2.59	Knowledgeable
<b>b. Location of the Billboard</b>	2.51	Knowledgeable
<b>5. Print Material</b>		
<b>a. Posters on the streets</b>	3.15	Knowledgeable
<b>b. Brochures for dissemination</b>	2.48	Somewhat knowledgeable
<b>c. Newsletters periodically</b>	2.28	Somewhat knowledgeable
<b>Overall Mean Score</b>	2.62	Knowledgeable

Table 3 indicates that Angono residents possess varying levels of knowledge about the communication approaches employed by the municipal government to promote tourism. Overall, they are found to be knowledgeable about these efforts, with a weighted mean score of 2.62.

Residents are particularly knowledgeable about the Facebook username of Angono, Rizal, and the location of art exhibits, suggesting that these elements have made a significant impact on their awareness. Even though social media have bad impacts as stated by Lafferty (2017), social media platform is still the virtual space a person stays in these days not only in the Philippines but in other countries as well. Angono artworks are exhibited in Robinsons Mall (Lifestyle Inq, 2022) and SM Malls (SM Supermalls, 2019). This aligns with the town's reputation as the art capital of the Philippines.

Posters, and billboards as part of the IECs gained high frequency and were interpreted as respondents are "knowledgeable" on it because of their visibility in the area. Despite the advent of electronic technology to promote tourism, this traditional approach is still impactful to achieve positive responses (Asuncion & Cepeda, 2019).

However, these findings highlight the need for the municipal government to enhance its efforts in communicating these initiatives effectively: Twitter, brochures, newsletters, and the details of Angono's TV program.

**Table 4: Level of Attitude of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal**

Level of attitude	Mean Score	Description
<b>1. With the website of Angono, I learn to appreciate the different tourist spots of my municipality.</b>	3.75	Agree
<b>2. Because of the Twitter account, I can easily get up-to-date important information about my place.</b>	3.05	Uncertain
<b>3. The Facebook account of Angono Tourism is up-to-date in posting tourism programs.</b>	4.17	Agree



4. The TV Program of Angono being aired every Saturday, 8:30 AM-9:00 AM at PTV4 helps a lot in broadcasting events for the tourism of Angono.	3.27	Uncertain
5. Art Exhibits in the malls make people appreciate the various artworks.	4.38	Agree
6. Billboards of events are very visible in the main areas which make the people informed of the tourism events.	3.61	Agree
7. I find the posters on the streets helpful for my municipality's tourism events.	3.85	Agree
8. I find the brochures very informative and suggestive of the various scenic spots of my place.	3.47	Uncertain
9. The newsletters which contain the events done and to be done are distributed in a timely manner.	3.31	Uncertain
<b>Overall Mean Score</b>	3.65	Agree

Table 4 reveals a generally positive attitude among Angono residents towards the communication approaches employed by the municipal government for promoting tourism. The overall mean score of 3.65 indicates that residents agree with the effectiveness of these approaches in conveying tourism information.

The highest level of agreement was observed regarding art exhibits in malls, suggesting that the town's artistic heritage strongly resonates with its residents. The art exhibit being highly regarded as the top communication approach is a crystal-clear manifestation that Angono, being the artist haven of more than 500 artists (Marcial, 2017), has resident-artists by heart and soul. They appreciate the various artworks showcased in these exhibits, reinforcing Angono's reputation as the art capital of the Philippines.

Facebook, as a social media platform, received a significant positive response from residents. The joint force of both the public information office and municipal tourism office who are in-charge in communicating or disseminating information made Facebook the top (Laca, 2019) among the social media platforms. Respondents agree that Angono Tourism's Facebook account remains up-to-date in sharing information about tourism programs, highlighting the platform's effectiveness in engaging the community. While posters, billboards, and the town's website also received positive responses, some uncertainty remains regarding brochures, newsletters, TV programs, and Twitter as communication channels for tourism. These findings suggest opportunities for improvement in these areas.

**Table 5: Level of Perceived Effectiveness of Angono residents on the communication approaches in communicating tourism used by the municipal government of Angono, Rizal**

Level of effectiveness	Mean Score	Description
1. What do you think about the use of the Angono website in communicating tourism?	3.60	Effective





2. What do you think about the use of the Twitter account to tweet up-to-date tourism happenings?	3.09	Average
3. What do you think about the use of Facebook in communicating about Angono Tourism?	4.23	Effective
4. What do you think about having a TV Program being aired every Sat, 8:30 AM-9:00 AM at PTV4?	3.33	Average
5. What do you think about the Art Exhibits in the malls which promote tourism?	4.29	Effective
6. What do you think about the use of billboards visible on main roads which contain events and happenings?	3.71	Effective
7. What do you think about the use of posters evident in the streets?	3.83	Effective
8. What do you think about the use of brochures to disseminate tourism information?	3.49	Average
9. What do you think about the use of newsletters to let people know of what has been done and to be done about tourism?	3.33	Average
<b>Overall Mean Score</b>	<b>3.66</b>	<b>Effective</b>

Table 5 shows a generally positive perception of the effectiveness of communication approaches in communicating tourism used by the municipal government of Angono, Rizal. The respondents view these approaches as effective, with an overall mean score of 3.66, indicating that they believe these methods are contributing to the success of tourism promotion in the town.

Art exhibits in malls emerged as the most effective approach, reflecting the strong connection between Angono's residents and their artistic heritage. Facebook also stands out as a highly effective platform for disseminating tourism information, given its popularity and active following here and abroad of its popularity here and abroad (Ocampo, 2022; Wong, 2023). Traditional methods, such as posters and billboards, continue to be effective, likely due to their visibility throughout the town.

The use of a website was perceived as effective, emphasizing the importance of maintaining an online presence for real-time information sharing (Writer, 2017). While Twitter, newsletters, and TV programs were rated as average in effectiveness, there is still room for improvement in their utilization.

Though the town is already integrating these into its digital media accounts, at the very least, the municipal government of Angono should take more necessary steps to strengthen these approaches. The broadcast media, television in particular is surveyed and preferred to be the main source of information by adult individuals (Maru, 2021). Hence, the Angono TV program is still effective even on average which implies that it still plays a vital role in information dissemination. Efforts should be made to enhance these communication channels, especially Twitter, to ensure they reach their full potential in engaging residents and promoting tourism.

**Table 6: Relationship of the level of awareness, level of knowledge, and level of attitude to the level of perceived effectiveness of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal**

Spearman's Rho	Level of perceived effectiveness of Angono residents towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal			
	Correlation Coefficient	Interpretation	p-value	Significance
<b>1. Level of awareness towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal</b>	0.5338	Moderate relationship	2.2E-16	Significant relationship
<b>2. Level of knowledge towards the communication approaches in communicating tourism used by the municipal government of Angono, Rizal</b>	0.5100	Moderate relationship	2.2E-16	Significant relationship
<b>3. Level of attitude towards communication approaches in communicating tourism used by the municipal government of Angono, Rizal</b>	0.6920	Strong relationship	2.2E-16	Significant relationship

As seen in Table 6, No. 1, there is a moderate relationship between the level of awareness of Angono residents and the level of perceived effectiveness of the communication approaches used by the municipality government in communicating information about tourism with a coefficient of 0.5338. In testing if there is a significant relationship between the two abovementioned factors, Spearman's rank correlation test was employed. With a p-value less than the 5% level of significance, it is concluded that there is a significant relationship between the level of awareness and the level of perceived effectiveness. This depicts that the effectiveness of the communication approaches in communicating tourism used by Angono, Rizal depends on the level of awareness of the residents. The more the residents are aware of the communication approaches, the more they find it effective. Thus, the efforts of the Angono municipal government are perceptible enough by its residents.

In Table 6, No. 2, similarly, a moderate relationship is evident between the level of knowledge and level of perceived effectiveness towards the communication approaches used by the Angono municipal government in communicating tourism with a correlation coefficient value of 0.5100 as seen in Table 9 above. Meanwhile, a p-value of less than 5% level of significance implies a significant relationship between the level of knowledge of Angono residents and the level of perceived effectiveness towards the communication approaches being used by the municipality of Angono in communicating tourism. This implies that the knowledge level of the residents has a great impact on the effectiveness of the communication approaches Angono is using. The more the residents are knowledgeable of the town's communication approaches in communicating tourism, the more they find it effective.



On the other hand, Table 6, No. 3 revealed that there is a strong relationship between the level of attitude of Angono residents and the level of perceived effectiveness towards the communication approaches in communicating and promoting tourism with a correlation coefficient value of 0.6920. To determine whether there is a significant relationship between the two variables, Spearman's rank correlation test was employed with a p-value less than the 5% level of significance, which implies that there is indeed a significant relationship between the level of attitude and level of perceived effectiveness. This shows that the stronger the respondents agree on the communication approaches Angono is using, the higher the level of perceiving its effectiveness.

### ***Other Findings***

The respondents' answers in Part III of the questionnaire revolve around the effective use of the communication approaches their municipality is using to promote the generality of Angono – from culture to structure of their town. Most of the answers pertain to the impact of effective use of social media platforms primarily i.e., Facebook, Twitter, TikTok, and Instagram. Also, to keep updating the social media posts; to post vlogs and trivia or facts about Angono in the social media platform has been uniquely recommended. Even though art exhibits top notched the communication approaches as per the result, it is still suggested by some residents to have more art exhibits, and museums and conduct art seminars, within and outside the locality of the Angono. This is followed by the conduct of continued posting of posters and the use of billboards especially electronic billboards to catch the attention of the people. As to the distribution of brochures and newsletters, there is a recommendation for doing it door-to-door. Another unique suggestion is to have a guided tour to educate the visitors or have a free tour of the tourist spots of the town. Normally, tourists stay for several days. To accommodate tourists, as suggested, Angono must have accommodation establishments like hotels in the vicinity though it has inns around the area. Lastly, it has also been recommended to promote Angono by content creators, influencers, and celebrities or simply by collaborating with them to ignite tourism promotion.

## **IV. CONCLUSION**

The following concludes all the findings stated above:

Most of the respondents from the total sample population of Angono, Rizal are female. As to the respondents' age, majority of them are indeed young.

The results show that Angono residents are aware of the communication approaches in communicating tourism used by their municipality. Angono residents are knowledgeable about the communication approaches used by their LGU in disseminating information, news, and updates about the tourism of Angono Rizal. Based on the results, the respondents showed positive attitude as they appreciate and agree with the efforts of the Angono municipal government in promoting tourism of the town.

The level of awareness of Angono residents on communication approaches of the Angono municipal government is related to the level of perceived effectiveness of these approaches in communicating tourism.



The level of knowledge of Angono residents about the communication approaches being used by the LGU is associated with the level of perceived effectiveness of these approaches in disseminating information, news, and updates on tourism.

The level of attitude of Angono residents towards the communication approaches undertaken by the Angono municipal government is related to the level of perceived effectiveness of these approaches in communicating tourism.

Finally, the communication approaches used by the Angono municipal government are perceived as effective in communicating tourism.

As to the recommendation of the respondents based on the suggestions to boost tourism, the effective utilization of social media platforms is the top among the other communication approaches Angono municipality is using.

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