

HIGHLIGHTING LAG-LAGTO RIVER: DEVELOPING A PROMOTIONAL VIDEO TO POSITION SAN MIGUEL BAGGAO, PHILIPPINES AS A KEY TOURIST SITE

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Abstract

Purpose: This study aims to create a high-quality promotional video to boost the visibility and appeal of the Lag-Lagto River in San Miguel, Baggao, Philippines, as a prime tourist destination. It seeks to fill gaps in marketing and data by producing an engaging visual tool to promote the site effectively.

Method: The study used a developmental research design to create a promotional video highlighting the Lag-Lagto River's beauty and attractions. Insights from local stakeholders were gathered through purposive sampling, with data collected via surveys and observations to evaluate the video's promotional effectiveness.

Result: The study found that the promotional video significantly enhanced the Lag-Lagto River's visibility and appeal, effectively showcasing its beauty and potential. It also confirmed that digital media is a cost-effective and powerful tool for promoting emerging tourist destinations.

Contribution: The study highlights the value of high-quality promotional videos in boosting tourism visibility and engagement. It provides a practical framework for using multimedia and storytelling in tourism marketing, contributing to local economic growth and sustainable tourism development.

Keywords: destination, tourism, quality, video, tourism marketing

Introduction

Tourism, as defined by the United Nations World Tourism Organization (UNWTO), refers to the activities of individuals traveling and staying outside their usual environment for leisure, business, or other purposes. In recent years, tourism has become a vital economic driver, especially in developing countries such as the Philippines. According to the Department of Tourism (DOT, 2022), the industry generated 5.23 million tourism-related jobs in 2021 and contributed ₱282 billion in receipts during the first nine months of 2024 (Inquirer.net, 2024). These figures demonstrate tourism's potential in job creation, poverty reduction, and regional economic development.

In the post-pandemic period, global interest in travel has grown significantly, with 3,300 out of 5,000 individuals expressing greater enthusiasm for travel compared to pre-pandemic years (McKinsey & Company, 2024). Modern travelers seek meaningful and transformative experiences that enrich their lives and the destinations they visit (The Week, 2024). Consequently, understanding and enhancing the tourist experience has become central to tourism research (Oh et al., 2007). Literature suggests that tourist experiences are shaped by both digital interactions and real-world encounters, which influence destination perception and branding (Teixeira, 2017; Chen, 2023).



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To improve destination appeal, video marketing has emerged as a powerful promotional tool. Collins and Conley (2020) describe it as a method of promoting products and services through engaging visual content. Studies affirm that videos capture attention quickly (Epley, 2014), enhance information retention (Joshi, 2017), and serve as an effective strategy for content marketing (Ljungren, 2023; Finkler & Leon, 2019). Furthermore, short video promotions can positively influence tourists' perceptions and destination decision-making through features such as authority, interactivity, and interest (Jiang et al., 2022).

However, a research gap remains in the application of innovative and digital marketing strategies—specifically high-quality promotional videos—for natural destinations like the Lag-Lagto River in San Miguel, Baggao, Philippines. Despite its scenic potential, the site lacks systematic visitor data and has not been independently promoted apart from nearby attractions such as the Duba River and caves. This absence of targeted marketing and data collection underscores the need for strategic intervention.

Therefore, this study aims to develop a high-quality promotional video to enhance the visibility and attractiveness of the Lag-Lagto River as a key tourist destination. The research contributes theoretically by validating the role of multimedia and storytelling in destination branding, and practically by providing a model for local tourism stakeholders to improve marketing effectiveness through digital media.

The expected results suggest that the promotional video will significantly enhance the Lag-Lagto River's appeal, demonstrating that digital media is a cost-efficient and impactful tool for promoting lesser-known destinations. The implication of this study is that local tourism authorities should adopt digital storytelling and video-based marketing as part of their long-term strategy to strengthen destination competitiveness, boost tourism demand, and promote sustainable community development.

Research Method

This study employed a developmental research design aimed at producing a promotional video that highlights the natural beauty of the Lag-Lagto River and stimulates tourist interest in San Miguel. The primary focus of this design is to address the existing gap in the marketing and visibility of the destination by creating an engaging and appealing promotional material.

The research process began with extensive observation and analysis of the destination to identify its distinctive features, natural beauty, and cultural significance that could attract potential visitors. The identified gap in marketing strategies emphasized the need for a high-quality promotional tool to enhance the visibility of the Lag-Lagto River.

During the development phase, the focus was on the conceptualization, planning, and production of the video, ensuring that it showcases the site's natural beauty, tranquility, and potential as a tourist attraction. Careful consideration was given to strategic filming, storytelling elements, and visual appeal to produce a captivating final product.

The resulting promotional video is intended to serve as a key marketing asset to improve the visibility of the Lag-Lagto River, positioning it as a major tourist destination. By employing this developmental research method, the study effectively meets the tourism marketing needs of San Miguel, offering a practical and significant solution to attract visitors and boost local tourism.

Result and Discussion

Table 1 presents the interpretation scale of variables for response assessment. This approach allowed the researchers to quantitatively assess how respondents perceived various aspects of the promotional video. The mean scores were used to evaluate the effectiveness of different dimensions, such as visual appeal, emotional impact, and clarity, and to determine how well the video achieved its goal of promoting the Lag-Lagto River.

Interpretation scale of variables	
4.50- 5.00	Strongly Agree (5)
3.50- 4.49	Agree (4)
2.50- 3.49	Neutral (3)
1.50- 2.49	Disagree (2)
1.00-1.49	Strongly Disagree (1)

This approach allowed us to quantitatively assess how respondents felt about the different aspects of the promotional video. The mean scores were used to evaluate the effectiveness of various video dimensions, such as visual appeal, emotional impact, and clarity, and to determine how well the video met the goals of promoting the Lag-Lagto River.

Table 2. Profile of the Respondents

Gender	Frequency	Percentage
Male	15	57.6%
Female	11	42.3%

Table 2 shows the gender of the gender of the respondents. 57.6% of the respondents are male and the remaining 42.3% of the respondents are female.

Table 3. Assessment of the Promotional Video

Question	Mean	Qualitative Description
Dimension 1: Visual Appeal		
1. The video uses visually attractive and high-quality graphics.	4.42	Agree
The choice of colors and design elements enhances the video's appeal	4.42	Agree
The video effectively showcases the scenic locations of the destination.	4.65	Strongly Agree
The video's cinematography creates a positive impression of the destination.	4.46	Agree
The video maintains a professional and polished appearance throughout	4.42	Agree
Category Mean	4.48	Agree
Dimension 2: Informational Content		
The video provides comprehensive details about the destination	4.31	Agree
2. The content is well-organized and easy to follow.	4.50	Strongly Agree
The video highlights the unique features and activities of the destination.	4.35	Agree
4. The video conveys the key message or theme.	4.42	Agree
The video includes accurate and relevant information about the destination	4.62	Strongly Agree

Category Mean	4.44	Agree
Dimension 3: Emotional Impact		
The video evokes excitement and curiosity about the destination	4.58	Strongly Agree
The music and sound effects enhance the emotional experience.	4.50	Strongly Agree
3. The video inspires a desire to visit the destination	4.54	Strongly Agree
The storytelling approach is engaging and memorable	4.42	Agree
The video creates a sense of connection with the destination	4.50	Strongly Agree
Category Mean	4.51	Strongly Agree
Dimension 4: Accessibility and Clarity		
The audio quality of the video is clear and easy to understand	4.58	Strongly Agree
The language and subtitles (if any) are clear and accessible to viewers.	4.46	Agree
The pacing of the video allows viewers to absorb the information	4.50	Strongly Agree
The visuals and narration are synchronized effectively.	4.35	Agree
The video is free from distracting or confusing elements	4.58	Strongly Agree
Category Mean	4.49	Agree
Dimension 5: Call-to-Action Effectiveness		
The video provides clear and motivating calls to action (e.g., visit, book).	4.62	Strongly Agree
The video includes contact information or links for more details	4.50	Strongly Agree
The video effectively promotes the destination's offerings	4.62	Strongly Agree
The video highlights the benefits of choosing this destination	4.58	Strongly Agree
The video leaves a lasting impression that encourages action	4.54	Strongly Agree
Category Mean	4.57	Strongly Agree

Table 3: This table shows the respondent's assessment of the promotional video through the 5 Dimensions. The data indicates that Dimension 5 (Call-to-Action Effectiveness) received the highest mean rating of 4.57, which is categorized as "Strongly Agree." This suggests that the respondents found the call-to-action effectiveness of the video to be the most impactful, successfully motivating viewers to engage with the destination. These findings align with research highlighting the importance of media that resonates well with potential tourists (LPU, 2019). Following this, Dimension 3 (Emotional Impact) received a mean rating of 4.51, categorized as "Strongly Agree," indicating that the promotional video successfully emotionally engaged the audience and left a lasting impression. This aligns with research emphasizing the fundamental role of emotions in the various stages of the tourist experience (Diaz, 2024). Dimension 4 (Accessibility and Clarity) got a mean rating of 4.49 and received a mean rating of 4.49, also categorized as "Agree," suggesting that the video is well-executed and effectively

caters to a broad audience. Additionally, these findings correspond with research emphasizing the importance of clear and engaging messages that outline the benefits of the product or destination (Joya, 2024). Following that, Dimension 1 (Visual Appeal) received a mean rating of 4.48, which falls under the "Agree" category on the rating scale. This indicates that the video is visually engaging and creates a positive impression of the destination, enhancing its attractiveness. This finding is supported by Guerrero-Rodríguez et al. (2020), who state that appropriate content and appealing features are essential in the design of destination-related advertisements to capture the attention of the target audience. Lastly, Dimension 2 (Informational Content) received a mean rating of 4.44, which falls under the "Agree" category on the rating scale. This indicates that the video effectively communicates important details, making it informative and useful for decision-making. According to Tussyadiah Fesenmaier (2009), as cited in Wu and Ding (2023), short videos that convey rich information and stimulate multi-sensory experiences are believed to have better persuasive effects in changing customer attitudes and behaviors.

The findings of this study highlight the effectiveness of the promotional video for the Lag-Lagto River as a tool for destination marketing. This holds significant value for marketing and developing the Lag-Lagto River as a premier tourist destination. The creation of promotional videos can effectively communicate the appeal of the Lag-Lagto River, making them valuable tools for attracting visitors.

Creating promotional videos can be a cost-effective way to boost local tourism. By showcasing the unique features and potential of the destination, the video has elevated the Lag-Lagto River's profile, helping it stand out in a competitive tourism market. This is supported by Faiza (2024), who states that the use of digital technology in the tourism industry not only provides a better experience for tourists but can also increase efficiency and effectiveness in marketing tourism destinations. This emphasizes the role of multimedia in highlighting lesser-known destinations.

Moreover, the study highlights how a balance of visually appealing design and relevant information can captivate and inform viewers. This insight can guide the creation of future promotional materials to incorporate both aesthetic and functional aspects. Music, storytelling, and visuals significantly contributed to the video's success, suggesting the importance of creating emotionally engaging content that connects with viewers on a deeper level, making destinations more memorable. This is supported by Dias and Lavaredas (2024) stating that pleasure-oriented communication technologies that include hedonic features, such as engaging and entertaining content, dynamic visuals, appealing sounds, and aesthetically pleasing designs, encourage interactivity and playful engagement.

Through creative videos, tourism promoters seek to impress viewers (Hudson & Ritchie 2006 as cited in Dias & Lavaredas, 2024). The findings of the study indicate that the video motivated respondents to consider learning more about the destination. This demonstrates the effectiveness of using engaging content to inspire potential tourists to take action, ultimately driving visitor numbers.

The promotional video's success serves as a model for similar initiatives, highlighting key elements such as aesthetic quality, emotional appeal, and relevant details that contribute to effective promotional campaigns. Overall, this illustrates the strategic role of promotional videos in destination branding, positioning the Lag-Lagto River as a premier tourist spot and offering a replicable blueprint for other tourism efforts.

Conclusion

The promotional video's ability to showcase the Lag-Lagto River's unique features, activities, and the positive emotional impact it can have on visitors was particularly well-received. The study highlighted the video's effectiveness in engaging viewers, creating a sense of connection with the destination, and inspiring a desire to visit. This suggests that the promotional video serves as a powerful marketing tool, capable of attracting a wider audience, increasing visitor interest, and improving the destination's visibility in the tourism market.

Overall, the research concludes that the promotional video developed for the Lag-Lagto River has the potential to significantly contribute to the destination's success and serve as a valuable tool for promoting tourism. However, addressing the identified challenges and implementing a comprehensive tourism intervention program is essential for ensuring the long-term success of the Lag-Lagto River as a key tourist destination. Lastly, the video's high quality and positive reception demonstrate its ability to effectively communicate the destination's appeal and inspire potential tourists to visit, ultimately contributing to the growth and development of the Lag-Lagto River as a key tourist destination.

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