

**EXPOSURE TO *BIYAHE NI DREW* AND ITS EFFECTIVENESS IN THE
PROMOTION OF PHILIPPINE DESTINATIONS AS PERCEIVED
BY SELECTED STUDENTS OF CAVITE STATE UNIVERSITY –
MAIN CAMPUS**

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ABSTRACT

LESLIE CARL L. LABAJOY AND VINCENT T. ROMILLA Exposure to *Biyahe Ni Drew* and its Effectiveness in the Promotion of Philippine Destinations as Perceived by Selected Students of Cavite State University Main – Campus, Undergraduate Thesis, Bachelor of Arts in Journalism, Cavite State University, May 2018. Adviser: Ms. Erica Charmane B. Hernandez.

The purpose of this study was to determine the level of exposure to *Biyahe ni Drew* of the selected students of Cavite State University – Main Campus, to determine the perceived effectiveness of *Biyahe ni Drew* in the promotion of Philippine destinations in terms of where to go, where to stay, what to do, and what to eat, and to determine the relationship between the two.

This study was conducted from January to April 2018 at Cavite State University – Main Campus that used a self-made questionnaire distributed to a total of 450 selected students of Cavite State University who served as the study's primary source of data.

It was revealed in the study that overall, the participants are slightly exposed to *Biyahe ni Drew* travel television program when it comes to the length of the time spent in watching, slightly exposed for their frequency of watching, and based on length of year spent in watching slightly exposed which in general, made the participants slightly exposed to *Biyahe ni Drew* travel television program. All in all, *Biyahe ni Drew* is highly effective in the promotion of Philippine destinations with regards to where to go, where to stay, what to do, and what to eat as perceived by selected students of Cavite State University – Main Campus. In this study, there is also a significant relationship between the level of exposure to *Biyahe ni Drew* of selected students of Cavite State University –

Main Campus and the perceived effectiveness of *Biyahe ni Drew* in the promotion of Philippine destinations.

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