

# Pr plan on rizal park essay sample



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## I. Executive Summary

Rizal Park also known as Luneta Park is the historical place where the Philippine's national hero executed. It was once called " Bagumbayan" or New Town. It is located in the heart of the city Manila and is near the old walled city Manila, now called Intramuros. Many significant events about Philippine History happened in this park. Some of these events are the declaration of Philippine Independence from American rule and political rallies in the regime of former President Ferdinand Marcos that led to the famous EDSA Revolution which ended Marcos dictatorial government. The park is located in northern terminus of Roxas Boulevard. It is a 54 hectare park and is operated by National Parks Development Committee. It was established in 1820.

It is an urban park which has been a favorite spot for relaxing, unwinding, bonding and socializing. Luneta is an urban oasis which has been a good place for family picnics on weekends and holidays. It is one of the major tourist attractions of Manila City. Rizal Park has gardens, historical markers, plazas, a grand stadium, an observatory, an open-air concert hall, an artists' sanctuary, a light-and-sound theatre, restaurants, food kiosks and playgrounds, and dozens of fountains. There are several nearby tourist spots like the Manila Ocean Park, Manila Planetarium, and National Museum of the Philippines.

For the past few years, the rate of people going to the park tourists and locals included is decreasing. What happened to the place? Are the government and its organizations managing the place properly? Is the place still being treated as an important historical place or do you think the value

of the place is gone? Are they doing proper measures to bring in people to the park?

## II. Situation Analysis

Rizal Park is located at the heart of the city Manila, the country's capital. The location was a good choice because of several facts. It is a historical site which a significant event took place in. This park is famous because Presidents of other countries visit the place and make a tribute of wreath. Manila is a business district. It is an urban city which is modern in terms of the buildings and road. People will notice because it is located near the highway. The structures are in there are great. However, there is also a bad side to the location. It was inefficient and wasn't maximized. Before getting to the place, people will experience traffic roads and they will see pollution and illegal settlers everywhere. They will tend to realize that if Manila is a dirty city, what more for the other cities.

The strengths of the Rizal Park are: there are good structures which tourists can take pictures, the area is relaxing and peaceful that is why it is considered as a picnic grove for some Filipinos, and it has nearby tourist destinations that tourist can choose on what to do next. There are also groups performing in the Park time to time.

The weaknesses of Rizal Park are the place now is not managed properly. Another is that it is not maintained well. Also there is a low entrance fee that's why the place is not improved. The last renovation of the place was in 2011 by the National Parks Development Committee (NPDC) which aimed at restoring elements of the park. The plans include the rehabilitation of the old

musical dancing fountain located on the 40 × 100 m (130 × 330 ft) pool, which is the geographical center of the park. The fountain, which is set for inauguration on December 16, 2011, is handled by German-Filipino William Schaare, the same person who built the original fountain in the 1960s. Restoration also includes the Flower Clock which is set for inauguration on the 113th Philippine Independence day; the Noli Me Tangere Garden and Luzviminda Boardwalk, for the 150th birthday celebration of Jose Rizal. The musical dancing fountain was made attractive by adding lights and lasers. The fountain was viewable in weekends and it usually started at six in the night and lasted for two hours. The dancing fountain will complete the visit to the historical place and to make it worthwhile. But the dancing fountain has stopped its operation several years up until now. The manmade lake they created is not being cleaned. It is either dried up or the water there came from a rain or storm. The tour that the park offers is not good because of its low value.

### III. Objectives

Rizal Park is a historical urban park tribute to the National Hero Dr. Jose Rizal after his execution. It aims to showcase the significance of Manila and Philippine History. The Public Relations Plan focuses on the current situation of the Rizal Park. The plan aims the following objectives: 1. To bring in foreign tourists to the place

2. To raise Filipino's awareness on the historical place and to make them come frequently 3. To make the government act on the condition of the Park so that they can improve it

In previous decades, People regularly visit Rizal Park almost every weekend for family bonding, picnic, and taking memorable camera moments.

Nowadays, the once popular national park is just a mere stopover for tourists to take photos of the Rizal Monument while the regular generated foot traffic has decreased drastically.

The plan aims to help solution the problems of the park and restoring it to its once glorious days. The first objective is to bring the foreign tourists to the place. The plan is to make the foreigners aware about the place so that they can be curious in visiting and spending time in the Park.

By doing the first objective, we must star with the second objective by raising the Filipino's awareness on the historical place so that they will visit the park frequently again. The plan is to increase the exposure of the renovation of the place and telling the citizens that there are a lot of new things in the Park which they can explore into. We plan to generate the curiosity of every individual telling them that Park looks good as new and that it can be compared to other countries park.

The third objective is to make government act on the condition of the park so that they can improve it and return it to its beautiful look. There is National Parks Development Committee (NPDC) that is organizing and managing the innovations of the park but the question is: Is it enough? Why are the people not aware of the renovations and development of the park? Why is the generated foot traffic still low? IV. Publics

The messages will be conveyed through several publics. The first party that should be influenced is the locals or the Filipino citizens preferably those

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living within or near Manila. They should know the history of the Park and they should spread it to others through technology or word of mouth. The second party is the government. They should act in preserving and improving the beauty of Rizal Park because in the end it will benefit the country and its economy. Then there are the tourists, they can post pictures, reviews and blogs about their experiences after visiting the park so that the others can see how beautiful the place is. The security authorities making sure that the streets are safe and free from street vendors or beggars. Youth can also engaged to increase nationalism. V. Strategy

The following plans or methods will be used as the strategies to achieve the objectives and goals. Strategy 1: Increasing awareness and generating curiosity both locals and foreigners by exposure on the renovations made in the Park.

By showing the people something new, the mass will be curious in going to the place and visiting it. People are always looking for new things to explore on to that's why this is a good method on increasing the visitors coming or the foot traffic generated of the place. Strategy 2: Get aid from the government sector.

Rizal Park lacks the strong impact. Although, it is a good place with good structures and surroundings, it still lacks a wow factor for the visitors to come again to the place or to refer the place to other people. The plan is to ask the government to do an action in regards to this matter because the place is significant in Philippine history. VI. Action Plan

Rizal Park can be promoted through the use of media as the source to spread information. Newspapers (Philippine Star, Daily Inquirer, Manila Bulletin) and Magazines (Yes, Preview, Travel) can feature articles and pictures of the place so that the awareness will be improved. It is a good choice because all classes can afford buying these printed ads. Articles can get people interested and curious about the place.

Arranging events such as fun runs, shows, and educational trips can also help in promoting the place because it will help them to see significance of the place and it will give them exposure which they can tell to others. Making a press conference can present the newly renovated Rizal Park. The organization can invite guests like the Mayor of Manila.

Using technology is a boost in increasing awareness of the Park. Improving the website of the Park is a must because it lacks information about the renovations of the place and it is outdated. Maximize the Internet by making social site accounts/pages like in Facebook and Twitter so that the people will be updated about the status of the park. They can also be informed on the coming events.

#### VII. Budget Plan

The budget will be used for the following:

Media - Printed Advertisements (Newspaper and Magazine Articles); Radio announcements; feature in TV Programs (Travel Shows) Events - Fun Run, Shows, Press Conference

#### VIII. Expected Results

The expected results out of the PR Plan:

Short Term - To increase people's awareness (local and foreign) on the

renovated Rizal Park and to increase the generated foot traffic (average visitors).

Long Term - To preserve the beauty and significance of the Rizal Park and to bring back the customs of the old times like the family picnic during weekends. IX. Conclusion

Rizal Park or Luneta is a historical urban park where the national hero Dr. Rizal was executed. The place has been turned into a tourist spot or a place where families bond during weekend by having picnic. But as time passes by, the park which was filled with people became a lonely park. Through the PR plan, We can hope that we can restore the glory of the Park and preserve its beauty for the next generations to come so that they will know its importance.