



ILOCOS SUR POLYTECHNIC STATE COLLEGE

**PROMOTING THE MUNICIPALITY OF SANTA MARIA, ILOCOS SUR
THROUGH THE DEVELOPMENT OF A WEBSITE**

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CHAPTER I

INTRODUCTION

e-Government (from electronic government, also known as e-gov, digital government, online government or in a certain context transformational government) refers to government's use of information technology to exchange information and services with citizens, businesses, and other arms of government. e-Government may be applied by the legislature, judiciary, or administration, in order to improve internal efficiency, the delivery of public services, or processes of democratic governance. The primary delivery models are Government-to-Citizen or Government-to-Customer (G2C), Government-to-Business (G2B) and Government-to-Government (G2G) & Government-to-Employees (G2E). (Brown, 2003)

During the 13th Information Technology and Ecommerce Council meeting on April 8, 2002, President Gloria Macapagal Arroyo directed all government agencies to be at least at stage 1 of the UN-ASPA Five Stages of e-Government by June 30, 2002. This means that all government agencies, including local government units (LGUs), must have a website that serves as a source of basic public information. A guideline was prescribed to ensure the uniformity of website content which should include the following: Philippine flag; agency name and logo; mandate and functions; vision, mission and objectives; historical background; organizational structure and responsibilities; list of key officials; plans/programs/projects; policy pronouncements, rules and regulations; products, services, reports, publications and statistical information; agency contact details and a link to the Philippine government portal and other government offices.



Background of the Study

Through the initiative of the National Computer Center, LGUs were required to develop their websites using a common template. One such website was developed for the municipality of Santa Maria, Ilocos Sur (www.santamariailocossur.gov.ph) but the site has not been updated and maintained. The template developed to provide uniformity in appearance and content of all the LGU websites. However, the template somehow stifles creativity among website developers and limits the number and type of objects that could be included in the website as desired by the owners.

There is also a website developed and published by enterprising residents of Santa Maria, Ilocos Sur (www.santamarian.com) which publishes some information about the municipality but it is not official.

It is for this reason that this study was conducted to develop a website for the municipality of Santa Maria, Ilocos Sur.

Significance of the Study

This study would benefit the municipality of Santa Maria by providing an online promotional medium of the municipality, its products and services, and its beautiful places. The products and services as well as tourist attractions could be advertised and reach more people than through print or broadcast media.

People from other places could get easy and reliable access to information about Santa Maria. Foreign and local tourist who are interested to visit the place could find out how to go to the place and what places to visit.



The study would also benefit the local industry by promoting the products and services to a wider customer base.

Finally, the study would enrich the knowledge and skills gained in the classroom and provide an application of the knowledge and skills gained through actual experience in designing and developing a website.

Statement of the problem

This study was conducted to design and develop a website for the Municipality of Sta. Maria, Ilocos Sur which intends to promote the municipality, its products and services, beautiful places, and other relevant information.

Specifically, this study sought to answer the following questions:

5. How does the municipality of Santa Maria, Ilocos Sur promote its image, its products and services, and its beautiful places to the world?
6. What are the problems encountered in the present promotional activities?
7. What are the features of a proposed website for the municipality of Santa Maria that would promote the municipality, its products and services, and its beautiful places?
8. How could the municipality of Santa Maria be promoted through the proposed website?

Conceptual Framework

As shown in figure 1, the conceptual Framework Paradigm described the flow of research. The current flow of system of Municipality of Santa Maria served as a basis of thorough definition of an appropriate system model. Researchers then used the system engineering model to define the suitable task to complete the system. The process was to



interview the Mayor and employees of the Municipality of Santa Maria in order to create a proposal to develop a website. The next was analysis of gathered data to plan, design, coding and testing to come up a newly develop website for the municipality of Santa Maria, Ilocos Sur.

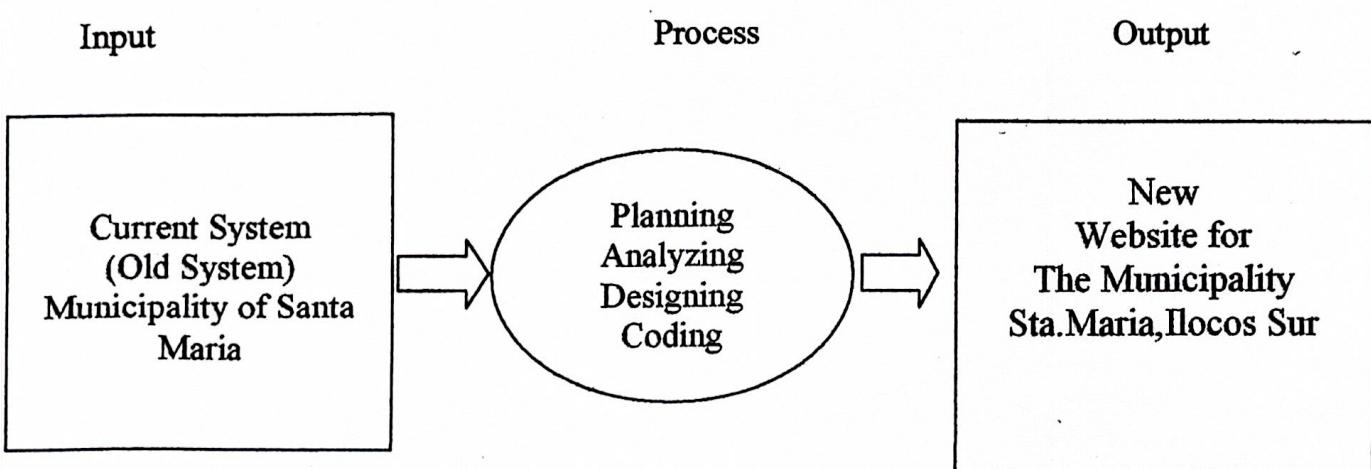


Figure 1. Conceptual Framework

Scope and Delimitation

This study is limited to the development of a website for the municipality of Santa Maria, Ilocos Sur which is compliant with the first stage of e-Government. The website contains static pages only. The content of the website would depend on data and information available and provided by the municipal officials, establishments and other sectors of the municipality. The implementation of the website depends upon the decision of the municipal officials of Santa Maria, Ilocos Sur.



Definition of Terms

E-Government. The use of information and communication technology (ICT) to enable more efficient, cost-effective, and participatory government, facilitate more convenient government services, allow greater public access to information, and make government more accountable to citizens.

Flash. A program used for creating web graphics.

HTML. Stands for Hyper Text Markup Language, the predominant markup language for web pages. It provides a means to describe the structure of text-based information in a document — by denoting certain text as links, headings, paragraphs, lists, and so on — and to supplement that text with *interactive forms*, embedded *images*, and other objects. HTML is written in the form of tags, surrounded by angle brackets.

Links. These are words or images that would lead to another web page when clicked by the user.

PHP. A widely-used general-purpose scripting language that is especially suited for Web development and can be embedded into HTML.

Website. A collection of Web pages, images, videos or other digital assets that is hosted on one or several Web server(s), usually accessible via the Internet, cell phone or a LAN.

**Assumption:**

The successful development of the Website is depends on the following:

1. The municipal personnel and other sectors involved in the website development process are willing to cooperate and provide information for the requirements on the system.
2. The resources required (hardware/software) for the developments of the website are available.

Hypothesis

If the following assumptions are met, the proposed website for Santa Maria, Ilocos Sur would be able to improve the promotion of the municipality, its products and services, and tourist attractions not only within the Philippines but also abroad..



CHAPTER II

REVIEW OF RELATED LITERATURE

E-Government (from electronic government, also known as e-gov, digital government, online government or in a certain context transformational government) refers to government's use of information technology to exchange information and services with citizens, businesses, and other arms of government. E-Government may be applied by the legislature, judiciary, or administration, in order to improve internal efficiency, the delivery of public services, or processes of democratic governance. The primary delivery models are Government-to-Citizen or Government-to-Customer (G2C), Government-to-Business (G2B) and Government-to-Government (G2G) & Government-to-Employees (G2E).

Within each of these interaction domains, four kind of activities take place^[1]. The simplest type of activity is to provide information over the Internet, such as regulatory services, general holidays, public hearing schedules, issue briefs, notifications, etc. The second type of activity allows two-way communications between the agency and the citizen, a business, or another government agency. In this model, users can engage in dialogue with agencies and post problems, comments, or requests to the agency. The third form of activity that takes place over the Internet involves conducting transactions. The final and fourth form of activity that takes over the web centers on governance, e.g., online, polling, voting, and campaigning.



The most important anticipated benefits of e-government include improved efficiency, convenience, and better accessibility of public services.

While e-government is often thought of as "online government" or "Internet-based government," many non-Internet "electronic government" technologies can be used in this context. Some non-internet forms include telephone, fax, PDA, SMS text messaging, MMS, wireless networks and services, Bluetooth, CCTV, tracking systems, RFID, biometric identification, road traffic management and regulatory enforcement, identity cards, smart cards and other NFC applications; polling station technology (where non-online e-voting is being considered), TV and radio-based delivery of government services, email, online community facilities, newsgroups and electronic mailing lists, online chat, and instant messaging technologies. There are also some technology-specific sub-categories of e-government, such as m-government (mobile government), u-government (ubiquitous government), and g-government (GIS/GPS applications for e-government).

There are many considerations and potential implications of implementing and designing e-government, including disintermediation of the government and its citizens, impacts on economic, social, and political factors, and disturbances to the *status quo* in these areas.

In countries such as the United Kingdom, there is interest in using electronic government to re-engage citizens with the political process. In particular, this has taken the form of experiments with electronic voting, aiming to increase voter turnout by making



voting easy. The UK Electoral Commission has undertaken several pilots, though concern has been expressed about the potential for fraud with some electronic

The Stages of E-government Development

The United Nations-ASPA prescribed in 2002 the following stages for e-government.

1. Emerging web presence. A country has a formal but limited web presence through a single or a few independent government websites that generally serve as public information sources. The site(s) provide users with static information on the government and or its ministries, agencies, elected officials etc. Contact information like addresses, phone numbers, office hours, calendars, etc are posted. Special features like frequently asked questions may be found.

2. Enhanced web presence. A country's web presence expands as users can access dynamic and specialized information that is regularly updated through an increasing number of official websites. An official national government website or homepage may serve as an entry point linking users to other branches, ministries, departments and sub-national government sites. Official government publications, legislation, newsletters and other useful documents can be downloaded or ordered online. Search features, e-mail and areas for posting comments are accessible.

3. Interactive web presence. A country's presence on the internet expands dramatically with an increase in the number of official websites providing access to a broad range of government institutions and the services they provide. A national government website frequently acts as a portal directly linking users with ministries, departments and agencies. Formal interactions between citizens and service providers take place on a more



sophisticated level allowing users to directly access information based on their specific interests or needs. Users can search specialized databases; download forms and applications or submit them online; make appointments with officials; participate in online town-hall meetings. Secure sites and user passwords begin to emerge.

4. Seamless or fully integrated web presence. Country provides all services and links through a one-stop-shop portal. By clicking on the national government's official site, users will have the ability to instantly access any service made available in a "unified package". Ministerial/departmental/agency lines of demarcation are blurred in cyber-space. Governments will cluster services along common needs through one universal portal. All transactional services offered by government will be available online.

All citizens who live under a governing body, whether federal, state, province, or local, need to interact with government. Some interactions are voluntary (e.g., subscribing to a particular social scheme); while others are mandated (e.g., paying taxes, or getting a drivers license if you wish to drive on public roads). Business and other organizations also need to interact with the government on a regular basis. A government's constituency is large and diverse, and includes such special populations as the physically challenged and the illiterate.

Given a large population with widely varying needs, it can be difficult for the government to effectively deliver services to citizens and organizations. The problem can become worse as government and population grows but delivery systems do not change. Service delivery becomes slow and uncertain, and the cost of delivering services can rise. This can lead to corruption (for example, the payment of "speed money" to get a job done). These problems are common, perhaps more so in developing nations.



To address these problems, governments can attempt to streamline service delivery and bring greater speed, certainty, and transparency to the process. Electronic Service Delivery is one way governments attempt to deliver services directly to the citizen, without the citizen having to go to a government building. Electronic Service Delivery can look like other shopping or service sites on the Internet.

Levels of Service

Depending on the maturity of a government's electronic service delivery capability, the following levels of service may be provided, in order of increasing sophistication:

Informational. The government IT infrastructure and service delivery capability is fairly rudimentary, and provides only static information via electronic means, in the form of government instructions and such things as application forms, newsletters, etc.

Interactive. With slightly more sophisticated and reliable infrastructure, some interactive service content can be made available electronically. For instance, a website may allow a form to be filled out online, printed out, and carried to a government office.

Transactional. The government information technology infrastructure is mature enough but not widely available throughout the country and the government has reasonably stable and reliable electronic service delivery capability. Online submission of corporate tax returns fall into this category, as most corporate head offices are located in cities where Internet and other IT infrastructure is available. The government departments would have their internal IT divisions to construct and look after their own ESD applications.



Integrated. The government information technology infrastructure is mature, stable and pervasive; the government has been able develop its electronic service delivery capability sufficiently that government departments can interact with one another electronically. The electronic service that is delivered to the consumer is not from just one department but is an integrated product from more than one department. UK Government has many services which are at this level.

Getting the services to the people

However, achieving integration of electronic service delivery capability is not enough for a government. It also needs to ensure that these electronic services are accessible by the citizens. This is achieved through different "Service Delivery Channels", which take into consideration the IT infrastructure, ability of a citizen to interact with the government electronically, and social considerations. This is usually addressed by "Bridging the Digital Divide"



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