

**TOURIST BROCHURE FOR 2<sup>nd</sup> DISTRICT OF ILOCOS SUR**

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**A CAPSTONE PROJECT PRESENTED TO THE FACULTY OF THE  
ILOCOS SUR POLYTECHNIC STATE COLLEGE  
INSTITUTE OF COMPUTING STUDIES  
SANTA MARIA, ILOCOS SUR**

**IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS  
FOR THE DEGREE**

**BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY  
(GRAPHICS AND ANIMATION)**

**JUNE 2018**

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## **Chapter I**

### **INTRODUCTION**

#### **Project Context**

Tourism industry contributed much to the fast development of a certain country. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of all exports, food products or automobile. Tourism has become one of the major players in international comers, and represents at the same time of the main income sources for many developing countries. This growth goes hand in hand with the increasing diversification and competition among destinations.

This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality of the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in even more complex national and



international markets. As the UN agency dedicated to tourism, UNWTO points out the particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality (<http://unwto.org/content/why-tourism>).

Tourism in the Philippines traces its origin during the ancient times when the first set of people choose to migrate through land bridges , followed by the second set of migrants from Indonesia , then the last migrants from Borneo Islands. All of those created their own kingdoms and tribes within the archipelago. Trade also became parts of the tourism as Arabs, Indians and Chinese traded products and goods to the natives. When the Islands became of the territory of Spain, an influx of Spanish people migrated, (though still few compared to the once migrated in South America due to distance of the country).

In 2000, the Philippines tourist arrivals with a total of 2.2 million. In 2003, it climed 2,838,000, a growth of almost 29%, and was expected to grow as much as 3.4 million in 2007. In the first quarter of 2007, the tourist arrival in the Philippines grew as much as 20% in the same period last year. In 2011, the department of tourism recorded 3.9 million tourists visiting the country, 11.2 percent higher than the 3.5 million registered in 2010. In 2012 the Philippines recorded 4.27 million tourist arrivals, after the department of tourism launched a widely publicized tourism marketing campaign entitled “It’s more fun in the Philippines”.



The tourism industry employed 3.8 million Filipinos or 10.2 percent of national employment in 2011, according to data gathered by the National Statistical Coordination Board. In a greater trust by the Aquino administration to pump billion to employ 7.4 million people by 2016, or about 18.8 percent of the total workforce, contributing 8 percent to 9 percent to the nation's GDP.

The official heritage properties of the Philippines are listed under the National Government's Philippine Registry of Cultural Property (PRECUP), Pinagmulan: enumeration from the Philippine Inventory of intangible Cultural Heritage, and the National Integrated Protected Areas System (NIPAS). Properties registered among those list are heralded as possible nominations to the UNESCO World Heritage List, where at least, 16 declarations containing 19 properties have been recognized by UNESCO through its 4 different lists ([https://en.wikipedia.org/wiki/tourism\\_in\\_the\\_Philippines](https://en.wikipedia.org/wiki/tourism_in_the_Philippines)).

One of the weapons of a tourist is a brochure. This is the source of their information regarding the places that they want to travel. In our locality, one of the cities of the province was pronounced as one of the seven wonder cities of the world, the Heritage City of Vigan. That's the reason why the tourism industry of the province boom in its height. Tourism are attracted due to the beautiful presentation of tourism spots of the city. These tourism spots are presented in a brochure. A brochure is



an informative paper document that can be folded into a template, pamphlet or leaflet. Brochures are distributed inside newspapers, handed out personally or place in brochure racks in high traffic locations. They may be considered as gray literature. They are usually present near tourism attraction.

Since the tourism industry in the province strikes its pedestal, the researchers were triggered to design and develop and enhanced tourism brochure for the Second District that serves as guide to the tourist who roaming and visiting the Ilocos Sur.

### **Purpose and Description**

**Tourist** The output of this study will ultimately benefit them, it will give them more ideas how beautiful the place, upon reading the said study it will help and guide them in choosing Second District of Ilocos Sur as the right tourist destination.

**Municipal Administrators** This study serves as their guide to improve more the quality of brochures that will give to the tourist roaming in the Ilocos Sur.

**Researchers and Future Researchers** The researchers explore into a deeper knowledge and develop their web graphics and animations skills. Furthermore, the result of this study will ignite the interest of the future



researchers to dig deeper in the field that they may add features of the said research.

## Literature

A brochure is often printed using four-color process on thick, glossy paper to give an initial impression of the quality. Business may be print small quantities of brochures on a computer printer or o a digital printer, but offset printing turns out higher quantities for less cost.

Tourist brochures are two-pronged marketing tool. They entice travelers to visit an area, and once there, they inform visitors about what they can see and do at the destination. The actual production of a brochure can be done with computer software, such as word processing and graphic design programs, many of which have templates for creating brochures with different layouts, shape and sizes. Tutorials abound on the Internet that give step-by-step guides for producing brochures. The content's the thing that must be created—and it's the content that will make your brochure do its job.

## How to Make a Good Travel Brochure

- 1. Shoot photos of attractions and activities at the tourist destination.** A colorful brochure with beautiful pictures is inviting to readers. Take eye-catching photos of people enjoying activities, such as fishing on a lake, sunbathing on the beach, riding on amusements,



climbing the stairs of a lighthouse, skiing, golfing and shopping. Think about the thing that you would like to see and do if you were vacationing at this destination. Since tourists are often families with member's lot all ages, include lots of attractions that would be appealing to children.

**2. Research facts about local historical sites for inclusion in your tourist brochure.** Visit the sites and have a notepad handy since such attractions often have plaques and display cases with information about the buildings, grounds and history making events that took place there in the past from which you can gather facts.

**3. Compile contact information and hours of operation on the various sites and attractions included in the brochure.** When a visitor sees a place of interest, having information such as a phone number, operating hours, admission fees and the address makes it quick and easy to plan an itinerary and get any questions answered in the comfort of a hotel room. Websites should also be included for each business, if available; a website gives much more information than can be listed in a travel brochure. Many travelers have laptop computer and Smartphone, and hotels often have Internet service available (Keen, 2015).

Travel brochures can be classified as communicative acts to replace speech act, which is limited to only spoken language. In the case of travel brochures, the communicative intent is to provide tourists with the essential information for helping them decide what places to visit and



which tours to book. Therefore, successful travel brochures must be both informative and persuasive, and they rely heavily on the use of words and images to achieve this aim (Zahiri, 2015).

Leeuwen (2013) examined the use of language in tourism marketing. Tourism Engls is a highly specialized discourse which has its own established practices and characteristics and, in this study, travel brochures from three English speaking areas were compared to discover whether there are differences in their language use despite sharing the same specialized discourse. The material for this study was gathered from a tourism corpus compiled at University of Joensuu in 2004. The data in this study included a total of 101 travel brochures from the United State, Canada and the British Isles. A corpus software called WordSmith Tools was used to compile separate sub-corpora for words from the brochures if the different areas. The words sub- corpora were then manually examined to identify all adjectives in them and they were categorized using a semantic categorization by Downing and Locke (2002). To have a manageable database and to achieve more applicable results, some adjectives were omitted using two criteria. The adjectives had to appear in at least three different brochures in the sub-corpus with a total of at least ten instances. The final databases for each area included approximately 300-400 adjectives with the most common ones having several semantic categories for the adjectives, the main focus of this study were on the reader. The results were analyzed both qualitatively.



## Objectives

The aim of the study is to design and publish a brochure of Tourist Spots in the Second District of Ilocos Sur.

Specifically it aimed to achieve the following:

1. To gather necessary information needed in the development of a magazine type of brochure.
2. To design and print a brochure of tourist spots in 2<sup>nd</sup> District of Ilocos Sur.
3. To determine the level of acceptability.

## Scope and Limitation

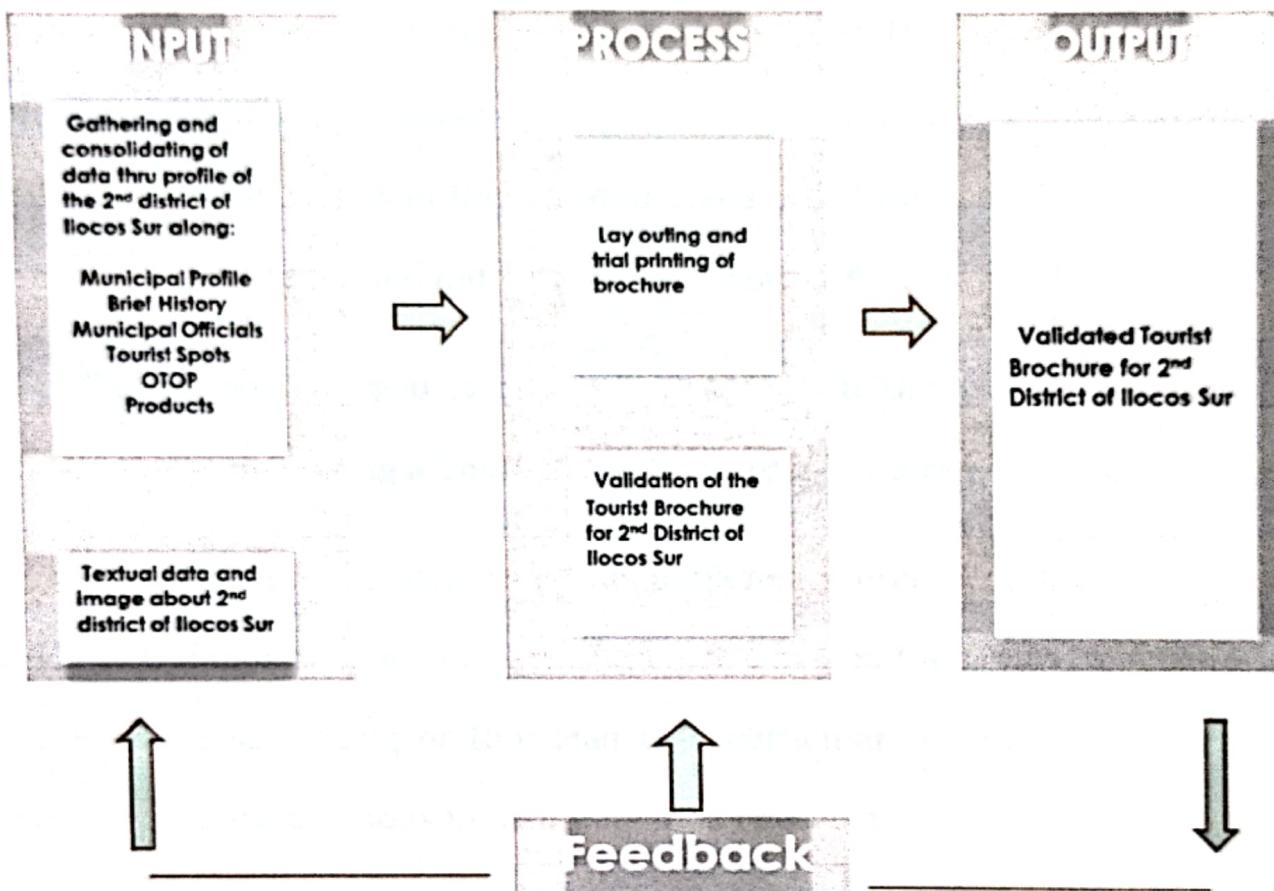
The proponents used editing software called Adobe Photoshop CS6. Adobe Photoshop is the predominant photo editing and manipulation software in the market. It's uses range from full featured editing of large batches of photos to creating intricate digital paintings and drawings that mimic those done by hand. The proponents used 8 tools which are rectangular tool, elliptical tool, quick selection tool, custom shape tool, horizontal type tool, eraser tool, blur tool and gradient tool. These are the (8) eight tools that the proponents used in creating the brochure.



## Chapter II

### METHODOLOGY

#### Development Model



**Figure 1. Research Paradigm**

Figure 1 shows the Research Paradigm. It composes the input, process and the output variables which are the component of inquiries. The Input is the source of information used by the developers to fully understand the scope of their study. The process comprises of the procedures, and the Output is the outcome of the processed information



of the Tourist Brochure for 2<sup>nd</sup> District of Ilocos Sur. This helped in determining the boundaries of the most applicable quality tools to attain quality of the proposed brochure.

The first step that the proponents executed was the input consists of gathering and consolidating data thru profile of 2<sup>nd</sup> District of Ilocos Sur along: Municipal profile, history, Municipal Officials, Tourist Spots, OTOP, Products and the images of the different spots of 2<sup>nd</sup> District of Ilocos Sur, it also includes the textual data and image about 2<sup>nd</sup> District of Ilocos Sur.

The proponents generated a plan through brainstorming to come out with ideas of making a Tourist Brochure for 2<sup>nd</sup> District of Ilocos Sur.

This is the next step that the proponents executed, the process which is the most important part of the project. It is the series of actions that produce something or that lead to a particular result. Process is a photomechanical or photoengraving method collectively.

The proponents used in the projected are the lay out, edited of images, arranged the pages in order, and trial printing of the Brochure.

This is the last variable that the proponents executed which is the Output of the project, is the desired result that was finalized by the proponents and it came out with an interesting Tourist Brochure for 2<sup>nd</sup> District of Ilocos Sur. In this stage the proponents gathered information



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and ideas regarding the said project Tourist Brochure for 2<sup>nd</sup> District of Ilocos Sur.

If ever that there were corrections the proponents can go back where they can integrate the corrections on any of the 3 variables because of the feedback that connects the entire diagram.

The only relevance of the IPO to our study was the inputs are recommended features in creating brochure for 2<sup>nd</sup> District of Ilocos Sur which serves as the basis of the developers in creating the brochure. This phase the proponents gathered and consolidated data through the municipal profile, history, municipal officials, tourist spots, OTOP, products and the images of the different spots of 2<sup>nd</sup> District of Ilocos Sur. Process is the most important phase of the model because it is where the development is done. The processes used in the project include the analysis of data gathered, edited images. The output of the study was projects here. The proponents will print the brochure in the printing press for better output.

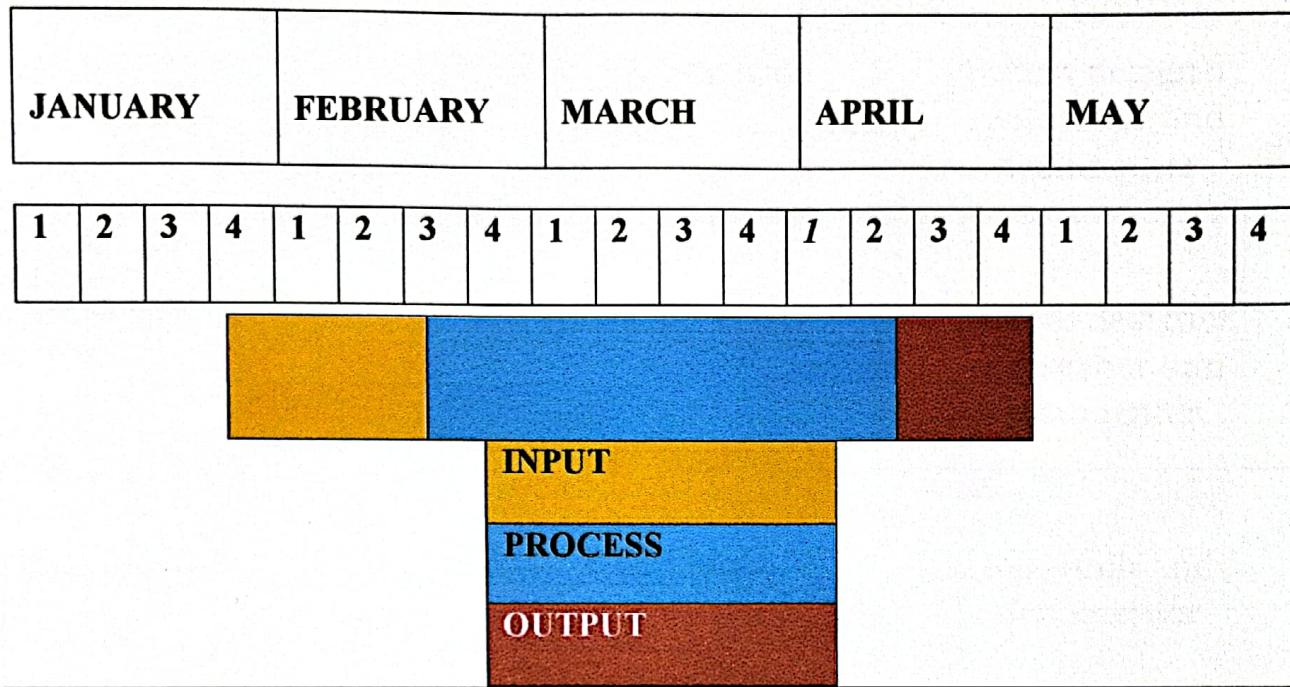
**Table 1. Project Plan**

Table 1 presents the timeline of activities of proposed project. In this figure, the activities were done on each week with the duration of activities. The longest week that the proponents undergo is the process, it takes seven weeks because this is the time where the proponents edited all the pictures /images what have they taken and this is the time to create the **Tourist Brochure for 2<sup>nd</sup> District of Ilocos Sur** while the shortest time that the proponents undergo is the input, it will only take three weeks because they only gather pictures/images inside the 2<sup>nd</sup> district of I locos Sur.

**Table 2. Project Staff**

Project Role	Proponents	Assignment
Analyst	Rose May G. de Leon	System designer, researcher and documenter
Developer	Morena Fe M. Basto	System designer, researcher and documenter
Documenter	Emily S. Lasdacan	Research and documenter
Documenter	A-jay Junel D. Caspillo	Research and documenter

Table 2 shows the respective assignment of each member of the group. Each of them was designated as analyst, designer and documenters. Each member would be working closely together for the completion of the project. The analyst will be the one to analyze all the data given by the designer. While the documenter is responsible in checking the grammars, interpretations and all the data that the proponents implement to the research work, documenter will also



responsible in taking note of the project and will be responsible in the writing up of the manuscript, while the data gatherer would be working with the further research for the comparison reference, interview, books and internet research that the book detail do not have.

### **Data Gathering Procedure**

The researchers utilized the following techniques in gathering the necessary data needed in the study. They asked permission from the Municipal/City Mayor and from the personnel/staff of the different tourist destinations of every municipalities of 2<sup>nd</sup> district of Ilocos Sur to conduct a study. The survey questionnaire contains collection of ideas in a group of people or individuals to be able to know their opinions and suggestions in many expressions that they usually used. The researchers surveyed fourteen (14) respondents consisting of the following: five (4) Graphic Artists, five (5) Tourism Officer, and five (5) Tourism Instructor. The survey was conducted according to the available time of the surveyor. After the survey, tally sheet was utilized. The researchers adopted the IMMS (Instructional Material Motivation Scale) to gather the data needed by the researchers to identify the acceptability of the brochure to get the mean in each category and to get the grand mean of the brochure.



## Instrumentation

The developers utilized the following techniques in gathering the necessary needed in the study.

### Survey

Survey method is the most useful method of gathering information. A survey is a correction of ideas in a group of people or individuals; the surveyors gather ideas to be collected. The researchers will survey the city and be able to know the opinions and ideas of the respondents in many expressions that they usually used the set of questions was studied carefully and was checked by the adviser for approval. The survey was conducted according to the available time of the surveyors. After the survey, tally sheet was utilized.

The questionnaire has been adopted to gather the data needed by the researchers to collect the validity of the brochure to get mean in each category and to get the grand mean of the brochure.

**Table 3. Data Categorization for IMMS**

Scale	Statistical Range	Description
5	5.00-4.20	Highly Acceptable
4	4.19-3.40	Very Acceptable
3	3.39-2.60	Acceptable
2	2.50-1.80	Fair Acceptable
1	1.79-1.0	Not Acceptable



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