MyEscort: A Mobile Tourist Guide for the Province of Laguna

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Overview

The travel industry is one of the fastest growing economic sectors in terms of foreign exchange earnings and job creation.

Hence, many developing economies like the Philippines put tourism industry in the national agenda.
“The country’s tourism potential is not yet maximized, hence the need to promote the Philippines as a tourist destination haven.”

- Joseph Ace Durano
  Former Tourism Secretary
Existing Procedure

• Manual searching for notable places to go to.
• Access to information can be done by hiring an agent; buying a leaflet or brochure; asking friends about the place; or searching the web.
• Small-time businesses may have tight budgets, advertising may prove expensive.
Proposed System

• Improved means of acquiring information on tourist attractions.
• Visibility on the part of the tourist attractions in the province as seeing a mobile site increases the top-of-mind presence and popularity.
• Portability – connects with people who are on-the-go.
• Additional publicity to previously untapped markets.
Goals and Objectives

The main goal of the information system project is to design, develop, and evaluate the application system, MyEscort: A Mobile Tourist Guide for the Province of Laguna.
Goals and Objectives

The system utilized PHP and J2ME programming languages as developing tools, MySQL as the database, and employed Rapid Application Development (RAD) approach in the system development methodology.
Goals and Objectives

Specifically, it aimed to design and develop a mobile-based information system through gathering important feedback to would-be users.
Methodology

The evaluation of the application included final user testing based on ISO 9126 Standard based on:

• Functionality
• Usability
• Efficiency
• Maintainability
• Portability
Methodology

The evaluation was participated by the staff of the Department of Tourism (Sta. Cruz, Laguna)
Results on Functionality of the System

The system accepts queries made by the user.
Results on Usability of the System

The users find the interface attractive and the user can easily navigate through the system.
Results on Efficiency of the System

The system quickly responds and loads information.
Tuloy Po Kayo Sa
LAGUNA
LAGUNA

Search By Category
- Religious
- Crafts and Handicrafts
- Cutyflower and Ornamentals
- Delicacies
- Educational
- Natural
- Man - Made
- Historical

Search By Town

Search
Search By Interest
Where can I do some activity?
Where can I learn new things?
Where can I do meetings?
Where can I do some shopping?
Where can I see new things?
Where can I eat?

Search By Attraction
Recommendations

That the project be utilized by business establishments situated in different parts of Laguna to efficiently share information with prospective customers, the tourists;
Recommendations

That further enhancement of the system be done for future researchers in terms of other functions and features such as tracking the tourists through the use of GPS; and
Recommendations

SMS (Short Message Sending) inquiry feature so that mobile phones, without internet capabilities can also be used to retrieve information from the system.
Thank you!