

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of the design and development process of the interactive pop-up book titled “Beauty of Aizu: A Cultural Pop of Adventure,” it can be concluded that this book has been successfully developed as an engaging visual medium to introduce the tourist attractions of Aizuwakamatsu City, particularly in the representation of historical tourist destinations featured in the book, namely Tsuruga-jo Castle, Aizu Bukeyashiki, Ouchijuku, and Sazaedo Temple, which are visualized through pop-up elements within the book.

The development of this pop-up book consists of three main pages in each category, combining folding, raised, and pull-out elements that enhance the visual dimension. Based on the results of a questionnaire distributed to respondents, the majority stated that the book is attractive, informative, and effective in introducing tourism and culture in the city of Aizuwakamatsu. The data collection, design, and assembly of pop-up elements were carried out in stages with adjustments made to accommodate the technical limitations of the author. Challenges in assembling the pop-ups were overcome by referencing videos and tutorials, which were successfully applied to the book's design. In addition, the author applies a solution where the outcome of making this project is an interactive pop-up book that author's presents interesting visualizations of tourist destinations in Aizuwakamatsu City. This book contains information about tourist attractions, with several historic buildings featured on the cover of our book, cultural festival activities from various seasons, accompanied by photos and brief descriptions of each tourist attraction, as well as recommendations for restaurants serving Aizuwakamatsu's local cuisine. It also includes QR codes to facilitate navigation to the tourist destinations. Therefore, the

author hopes that the development of this pop-up book project can promote tourism in Aizuwakamatsu through the pop-up book as a promotional medium. Overall, this pop-up book serves not only as an information medium but also as an interactive and communicative tool for tourism promotion.

5.2. Suggestion

As a form of future development, this pop-up book has great potential to be utilized more widely in tourism promotion activities. Its distribution can be expanded through collaboration with various parties, such as tourism offices, hotels, travel agencies, and tourist information centers, so that this book can reach more readers and potential tourists, both local and foreign. In addition to serving as an information medium, this book can also function as an educational souvenir that introduces cultural and historical tourist destinations and provides in general and fundamental overview of Aizuwakamatsu City, supported by the explanations in the report and the historical descriptions within the book's content, presented in an engaging manner. For further research, the author suggests developing a long-term evaluation method by observing tourists' responses and experiences after using this book as a direct guide during their visits to Aizuwakamatsu City. This approach not only strengthens the practical value of the product but also opens opportunities for further innovation in creative media-based tourism promotion.