

## CHAPTER 1: INTRODUCTION

### 1.0 Introduction

This chapter discusses the motivation and problem statement of this project, the scope and the objectives, impact, significance and contribution, and lastly the background information of this project. Generally, this chapter is about the overview of this project.

### 1.1 Motivation and Problem Statement

Nowadays, tourism industry is a booming industry. It is a fast growing area. The arrival of tourists to Malaysia is increasing. Nonetheless, there are problems exist among the tourists. The major problems faced by tourists include:

- **There is insufficient travel information provided in travel brochures and some of the existing tourism websites.**

Conventionally, tourists only can obtain information from some small brochures or leaflets provided by the hotel or travel agency. Information printed in the brochures or leaflets may not be adequate simply because they are small and limited by the amount of space provided. On the other hand, there are certain website do not provide a clear description of the place of interest such as the map that shows the whole area or the highlight of the attraction is hard to obtain. Without those detailed information, tourists unable to locate the place and plan their journeys beforehand. Difficulty in getting currency information is the other problem that is faced by majority of the tourists. Tourists unable to get the latest currency exchange rate from the existing Malaysia tourism website.

- **Tourists faced the problem of finding accommodation during their journeys.**

Finding accommodation is also another difficulty for tourists. Previously, tourists check for the hotels' room availability when they are arrived the destination. This is inconvenient if it happened that the particular hotel is fully occupied. Then they have to spend more time to search for hotel.

- **Existing websites do not provide budget estimating function.**

In addition, another problem that is faced by tourists is they fail to plan their budget well. Eventually, they overspend in their journey. Tourists fail to make adjustment to expenses during their journey. This includes meals, hotels as well as the transportation fees. Obviously, it leads them to face a problem of insufficient money is prepared for their whole journey. Trip preparation is needed in order to enjoy the travels. This includes the money to be used during the journey.

- **Tourists have difficulties in planning the order of places to visit.**

Furthermore, there are tourists face the problem on deciding which place to visit. This problem occurs when there are multiple attractions in a particular state and tourists plan to visit multiple destinations within a short period. Tourists from foreign countries are unfamiliar to Malaysia. Due to this factor, they might face the problem when they arrive to a state that has many attractions. Tourists probably spend more time on deciding which place to be visited. Therefore, a website that has the functionality to help tourists to plan the places to visit may solve their problem.

## **1.2 Project Scope**

In recent years, Malaysia government promotes Malaysia tourism vigorously. Therefore, the aim of this project is to promote Malaysia tourism. This project is focus on the places that can be visited in Peninsula Malaysia. The contents of the project include a brief introduction of the attractions in Peninsula Malaysia and useful information that is needed by tourists. All the information will be presented in English. In order to make this project more attractive, there are some features being embedded; for instance, Currency Converter, Travel Budget Estimator and also Path Planner.

In this project, for the travel budget estimator feature, author will focus on Kuala Lumpur area first. This is simply because it is the capital city of Malaysia. It is

undoubtedly true that there will be more tourists need this information. This feature will help tourists to estimate the travel expenses which include accommodations and meals. Moreover, author will also develop the Path Planner feature in this project for Kuala Lumpur area first. Without hesitation, tourists that arrival Kuala Lumpur will be more compared to other state. Since Kuala Lumpur (KL) contains numbers of attractions, the added feature can help tourists to plan the order of place to visit. It suggests tourists which attractions to be visit first and which to be the next. It chooses the place that has shortest distance from the place where the tourists located.

### 1.3 Project Objectives

There are several purposes for developing this project. They are

- **Provide an easy access of comprehensive information about all the places that can be visited in Peninsula Malaysia.**

Tourists can obtain information about a particular attraction easily. Tourists can access the website whenever there has internet provided. Therefore, tourists do not have to worry about not getting sufficient information. With the help of this project, travelers get to know more about the place to visit before they start their journey or make their own travel arrangement without the help from travel agency. Additionally, they can save the service fee for travel agents and keep it for their travels.

- **Develop a platform that allows local tourists to explore more about their own country.**

Most of the time, people do not realize that their country contains lots of attractions that are worth to visit such as breathtaking beautiful scenery, wonderful cities that offer leisure experience and fascinating people to meet. Hence, local tourists can explore their own country and experience the beauty that lures millions of international tourists to come over through this project.

- **Provide some features that are convenient and can help them in planning their trips.**

The new features that will be added to this project are instant hotel booking that allows tourist to check hotel availability and book hotel online, a currency converter that allows tourists to know the latest currency exchange rate, path planning feature that helps tourists to choose the place to visit which has the shortest distance from the place where the tourists located and lastly the simple budget estimating function that helps to estimate travel budget. These features distinguish this project from other tourism websites. With the new added features, tourists get assistance in managing their trips.

- **Help to promote Malaysia Tourism**

By promoting tourism, it can increase the income of our country. It has the ability to promote tourism since it can be view by all tourists no matter which country they from as long as they can access to the internet. By completing this project, it can promote tourism in an effective and efficient way simply because it is free and can be viewed by people from all over the world.

#### **1.4 Impact, Significance and Contribution**

With the completion of this website, tourists can obtain information about the attractions in Peninsula Malaysia easily. Tourists also can get some useful information for their trips. By visiting this tourism website, tourists get to explore more about Malaysia and reduce the time to search for information. There are plenty attractive photos embedded in the website in order to create interest on the tourists. Tourists might be attracted by those scenery photos to visit our country. Meanwhile, it also helps to promote Malaysia tourism. On the other hand, this tourism website helps tourists to plan the order of places to visit by selecting the place that have the shortest distance from where the tourists located. This function is useful when tourists unable to decide which

place to visit first to fully utilized their time there. It suggests the order of place to visit for tourists.

Furthermore, the website can help tourists to estimate travel budget. This is significantly useful for tourists who do not know where to visit in a particular state and how much money to be prepared for their trips. In addition, there is another feature that is embedded in the website which allows tourists to know the latest currency exchange rate of different countries. It brings convenience to tourists, so that they do not have to search it from other website. Recently, do not have any Malaysia Tourism websites provide these functionalities. Therefore, it has the ability to attract more tourists to visit the website and discover more places in Malaysia. With the help of this project, it can minimize the problems faced by tourists such as managing their travel budget and so on.

### **1.5 Background Information**

In modern era, information technology (IT) can be considered as one of the most significant development especially the internet. The internet carries extensive range of resources and information. It brings convenience to the public, especially in academic field.

With the incredible growth of internet, it has made a lot of changes to the world. There are many new ways of conducting business have been developed in many sectors; for instance, using website. The creation of website affects many industries such as tourism industry.

Conventionally, whenever people want to go travel, they have to obtain necessary information and book their trips through travel agency. However, with the rapid development of internet, the existence of website has brought convenience to the tourists. Tourists not necessary have to go for travel agents, whereas they just have to visit some travel websites for details and arrange trips according to their needs. Websites provides useful information such as text descriptions, photos and videos allow tourists to understand more about the country and create their interest to visit the place. Additionally,

website that provides instant hotel booking definitely brings convenience to the tourists. Tourists can check the hotel availability through website.

The internet has a remarkable impact on today's tourism. Website is able to ease the dilemma of the tourists about where to go, what to do as well as where to stay during their travels. The target audience for this project is all tourists from all over the world and also Malaysian local who are willing to have holidays in Peninsula Malaysia.

### **1.6 Summary**

In recent years, Internet has become a new channel for obtaining information, promoting and commercializing products conventionally through traditional outlets, advertising and so on. With the rapid development of information technology, Internet has brought us convenience. It saves time for both work and leisure, and communication. For tourism industry, people can promote tourism through website which enables tourists to get adequate information in order to plan their trips in a more efficient way.

This project is to develop a tourism website that allows tourists to get information easily and plan their trips. In this chapter, the objective of the project is clearly identified. So, the project can be developed to meet the goal set. On the other hand, the problem statements were determined. Therefore the project can be designed to help tourists solve problems. For example, budget converting feature help tourists to estimate travel budget and so on. Besides, the project scope also being discussed in this chapter. This project covers in formation of attractions in Peninsula Malaysia and some features will be developed in Kuala Lumpur first. The target audience for this project is anyone who would like to visit Peninsula Malaysia.