UNIVERSITI TEKNOLOGI MARA

Tourist Guide Expert System, For Sarawak

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Thesis submitted in fulfillment of the requirement for

BSC. (HONS.) INTELLIGENT SYSTEM

Faculty of Information Technology And

Quantitative Science

May 2007

DECLARATION

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledge in accordance with the standard referring practices of the discipline.

MAY 14, 2007   HELDIE ANAK DAVID
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ACKNOWLEDGEMENT

Praise to God the Almighty for giving me the will and knowledge to complete with my final year project. With His blessing, I was able to complete my final year project within the time given. It has been a challenging moment for me to complete my bachelor's degree for my interest in this area of study has been deteriorating. I apologizing to all if my personal issues have offended anyone and hope that through this research, I can regain the trust that I have lost from many parties.

A special acknowledgement is reserved for my supervisor En. Zaki Bin Zakaria for his kindness and effort offered in providing meaningful and valuable knowledge along the process of completing this challenging research. Also full of respect given for Pn. Shuzlina Abd Rahman as a lecturer for this subject (ITS 690) and all other lecturers for their guidance during my study in this university.

Thank you to my entire family member for supporting me in everything I do, and for being the best family anyone could hope for, even though we are all always apart. Thank you to all my precious friends and classmates for their kindness in helping me to complete this project.

Thank you to all who helped me directly or indirectly. May God always bless all of you.

Thank you very much.

TABLE OF CONTENTS

ABSTRACT

Sarawak is the one of the biggest state in Malaysia, endowed with the worlds' richest and most diverse ecosystem make it becomes one of the famous tourism destination around the world. The problem is to recommend a suitable destination based on the interest and preference of the tourist. The weaknesses of current e-tourism application are its complexity in products and services they advertised. With the large quantity of information, tourist found it is hard to find destination that truly match with their interest and preference. Therefore, Tourist Guide Expert System will help the tourist to find destination that suitable with them. The objective is to find the characteristics of problem that affect decision making process, to apply Rule-Based Expert System technique in decision making and develop system that recommend destination to tourist based on their interests and preferences. Rules are produced as to represent the knowledge and converted into computer system using HTML and ASP as to provide a Web-based environment. The result of this project is rules that represent the knowledge and recommended destination for tourist. As the conclusion, this prototype system can be considered as a success development due to its ability to meet the objectives that has been set in early phase of project development. However, some improvement can still be made for the future expansion. Tourist Guide Expert System (For Sarawak) is a great application for solving the tourism problem that faces by most tourists.

Keywords: prototype, expert system, knowledge representation, HTML, ASP, rule-based.