

**UNIVERSITI TEKNOLOGI MARA**

**(TravWep)**

**Travelers Experience Sharing Web Portal**

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## ABSTRACT

Travelers experience sharing web portal is a web application that was designed and developed specifically for travelers. This project is developed to suit the lifestyle of its users that always want all the information to be easily retrieved in short time period. In addition, it is for user that are always moving from one place to another places. The objectives of the project are to identify project requirements, design and develop the web application. In order to get ideas and opinions from the users, an online survey had been conducted. Travelers experience sharing web portal allows travelers to share their experiences when travelling. In addition, new travelers can get details information about traveling from fellow travelers. This project will give a lots of benefits for public user who want to travel. So, they can search for information in travelling anywhere and anytime. The requirement for this project were gathered based on the respondent from the online survey that had been conducted. The purpose of this project is to improve and enhance the travel experience among travelers by using web technology. During the development of this project, review on existing application is made as to study the features that is lacking on existing applications. The methodology that be used to develop this project is web development life cycle (WDLC) as the guidelines to make project success. Furthermore, this methodology also known as a suitable approach that can be used to develop web-based system. This project will enhance the travel experiences for the users. Lastly, there are some recommendation discussed at the end of the project based on the limitation of project that have been discover. For future work, developing this project will give the benefits and best services to the travelers.

Keywords: Travel, Sharing Experiences, Web Portal, Web Development Life Cycle

# TABLE OF CONTENTS

<b>CONTENT</b>	<b>PAGE</b>	
<b>SUPERVISOR APPROVAL</b>	<b>1</b>	
	<b>ii</b>	
<b>STUDENT DECLARATION</b>	<b>iii</b>	
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>	
<b>ABSTRACT</b>	<b>v</b>	
<b>TABLE OF CONTENTS</b>	<b>vi</b>	
<b>LIST OF FIGURES</b>	<b>x</b>	
<b>LIST OF TABLES</b>	<b>xi</b>	
<b>CHAPTER ONE: INTRODUCTION</b>		
1.1	Project Background	1
1.2	Problem Statement	3
1.3	Project Objectives	5
1.4	Project Scope	5
1.5	Project Significance	6
1.6	Chapter Summary	6
<b>CHAPTER TWO: LITERATURE REVIEW</b>		
2.1	Tourism	7
2.1.1	Tourism in Malaysia	7
2.1.2	The Differences of Travelers, Backpacker and Tourist	7
2.1.2.1	Travelers	7
2.1.2.2	Backpacker	8
2.1.2.3	Tourist	8
2.2	Experience Sharing	9

# CHAPTER ONE

## INTRODUCTION

### 1.1 Project Background

According to Tourism Malaysia Statistic, in 2017, Malaysia received almost 26 million international tourists and recorded a 0.1% growth in tourist receipts, thus contributing RM82.2 billion to the country's revenue ("Tourism Malaysia", 2018). For 2018 target, The Tourism Malaysia Integrated Promotional Plan 2018 – 2020 has been working out and put into effect to tackle existing challenges and increase Malaysia's tourism performance and targeting 36 million tourists and RM168 billion in tourist receipt by 2020 ("Tourism Malaysia", 2018). In order to attain the target, some advancement needs to be follow through. However, according to Malaysia Tourist Arrivals Statistic, the decrement of Tourist Arrivals in Malaysia to 1,957,248 in April from 2,192,855 in March of 2018 show that there are still need the enhancement in the tourism sector. In order to improve the statistics of the use can help to increase the travel and tourism industry.

Mentioned by (Jamie) Kim, Fesendmaier (2015), the internet has transformed the touristic experiences when planning and traveling. Every year, millions of people spend their money to travel to other countries or places. According to Chung and Koo (2015) when faced with new technology for tourism purposes, travelers usually use to find and search for information from various sources such as social media and blog. There are many platforms that people use to share what types of experiences about their life such as the famous platform are Facebook. But for the travelers who needs to get and search the information in short time of period, it will be the problem for this kind of people especially for people who want to travel for the first time. The most valuable tools for traveling are research and planning for the trip. When planning for a trip, people will have so many questions such as "what is the public transport like?", "Where to get Halal food?" or "How Much will things cost?". There are so many important things that need to know before planning to travel. Most travelers search and find information through one by one on social media, Google and Blog. The use of social media such as Facebook, Twitter, Instagram, and Trip Advisor enables travelers to share knowledge and