

UNIVERSITI TEKNOLOGI MARA

**Active-Tourism: A Web-based Recommender System
for Adventure Tourism**

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**Thesis submitted in fulfilment of the requirements for Bachelor of
Information Technology (Hons)
Faculty of Computer and Mathematical Sciences**

January 2017

ACKNOWLEDGEMENT

Alhamdulillah, first of all praise and thanks to Allah the Almighty and His utmost blessing, I was able to finish this research within the time duration given. The first person I would love to send my gratitude is to my supervisor, Puan Saidatul Rahah binti Hamidi for guiding me throughout this project's development phase and by giving the solutions for every trouble I faced during the documentation of this report. Thank you for the advices, dedications and times and your patience throughout these two semesters.

Besides, I would like to express my appreciation to my CSP650 lecturer, Puan Rogayah binti Abdul Majid for helping me in correcting my mistakes as well as giving me the motivation during the whole project development process and show me the correct way to write the report's format.

Special appreciation goes to my family and friends, who has stayed through thick and thin, and giving me the supports I needed and always been there to push me in finishing the project when I lost my motivation.

Lastly, I would also like to send my gratitude to all people involved directly or indirectly with my project but weren't mentioned in this section. Your contributions and supports means a lot to me, Thank you.

ABSTRACT

Adventure and ecotourism appears to be a new tourism trend in Malaysia. Adventurous activities such as camping, jungle-trekking and hiking are gaining a lot of interest from crowd and already have their own circle of fans. People are now getting more concern about living a healthy lifestyle and being close to nature. Most adventure-tourism fans that visited the existing tourism websites nowadays usually faced with the problem of being supplied with lots of information that could be irrelevant with what they need. Also currently, the only medium for adventure-seekers to look for locations suitable for adventurous activities is only limited via peer-to-peer suggestion only. The development of this Active Tourism: a web-based recommendation system for adventure-tourism using knowledge-based filtering is all about guiding and helping the adventure-tourism fans in choosing a suitable places to spend their holidays at, given their activities of interest such as hiking, snorkelling, shopping, jungle-trekking or extreme activities. The system will accept their preferred activities as an input and recommend the users with the most suitable place which provides all these activities. The system can guide the tourist to choose the best place for adventure activities to spend their holiday. Only significant information will be feed to the customer to prevent information overload so less time will be needed for the users to decide their holiday destination that will satisfy them.

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CHAPTER 1

INTRODUCTION

This chapter provides the background and rationale of the study. It also defines the overall project's overview as well as the brief explanation about the entire system that will be developed. Project's objectives, aim, significant and problem statement is also included in this chapter.

1.1 Project Background

Adventure and ecotourism appears to be a new tourism trend in Malaysia. Adventurous activities such as camping, jungle-trekking and hiking are gaining a lot of interest from crowd and already have their own circle of fans. According to Professor Dr. Mohamed Zakaria Hussin, Dean of Faculty of Forestry in Universiti Putra Malaysia, people are now getting more concern about living a healthy lifestyle and being close to nature. This speech has been said in a foreword section of Adventure and Ecotourism in Malaysia book published by the university itself. For travellers, the most important thing to do during their travel is to fill it with interesting activities and events. For some people who are too busy on their normal days, it will be too troublesome to go through all the catalogues and pamphlets to find the right places to be visited which will match their preferred activities.

Most of the system that exist currently are focusing on promoting famous places to be visited in Malaysia and recommend visitors the package or the accommodations with the lowest cost or is within their budget. Furthermore, the information provided in these tourism systems is mostly unrelated to adventure-tourism and can be less help to these adventurous fans who want to spend their holidays with recreational activities.

The development of this Active Tourism: a web-based recommendation system for adventure-tourism using knowledge-based filtering is all about