Universiti Teknologi MARA

TOURIST'S PLACE RECOMMENDATION

WEB APPLICATION

(EaseToTour)

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ABSTRACT

Due to the rapid advancement of technology in modern societies, a lot of people are busy with their daily life work activities. With advanced technology, they want all the information to be easily retrieved in short time period. Therefore, this project aims to develop of Tourist's Place Recommendation web application (EaseToTour) to ease tourists to search tourist place that meet their need and categories. In addition, this web application allow user to access this app anywhere and anytime from mobile devices taking into consideration of mobile devices features through responsive design. EaseToTour will solve and ease tourist to find tourist's place. Tourist also can add their favourite place to wishlist cart as their references later. Furthermore, EaseToTour will give benefit to tourist's place owner. They can make it as a medium to market their place. Overall, there is no doubt that this web application will beneficial to those who are interested in visiting tourist's place. The methodology use in this web application is web development life cycle (WDLC) because it is suitable approach that can be used to develop web-based system quickly in a structured manner. For future work, this project can be enhanced by developing the system with more attractive multimedia element.

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CHAPTER 1

INTRODUCTION

This chapter is provides overview of the background and justification of the project.

1.1 Project Background

Nowadays people love to travel, people explore the new place for recreation or as a passion. According to Bonarou(2012), tourism comprises the activities when people go to any destination outside their places of work and residence in a short time with the purpose to enjoy tourism things. These people are called as visitors which may be either tourists or excursionists. Hence, in tourism people has to do activities, some of which indirect tourism expenditures (United Nations World Tourism Organization, 2008).

There is many reason why tourist love to go travel. According to Adam(2012) the purpose people wanted to go travel is want to see people, explore the culture and trying new food. From the travel, people will experiencing a new culture and see an interesting things at that place which not familiar with them. According to Andrades, Dimianche & Iikevich(2015), motivations behind people go to tour is to have a good times with family and friends, to explore and discover, to rest and relax. Moreover, some people also go to tour because of to doing their favourite activities. Hence, by knowing the reason of people wanted to go travel it is important to know interesting destination to go.

According to Benckendorff(2011) attraction are the key element of a region's of tourism because without attractions there is no need for other tourism services. Tourism attraction can be as anything that has the ability to make it attracted towards it. Hence, this is makes people feel compelled and the reason why they go and visit that attraction. Consistently, the Malaysian government has been taking great and nonstop attempt in making the nation an attractive destination for tourist. While in