

Universiti Teknologi MARA

Tourism Application on Sarawak Cultural Village

Elesha Inja Anak Meringai

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

January 2017

ACKNOWLEDGEMENT

I would like to thank God because of His Almighty and His utmost blessings, I was able to finish this research within the time duration given. Firstly, my special thanks goes to my supervisor, Puan Saidatul Rahah Hamidi, for providing guidance and supervision to me throughout the process in developing the project. Also, my pleasure to express gratitude to my lecturers Puan Fauziah Redzuan, Puan Rogayah Abdul Majid and Professor Madya Dr Haryani Haron, who have given their advice and direction on what needs to be done.

Special appreciation also goes to my beloved parents for giving their emotional and moral support from a long distance and for always believing in me.

Last but not least, I would like to give my gratitude to all of my dearest friends who are also the same batch as me for helping me by giving support when I was in need.

ABSTRACT

Tourism Application on Sarawak Cultural Village is the application that can be used by tourists and local people. They can use this application when they visit the Sarawak Cultural Village. The problem is Sarawak Cultural Village does not have any application that provides the “living house” museums’ information. Currently stamp card is used when tourists and local people visiting the Sarawak Cultural Village. The objectives for this application are to identify requirements, design and develop the Tourism Application on Sarawak Cultural Village. Mobile Application Development Life Cycle had been chosen as the methodology. Thus, the significance is to preserve the knowledge of the culture for “living house” museums in Sarawak Cultural Village. Besides that, it will promote the tourism for tourists from the other country in Sarawak. The tourists and local people can view the map and read the information. They also can take and save the picture when they visit the “living house” and they also can answer the quizzes. Finally, Tourism Application on Sarawak Cultural Village possible to attract more tourists and local people to use this application during their exploration of unique “living house” museums in Sarawak Cultural Village.

TABLE OF CONTENTS

CONTENTS	PAGE
SUPERVISOR'S APPROVAL	i
DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	vii
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATION	x
CHAPTER 1: INTRODUCTION	
1.1 Project Background	2
1.2 Problem Statement	2
1.3 Project Aim	2
1.4 Research Question	2
1.5 Project Objectives	2
1.6 Project Scope	3
1.7 Project Significance	3
1.8 Research Design	4
1.9 Conclusion	5
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	6
2.2 Sarawak Cultural Village	6
2.3 Implementation of Tourism Application	7
2.4 Mobile Application	8

CHAPTER 1

INTRODUCTION

This chapter will focus on the project background and the fundamental reasons on why some preliminary studies are conducted. Moreover, the chapter also includes the problems, objectives, scope and significance of the project.

1.1 PROJECT BACKGROUND

Sarawak Cultural Village is a very popular attraction near Kuching, in the state of Sarawak. Tracing their origins back to the nineteenth-century Scandinavian “folk-life museum”, they have become increasingly popular in this part of the world as “living museums”, places where such components of local cultures as music, cooking, the crafts, may be “performed”, to the delight of visitors (Latrell, 2012). There are structured buildings representing every major ethnic group in Sarawak such as Bidayuh, Iban and Orang Ulu Longhouses, a Penan Hut, a Melanau Tall-house, a Malay Town House, and Chinese Farm House. Displayed in each house are the many artifacts made by the individual dwellers. They also demonstrate the arts and crafts like beadwork, wood and bamboo carvings, “Pua” weaves and straw weaving.

A recent editorial by the Editor-in-Chief of the International Journal of Hospitality Management has driven home perhaps the most fundamental characteristics of the phenomenon we call “tourism”; namely, the delivery of positive experiences to tourists. The concept of the tourism experience has become a focal point for current tourism research and management (Tung et al, 2011). The tourism industry can attract more tourists from other country.

Nowadays, people will use smartphone when they travel to somewhere. Tourists combine smartphone technology with social media and send photos, share reviews, take and upload videos and update their favorite’s sites as they travel. With new technologies being developed, new types of tourist activities are emerging that can both transform conventional