Universiti Teknologi MARA

Tripease: A Travel Mobile Application for Kelantan Tourism and Local Discovery

Nurul Izzati binti Sidi Hamat

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

July 2025

ACKNOWLEDGEMENT

ABSTRACT

Tourism is an important contributor to Malaysia's economic growth and cultural preservation, with domestic tourism playing a crucial role in recent years. Kelantan, a state rich in heritage, natural beauty, and traditional crafts, holds great potential for tourism but is currently underrepresented on digital travel platforms. Most tourists planning a trip to Kelantan face difficulties due to fragmented information spread across multiple websites and applications for destinations, attractions, and accommodations. To address this issue, this project developed TripEase, a mobile tourism application designed specifically to streamline and enhance travel planning within Kelantan. The app consolidates destination browsing, attraction discovery, accommodation booking, and navigation assistance using Google Maps into a single, user-friendly platform. The system was developed using the Rapid Application Development (RAD) methodology, which allowed for iterative design, fast prototyping, and user-focused improvements. TripEase integrates Firebase Firestore for real-time data management and provides separate interfaces for tourists, accommodation providers, and administrators. All planned features were successfully implemented and tested, with real device testing used to ensure accurate location services. The application improves user experience by reducing planning time and increasing accessibility to both popular and lesser-known local attractions. Future enhancements could include secure payment gateway integration, multi-language support, and expanding the app's coverage beyond Kelantan. TripEase contributes significantly to the digital transformation of regional tourism in Malaysia by offering a comprehensive, efficient, and scalable solution.

TABLE OF CONTENTS

CONTENT   **PAGE**

CHAPTER 1

INTRODUCTION

This chapter introduces the overall context and motivation behind the development of a mobile application in the tourism sector. It outlines the current trends and challenges in travel planning, particularly within less-promoted destinations in Malaysia. The chapter also defines the research problem, objectives, and scope of the project. Additionally, it highlights the significance and expected outcomes of the study, providing a foundation for the chapters that follow.

1.1   Background

Tourism acts as one of the chief building blocks in Malaysia's economy, which is quite vital in terms of economic development and the preservation of cultural heritage. The tourism industry contributed RM251.5 billion to the GDP of Malaysia in 2022, comprising about 14% of the gross domestic product of the country (Xinhua, 2023). Domestic tourism has grown significantly in recent years since the COVID-19 pandemic travel restrictions encouraged Malaysians to explore more of their country. In 2023, the country received about 29 million visitor arrivals, with 20.1 million being international tourists and 8.8 million domestic, showing a high level of recovery for tourism in Malaysia, as indicated by Chan (2024). This growth has revived an interest in less-promoted destinations like Kelantan, an area rich in its cultural identity and traditional crafts, complimented by tranquillity in nature. While Kelantan is rich in tourist attractions, it remains underdeveloped as a tourist destination compared to states like Penang, Melaka, or Langkawi. However, some initiatives have been taken to put Kelantan into the spotlight, such as the Visit Kelantan Year campaign launched to attract more visitors to this state (Toyat, 2023).

Tourism spots in Kelantan range from historical sites such as the Istana Jahar and Siti Khadijah Market to natural attractions such as Pantai Cahaya Bulan and Gunung Stong State Park. Each of these aspects of Kelantan's historical and architectural riches, local markets, traditional villages, and outdoor activities combines