

Research Article

AdOut Apps

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Abstract: Extreme and outdoor sports enthusiasts have trouble getting information about their passions today. A company that performs these activities may not have a permit from the local authority. AdOut Apps addresses these issues. This novel application has crucial information on Malaysian extreme and outdoor activity firms, products, and places. The major goal of the invention is to inspire the community to try outdoor activities they may not have tried before due to a lack of information, understanding, and safety concerns. AdOut Apps provides information on adventure, extreme sports, and outdoor activities in Malaysia. This app shows licences, permitted activities, and destinations for user safety. AdOut Apps offers low-cost insurance. This adventure app covers all outdoor and adventure activities in Malaysia, unlike others. This app is easy to use and friendly to all ages, making it a popular choice. AdOut Apps delivers the finest user deals. It also focuses on customer health and well-being based on Sustainable Development Goal No. 3 and Sustainable Development Goal No. 9 related to industry, innovation, and infrastructure. AdOut Apps is an innovation that benefits the community and tourism businesses in Malaysia.

Keywords: Innovation; AdOut Apps; Application; Adventure; Tourism



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1. INTRODUCTION

Various tourism sectors nowadays are growing rapidly according to the advancement of the times and the demand also interest of the society today, the adventure and nature tourism sectors are also not exempt from this development. Adventure tourism is a rapidly expanding tourism market segment (Carl I. Cater, 2006). Today's citizens are more aware and interested in adventure activities and outdoor activities based on several factors, among the reasons are the desire to try something new, the influence of social media and to gain a new experience in doing this type of activity. There are many applications related to tourism in Malaysia, but none focus on adventure and outdoor tourism. Some of the adventure applications available today focus exclusively on hiking. So, based on the demand and interest of the community today, with this, there is an innovation in the form of an application that contains various information that is important for those who want to do this activity to know, such as products, destinations, and companies in Malaysia, so in other words, this application will include everything related to adventure and outdoor activities in Malaysia. Based on the demand of people nowadays who want to start trying or doing this kind of activity, we have come up with an idea that

will solve the problems faced by the adventure tourism industry in Malaysia by creating an Adventure related application and Outdoor. This application will be named as AdOut Application. AdOut was created to collect all activities related to Adventure, Extreme and Outdoor in one application only.

2. METHOD & MATERIAL

2.1 Product Design



Figure 1. The logo of AdOut app



Figure 2. The home screen of the AdOut app

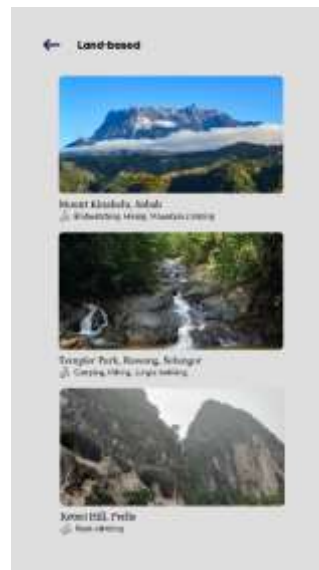


Figure 3. The screen shown when the user clicks on the “Land-based” button.

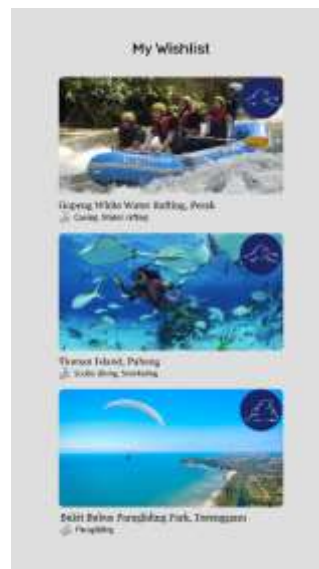


Figure 4. The Wishlist screen



Figure 5. The Help screen

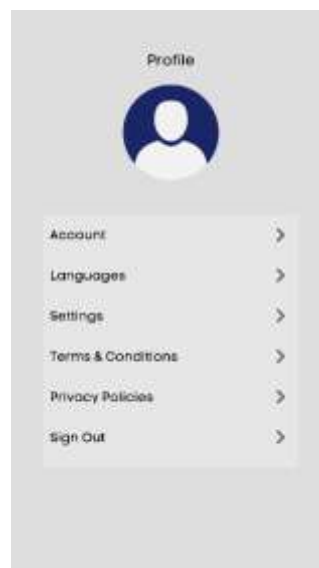


Figure 6. The Profile screen

2.2 Product Uniqueness

What sets AdOut apart from any other travel-based application out there is that AdOut only focuses on two categories of tourism which are Adventure and Outdoor. When it comes to these two, most people will probably have a hard time finding information even with the help of the internet because the details provided are mostly vague and sometimes the information is also incomplete. At the same time, there is no certainty as to whether the information found on the internet can be trusted or not. Therefore, the purpose of AdOut is to help solve all these problems. Combining two types of tourism which are closely related to each other, AdOut thrives on providing the users with every piece of information they need. There may already be another similar application existing, however AdOut has been created by adding some new features that have not yet been introduced by other adventure travel applications. In the app, the users can search for their destination or for convenience they can just click on the type of activity they want to do. The searching process will be much faster since AdOut

already classified all the available adventure and outdoor activities in Malaysia into 3 functional buttons which are land-based, sky-based and water-based. All the information related to the destination will appear on the screen, which includes the location, the price (if any of it requires so) as well as the list of activities that can be done there. These are the unique features that have been added to the AdOut system to differentiate it from any other existing travel-based application.

2.3 Product Usefulness

The creation of AdOut is mainly to help people in finding the best destination for them to do adventure and outdoor activities. When talking about these two activities, safety is the most important part as both are nature-based activities. The improper risk management in this business may lead to some issues such as injury and accidents (Md Zainudin, N., & Tasnim, R., 2020). Therefore, AdOut will help put aside the worries of tourists by providing the most complete information to its users. Where with AdOut, users can find out whether the destinations they want to visit are safe or not or whether the place has the safety standards or regulations recommended by the authorities. At the same time, AdOut also provides important information such as price ranges, distances of the destinations as well as the products or services offered. This would substantially assist the tourists in planning their trip more effectively, allowing them to budget ahead of time and schedule their travel-related activities. Ultimately, all the features offered by AdOut will enable the users to get the most out of their trip.

3. FINDINGS

A feasibility survey was carried out to get feedback from potential user of AdOut Application. A google form questionnaire was used as the main channel for distribution to 102 respondents. The respondents' demographic results from Section A show that most of the respondents were females (69.3%), and most of them were aged between 18-25 years old (71.3%). The respondents are mostly Malay (93%) and most of them are single (83.2%). The results also show that majority of their level education is a degree (75.2%). Most people are really love and interested in camping (68.3%) and hiking (60.4%) as their outdoor activities.

Section B measures the respondent agreement. The result also shows that most of them have never used any type of adventure and outdoor application (69.3%). Most of the respondent are not know where to find the information about adventure and outdoor activities (58.4%) they also face difficulties seeking information about adventure and outdoor activities (71.3%). Most of the respondents (95%) also need to browse multiple websites to find information. They also doubt (83.2%) that the information that they find at the website and agree (71.3%) the information sources of adventure and outdoor activities nowadays are not enough. The result of the finding also show they are (60.4%) not receive any help from any tourism organizations to get information about outdoor and adventure activities. Most of the respondents (98%) prefer an application that could provide them with all the information that they need. For example, safety, location, organization or company and review.

Section C measures the usability of AdOut Applications. The percentage of the respondent agree and strongly agree on section C and section D will be combined as an agree answer. The respondents agree (43.6%) and strongly agree (47.5%) that the AdOut App can create tourist's expectations and make the experience more attractive. AdOut can convince them of the validity of the adventure and outdoor activities that they want to do (93.1%). AdOut can help them (93.1%) to plan their activities more smoothly and quickly. Most of the respondent also agree (85.2%) AdOut will help them to find information better than social media and websites.

The last section of the questionnaire (Section D) to measures the application features of AdOut. Most respondents (95.1%) concerned with their safety during adventure and outdoor activities. The

respondents also inclined (89.2%) to trust and use applications that contain diverse, useful, and valid features. They also tend to trust (90.1%) sources that can give them actual expenses of their journey on doing outdoor and adventure activities. Most of the respondent agree that A free application with adventure and outdoor information and booking is a useful application (91.1%)

4. DISCUSSION

As we can see, adventure and outdoor activities have become a trend and a favourite activity of various levels of society nowadays. However, there are several problems that fans of extreme and outdoor activities must face in finding information related to the activities to be done. In addition, people who are new to this activity are also quite difficult to find activities that suit their abilities other than asking the experts. The outdoor applications that exist today focus only on hiking activities, while we know that there are many types of interesting outdoor and extreme sports activities out there. We can find information about this on the state tourism website and read someone's personal experience blog, but if you want to compare activities, places, and prices, you should start by opening many browsers and researching one by one. Finally, the problem of a certificate or business license of a company that carries out this activity is also a doubt for fans of this sport whether they have received security and business recognition. If adventure tourism operators address these issues now, it will help to provide a long-term and sustainable future for this sector of the tourism industry (Paul Williams & Geoffrey Soutar 2005). So, this innovation can be one of the ways to solve the issues regarding risk, customer's need and wants and else, with that, the tourism industry can be further developed and provide solution to the community.

5. CONCLUSION

Applications is a product that provide people with a wide range of advantages across numerous domains. When using AdOut apps, people can benefit from several benefits. AdOut apps convenient for people to access services, data, and resources on their computers or mobile devices. It is also offering a handy method to interact with these services from anywhere at any time. People today are seeking for things that will make their lives easier, especially when choosing between options. AdOut, however, is a useful programme that genuinely aids users. AdOut apps are made to improve efficiency by streamlining procedures. This will frequently provide functionalities ad people interfaces that are enhanced so that people may do something quickly and easily. When compared to conventional procedures, this can save time. In conclusion, AdOut applications is a great product that should be released onto the market for the benefit of the public, especially tourists, to maintain tourism as a source of cash for the nation and further promote sustainable activities.

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