

Research Article

Stay&Go Application

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Abstract: Meetings, Incentives, Conferences, and Exhibitions Tourism is one of the key components of the tourism industry that has a high impact on the economy as it helps to bring a large number of groups to travel to a particular destination. The physical event accelerates their return, however, ever since COVID-19, these will be changes that we must embrace as travelling to events is no longer as it used to be. Eventgoers will find it difficult to book and plan for their journey because there will be restrictions such as rules and regulations at the place of the event which might become unhandy. So, the idea of wanting to create a mobile application that can help the eventgoers to plan their journey by just using one application comes into our mind and the application is called Stay&Go. This application aims to help the eventgoers to travel with ease with the help of one app only by providing all information on event rules and regulations, e-tickets, food, and beverage, transportation, accommodation, money changer, attractions, and tracker button to ensure the eventgoers' safety during their journey. Furthermore, to make it more user-friendly, this application can access important documents without the use of an internet connection which aids in environmental sustainability by reducing screen time, which causes carbon emissions and can be used for a long period of time. This application is made easy as users can access all the necessary things such as their e-ticket, and hotel booking information after purchase without an internet connection as it will automatically download all the information.

Keywords: Event, Eventgoers, Application.



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1. INTRODUCTION

Meeting, Incentive, Conference and Exhibition Tourism is one of the key components of the tourism industry that has a high impact on the economy as it helps to bring a large number of people to visit a particular country with the purpose to attend an event (Khan, M.A., 2015). Williams and Sontos (2021) stated that this industry brings benefits to other service providers as events also involve the booking for accommodation, food and beverage, transpiration, and spa which can complete the experience of attendees. Nowadays, with the rise of numbers in events, technology plays a big role to fit in with the current demand of post covid circumstances. In this situation, developing an application is the better solution as it will allow everyone to access it and do their booking directly (Thaker, 2021). Along with today's technological advancement, we design an application called Stay&Go which is an integrated application to apply multitask which is not only used to book tickets and accommodation but also can provide all the information regarding the country or location that the eventgoers will visit. It is a user-friendly application that allows users to arrange their journey domestically or internationally with the purpose to attend events-related programs.

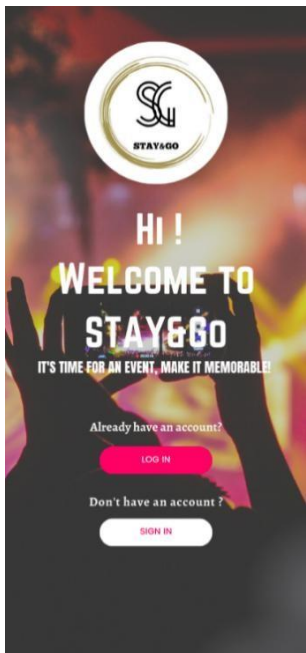
This application will provide updated information regarding the destination in real-time data. Moreover, this application will have offline storage technology to make it convenient for everyone. Offline storage allows every data that users have searched to be stored in the system so it will remain permanent. Once the information has been stored, users can have access to it without an internet connection. With this technology, even without an internet connection, this application will still function as the users can access the information that they have searched for before as it will be automatically downloaded.

Our application provides an all-in-one function whereby it contains all the details such as rules and regulations for the event, information on transportation, accommodation, nearest attraction, food and beverage, money exchange, and tracker button for users' safety purposes starting from the airport until the end of their trip. Thus, during the event, eventgoers can easily access the restrooms, event schedule, kiosks that sell merchandise, and food inside the venues as it is tractive. Our speciality is that we also have a 'Track Me' feature which allows the users to share their location with their family and friend so they will be notified if something happens to the users. Other than that, it has the SOS (Save Our Souls) button for emergency purposes especially when the users feel threatened during their trip. The best of both worlds began with the event industry, this application can be utilized for any event-related industry in the near future as people will realize its benefits.

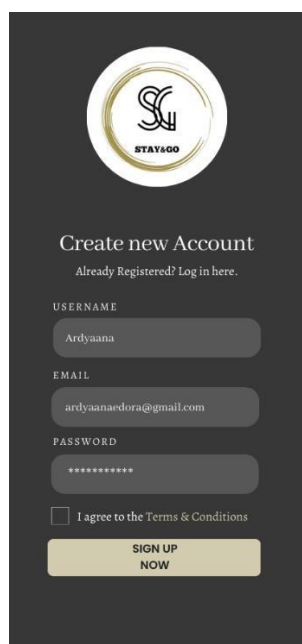
2. MATERIALS & METHODOLOGY

The following is the methodology of Stay&Go application including its illustrations of materials and its descriptions. The illustrations will show each interface of this application, how it is used and the way to navigate.

Table 1: Methodology of Stay&Go Application

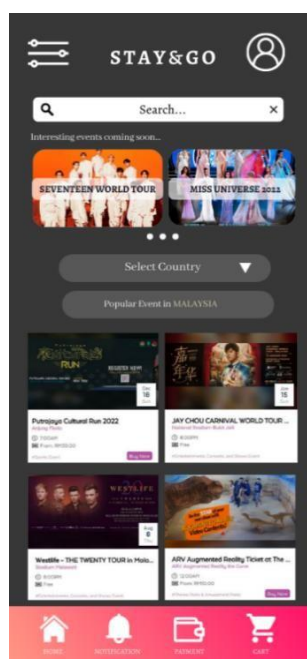
Interface Design	Description
1. Sign-in or Login option 	This is the interface of the Stay&Go app. New users need to sign in to an account in order for this app to work properly.

2. Account Registration



This is the interface for creating an account for new users. They need to insert their name, e-mail, and make a strong password. After completing the required information, the new users need to tick the checkbox below to get the users' consent on the terms and conditions. Lastly, tap the 'SIGN UP NOW' button.

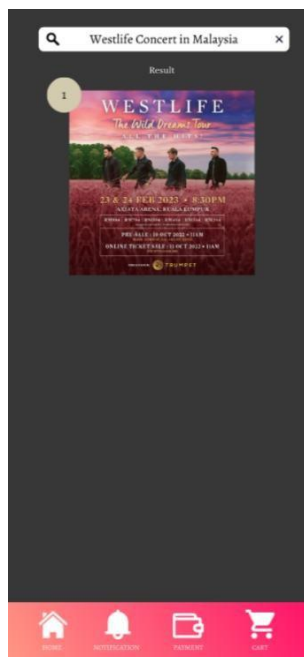
3. Home Page



Next, the users will be brought to the Home Page. The term may also refer to the start page shown when the application first opens. On this Home page, firstly the user needs to search for the event that they want to attend. Apart from searching for the event in the search engine of the Home Page, there will also be multiple banners with suggestions for future events that appear under the search engine.

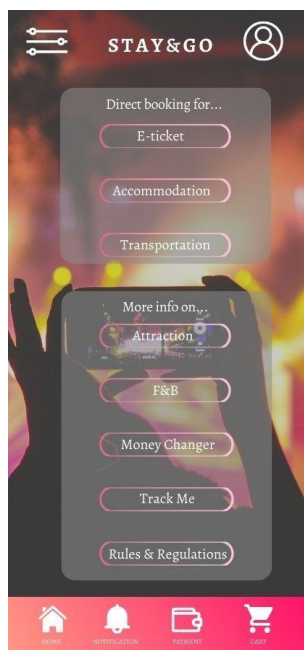
In addition, if the user looking for any event under a specific country, they could do so by clicking the button under the banner with suggestions for a future event and selecting the chosen country, which is much faster to search for any events that are happening in that particular country. The events that are going on in the chosen country will be displayed below.

4. Searching Engine



To make it easy for the user, a search engine is designed in every interface. For example, the event that the user has searched will pop out in the search engine, then the user needs to pick the event which it will lead to the next page (Stay&Go will show the result on the screen).

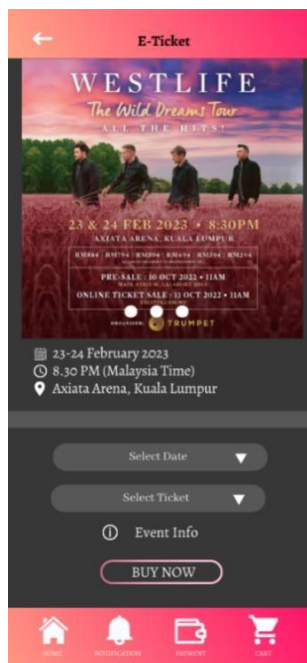
5. Features lists



After choosing the event that the user is looking for, the user will be directed to an interface with a lot of expendable lists in order to set the proper flow of the user to purchase the e-ticket, accommodation, and transportation all in one app.

Other than that, there will be another set of expendable lists which are functioning in helping the user to get more information on the nearest attractions, food & beverages, and money changer to the event's location. This includes the 'Track Me' button for emergency purposes. Moreover, this app also provides the users with the rules and regulations that the particular event they have chosen.

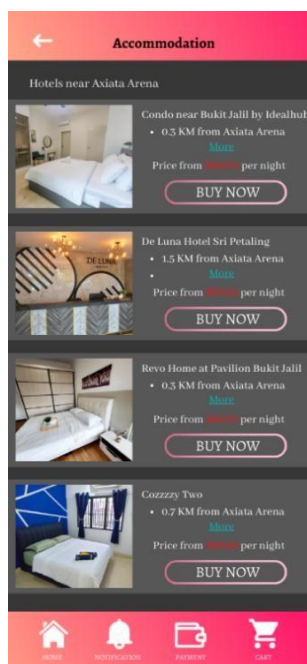
6. E-Ticket Feature



Referring to the previous interface, that is the first expendable list which is the e-ticket button, the user will be shown the chosen event's e-ticket including its information. Below, the user needs to select a date on what day the event the user wanted to come.

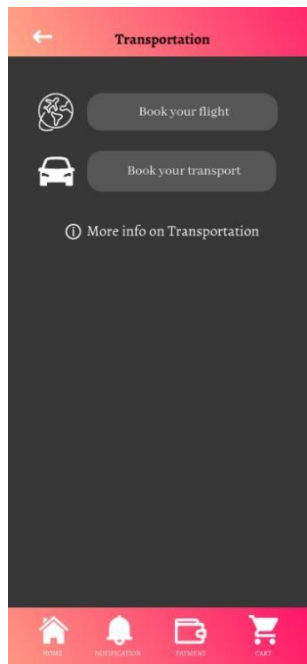
Next, the user needs to select a ticket that shows the zone of seats that they want. The price range is according to the zone that is nearest to the stage. Stay&Go users are advised to not worry about safety when making the payment as Stay&Go ensures that any payment made using this application is secured.

7. Accommodation Feature



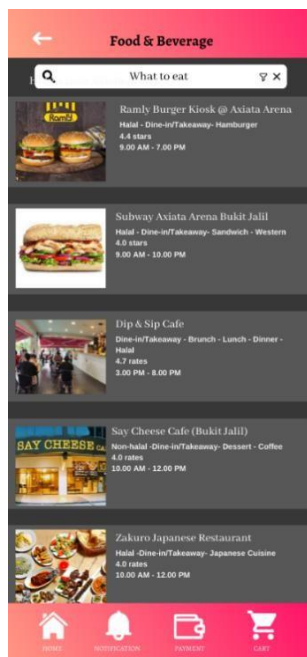
After purchasing the e-ticket, the user will be redirected back to the interface with an expendable list to book their accommodation. The results of accommodations that are nearest to the location of the event will be displayed. For example, as shown in the figure, the results of hotel near to Axiata Arena.

8. Transportation Feature



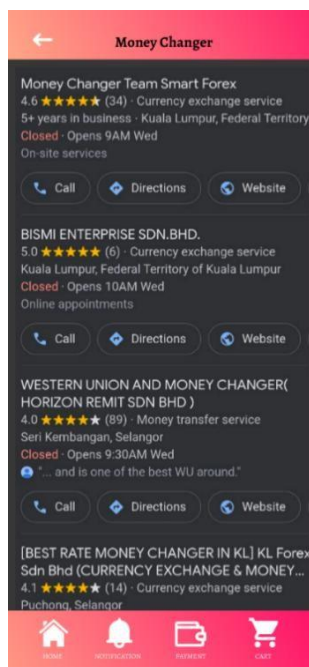
After making a booking for accommodation, the user will be redirected back to the interface with an expendable list to book for their transportation next. Users can choose either 2 of the mode of transport which are by air (flight) or ground (e-hailing, bus, train).

9. Food & Beverage Feature



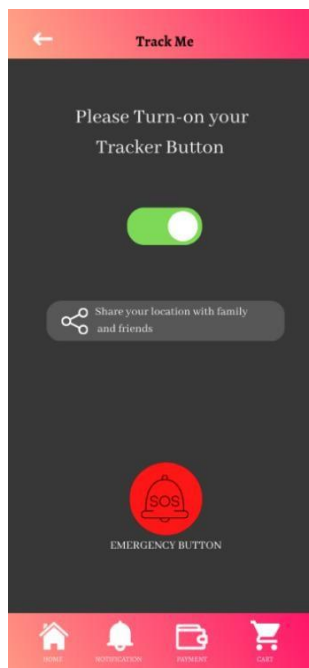
Apart from purchasing e-tickets, transportation, and accommodation booking, the user can also gain additional information on the expendable list interface about food suggestions on the nearest food & beverages from the location of the event. For example, as shown in the figure there are a few nearby eateries to Axiata Stadium.

10. Money Changers Feature



Other than scanning for the nearest food & beverages to the location of the event, the user can also look for the nearest money changer. This is for the case of users who are currently in a foreign country.

11. Track Me Button



Moreover, the 'Track Me' button is useful during an emergency. For safety precautions, the user needs to turn on their tracker button and share their current location with their family and friends.

If the user feels unsafe or is being followed by a stranger, the user needs to tap the emergency button so that the emergency button could notify the user's family and friends and they could start to think about the next course of action.

12. Rules & Regulations Platform



The last additional information on the expendable list interface is the Rules & Regulations. This is to ensure the users are informed early about the Do's and Don'ts of their purchased event. In addition to this, this feature also comes in checklist form. The users can check it themselves if they have followed the basic rules and restrictions that the users need to follow. Such as a complete second dose of Covid-19 vaccination, wearing a face mask in indoor settings, being free from the influence of alcohol and illegal drugs, and lastly the prohibition of smoking in the event's venue. For more rules and regulations of the particular event, the users can tap the button below the checklist.

13. Event Reminder



Interestingly, this application also can remind its users about the date of the event. The countdown of the reminder will start a week before the event, 4 days before the event, and lastly 1 day before the event. Apart from that, the reminder notification can also inform the users if there are any time rescheduling or postponing of the event. This is to ensure that the users are kept track of and did not forget the date of the event.

3. RESULTS AND FINDINGS

With the fact that the frequent use of smartphones in our daily life as our source of information and the advancement of these smartphones is getting better year by year, we believe that eventgoers will still use this application as it not only can be used in the event industry, but we believe it also can be used in other industries as well. This application can function as a provider to all parties such as event managers, venue managers, food and beverage sellers, and so on to come together in one line so it allows all of these service providers to use it in the future. This is because this application serves as a platform for all event planners, including food and beverage providers, lodging providers, events ticket providers, transportation providers and many more, to promote and commercialize their physical products to the end user, who are the eventgoers, via this application. This application can be used locally and internationally due to this app also shows events that are happening in other foreign countries. This application also can be developed with other collaborations with the sponsorship industry.

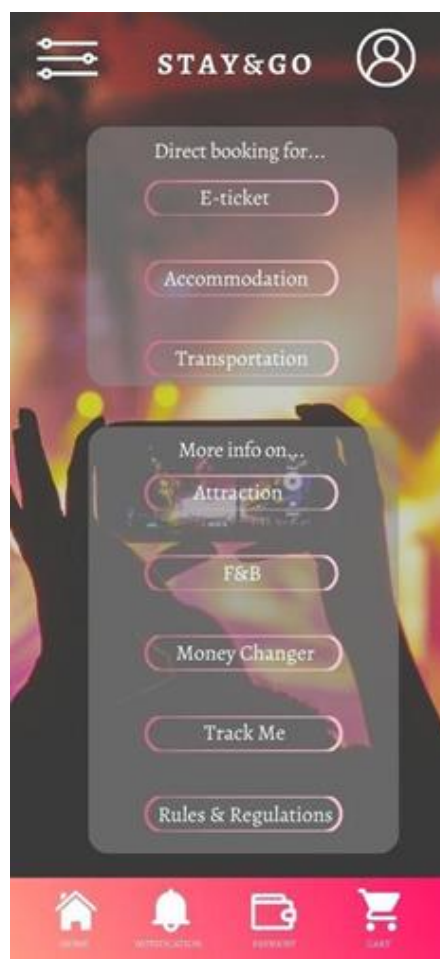


Figure 1: Features Lists of Stay&Go Application

5. CONCLUSION

To summarise, the Stay&Go application can increase the property's efficiency in managing their guests/customers and service providers, where everything can be done by this application's system. All the system's advantages and features are extremely beneficial. As a result, we decided to introduce this innovation called Stay&Go application to make eventgoers' planning for attending any event easier and more efficient. In which all event managers, service providers and eventgoers are consolidated in one application. As a result, it not only provides opportunities for event managers but

also helps them focus on providing the best services and hospitality to their guests. With all of the smart, unique, and useful features of these apps, it will definitely improve customers' experiences, as well as leave a positive first and last impression of the apps. We hope that the industry will implement this type of innovation in the near future because we believe it has a lot of potential to contribute to event management. Lastly, government assistance is required to raise societal awareness of this innovation.

Acknowledgements: First and foremost, we would like to express our gratitude to Allah S.W.T. for providing us with the chance to participate in this competition. Second, we would like to thank the organizer for conducting the Virtual Innovation Competition. Lastly, not to forget our respectful lecturers, Mister Alvin Gatu and Miss 'Umairah Abd Khalid, for providing us with never-ending support and encouragement for this project.

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