

UNIVERSITI TEKNOLOGI MARA

**DEVELOPMENT OF THE TOURISM
MOBILE APPLICATION IN MALAYSIA**

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IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

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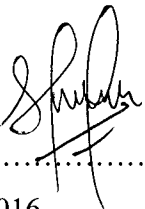
January 2016

AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This IT Project has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Abstract – Malaysia is well known as the most diverse as its culture. Besides the religious events, multi languages from different ethnic and the building architecture, there is a need for mobile applications to help the tourist to discover about it. There is a lot of tourist information in this country and most of it is conservative printed information and maps. This none green environment issue can be obtain by having a travel mobile application that supports the tourism information and travel features to ease the user to be more convenient travel with technology. To address this issue, the project tends to identify the lack of travel mobile application in Malaysia and to discover the recommendation from the interview from the international tourist at the airport. The interview discover about the tourism in Malaysia, development of the mobile application and also the features in travel mobile application that are needed to be develop to help the high demand of travel mobile application in Malaysia. The results showed that there are major suggestion the travel mobile application are needed to ease the tourist to find the tourist hotspot, navigation to the places using maps in smartphone and it's time to move to paperless environment. To improve the updated information about the historical places, sightseeing and also the hospitality information thus can enhance the performance and stability of the travel mobile application.

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