

UNIVERSITI TEKNOLOGI MARA

**BESTHALALTRAVELS.COM:
INCORPORATING USER EXPERIENCE
SHARING FOR MUSLIM TRAVELERS**

SHAMSUDIN RAZALI

IT Project submitted in partial fulfillment of the requirements for the

degree of

Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

July 2012

ABSTRACT

This research is intended to address and record the travel website contents and the need of the Muslim communities to search for relevant Muslim content. Web observation method was used to identify the content available in these travel websites. The researcher visited 134 travel websites to observe their contents and applications. The finding shows that the Muslim or Islamic contents still lack in term of content and popularity, where less than 10% of the visited websites have the Muslim or Islamic contents. Furthermore, according to Alexa the global web metrics and analytics provider, only www.crescentrating.com is ranked below 300,000 and all the other Muslim websites were above 1 million marks. The aim of this research is to design and develop a BestHalalTravels.com prototype website by incorporating travel experience sharing. The membership, collaboration method and other Muslim contents were used to spur and attract the online community to visit the websites. Within a short time span since go live on Jun 2012, the BestHalalTravels has attracted an average 40,000 traffics per month, 59 members and more than 3425 postings. This has resulted Alexa ranked BestHalalTravels below 2 million marks and has identified community in Pakistan as the most visited country to the website. Here is the quote from Alexa, *"The site is relatively popular among users in the city of Karachi (where it is ranked #4,764). We estimate that 82% of the site's visitors are in Pakistan, where it has attained a traffic rank of 18,040"*. Hopefully, this new website will encourage more researches to address the Muslim needs while traveling especially to non-Muslim countries.

ACKNOWLEDGEMENTS

\$OM?——a,

In the name of Allah, the Most Gracious and the Most Merciful. All praise belongs to Allah, Lord of the Universe. There is no god but Allah and Muhammad is his messenger, peace upon him. Salam and selawat on his Ahlal Bait and his companions.

First and foremost, praise to Allah the Almighty for His wisdom and blessing in giving me the strength and will to complete this IT project. I would like to thanks Associate Professor Hjh Mardziah Hj. Hashim, my supervisor that has make this project a success. Her relentless patience, suggestions and guidance had moved and motivated me as an individual.

In any successful man, there is a woman. I dedicate this success to my beloved wife who without fail to encourage and enlighten me during happy or difficult situation. And for my four behave and wonderful kids, this is my present, benchmark and encouragement for them to be more successful in the future.

Lastly, I am very pleased and lucky to have a group of fellow UiTM students especially the P1M group where we worked as a big family and also pushing each others to archive a greater high.

TABLE OF CONTENTS

	Page
STUDENT'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	viii
LIST OF TABLES	x
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Project Background	1
1.3 Problem Statement	2
1.4 Research Objectives	3
1.5 Significance of Research	3
1.6 Conclusion	4
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	5
2.2 Travel	5
2.2.1 Travelers	7
2.3 Travel Industry	8
2.3.1 Travel Agencies	9
2.3.2 Internet and E-Commerce	10
2.4 Travel Community	13

2.4.1 Travel Experience Sharing	13
2.4.2 Negative implication	14
2.5 Travel Information System (IS)	15
2.5.1 Travel Information Sources	16
2.5.2 Information Worthiness	18
2.5.3 Actual Travel Experiences	19
2.5.4 Content of Travel Website	19
2.5.5 Collaboration	21
2.6 Muslim and Travel	21
2.6.1 Muslim Challenges During Traveling	22
2.6.2 Muslim Travel Websites	22
2.7 Web Metrics and Analytics	23
2.8 Conclusion	24

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction	26
3.2 Research Approach	26
3.2.1 Phase 1: Problem Definition	27
3.2.2 Phase 2: Literature Review	28
3.2.3 Phase 3: Research Design	28
3.2.4 Phase 3: Data Collection	29
3.2.5 Phase 4: Data Analysis	29
3.2.6 Phase 5: Prototype Development	30
3.2.7 Phase 6: Report Writing	31
3.3 Research Design	31
3.3.1 Travel Website Observation	31
3.3.2 Alexa Website Ranking	34
3.4 Data Collection	36
3.4.1 Primary Data Type	36
3.4.2 Secondary Data Type	36
3.5 Development Framework	36
3.5.1 Introduction To RAD	37