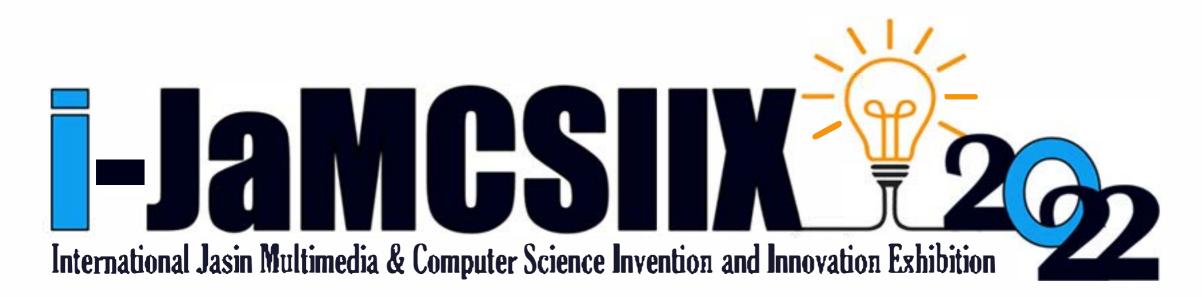




Cawangan Melaka



ABSTRACT BOOK

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Universiti Teknologi MARA Cawangan Melaka Kampus Jasin

77300, Merlimau, Melaka

Web: <u>https://jamcsiix.wixsite.com/2022</u>



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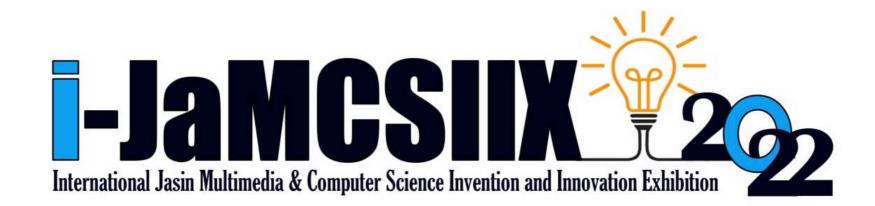
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The Food Hunter

Mashairi Maskul Nur Erika Natasha Mohd Jukry Devilia Mokilin Bethcy Jacqualine Soumin Siti Zuraini Ramley Alan

Faculty of Hotel and Tourism management

mashairimaskul@gmail.com

JM051 – Innovation – Local – Category C: Students - Higher Institution (Diploma/Bachelor)

Abstract—Tourists nowadays have a greater ability to discover the best restaurants for a memorable travel and culinary experience. Introducing the Borneo Food Hunter app which is a user-friendly online application available on iPhone and Android that showcase varieties of local cuisines located in East Malaysia, Sabah. The app can assist tourists and foodies in their search for the best local independent restaurants and hipster cafes in the city through gastronomic tourism. Tourists can conduct a quick search for self-guided local dining tours and food festivals using the additional GPS location service function. Furthermore, tourists can search nearby restaurants by budget range, with additional service features such as pre-order meals, table bookings, or simply dine-in to enjoy local comfort food with the convenience of cashless payment. This app also includes information about the latest promotions, fun facts about famous local dishes, and dietary preferences, allowing tourists to choose healthier meals. Additionally, the Borneo Food Hunter app comes with unique features that provide surprised self-food tour activities for curious tourists' unique tour experiences in food hunting besides the public rating info, scrumptious food photos, and travel bloggers' reviews on the best-recommended eatery places. This app promotes Borneo culture and authentic cuisines by providing tourist information on traditional food stories and recipe videos, as well as local ingredients used in local menu descriptions. As a result, tourists can now search for the best recommended and affordable eatery places serving authentic local foods using the Borneo Food Hunter application.

Keywords—Local Cuisine, Food Apps, Authentic Independent Restaurants & Cafes, Gastronomy Tourism

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