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E-Poster of the 1st ICT Conference 2022

ICT CONFERENCE 2022

"Embracing Digital Learning Transformation"

**22 - 23
November
2022**



JABATAN INFOSTRUKTUR
PEJABAT PEMBANGUNAN INFRASTRUKTUR &
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ICT Conference: Embracing Digital Learning Transformation

E-Proceeding of the 1st ICT Conference 2022 Shah Alam, Malaysia,
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Organized by

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DREAM'S E-BROCHURE

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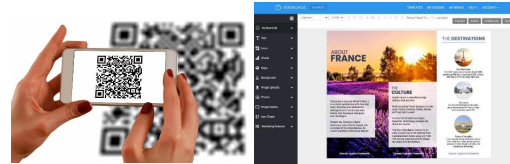
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Related Photos

ABSTRACT

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This product has been innovated according to acceptable standards and facilitates the public. This product will be one of the new products of this century. This is not only in line with the current Covid-19 era but can even help those who love to seek information. Information is very important for the convenience of the public. With a wide range of interesting information and attractions, it will be the choice of many people. This will advance the existing business. With the internet and gadgets, we can find information at our fingertips.

INTRODUCTION

Tourism activities are one of the activities that are very popular with the public. This is said so because tourism activities can relax the mind and we can see the beauty of the environment. Tourism activities can be done either domestically or abroad. Tourism activities will be easier if we have various facilities that can help us travel easily and quickly. Then, we want to create an e-brochure to facilitate the tourists. This e-brochure is created with a variety of very interesting facilities. Therefore, our product is not the same as the existing e-brochure in the market. With this facility, we can help tourists to travel easily without wasting much time.

METHODOLOGY

The main purpose of this project is to create an e-brochure that contains animations and is understandable for tourists. For example, when we press on the image or the vacation destination, our screen will show a movement and the design will be done in different types of languages such as Malay, English, and Thai. Where you can make it easy for the customer to find more information, images, and videos and can help customers to decide on their choice. This is because traditional brochure printing involves high material costs and printed brochures only have limited space to indicate a specific product. Customers want to know the details of products instead of just attractive pictures. E-brochure is the way to solve this problem of the past because the Internet has become the most important communication channel in tourism and has greatly influenced tourism organizations' marketing activities. It has forced tourism organizations to re-evaluate and 're-invent' their strategies and offerings to adapt to this new environment. This would also help bureaus reduce the printing and shipping costs for their offline brochure versions. Therefore, e-brochures can be of great benefit to travel agencies as they are easily accessible and accessible to everyone. Lastly, we will use google form for methodology.

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RESULTS

As a result of the implementation of e-brochure. Good initiatives during Covid-19 towards the tourism industry. E-brochures that show movement and videos make customers enjoy browsing our e-brochure website. The impact tourism industry tries to make other innovations to get attraction customers during covid-19 which is trying to create a package for domestic only. To get the customers all the travel agencies must have an idea which is to create something that can make people attract. Nowadays people like to try something new and fast service, however, e-brochure is a good initiative to travel agencies to improve their quality.

CONCLUSION

To conclude, the digital e-brochure age provides travel agency apps with several options for leveraging the benefits of information and communication technologies cost-effectively and straightforwardly and using the most up-to-date information technologies to stay relevant. People now spend more time online than watching television. The travel industry is being compelled to innovate at a breakneck pace. In a nutshell, today's traveler may plan a vacation in minutes using his or her phone at e-brochure. This is a sector that will have both challenges and opportunities in the future. Travel agent training apps is an important aspect of a candidate's life because it gives knowledge while preparing them for their jobs. However, being aware of technical solutions is insufficient. Strong human ties with clients and value chain partners, as well as quality service delivery, remain the keys to producing value.

ACKNOWLEDGEMENT

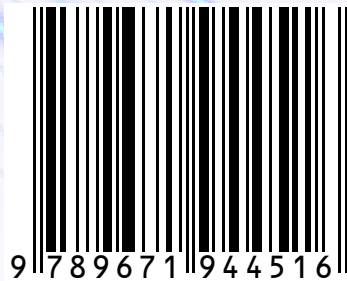
First of all, special thanks to the organizer, IT Conference 2022 because gave us a great opportunity to join this event and also gives us chance to show our innovative thinking skills here. We want to extend a heartfelt thank you to our Professor Madya Dr. Mazlina Binti Mahdzar, lecturer on the subject of Digital Technology In Tourism (HTT511), for her generous support and guidance for this project.

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ICT Conference

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