

Universiti Teknologi MARA

**Cultural Centered Web Design for Kelantan Tourism
Website Enhancement**

Syakirah Binti Suhaimi

**Bachelor of Information Technology (Hons.)
Faculty of Computer and Mathematical Sciences**

January 2019

ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this project within the time duration given. Firstly, my special thanks to my supervisor and lecturer CSP650: Project, Madam Nor Aziah Daud and Dr. Emma Nuraihan Mior Ibrahim for guiding me to complete this project.

Special appreciation also goes to my beloved parents for encouraging me always.

Last but not least, I would like to give my gratitude to my dearest friends who struggled together to complete this project.

ABSTRACT

Web tourism is very important in the tourism industry because it can help the particular country to promote their own culture and uniqueness especially for every regional tourism. Kelantan state also takes part of promoting their own culture to their potential tourists that comes from various places such as local and international. Therefore, for this project the latest web technologies such as interactive multimedia elements are really helpful to enhance the current Kelantan tourism website. By adding the cultural elements such as material culture into this project makes the website looks interesting and attract the potential tourists to visit the website. Nowadays, there are a lot of tourism websites have implemented the cultural website. The purpose of this project is to propose the Cultural Centered Web Design for Kelantan Tourism Website Enhancement. Hofstede cultural model becomes a guideline to design this project. This model consists of six dimensions which are Power Distance Index (PDI), Individualism vs Collectivism (IDV), Uncertainty Avoidance (UAI), Masculinity vs Femininity (MAS), Long Term Orientation vs Short Term Orientation (LTO) and Indulgence vs Restraint (IND). The current website are still lacking in terms of cultural information and also web design. The scope of this project is for the target users are the local and foreign tourist. Next, the modules only cover the cultural information which are interesting places to visit, local foods and traditional games and performances, 360 videos, searching box according to categories and also sharing information through the social media such as Facebook and Instagram. Malay language becomes one of the limitation in this project because for now it only focus on the potential tourists that can understand Malay language and also for the tourists that are interested to visit Kelantan such as local and foreign tourists. The potential foreign tourists can come from the Indonesia, Singapore and Brunei. The other limitation is the internet connection is required to access this project because without them it is hardly for the tourists to retrieve the information about Kelantan on the website. The Web Development Life Cycle (WDLC) is the methodology used to develop the Cultural Centered Web Design for Kelantan Tourism Website. This WDLC consists of several phases such as planning, analysis, design and development, testing and implementation and maintenance. This project development is only until the testing phase. For the future work, this project can be enhanced by translate the information into various languages such as English, French and etc.

Keywords: cultural web design, web tourism, web development life cycle

TABLE OF CONTENTS

CONTENT	PAGE
SUPERVISOR APPROVAL	ii
STUDENT DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	vii
LIST OF TABLES	viii
LIST OF ABBREVIATIONS	ix
CHAPTER ONE: INTRODUCTION	
1.1 Project Background	1
1.2 Problem Statement	2
1.3 Project Questions	6
1.4 Project Objectives	7
1.5 Project Scope	7
1.6 Project Significance	9
1.7 Chapter Organization	10
CHAPTER TWO: LITERATURE REVIEW	
2.1 Tourism In Malaysia	12
2.2 What Is Culture	12
2.2.1 Elements of Culture	13
2.2.2 Types of Culture	14
2.2.2.1 Material Culture	14.
2.2.2.2 Non-Material Culture	14

CHAPTER 1

INTRODUCTION

This chapter focuses on the justification of the project. It provides the project background, problem statement, project objectives, project scope and limitation and also project significance. The project background helps the reader to understand what this project is all about. Next, the problem statement refers to what is the current issues of the existing tourism website. Besides, the project objectives refers to what this project want to achieved. For the project scope and limitation, it will explained more on what this project only covers such as functions and limitations. The project significance is explaining the benefits that can be seen at the end of the project. Last but not least, the project summary on the research objectives that must be achieved.

1.1 PROJECT BACKGROUND

The tourism sector is not something new nowadays because it becomes one of the important industries in advancing the country's economy. Malaysia is also has no exception in engaging in this industry. World Tourism Organization (2005) defined tourism as the person's activities by travelling and staying in places outside of their usual surroundings. Tourism is not just the involvement of tourist from the outside, but also including the local tourist that visits the tourism destination. According to the statistic in the year of 2016, around 26.8 million of tourist arrivals in Malaysia (Tourism Malaysia, 2017). It shows that the growth of tourism activities in Malaysia is on the rise. For the first time, the promotion campaign of "Visit Malaysia 2020 (VMY2020)" was located in Chiang Mai, Thailand. The campaign was launched by YB Dato' Seri Mohamed Nazri Aziz, Malaysia's Minister of Tourism and Culture at the ASEAN Tourism Forum last January 2018. He said they expect to welcome 36 million of tourists to visit Malaysia. To unite all industry players to achieve