

Universiti Teknologi MARA

Hotel Advisory System

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DECLARATION

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline

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ABSTRACT

Nowadays, finding a suitable hotel that base on the customer preferences is a very difficult task especially for those who do not have enough time. Regularly, people find the hotel by using search engine likes yahoo and goggle but the problem occur when they display many result and the user must take a time to analyze each list of hotel that match their hotel preference. At this point, the user is facing difficulties to get the best choices. This report describes the research and development of the prototype system; called Hotel Advisory System (HAS). So, HAS is develop with the purpose to help the user to provide the list of the suitable hotel that match all of the characteristics that has been required by them. Furthermore, if they agree with the result then the system will help them to make online reservation directly. This system uses expert system as a method in order to produce the result. HAS is implemented on personal computers under a Microsoft Windows environment. The system design is developed using Macromedia Dream weaver as the web application tools, Internet Information Services (IIS) as a web server and Microsoft Access as the database. The system will perform their task by providing only a list of hotel in Selangor or Kuala Lumpur area that match with all of the criteria that has been select by the user. The result is very useful to the user in order to help them choose the best hotel to enjoy their holiday. The results of the prototype evaluation were satisfactory and support the contention that HAS performs its functions as expected.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Among the fastest growing service industries in Malaysia are international tourism and the hospitality industry which have grown dramatically since the end of the Second World War. The word 'hotel' itself came into use in England with the introduction in London, after 1760, of the kind of establishment then common in Paris, called an 'hotel garni' or a large house, in which apartments were let by the day, week or month. Hotels play an important role in Malaysia by providing facilities for the transaction of business, meeting, conference, recreation and entertainment.

In recent years, information technology (IT) becomes a very important component in the hospitality industry. Presenting hotel industry over internet is one of the applications of IT usage that can influence the hotel industry in Malaysia.

There are a lot of hotel in Selangor and Kuala Lumpur area such as Sheraton, Concorde, Hilton, Blue Wave, Quality, and much more. This entire hotel has their own characteristics that make them different from each other in order to get attraction from the visitors. However, visitors have their own style or criteria when selecting a hotel to stay. It is always important for visitors to select hotels which suit their needs. It is not easy to survey each hotel that matches their preference criteria manually because it takes time. For some visitors to Malaysia, identifying a satisfactory hotel is a time-consuming and difficult task, as the factors affecting hotel selection require rather personal judgments. Furthermore the distance of one hotel to another is too far.