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Kampus Sungai Petani

Faculty of Administrative
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STAY@RURAL APPLICATION

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ABSTRACT
Rural tourism has grown quite significantly in Malaysia and the advent of COVID-19 pandemic has fueled more demand for domestic travel to rural areas. However, travelers usually face difficulty in finding and booking their accommodation in rural areas as there are very few websites or applications that promote accommodation especially at local rural areas. Therefore, our group presents *Stay@Rural* application (an app), to ease travelers' problems when searching and booking their place to stay in rural areas. Besides giving out information about accommodations in rural area, *Stay@Rural* also provides other information such as places of interest, and activities. The important feature is travelers can make their booking via this app. In addition, users can locate their accommodation easily and that they can rate the accommodation they used. As for the accommodation provider, they will also benefit where they can use this app to promote and sell their rooms and tourism activities. Basically, there are two parties involved in this app – the travelers and the owner of the accommodation. Another important feature of this app is that it promotes security where both travelers and accommodation owners will have to register their personal details in the app, thus ensuring peace of mind to both parties. Overall, this app will provide opportunity to all accommodation providers in rural areas in Malaysia to promote their services thus making more rural communities share the benefits of tourism. Finally, *Stay@Rural* app can potentially be expanded to other Asian countries, or other countries in the world.

Keywords: Technology, mobile application, rural area, accommodations

PRODUCT DESCRIPTION

Stay@Rural is a mobile app that can be used by visitors to find and secure their accommodation and other tourism activities in rural destinations in Malaysia. *Stay@Rural* app that is compatible with all mobile devices and their operating systems. This application also provides information about the accommodation (e.g., type of room, room price, room photos, etc.), the accommodation facilities and services, tourism activities for visitors, navigation and maps, payment information and more importantly, feedback from customers. These features are very important for visitors know and evaluate when choosing which accommodation to opt for their vacation at rural destinations. Like any other apps, users will also be given points for every purchase they made, and these points can be used to pay for their future purchase of rooms or tourism activities. This app also allows users to rate and give feedback of the services they experienced. This will be good for other visitors as they can view the comments by previous customers about the services of a particular service provider. On the other hand, this app will be used by accommodation providers to register their rooms and tourism activities. This will be an important platform for accommodation providers to promote and sell their rooms and other tourism activities.

PICTURES/ SCHEMATIC DIAGRAMS/ FLOW CHART

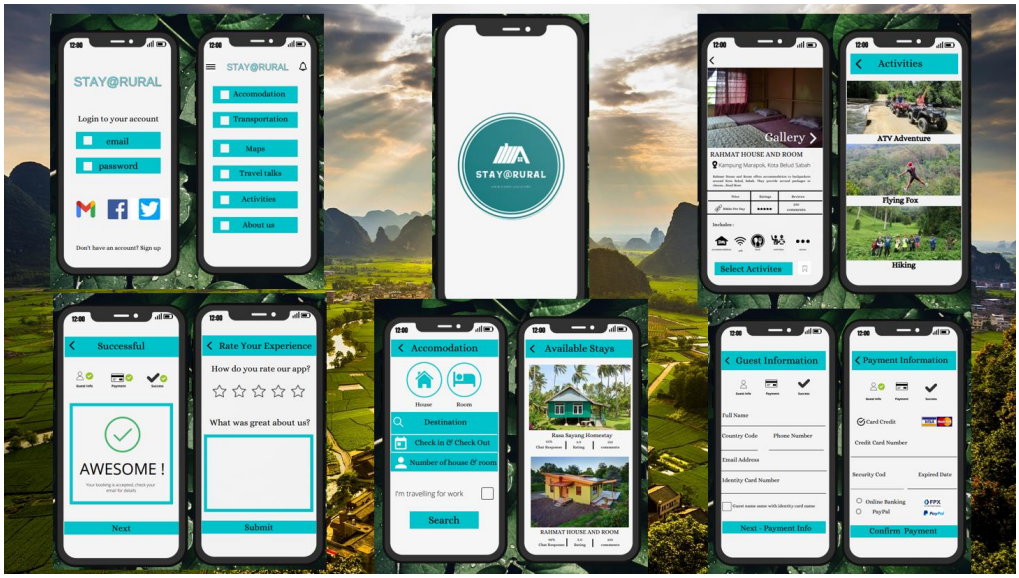


Figure 1. Stay@Rural Application

NOVELTY AND UNIQUENESS

Stay@Rural app is considered a credible service which both parties – the visitors and the accommodation owners will have to register their personal details in the app. This procedure is important and provide a sense of security and trust for both customers and the service providers. In addition, accommodation providers must be certified before they can start providing their services and this is very important to ensure that the service is safe and comply

to the general rules and regulations concerning accommodation provision in Malaysia. Since this app is free, accommodation providers can reduce their marketing budget and yet it can reach out to many potential visitors. As the app can be shared easily via all social media platforms, so visitor prefer can plan and purchase their travels via online. It is an easy platform compared to tourism service providers.

BENEFIT OF MANKIND

Stay@Rural app enables rural community to participate in the lucrative tourism industry. It gives them the opportunity to earn additional income. Since tourism is about visiting destinations (e.g., rural areas), rural communities will certainly ensure that their culture and natural resources are protected and conserved, not only for their visitors, but for their future generations. Once, tourism has established in rural areas, other type of businesses and services will soon flourish and support the tourism industry in the rural areas. Basic facilities and utilities will also be made available for the local community. Later, the image of rural destinations will surely thrive in line with the development of tourism. As for the visitors or users of the *Stay@Rural* app, they will be motivated to visit other rural destinations and to gain more knowledge of their local rural destinations.

POTENTIAL COMMERCIALIZATION

Stay@Rural app is one of the first travel mobile app specifically promoting accommodation and tourism activities in rural destinations in Malaysia. We strongly believe that many would be visitors, accommodation providers and those engaged in providing tourism activities in rural areas will use this easy-to-use service. *Stay@Rural* app can be extended to other destinations such as sub-urban areas or even in urban areas. It can also be extended regionally or even globally. In addition, local tourism destination management (e.g., Tourism Malaysia, Sabah Tourism Board, Sarawak Tourism Board, etc.) and local tourist providers can use this app to promote their rural tourism destinations.

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