

UNIVERSITI TEKNOLOGI MARA

**THE EMERGENCE OF DIGITAL AMNESIA PHENOMENON
AMONG TOURIST**

SHAKIRA IZZATI BINTI JOHARI

SITI FAIRUZ BINTI SAHEH@ROSLAN

NURUL ATIQAH BINTI ZAKARIAH

Final year project submitted in fulfilment

Of the requirement for the degree of

Bachelor of Science (Hons.) in Tourism Management

Faculty of Hotel and Tourism Management

JUNE 2017

I certify that a panel of examiners has met on 3rd July 2017 to conduct the final examination of Shakira Izzati Binti Johari, Siti Fairuz Binti Saheh @ Roslan and Nurul Atiqah Binti Zakariah on their Bachelor's Degree thesis entitled "The Emergence of Digital Amnesia Phenomenon Among Tourist" in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the students be awarded the relevant degree. The panel of examiners was follows:



Mohd Hasrul Yushairi Bin Johari,
Lecturer
Faculty of Hotel & Tourism Management
Universiti Teknologi MARA



Zamzuri Bin Ahmad Nazari
Lecturer
Faculty of Hotel & Tourism Management
Universiti Teknologi MARA

AUTHOR'S DECLARATION

I declare that the work in this thesis/ dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Pre Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Shakira Izzati Binti Johari

Student I.D. No. : 2014285082

Programme : Bachelor of Science (Hons.) in Tourism Management

Faculty : Hotel & Tourism Management

Thesis/ Dissertation Title : The Emergence of Digital Amnesia Phenomenon Among Tourist

Signature : 

Date : July 2017

Table of Content

CONFIRMATION BY PANEL OF EXAMINERS.....	i
AUTHOR'S DECLARATION.....	ii
ACKNOWLEDGEMENT.....	v
1.0 Introduction.....	1
2.0 Digital amnesia.....	2
2.1 Mobile Technology.....	
2.1.1 Definition.....	8
2.1.2 Roles of mobile technology.....	9
2.2 Online Booking Platform.....	
2.2.1 Definition.....	17
2.2.2 Roles of online booking platform.....	17
2.3 Social Media.....	
2.3.1 Definition.....	22
2.3.2 Roles of social media.....	24
3.0 Conclusion.....	30
Reference.....	32

1.0 INTRODUCTION

The widespread use of internet nowadays has turned the interdependency of human significantly, this includes to entrust the mobile or digital platform to store simple yet sometimes important information. From the simplest task like checking on the day's date to attending meeting or appointment (which depends on the smartphone's reminder), it is not too much to agree that the internet has shifted the reliance of the society. This trend is termed as 'Digital Amnesia'.

In terms of tourism industry and the tourist, researchers are still progressively making further studies. The study of Digital Amnesia and the Future Tourists (2017) done by Greenwood and Quinn under the Journal of Tourism Futures is among the pioneers. They refer Digital Amnesia as a phenomenon or a trend where tourists are likely to use internet to search for travel information as they trust that the internet 'knows everything'. This shows that Digital Amnesia in the environment of tourism is something which will not only be the contemporary trend, but also in the future. Thus it is exciting that more researchers could continuously come out with new findings in the regarding field.