

UNIVERSITI TEKNOLOGI MARA

**DESIGNING AN ELDERLY-CENTRED
TRAVELLING WEBSITE**

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ABSTRACT

According to the World Tourism Organisation (WTO) study, it shows there are increasing numbers of elderly who goes to travel in the future market trend. Previously, the elderly prefer to pass their time with such as playing with grandchildren, gardening and other domestics' activities. The growth in the use of the Internet has made the website one of the most important sources of information including to elderly. However, the website is being created targeting younger adult and average users and fail to recognized elderly as a potential group. Poorly designed websites will only turn elderly off and away from visiting again and difficulties they may have can create barriers that may seriously discourage them to use websites. Literature review analysis and interview with purposive sampling are used for data collection regarding guidelines and requirements needed to design an elderly-centred travelling website. Through this study, guidelines and requirement on elderly-centred travelling website have been identified and a functional online prototype is developed based on the guidelines and requirements have been derived.

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