



International Teaching Aid  
**Competition 2023**

Reconnoitering Innovative Ideas in Postnormal Times

**iTAC**

**2023**

**iTAC 2023**  
**INTERNATIONAL TEACHING AID COMPETITION**  
**E-PROCEEDINGS**

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## **PREFACE**

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

**iTAC 2023 Committee**  
**Special Interest Group, Public Interest Centre of Excellence (SIG PICE)**  
**UiTM Kedah Branch**  
**Malaysia**

## **TRACK-YA : TRACKER BAND FOR UMRAH AND HAJJ TRAVELERS**

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### **ABSTRACT**

A tracker is a product that allows a person or object to be tracked by a system that offers a peace of mind. Our idea, Track-Ya, has a Global Positioning System (GPS) and emergency button features to alert the ones managing the system. The product is made out of silicone material and will be in the shape of a band. The problem derives from the challenges travel agencies and tour guides need to face in order to find clients in crowded places where there are hundreds of thousands of people in the same place. Specifically when they are doing umrah or hajj. There is news about pilgrims that went missing during hajj and umrah. We are committed in ensuring the safety of future travelers and simultaneously reduce any missing persons case henceforward. Numerous products with similar functions have already exist in the market, however we have our own specialty. For instance, Airtag from Apple is for an individual who

desires to locate their belongings but it costs a fortune just for one purpose. Meanwhile, our idea is to help a group of clients in ensuring their safety by using a product with three functions at a better price. The three functions are tracker, emergency button and watch. The product will be beneficial to society because it will improve their convenience in traveling without jeopardizing their own safety. Also, the lost elderly persons and children need an efficient system to track them as some of them have dementia and most children do not have a phone to contact them if they went missing. Track-Ya is a good investment for travel agencies as it will help them to give a good image by securing the safety of their client. Moreover, Track-Ya is an affordable and reusable product which offers a sharing programme.

**Keywords:** tracker, safety, GPS, umrah, emergency

## **PRODUCT CONCEPT/OBJECTIVES**

According to Nadeem et. al. (2020), 8% out of 50 responses of missing pilgrims were elderly while the remaining 92% were children. As such, an efficient system is needed to locate them as some of them have dementia and most children do not have a phone to contact them if they went missing. Consequently, the product concept is to overcome the challenges faced by travel agencies and tour guides that need to find clients in crowded places. Hence, umrah tourists will wear Track-Ya, a silicone band that has Global Positioning System (GPS) and emergency button features to alert the tour guide also known as Mutawwif on the whereabouts of respective clients.

## **NOVELTY**

Track-Ya which is a wearable device type will cater to Umrah and Hajj travelers. Track-Ya aspires to make efforts in understanding consumer behavior in the tourism industry. In relation to offering umrah tourists peace of mind, the idea promotes travel agencies to pay attention to safety standards. Therefore, the design and functionality of tracker band at a better price differs Track-Ya from existing products.

## **CREATIVITY**



**Figure 1.** Sketch of customize Track-Ya

Track-Ya, the tracker band allows clients who bought in a large amount of band to be creative and customize the color of the band based on the travel agency's brand colors. Colour is one of the first things the target market sees and it can play a significant role in consumer behavior.

## **USEFULNESS/BENEFITS TO SOCIETY**

Track-Ya has three functions which are tracker, emergency button and watch. The tracker will be beneficial to society because it will improve their convenience in traveling without jeopardizing their own safety as the GPS in the band helps the tour guide trace the client's whereabouts and check their condition from time to time. The emergency button will help assist in rescuing victims by notifying and alerting their whereabouts to the tour guide. It can be used by pressing the emergency button for a few seconds when they need help. Lastly the band also functions as a watch, offering the most basic yet very important feature as the band will be wrapped on the wrist. It makes it easy to see the time. Therefore, Track-Ya functions as a tracker band and a watch too.

## **OVERALL ACCEPTABILITY**

Our team made the decision to contact Mr. Aries Sofean Mohd Noor, a Mutawwif Officer, in order to pursue the perspective of the travel agencies regarding our idea. Mr. Sofean is a mutawwif officer working with Andalusia Travel and Tours Sdn Bhd, the most established company. For sixteen years, Andalusia had been offering services for Umrah, Hajj, and also holidays. Needless to say, we were overjoyed when Mr. Sofean consented to hear about our idea. After completing the briefing session, Mr Sofean shared his thoughts where he completely agreed on the very alarming issue and something must be done to overcome it. He also showed very much interest in our idea and believes that Track-Ya can be a very helpful product especially to those who work in the industry by ensuring the welfare and safety of future pilgrims. Hence, he finds the idea very acceptable for the industry.

## **COMMERCIAL VALUE**

Despite having only the most fundamental functions, Track-Ya has the potential to have a significant impact on the industry. When a travel agency made the decision to invest in this product, Track-ya potentially provided significant commercial value to the travel industry. It is a reusable item that offers a sharing programme and is ideal for long-term use. Second, a corporation will undoubtedly have a great reputation if there are no incidents with pilgrims going missing while completing Umrah or Hajj. That is what we are giving the business, and thanks to this benefit, they will definitely attract more customers because they are assuring that such incidents can be prevented with Track-Ya. Additionally, the customers' safety is certainly of the utmost importance, and when utilizing Track-Ya, clients can perform their ibadah in peace without worrying about the whereabouts of family members.

## **COST/ECONOMIC EFFECTIVENESS**

The price for this product will be equivalent to the price of a normal smartwatch on the market. It can also be much cheaper as the product focuses more on the basic functions for the client's safety like the tracker, emergency button and watch. The estimated price of this product is between RM100 to RM150. It is good value for money considering that our targeted clients, which are travel agencies, can use it repeatedly every time they receive new groups of clients. Moreover, the material used is waterproof, hence it can reduce the risk of the product being damaged when it is exposed to the water.

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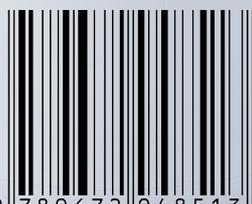


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