

FADHILAH MOHD SOBHI

BACHELOR OF SURVEYING SCIENCE AND GEOMATICS (HONOURS)

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STORY MAP OF PERLIS ECOTOURISM USING
GEOSPATIAL TECHNIQUES

FADHILAH BINTI MOHD SOBHI
2021622094



COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA
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**FADHILAH BINTI MOHD SOBHI
2021622094**



**Thesis submitted to the Universiti Teknologi MARA Malaysia
in partial fulfilment for the award of the degree of the
Bachelor of Surveying Science and Geomatics (Honours)**

AUGUST 2023

DECLARATION

I declare that the work on this project/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). This project/dissertation is original and it is the result of my work, unless otherwise indicated or acknowledged as referenced work.

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Name of Student : Fadhilah binti Mohd Sobhi
Student's ID No : 2021622094
Project/Dissertation Title : Story Map of Perlis Ecotourism Using Geospatial
Techniques
Signature :
Date : 7th of August 2023

Approved by:

I certify that I have examined the student's work and found that they are in accordance with the rules and regulations of the School and University and fulfils the requirements for the award of the degree of Bachelor of Surveying Science and Geomatics (Honours).

Name of Supervisor : Dr. Nurul Ain Mohd Zaki
Signature :

ABSTRACT

Tourism is significant among the industries with the fastest global growth rates due to its impact on national economies and growth. By storing, processing, and analyse a wide range of spatial data, remote sensing and GIS are ideal tools to streamline the process. There are numerous applications and software, such as GIS software and online websites, that are easy to access for both developers and users. The aim of this study is to develop story maps of ecotourism using geospatial techniques. In order to achieve that, this study encompasses three objectives which are to identify the ecotourism places at Perlis area, to classify the land use land cover map and to validate the output of story maps. This study's methodology was divided into four phases which are planning, data collection, data processing and also testing and analysis. The data will be collected from in situ observation while visiting the study area and also can be got from Perlis Forestry Department. The expected outcome of this study is to produce a Story Map of Perlis Ecotourism that focused for Geotapak Eko Rimba Bukit Ayer and Geotapak Gua Kelam, Perlis. Every place will provide a details information such as name, coordinate location, entrance fee, accommodation booking, facility rental, attractions, and picture of the places. To centralise data regarding Perlis's tourist attractions, all of this information was centralised on a single platform. This research was conducted by designing a storyboard to generate a story maps. Findings showed that there were significant to produce Story Map of Perlis Ecotourism. In conclusion, story maps are one of the most important applications that must be utilised to develop engaging Story maps to promote the Perlis Ecotourism region. ArcGIS Story maps is a new platform for storytelling and is recommended for the creation of narratives using narrative text and other multimedia content.

Keywords: GIS, Tourism, Ecotourism, Perlis, Story Map

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