

VACAOUR



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

VACAOUR

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This report is submitted in partial fulfillment of the requirements for the Bachelor of [Computer Science (Software Development)] with Honours.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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DECLARATION

I hereby declare that this project report entitled

VACAOUR

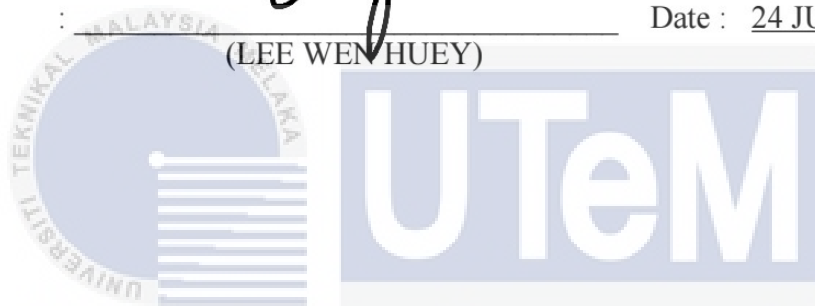
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I hereby declare that I have read this project report and found
this project report is sufficient in term of the scope and quality for the award of
Bachelor of [Computer Science (Software Development)] with Honours.

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DEDICATION

To my beloved parents, I humbly dedicate this project to them for their support and guidance along the system development. With their endless care, i am able to conquer the obligation and challenges encountered in order to complete this project.



ACKNOWLEDGEMENTS

First and foremost, I would like to express my deep and sincere gratitude to my supervisor, Dr. Satrya Fajri Pratama, for giving me the opportunity to do the project and providing me with invaluable guidance throughout the project development. His patience, motivation and kindness has inspired me a lot. He has shared with me the methodology and logic thinking to carry out the project thoroughly. It was a great privilege and honor to learn under his guidance and I am appreciated for what he has offered to me in order to complete this project successfully.

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ABSTRACT

Tourism and travel-related services including of some services provided by hotels, restaurants, travel agencies, tour guide services and other related services. While digitalization offers great potential for many aspects of tourism services, they are made up of a complex web of relationships between a variety of suppliers, tourism products, destination marketing organizations, tour operators and travel agents, among many others. Thus, tourism industry is defined as consisting of transportation, accommodation, food and beverage, recreation and entertainment and travel services. There are several online platform that serves this service to the public nowadays. However, not enough information presented for a trip and unresponsive customer service has bring complaints and negative affect towards the travel providers. By using VacaOur, provide lower-cost travel to travelers and the freedom to plan and book the trips. They can enjoy available discount based on the voucher code provided and save a a cost for their journey. Besides, travelers are able to share their journey moments with others too by sharing their photo. Any enquiry from travelers will get fast feedback through email or direct phone call to enhance customer service experience. Thus, customers who like to travel can just install the VacaOur app from Play Store in their Android device and start exploring, planning, and booking for their next trip.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

What is VacaOur? VacaOur is the combination of 'vacation' and 'hour'. Conceptually, VacaOur is a travel mobile application which provides a wonderful user experience for users to explore places around Malaysia which is managed by an admin panel web application. It is a service platform between users and admins to stay connected through device technology anytime and anywhere. Despite of imagine the incredible Eiffel Tower in Paris or the magnificent pyramids standing in Egypt, there are still a massive options provided by VacaOur for users to explore and visit the great places and enjoy the enchanting sceneries in Malaysia with great experiences and affordable expenses and at the same time escape from drudgery and mundaneness of everyday work life for relaxation.

The centralized features in VacaOur allow users to book their trip and they are on the go with no worries as the trip packages have include destinations or activities. Besides, they can record their wonderful vacation moments on the platform with attracting pictures and text description. This allows users to interact with each other and share the experience with the relative trip. On the other hand, a web application admin panel is going to manage all the activities in VacaOur including trip packages, data analysis and analysis on booked trips to provide a better experiences to users.

1.2 Problem Statement(s)

Problem statement is a concise description of the problem or issues a project seek to address. The problem statement identifies the current state, the desired future state and the gap between the two. It is important to process improvement project to help identifying goals clearly and outline the project scope. There are several reasons which facilitate in developing this system, listed in the table below.

Table 1.1 : Problem Statements

No.	Problem Statement	Description
1	Lack of customer-to-customer communication on travel experiences' participatory platform	Customers lack of centralized platform which allow themselves to become the media for collaborating and sharing information about their travel experiences based on the trip they visited.
2	Time consuming for comprehensive travel trip research	Customer need to consume a lot of time to look for travel needs, such as location details, ticket booking cost, restaurant details, and explore local experiences, in consideration of weather, price comparison and date provided.
3	Lack of focus on travel experiences for customers	Customers may be presented with only the most basic information about a destination and are neglected for providing information about incredible experiences that could make the visits more meaningful instead focus on paid attractions.
4	Lack of systematic and consolidated reporting in travel management system.	Admin spends time and effort in designing and uploading paper brochures that fail to provide dynamic content, unable to have a quick view at the business development data and report.

1.3 Objectives

Objectives are goals planned to achieve by the end system development. Upon the project completion and release, it should achieve the objectives as follow:

- i. To create a 2-in-1 mobile platform which serves as a travel booking platform for users to explore good places in Malaysia by wonderful trip packages and act as a photo sharing social platform to share experiences and connects with people.
- ii. To provide a better way for users to have comprehensive options to go on a vacation without having to do much research on places, one by one.
- iii. To enable users to share travel information for other users to take reference and organize for their trip and make a smart travel choice.
- iv. To create a web application for administrator to manage the trip packages and booked trip analysis as well as data viewing in order to interact with users and promote the trip packages.

1.4 Scope

VacaOur target users are customers from all social strata, which is suitable for families, couples, young people or solo travelers. Customers can use VacaOur to search their favourite and desired destination to be visited and share their trip experiences on social platform. While the management administrator manage and provide the trip package details for the customers. The main service of VacaOur is for customer to book and share their trips. It provides several functionalities as shown below :

Table 1.2 : Scope

Scope	Description
Register and login as user	Customer is able to register and login to access VacaOur application

Register and login as admin	Admin is able to register and login to access the VacaOur website panel.
Search trip by category	Customer can search the trips by category such as states or types of trip.
Book trip to be visited with desired date	Customer can make desired trip booking by choosing the date.
Make payment for trip booking	Customer can make payment after they have confirm trip booking.
Post trip pictures	Customer can post their trip pictures or on the platform.
View booking history	Customer can vie their booking history details.

1.5 Project Significance

Take from customers' perspective, they can search and book the desired trip of various categories provided by VacaOur application. Customers can make reviews and post their trip experiences in the form of images or videos on the social platform.

While from the perspective of administrators, they can manage the trip packages and details in a more productive manner such as insert and update trip packages information. Besides, they track the statistics of the development of VacaOur application such as number of user, number of sales daily, monthly or yearly.

1.6 Expected Output

At the time of completion and release of VacaOur, it should make customer to have hedonic experience from planning their trip until they have visited the destination as well as sharing their trip with others on the social platform. Thus, admins can view the development of VacaOur statistically from the trip packages arranged through the website panel.

1.7 Conclusion

In conclusion, this chapter comprises the introduction of VacaOur which discussed about problem statement, objective, scope and expected output that describes the ideas and the future vision for VacaOur. Literature review and project methodology will be discussed on the next chapter.



CHAPTER 2: LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1 Introduction

Literature review and project methodology is crucial to the success of the software project development. A systematic literature review is a means of identifying, evaluating and interpreting all available research relevant to a phenomenon of interest. For a literature review to become proper research methodology, proper steps need to be followed and action taken to ensure the review is accurate, precise and trustworthy which in turns provide the guidelines to make the project manageable, smooth and effective. This chapter will study about the facts and findings, methodology, requirement and milestones of VacaOur.

2.2 Facts and Findings

2.2.1 Domain

VacaOur is a hybrid application which provide trip-related information and booking as well as photo sharing social networking to share the moments captured in travel journey under mobile travel domain. At a more conceptual level, mobile application under travel domain mediates tourism travel and plays a role in more collaborative and dynamic travel decisions to facilitate sustainable travel experiences.

With the advancement of computing capabilities and ubiquity, software application has rapidly been adopted as a tourism travel tool. In today's mobile-first world, travel apps and mobile sites create vital connection to consumers. The travel and tourism is a huge 6.3 trillion dollar industry according to 2015 statistics. A huge part of this success has been played by mobile apps. Travel & Tourism is said to be

the 7th most downloaded app category with 85% of users used to plan their travel when on leisure tours. With social media hype, there are 72% people will post photos about their travel on social platforms.

As partnership between tourism industry and technology grows, the days of guidebooks, compasses, maps and other printed stuff have been replaced by travel apps that come loaded with functionalities. Users have implemented digital planning where 30% of users use mobile apps to find the best hotel deals and 29% of them obtain the best flight deals.

VacaOur is an application under travel domain which integrate user friendliness and other rich functionalities that are more likely to attract the crowd than the travel agencies that work through just a single brick and mortar store. This extends to all kind of tourism business including travel packages, guide tours, hotel bookings, ticketing, food & beverages and everything else. Customers are able to view trip booking history and receipts after the payment has made. Besides, VacaOur is integrated with photo-sharing social platform to enable customers to share their journey photos according to the trip they have booked. They can view for other customers sharing too to get new trip idea based on their experiences. In addition, VacaOur has an admin panel website which help online travel agencies to manage the trip provided to customers as well as some viewing on the users statistic and sales statistics as a communication channel between travel providers and customers.

2.2.2 Existing System

In Malaysia, there are still a small portion of customers go to travel agencies for consultation on trip packages and related services on behalf on travel providers. It has been found that most of the travel agencies still adopt traditional paper to save their record and enter the record manually into their immature system. Besides, it goes without saying that these agencies are hit hard by the collapse of the tourism industry due to the Covid-19 pandemic and suffer from management issues such as cash-flow problems.

While there are some of the existing travel apps developed in the market, but with complaints on user experience with the user interface, lack of information

presented during a trip, geo-location services do not work flawlessly on-the-go, booking payment issues, customer services and to name just a few.

Despite the Covid-19 pandemic that has badly affected Malaysia's tourism sector, with RM45 billion loss in tourist expenditure in 2020, The Tourism, Arts and Culture Ministry had come up with a transformation agenda that would focus on increasing revenue and emphasize on domestic tourism more to help offset the economic downturn. Government also provided robust economic incentives under Penjana where RM1 billion is allocated for the Penjana Tourism Financing scheme to fund transformation initiatives by small- and medium-sized enterprises.

Studies conducted by Nielsen (2016) has identified that most Malaysian consumer used to do activities via mobile devices. This has positioned Malaysia as the top five countries in the world with the most 'connected traveller' to plan or book a trip (TripAdvisor, 2015). Among some of the existing travel apps downloaded by Malaysians are Booking.com, Airbnb, Agoda, Expedia and Traveloka (Ecommerce, 2016). Despite the increasing popularity of these apps, it was discovered that more than 50% of travelers are not interested to use them. Hence, it is relevant to examine the factors affecting the adoption and customers behaviour in the acceptance of travel apps among tourists.

Thus, there are several approaches which could solve the current situation. The first approach is by providing sleek, simple-to-use navigation, consolidate information and trip updates. Data such as travel policy, usage and app setting can be utilized to provide a customized experience for customers and incorporating greater personalization makes for smoother user-experience. Next approach is generating rich travel information and comprehensive digital guidance for customers. This extends is including of trip information, things to notice, map navigation and nearby places recommendation within the destination for customers to explore more and have a wonderful travel experience. In addition, the customer service and feedback approach is important consideration to be adopted to the application for collecting customers feedback and experience rating as well as solving the problems encountered from the customers.