TOURISM MALACCA INTERACTIVE BOOK

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BORANG PENGESAHAN STATUS TESIS*

JUDUL: TOURISM MALACCA INTERACTIVE BOOK

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TOURISM MALACCA INTERACTIVE BOOK

WONG YIK CHAI

This report is submitted in partial fulfillment of the requirements for the

Bachelor of Computer Science (Interactive Media)

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FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

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2016

DECLARATION

I hereby declare that this project report entitled

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is written by me and is my own effort and that no part has been plagiarized without citations.

STUDENT : _____ Date: 23-8-2016

(WONG YIK CHAI)

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DEDICATION

This project is dedicated to my parents who always give me both physically and mentally support to finish this project. Besides that, this project also dedicated to my supervisor that advised and guided me to complete this project. Lastly, I dedicated this project to my friends that help me to solve different problems that I faced.

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ABSTRACT

Nowadays, younger people may not know the history and culture of Malacca state. The history and culture of a place are boring and uninteresting to learn. Other than that, tourists and travellers do not know where to visit in Malacca during their holiday. They also may not get the accurate and correct information from the internet resources due to internet resources may have different version of information that can confuse them to believe. This project are study the element of interactive book and developed Tourism Malacca interactive book to introduce and recommend Malacca for the tourists and travellers. Younger people also can know the history and culture of Malacca using Tourism Malacca interactive book because there are some elements can attract users' attraction. 15 testers are selected to read the content of Tourism Malacca interactive book and travel guidebook. They are given a test to determine the effectiveness of promoting Malacca using interactive book and travel guidebook. The result get from this project shows that promote Malacca using interactive book are better than travel guidebook. Many tourists have improvement by reading Tourism Malacca interactive book compare to travel guidebook. Therefore, it is effective to promote Malacca by using interactive book than travel guidebook. Tourists and travellers can easily download Tourism Malacca interactive book from App Store and explore it with iBooks app. Tourism Malacca interactive book also can reduce the burden of tourists and travellers during their vacation in Malacca.

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ABSTRAK

Pada zaman sekarang, terdapat banyak pemuda tidak tahu sejarah dan budaya di Melaka. Mereka akan rasa bosan dan tidak berminat untuk belajar sejarah dan budaya tentang sesuatu tempat. Selain itu, pelancong juga tidak tahu tempat yang sesuai untuk melancong di Melaka. Mereka juga sukar dapat maklumat yang tepat dari sumber internet kerana sumber tersebut mungkin menpunyai banyak versi yang boleh mengelirukan mereka. Projek ini mengaji elemen yang terdapat dalam buku interaktif dan membina Pelancongan Melaka Buku Interaktif untuk mengenal Melaka kepada pelancong-pelancong. Pemuda zaman sekarang boleh dapat tahu sejarah dan budaya Melaka melalui Pelancongan Melaka Buku Interaktif kerana buku interaktif mengandungi elemen yang boleh menarik perhatian mereka untuk membaca. Terdapat 15 orang dipilih untuk membaca Pelancongan Melaka Buku Interaktif dan buku panduan pelancongan. Satu ujian telah diberikan untuk mengaji keberkesanan mengenal Melaka antara buku interaktif dan buku panduan pelancongan. Keputusan bagi kajian ini menunjukan mengenali Melaka melalui buku interaktif adalah lebih baik berbanding dengan buku panduan pelancongan. Banyak pelancong mempunyai peningkatan dengan membaca buku interaktif berbanding dengan membaca buku panduan pelancongan. Oleh itu, mengenal Melaka dengan buku interaktif adalah lebih berkesan berbanding dengan buku panduan pelancongan. Pelacong hanya perlu muat turun Pelancongan Melaka Buku Interaktif dari App Store dan baca dengan iBooks app. Pelancongan Melaka Buku Interaktif ini juga boleh mengurangkan beban pelancong semasa mereka melancong di Melaka.

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CHAPTER I

INTRODUCTION

1.1 Project Background

Interactive book is a digital book that consists text, images, audios, videos and has interactivity with readers. Nowadays, interactive book become more and more popular in the world to replace traditional printed books. Readers can read interactive book by using different electronic devices such as computers, tablets, or smartphones and they can also purchase it at online store like iBooks or Amazon.com. Authors can write and design an interactive book by using different software like iBooks Author released by Apple and InDesign released by Adobe.

Tourism Malacca in an interactive book that develop by using Adobe InDesign. This interactive book introduce and promote different historical and recreation places in Malacca to foreign tourists and local visitors because Malacca is a state that declared as Historical City that rich with history and distinct cultures. Tourism Malacca interactive book also give information and suggestion about the recreation places must visit during the vacation in Malacca. Other than that, people who never go Malacca before also can know about Malacca through read the content and see the photo in the

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Tourism Malacca interactive book. People can also make planning before they travel to Malacca by reading this interactive book to avoid missing some interesting and attractive places in Malacca.

As a conclusion, Tourism Malacca interactive book believes can provide information to people and widen their knowledge about Malacca. Besides, this interactive book can attract visitors and tourist attention come to Malacca for vacation and holiday.

1.2 Problem Statements

The problem Statements in this project are:

- People may not understand the history and culture of Malacca.
- Foreign and local visitors do not know where to visit in Malacca.
- Less people come to Malacca for holiday or vacation.

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1.3 Objective

The objectives of this projects are:

- To study the element of interactive book.
- To develop interactive book on introduce and recommend places to visit in Malacca.
- To test the effectiveness of promoting Malacca using interactive book.

1.4 Scope

The scopes of this project are:

- Tourism Malacca interactive book is a digital book. It required electronic devices such as computer or handheld devices to open and view it.
- Tourism Malacca is an interactive book that develop by Adobe InDesign. Reader required different software to download and open it.
- The targeted users of this project are all public that planning to visit Malacca and interesting to know about historical and culture of Malacca.

1.5 Project Significant

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- Tourism Malacca interactive book is easy to keep and bring along with tourists or visitors that visit at Malacca. They can download it into their handheld devices and bring along with them.
- Tourism Malacca interactive book can widen reader knowledge about Malacca. Reader can know more about the historical and cultures of Malacca.
- Different historical and recreation places in Malacca are suggested and recommended to foreign visitors and tourists. They can make a planning before they travel to Malacca.
- Tourism Malacca interactive book can promote Malacca to other state or country. It can attract more tourists and visitors come to Malacca for holiday and vacation.

1.6 Define Project

I. Interactive book – Enhanced eBooks are a new digital publication standard that allows easy integration of video, audio, and interactivity.

II. Adobe InDesign - Adobe InDesign is a desktop publishing software application produced by Adobe Systems. It can create works such as poster, flyers, magazines, newspaper, and books. It can also publish content suitable for tablet devices in conjunction with Adobe Digital Publishing suite. It also supports to export to EPUB and SWF formats to create eBooks and digital publications.

1.7 Expected Output

- This interactive book is success to develop and publish.
- This interactive book success promoting Malacca to other state or country.
- People can know more about the history and culture of Malacca.
- People can make a planning before they have a holiday or vacation in Malacca.
- More foreign tourists and visitors are attracted to visit Malacca

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1.8 Conclusion

In conclusion, Tourism Malacca is an interactive book that developed by Adobe InDesign. People can easily download and view it by using handheld devices or computer with certain software. This interactive book aim to let more people know

and understand the history and culture of Malacca. Besides that, promote interesting historical and recreation places in Malacca to the foreign and local visitors. Tourism Malacca interactive book successfully developed and published can attract more tourists and visitors come to Malacca for holiday and vacation.

This chapter is all about the introduction of this project. In the next chapter which is literature review and project methodology discussed the domain of the project, comparison of existing system, project methodology and project requirements.

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CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY

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2.1 Introduction

In chapter 2 discusses the literature review and project methodology which used to develop this project. Other than that, this chapter also discusses and explains the requirement needed to develop this project.

In the first section discusses about the fact and findings of this project. The domain of this project was identified and discussed at this section. Besides that, several existing systems that are related to this project are selected and make a comparison between them. The differences types of methods used to present the information to users and readers also discussed in this chapter.

The second section of this chapter is about the project methodology of this project. One of the project methodology are selected to develop this project and the reasons of chosen this methodology also discussed and stated in this section.

The third section of this chapter is about project requirement. Different requirements like software and hardware requirements that needed to develop this project are stated and discussed in this section.

The fourth section of this chapter is the project schedule and milestones. In this section, all the tasks and progresses should be recorded and every deliverables needed to list in each development phases.

The last section of this chapter is the summary of literature review, facts and finding, project methodology, schedule and milestone that related to this project.

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2.2 Facts and Findings

There are 3 sections discussed in this section which is the domain of project, existing system, and the comparison of the existing system.

2.2.1 Domain

The domain of this project is to develop an interactive book for introducing Malacca to other people because it is easier to let children or tourists read and understand the information compare to eBook and printed books. Many researchers have shown the growth rate in the production and demand of eBook has increased about 20 percent in the last few years (Alvite Diez, Rodriguez Bravo, 2009).

Malacca was a state that separated with Singapore in 1964 and eventually incorporated into the independent Federation of Malaya in 1957. In 2008, Malacca was listed as one of Malaysian UNESCO World Heritage Site together with George Town of Penang. Heritage buildings are human creation that produces provides local identities, icons for country, reflects the culture values and background, represents a source of memory, historical events, and also contribute to the tourism business industry (Feather, 2006; UNESCO, 2003 and 2007, Communities and Local Government, 2009).

EBooks is electronic text that available in digitally encoded format readable via electronic devices (Wexelbaum, Miltenoff & Parault, 2011) while interactive book is more advance than eBook because it consists not text and images but also consists of animations, videos, audios and has interactivity with readers. Therefore, interactive book is more interesting and have fun to let readers understand the content of the eBook compare to read the information and details present by words.

Different studies (Jones, & Brown, 2011; Martinez-Estrada, & Conaway, 2012; Coyle, 2008) give evidence that interactive book can have a very positive impact on student interest. Study that done by Jones and Brown (2011) stated students preferred eBook compare to traditional printed book because they can use the text features to find out a title from a larger range. This will increase the efficiency and effectiveness to study an eBook compare to printed book.

Other than that, children that read eBook can improve their ability to read accurately and fluently (Medwell 1998; Oakley 2003) and ability to retell a story (de Jong and Bus, 2004; Trushell et al., 2003) as well as their concepts about print (Shamir et al., 2008). One of the features of interactive book is the readers and children can listen the introduction and details of the book by playing the videos or audios that recorded. So, readers and children can easily understand the culture and history of Malacca.

In conclusion, this project can introduce Malacca to tourists or visitors and let more people like children to know the culture and history of Malacca.