

FYP Travel Agencies Website Application

by

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16277

Dissertation submitted in partial fulfillment of
the requirements for the
BACHELOR OF TECHNOLOGY (Hons)
(BUSINESS INFORMATION SYSTEM)

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University Teknologi PETRONAS

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CERTIFICATION OF APPROVAL

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Business Information System Programme
Universiti Teknologi PETRONAS
In partial fulfillment of the requirements for the
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Approve by,

(GOH KIM NEE)

UNIVERSITI TEKNOLOGI PETRONAS
BANDAR SERI ISKANDAR, PERAK
MAY 2015

CERTIFICATION OF ORIGINALITY

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgements, and that the original work contained herein have not been undertaken or done by unspecified sources or persons.

OOI LI JUAN

ABSTRACT

There are more and more travellers in Malaysia nowadays, however the promotional of travel packages are limited on the travel agencies own website. So, the travellers choices are limited if they are surfing only few travel websites. The objective of this project is to design a website that enables the travel agencies and travellers to upload and view holiday destination tours. Functionality test is conducted with several circumstances to ensure the quality of the website. It is crucial to have a site to analyze and compare different holiday packages and ensure the purchase on the packages meet travellers need and expectation. To have better understanding of what the travellers wants on the site, the result is verified by quantitative survey. This survey reveals the expectation and background of the travellers to help the design of the travel platform. The results show that there are potential for the travel website to expand and provide more features and functionality. As summarizes from the result obtained from functionality test, it is clearly shown that the travel website can debug and run properly.

ACKNOWLEDGEMENT

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Universiti Teknologi Petronas, 2015

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CHAPTER 1

INTRODUCTION

1.1 Background

Today, online booking of travel packages have been available and popular among the young and middle age travellers. The packages offered online mostly on booking of accommodation, airline ticketing, car rentals and day- tour packages. The aims of these Online Travel Agency (OTA) platforms are to facilitate both the consumer and affiliates. Consumer benefits in terms of understanding travel destination, informative packages, efficient reservation and cost advantages. While affiliates get reputation from the consumer reviews, attract potential consumer, increase sales and improve consumer booking. Affiliates will gain more advantages if the OTA has higher popularity position among the travellers worldwide. The promotion campaign and the advertising of OTA are highly influencing the sales performance of affiliates on OTA platforms. However, the current OTA is not integrated with informative travel destinations, which include the videos about hotel, and tourist destination, lack of travel agency, travel packages information and destination planning on request (Mandal & Banerjee, 2014). Informative platform is crucial in order to drive consumer purchase behavior after searching for preferred packages. Besides that, informative platform assists consumer to foresee the upcoming trip and gain consumer satisfaction by exceeding the expectation.

There are several proposed suggestions to improve tourism website such as enhancing website content and design. These suggestions manage to gain trust and satisfaction from consumer, but still lacking of travel agencies and travel packages information. Therefore, we believe that the suggestions manage to satisfy the backpacking travel consumer, rather than business oriented and family holiday consumer. Hence, this project will research on the web platform for travel packages by travel agencies, which provide the consumer and affiliates benefits to create win- win situation. By developing this, we believe that the platform will increase the booking of travel packages.

Moreover, travel packages and travel agency might be defined differently. In this research, travel packages are holiday packages offered by the travel agency, which include day- trip, arrangement of accommodation or airline booking in a package. Travel agency is the company which provides services in travel planning and arrangement to consumers.

1.2 Problem Statement

The current travel mobile web does not cover the combination of all the travel packages in a platform. The current middle-man used by the travel agencies mainly consists of social network such as Facebook or popup advertising which is not eye catching and attractive to the people who are surfing the internet. Not only that, the information listed in the popup or the advertising is not detailed enough or will be often think as scam or fake promotion made to help someone to earn money just by clicking on the link. Therefore, this research focuses on providing details and correct promotions of the travel packages for different travel agencies, just by uploading the travel packages on their own or through customers' recommendations.

1.3 Objectives

The aim of this project is to develop a website for travellers and travel agencies which meet the requirements and user- friendly. To fulfill the aim, following are the objectives need to be fulfilled:

1. To study the current trend of public interest towards holiday destination tours by referring to the uploaded data from the travel agencies.
2. To design a website that enables the travel agencies and travellers to upload and view holiday destination tours.
3. To conduct functionality testing with several circumstances to ensure the quality of the website.

1.4 Scope of Study

This project focuses on the publishing of travel packages uploaded from multiple users. For those travel packages, adequate and clear information are contained in it, which includes packages title, country, schedule highlights, travel destination, itinerary and pricing.

Research is carried out to analyze the current travel packages promotional tools, and further improvement on it with new functionality to enhance the functionality of the travel website.

Besides that, this project will contribute to the travel industry by promoting travel packages to the desired travellers. This project will benefit both the travellers and travel agencies. Travel agencies get the opportunity to attract more potential customers.

Target users for this mobile web:

- i. Travellers in Malaysia
- ii. Travel Agencies

CHAPTER 2

LITERATURE REVIEW

2.1 Background

In this modern era, all information is available through internet and internet becomes a part of our daily life where it is irreplaceable. Nowadays people count on the information published online instead of reading the newspaper. Internet exists is primarily to help finding information that is needed. In the business world, information is critical for all companies, hence it is necessary to have a website or promotional website for their customers. It needs to contain information about what the company can do and offer for them. According to a survey of online travel sales growth, the travel growth around the globe is increasing every year. It is estimated sales to reach about \$ 523 Billion in the coming year 2016 (Chawla, 2014). This shows the importance of online promotional website in helping the company to increase their sales and also reputation.

2.2 Online Promotional Website Benefits

Travel industry services can be search through online easily and the information transferred is very convenient and quick. This is the advantage for travel industry as the information flow is fast among the agents and travellers (Yang, Flynn, & Anderson). For this online promotion of travel packages, there are benefits for both parties for the customer and the supplier. Customer can collect the required

information online easily and make comparison between different travel packages (Kucukusta, Law, Besbes, & Legohere, 2014). Moreover, online promotional of travel packages is giving customers the opportunity to gain for financial advantage by comparing different websites (Amaro & Duarte, 2015). By the online marketing and promoting from social media, it shows that OTA can attract more visitors per day compare with the company website itself. This research adds values to the development of the OTA website in the future (Rob, Dimitrios, & Cihan, 2014).

Therefore, company which involve in travel industry should take advantage of the developing technology in these days to apply onto the business, to attract more customers and increase profits. In some promotional website, such as Groupon, the price display on the website is slightly lower than the company website. This is to encourage the customers to visit the website, rather than driving a car to the physical location and browsing for the packages available.

2.3 Website Content and Design

The design of the OTA website must have clear content of organization information and travel packages details. Interactivity between customer and supplier should be shown out to increase the openness of the website. Customized information in the website will create trust to the visitors, and trust is affecting the purchasing intention of the visitors (Ha & Janda, 2014). Assurances must be presence in the website, in order to assist customers to book online and ask question (Zhu & Han, 2014). Therefore, we can see that the usability and design of the website is extremely important to attract customer's loyalty to the website. Satisfaction of customers increases when the familiarity of the travel destination is higher (Maddah & Kavakli, 2014). Mandal & Banerjee (2014) highlighted that travellers are looking for OTA website that can provide services of as below:

- i. Real understanding of destination
- ii. Freedom planning of destination
- iii. Travel agencies available on the website for booking

The travel website qualities play an important role for the OTA, thus visitors purchase intention towards travel packages is affected by the qualities as below:

“Site quality affected by: Information quality, Service quality, Accessibility, Trust & Privacy” (Liu & Zhang, 2014, p.72).

Trust and affective commitment is required to maintain the customer loyalty towards online website. Loyalty is build when the customers’ expectation is fulfilled by the suppliers, which creates satisfaction for the customers (Bilgihan & Bujisic). Also, right information can create customers satisfaction towards the booking trip. In order to ensure the brand loyalty from customers, the details of the packages should be accurately described (Mandal & Banerjee 2014). Pictures and videos of the destination can be attached together with the description, together with travellers past review. This will help the customers to well understand the travel packages clearly, before booking from the agent. Apart from that, other factors that affect the website performance is as below:

“Travel company booking engine technologies, management of the OTA website, popularity of the OTA website, sales management, human factor (training skills)” (Alessandro & Lorenzo, 2014, p.278).

On the other hand, the behavioral control is only the small role which affects the purchase behavior. The most powerful reason which affects the purchase decision is the travel shopping attitude which fits with each individual life style (Amaro & Duarte, 2015).

2.4 Online Travel Agency (OTA)

Nowadays, the information technology is in the fast progression pace which lead the tourism industry to widen the networking by correlation with OTA, in order for customer to plan the holiday trip online. This online planning trend had been favor by the travellers around the world to search for the preferred trip, in terms of destination choices, flight, accommodation, fare, shopping places and restaurant. For example, an accommodation agent such as Trip Advisor is offering

their user the comparison of OTA website, in order to give user a brief view of the particular accommodation. By applying this concept in the tourism website, it will indirectly increase the trust of customers towards the booking and thus expand the tourism industry. Through the study of booking of flight ticket, the flight is booked from the airline company by 27%, 36% on OTA and 37% on traditional travel agency. Young people between 15- 30 years old are more likely to book tourism packages online. Businessman in the middle age need the OTA to book for the trip, while for travellers over 65 years old, they would prefer a long- term journey (Castillo-Manzano & López-Valpuesta, 2010).

Hotel is placing the offer on the OTA website to sales through the platform, depends on the strong marketing channel of the OTA website. The ranking of the particular hotel is determined by the OTA, after calculate the review score given by the travellers. In order to gain the ranking score, hotel encourages the travellers to book through OTA and give positive review on the site. Therefore, hotel with low occupancy rate is highly encouraged to promote in OTA to gain trust from customers. To gain a higher position in the OTA, hotel has to pay OTA for a high commission to ensure the hotel appear on the site homepage (Ling, Guo, & Yang, 2014).

2.5 Consumer Behavior

There are many OTA in the tourism industry, especially in accommodation which creates the competition among those agents. With the wide use of social media nowadays, it shapes the customer behavior to track the travel packages online by communicating through social media.

Travellers search online the packages because they are using internet every day, and online is very convenient for them (Kucukusta et al., 2014). The potential customers is young people, the rate of online is higher compare with the middle-aged travellers. The study of consumer behavior buying pattern for packages is very important to plan for the strategies to attract more travel website visitors. Also, the cultural differences, attitudes and ages of travellers are the factor affected the

consumer behavior to plan travel packages online (Yeh & Li, 2014). On the other hand, good experience towards the website will give satisfaction towards the travellers and lead to the percentage increase of the particular website surfing. Travellers would like to have a simple registration on the website, instead of perform the complicated task (Gao & Bai, 2014).

Besides that, the weather and festival celebration for the countries is affected the travellers trend to visit the countries. The travel bloggers is influencing people to travel to those recommendation countries. Apart from that, there is some deceptive posting which written from competitors to other tourism company for the competitive advantage reason, it is instilling the wrong concept to the travellers (Xiang, Magnini, & Fesenmaier, 2015). Also, the scene of popular movie and drama which take place around the world will automatically attract lots of visitors every day and generate growth economy for the tourism area.

2.6 Current Application in Market

In Malaysia, there are many travel companies have their own travel website for customers to view the offered travel packages. Travel company for example, Apple Vacation, TM Tours and Travel, Holiday Asia, Hello Holidays, Mayflower and AD Travel.

2.6.1 Website

Apple Vacation shows the travel packages on the website. It contains the packages caption and itinerary, for further details and booking, customers need to contact the company directly through email, phone or walk-in office to book the packages and travel preferred date.

11 Days 8 Nights [EB DISC -500]

Departure Date 29.6.2015

Highlights MIN/20
 EUROPE'S RULE & REGULATIONS
 **DUE TO FIRE N SAFETY REGULATION, CHILD SHARING ROOM WITH ADULTS WITHOUT EXTRA BED IS NOT PERMITTED. CHILD MUST BE WITH BED. HOTELS DO NOT ALLOW 2 ADULTS & 2 CHILDREN (WITH OR WITHOUT EXTRA BED) IN ONE ROOM.
 UPDATED ON 14JAN13
 BUSINESS CLASS (FARE QUETED WITHOUT CHECKING SEAT AVAILABILITY ,FARE SUBJECT TO CHANGE UPON BOOKING & TICKET ISSUE)
 EMIRATES AIRWAYS:
 "C" CLASS : RM 19700PER PERSON
 TAXES AND FUEL SURCHARGE: RM1852 PER PERSON
 POINTS GIVEN BASED ON TOUR FARE ONLY (EXCLUDED MISC)
 RM1000 - RM3999 : 40 POINTS
 RM4000 - RM5999 : 50 POINTS
 RM6000 - RM7999 : 60 POINTS
 RM8000 - RM9999 : 90 POINTS
 RM10,000 - RM17,999 : 110 POINTS
 RM18,000 AND ABOVE : 160 POINTS



Room Type	Price (MYR)	Room Type	Price (MYR)
Adult Twin Room	11699	Adult Twin Room	8999
Adult Single Room	13899	Adult Single Room	11199
Child Twin	11119	Child Twin	8549
Child With Bed	10529	Child With Bed	8099
Child No Bed	10529	Child No Bed	8099

FIGURE 2.1. Apple Vacation travel packages details

Miscellaneous Charges

Airline	Visa	A/C	Tipping	Other	Apt Tax Adult/Child	Travel Insurance	YQ&Fuel Adult/Child	Total(RM) Adult/Child	Group Tkt Validity	Deviation Charge
EK	0	30	280	0	290/290	99	1350/1350	2049/2049	0	250

Remark:

Flight Schedule

Type	Flightcode	From	To	Estimated Departure	Estimated Arrival
Depart	EK343	KUL	DXB	0200	0450
Transit	EK77	DXB	NCE	0925	1415
Return	EK76	CDG	DXB	2150	0625+1
Transit	EK342	DXB	KUL	1030	2145

Remark: ESTIMATE 7.20 HRS

English Itinerary: EEKNCE11_2015_FRANCE.2.pdf

FIGURE 2.2. Apple Vacation packages cost

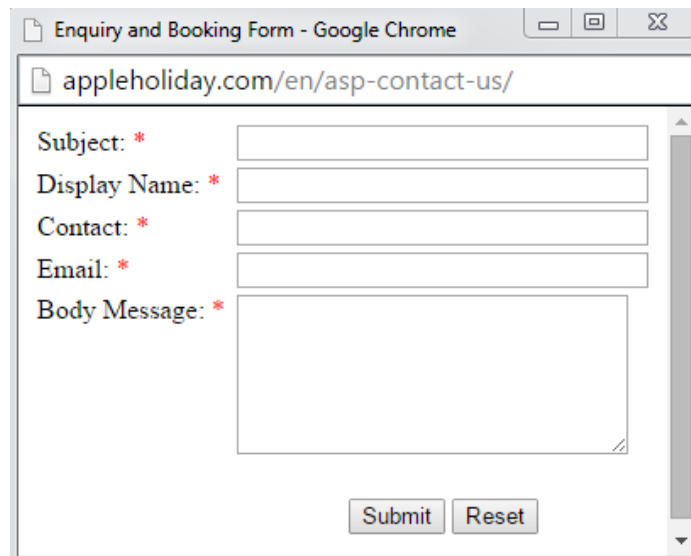
For domestic packages, customers can book through enquiry and booking form after clicking on the “Book Now” tab, but it does not involve any transaction or booking confirmation to the customers. Most of the travel agency in Malaysia is

same as Apple Vacation, which the companies provide the itinerary on the website. Further booking must be made through booking form and enquiry, email, phone call or walk-in office.



Packages	Valid Period	
Kuala Lumpur		
> HALFDAY / FULLDAY TOUR (RM60)	01OCT14 - 01APR15	BOOK NOW
> INFO : HOTEL TRANSFER WITH SURCHARGE		BOOK NOW
> INFO : TOUR ITINERARY		BOOK NOW
Sabah		
> 4 DAYS 3 NIGHTS KOTA KINABALU	01APR14 - 31MAR15	BOOK NOW
Sarawak		
> 2 or 3 DAYS MULU NATIONAL PARK	01APR14 - 31MAR15	BOOK NOW
> 3 or 4 DAYS SARAWAK MIRI CITY + MULU NATIONAL PARK	01APR14 - 31MAR15	BOOK NOW

FIGURE 2.3. Apple Vacation domestic trip



Enquiry and Booking Form - Google Chrome

appleholiday.com/en/asp-contact-us/

Subject: *

Display Name: *

Contact: *

Email: *

Body Message: *

FIGURE 2.4. Apple Vacation enquiries and booking form

Dinar Holidays provide customers to book online and checkout by credit card.

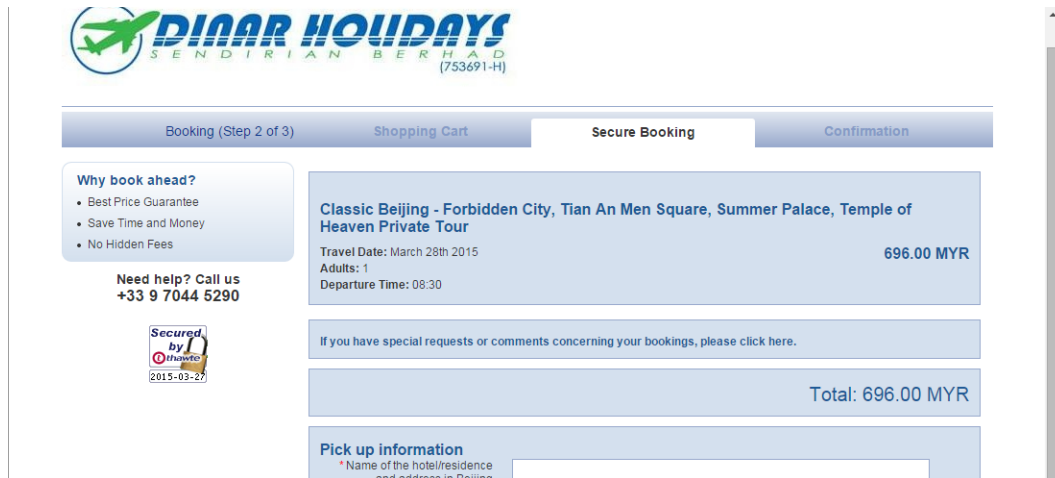


FIGURE 2.5. Dinar Holidays checkout

YL travels provide shopping cart for the customers, but the cart act as the enquiry cart, whereas further booking contact through email.

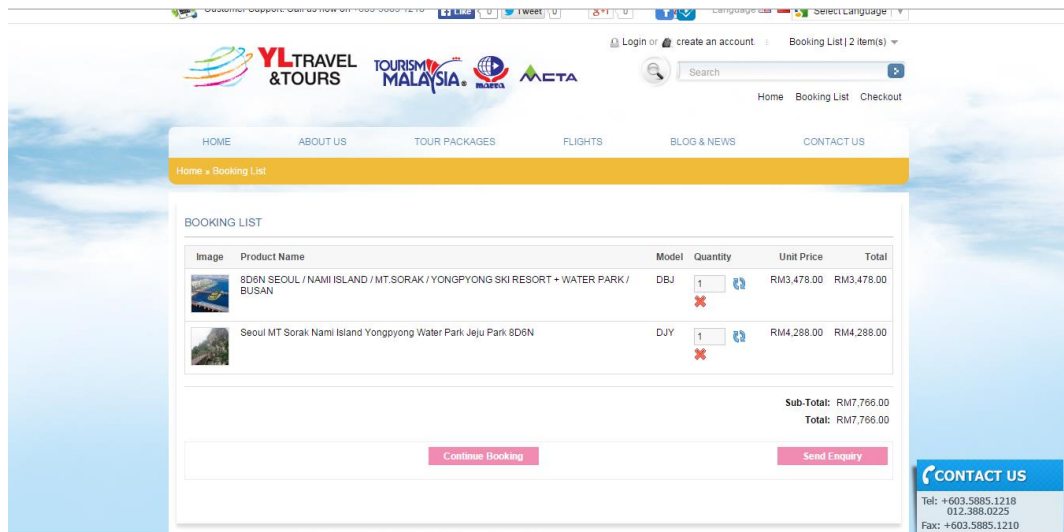


FIGURE 2.6. YL Travels enquiry cart

Groupon Getaways is a popular trend nowadays which offers travel packages booking. Customers are encouraged to contact the customer service first before book the package on site. Also, customers need to redeem the Groupon code through email or walk-in office.

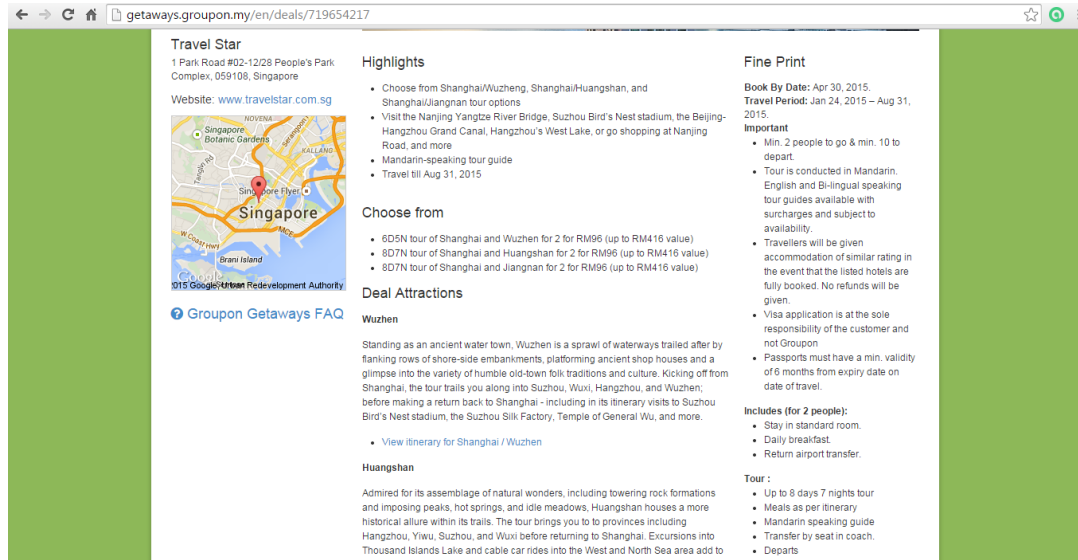


FIGURE 2.7. Groupon Getaway packages details

Besides that, customers can search through the destination they preferred to go and vacation type to view the packages easily.

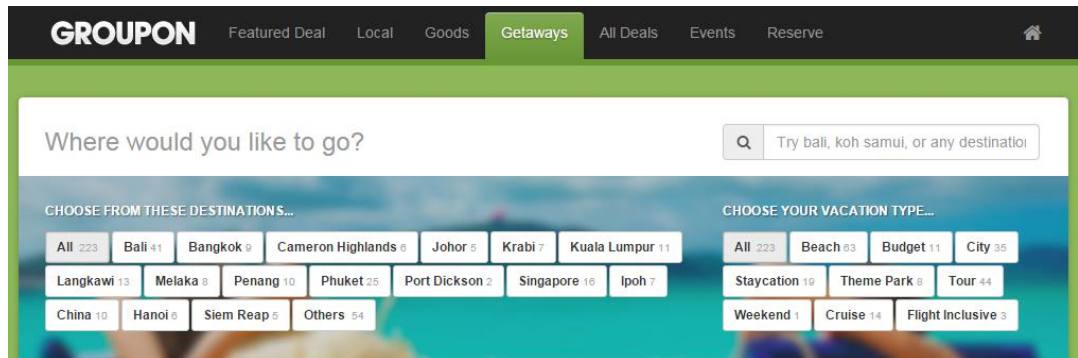


FIGURE 2.8. Groupon destination and vacation filter

Apart from that, Viator, trip advisor company provide a platform for customers to book travel packages online, but the platform act as Viator website, which provide packages comes from their travel company or partners.

Overview **Important Info**

A tour for the history enthusiast - this private sightseeing tour gives you the opportunity to see the historic Malaysian state of Malacca with ease. Malacca is the oldest trading port in Malaysia with a strong Portuguese, Dutch and English influence. You will have the opportunity to sample a local lunch before heading back to Kuala Lumpur.

Highlights

- Explore colorful and old trading port of Malacca on this private full-day tour from Kuala Lumpur
- Your own English-speaking guide
- Walk through the ruins of St. Paul's Church
- Visit the oldest Chinese temple in Malaysia, Cheng Hoon Teng
- Lunch at a local restaurant
- Hotel pickup and drop off

What You Can Expect

Approximately 2 hours south of Kuala Lumpur is historical Malacca, the third smallest state in Malaysia and one of the oldest, and most strategic, trading ports in Malaysia which has undergone Portuguese, Dutch and English rule. Visit St. Paul's Hill for a panoramic view of Malacca and its straits as well as the old town of Bandar Hillir.

View the famous gateway, the well known Portuguese Fort de Santiago and the ruins of St. Paul's Church

From USD
\$126.66
 View price calendar ▶

↓ **LOW PRICE GUARANTEE**

1 Select Travel Date

29 ▼ Mar 2015 ▼

FLEXIBLE DATE GUARANTEE ▶

2 Enter Total Number of Travelers

Adult (Age 13+) 0 ▼
 Child (Age 2 to 12) 0 ▼
 Infant (Age 0 to 1) 0 ▼

What's this, and can I change it? ▶

ADD TO CART →

Please note: After your purchase is confirmed we will email you a link to your voucher. What's this? ▶

FIGURE 2.9. Viator site packages details

Viator customers can check out and fill up the credit card details for booking confirmation.

viator | Travel with an insider
 A TripAdvisor® Company

What's so great about Viator →

Booking (Step 3 of 4) Add to cart Review order **3 Secure checkout** 4 Print vouchers!

Secure checkout Current cart total USD **\$293.33**

Items in cart: 1
 Total travelers: 1

Log in for easy checkout, and to access your booking on the road from any mobile phone or computer.

Login with Facebook Sign in with Google [Log in with Viator account ▶](#)
 Don't have an account yet? [Sign up ▶](#)

Traveler Details

Lead traveler Title First name/Given name Last name/Family name

* Traveler 1 (Adult) Mr

The Lead Traveler must present a valid Photo ID when redeeming their Viator Voucher(s).
 Accompanying children do not require Photo ID.

Contact Details

If you use a Yahoo!, AOL, Hotmail or Gmail email address

FIGURE 2.10. Viator checkout

CHAPTER 3

METHODOLOGY

3.1 Prototyping- Based Methodology

This prototyping starts with the planning stage, followed by analysis, design and implementation. These three phases are repeated concurrently until the project is completed. Implementation is done while analysis and design is in their basis stage. So, when analysis and design is finished, a project prototype will be completed too. Reanalysis and redesign is carrying along the process until a successful prototype is developed.

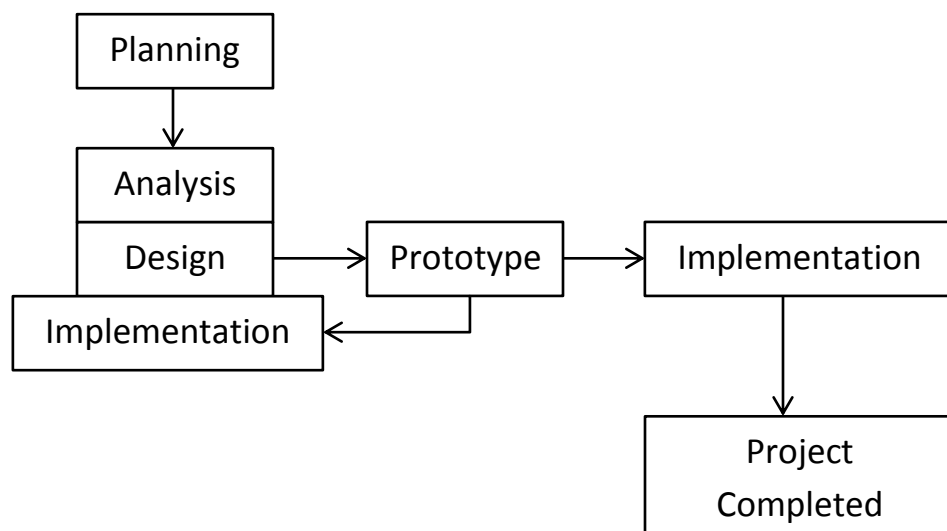


FIGURE 3.1. Prototyping- Based Methodology

3.1.1 Planning

For the planning phase, the author does research on the current travel website presence in the market place. The research is done by searching and reading of journals and books. Objectives and problem statements are stated out after the research had been done. Author plans to conduct surveys to gather information for analysis.

3.1.2 Analysis

For the analysis phase, author conducts surveys which consist of:

- Questionnaire- Given to public and travellers to answer the questions

The information gathered through the questionnaires had been kept for analysis to know the feedback from public and travellers regarding the project. The expectation analyses from the questionnaires are then study to enhance those requirements into the development of the project.

3.1.3 Design

The design of the project is carried out, begins with the implementation of the product prototype. The author designs the website framework and interface to be implemented on the project. After developing the prototype, feedback is received from the user. The suggestion from the user is taken down for further improvement on the project.

3.1.4 Implementation

The prototype is a website which enables the user to upload and view the packages uploaded. The completion of the project takes about 8 months. Testing is carried out after the project is fully developed. Users involve in testing are:

- Travellers
- Travel agents

During testing, author makes observation on the behavior and user satisfaction towards the mobile web. Analysis is carried out again to fulfill the user expectation, continue by design and implementation.

3.2 Tools

3.2.1 Hardware

For this project, the hardware identified to be used for the project development is as below:

- USB flash drive
- Personal Computer

3.2.2 Software

The project had been planned to use some software in order to be completed:

- HTML language – to design the website
- PHP language- to run the website functionality

3.3 Gantt chart

Phase 1

Details/ Week	2	3	4	5	6	7	8	9	10	11
Planning										
Develop Project Proposal										
Approve Project Proposal										
Documentation										
Introduction										
Literature Review										
Methodology										
Study the Technical of Project										
Develop Questionnaire										
Survey										
Results and Discussion										
Conclusion										
Submission of Interim Report										
Proposal Defense										

Phase 2

Details/ Week	1	2	3	4	5	6	7	8	9	10	11	12	13
Prototype													
Website Design													
Development- HTML, PHP & XAMPP Server													
Functionality Testing													
Documentation													
Pre- Sedex													
Submission of Technical Report													
Submission of Dissertation													
Viva													
Submission of Final Year Project													

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Survey Results

The survey of the user summarized as TABLE 4.1. Most of the responses are from age group is from 21- 35, with 43.5% of total, while only 6% age more than 50. In gender, female travellers' with 73.5% is higher than male who fill up this survey. Most of the respondents travel domestically 2- 5 times per year which consist of 82%. Most of the respondents have not travelled internationally for the past one year, which consist of 64%. The medium for respondents to book the travel packages is in TABLE 4.2, where most of them book trough online or self-travelling. The survey also takes into consideration that the type of travel experience respondents preferred, where most of the respondents, 26.92% would like to go for scenery trip in TABLE 4.3. Most of the respondents decide not to travel because of the high cost, which consist of 47.4%. Respondents are looking for more improvement for the site, where comparison among packages is very demanding for travellers to make trip decision.

TABLE 4.1. Respondents' details

Variable	Category	Number	% of Respondent
Age	<18	22	11.0
	18- 20	34	17.0
	21- 35	87	43.5
	36- 50	45	22.5
	> 50	12	6.0
Gender	Female	147	73.5
	Male	53	26.5
Travel Domestically	0 time	6	3.0
	1 time	30	15.0
	2- 5 times	164	82.0
Travel Overseas	0 time	128	64.0
	1 time	22	11.0
	2- 5 times	50	25.0

TABLE 4.2. Methods to book travel packages

Methods Used	Number	% of Respondents
Online	110	29.73
Visit/ Contact Travel Company	58	15.58
Travel Fair	38	10.27
Booking by Family Members/ Friends	56	15.14
Self- Travelling	108	29.19

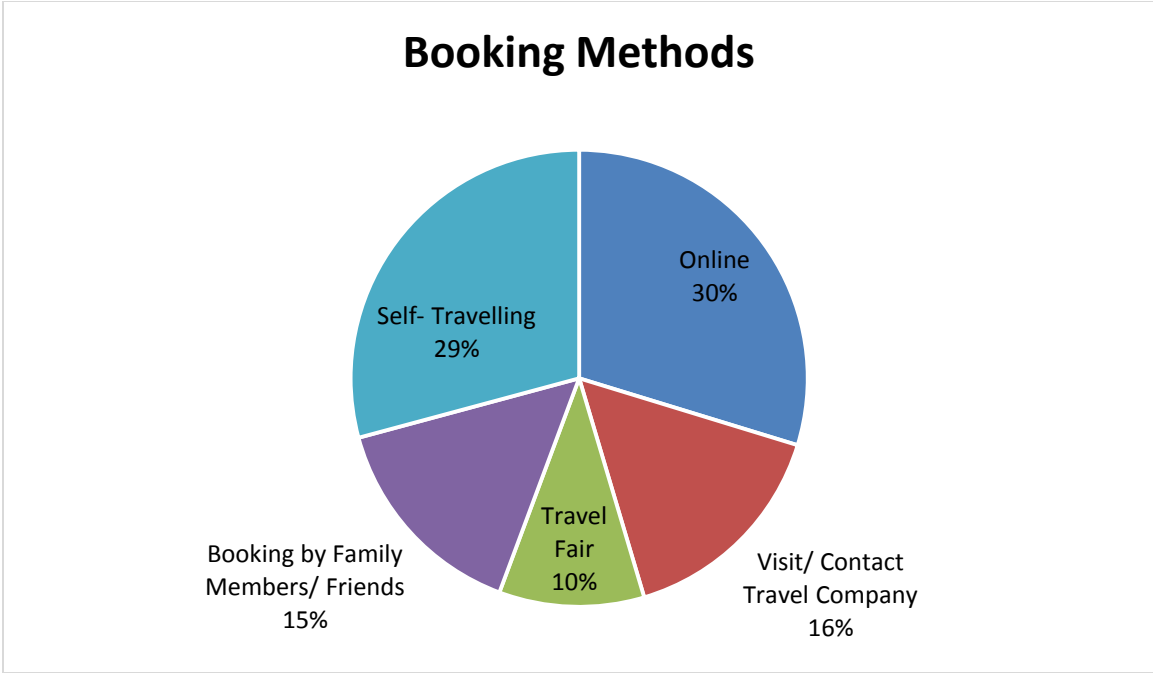


FIGURE 4.1. Alternatives to book travel packages

TABLE 4.3. Preferred holiday trip

Preferred Holiday Trip	Number	% of Respondents
Shopping	110	16.27
Scenery	182	26.92
Beach	74	10.95
Food	92	13.61
Adventurous	108	15.98
Historical	110	16.27

TABLE 4.4. What hinders people from travelling?

Details	Number	% of Respondents
High travel cost	182	47.40
Not convenient to book	18	4.69
Lack of travel packages details	92	23.96
Busy schedule	74	19.27
Not interested	18	4.69

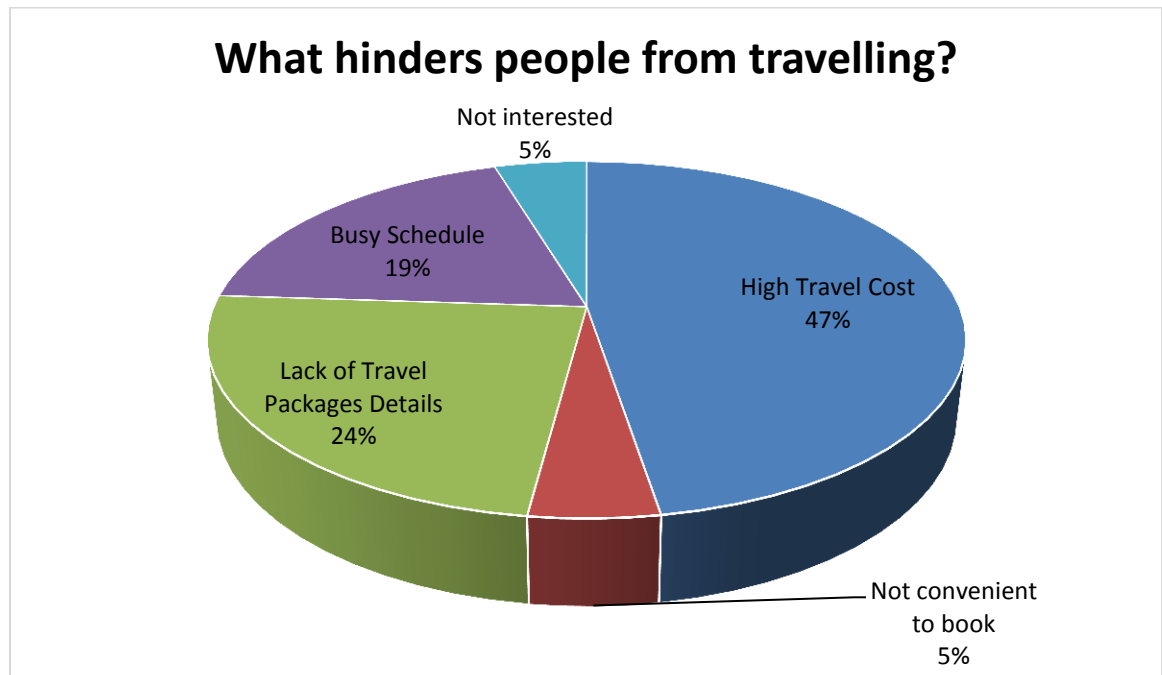


FIGURE 4.2. What hinders people from travelling?

TABLE 4.5. Respondents' expectation for the site

Details	Number	% of Respondents
Travel Details, for eg. video and photo	92	14.11
Comparison between travel packages	164	25.15
Booking travel packages online	102	15.65
Trusted company	108	16.56
GPS attached	74	11.35
Weather Forecasting	110	16.87
Others	2	0.31

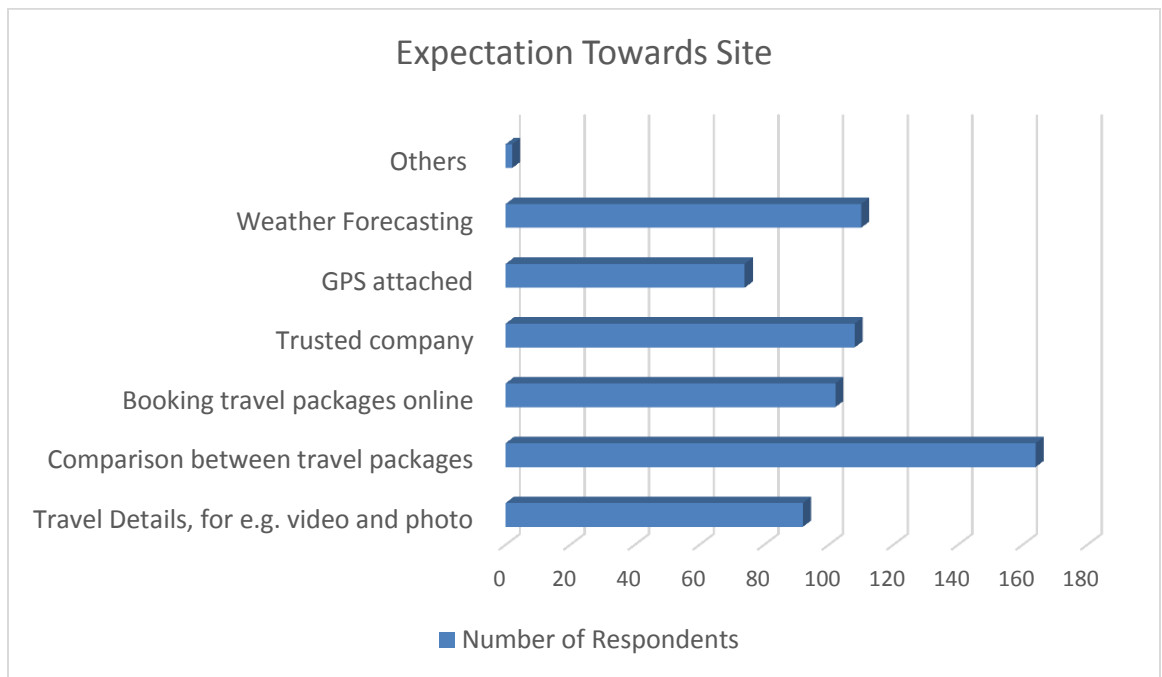


FIGURE 4.3. Respondents' expectation for the site

4.2 Discussion

Understanding of the business nature nowadays is the key to success for company. Online business is very popular and it is believed that the online transaction will continue to increase for next 10 years. Generation Y are trending to shop online and it is a higher chance for them to purchase travel packages online for the next 10 years. Travel packages OTA can connect to more young travellers and help them to save time and cost to find suitable packages.

4.2.1 User Expectation

Although all the factors of expectation towards the site are important, respondents rate their expectation towards the site in different levels. Packages comparison is rated as the highest because currently in the market do not have OTA presence which focused on holiday packages. Followed by weather forecasting, travellers would like to know the weather condition of the destination before departing. According to this finding, travel site can be developed to have the comparison factors.

4.2.2 Preferable Trip

Survey results shows that user preferable trip is scenery destination theme, followed by historical, shopping and adventurous trip. This is a clue for the travel site to recommend more scenery theme trip to the visitors. Moreover, promotion for scenery destination can be carried out on the site, for example Cameron Highland and Fraser Hill in order to attract more visitors.

4.2.3 Booking Methods

Based on the results collected, we can see that respondents are more likely to book through online or self- travelling; the least of booking is through travel fair. From the respondents' background, the percentage of travel domestically (97%) is more than travelled internationally (36%). We can make assumption that the booking method is used for travel domestically.

On the other hand, for the booking method chosen, users are tend to favor booking themselves without further enquiry through travel company (15.58%) or travel fair (10.27%), which much communication involved in the method. It is suitable for young travellers where they can collect the packages details through surfing the travel site.

4.2.4 What hinders people from travelling?

The most response for obstacles of travelling is because of the high travelling cost, followed by lack of travel packages details. This effect also can partially explain that travellers prefer to book the packages through the details published on the site. Visitors can send enquiry form to inquire more details of the packages, but most of them prefer not to purchase it. So, it is very important for trip further details published on the site, in order to attain visitors. Some of the respondents are busy with work schedule.

4.3 System Use Case

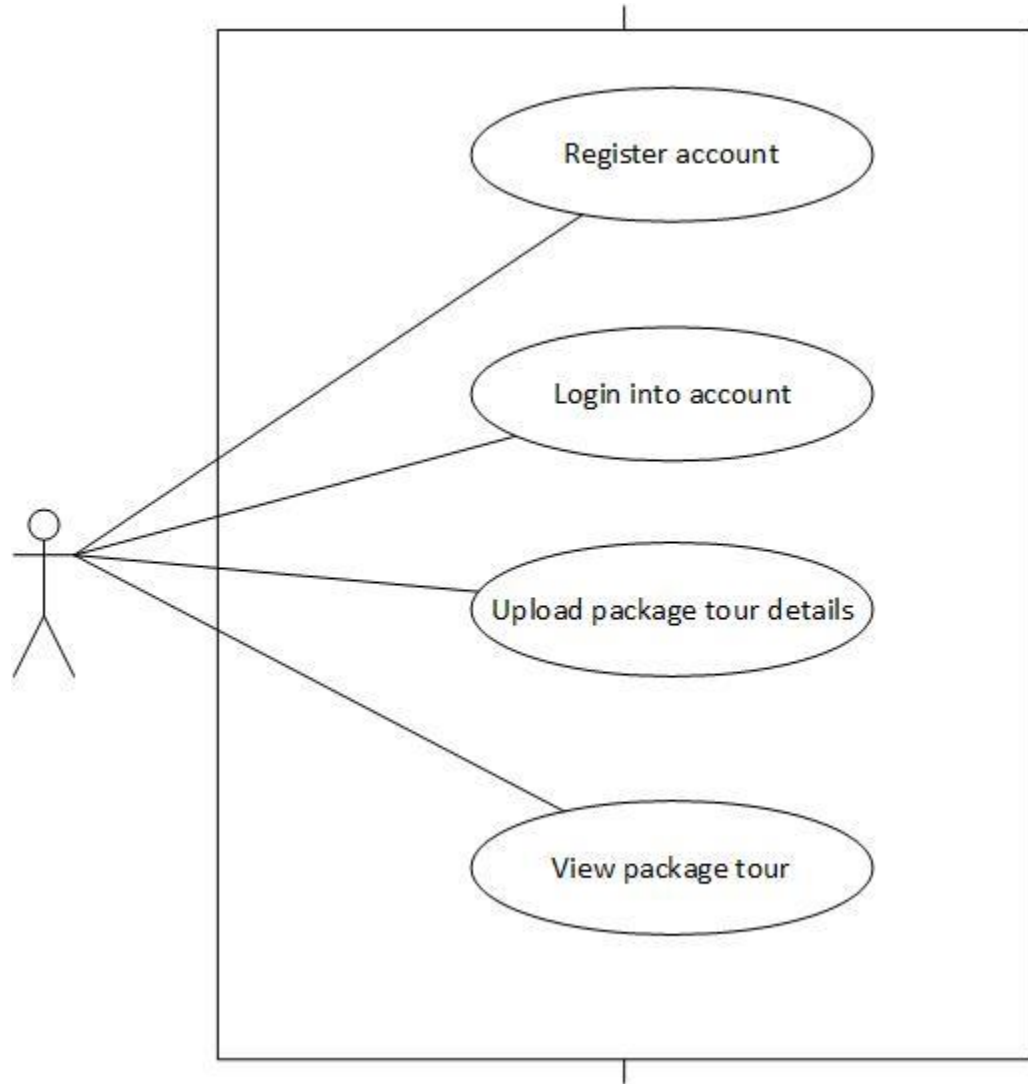


FIGURE 4.4. System use case

4.4 System Activity Diagram

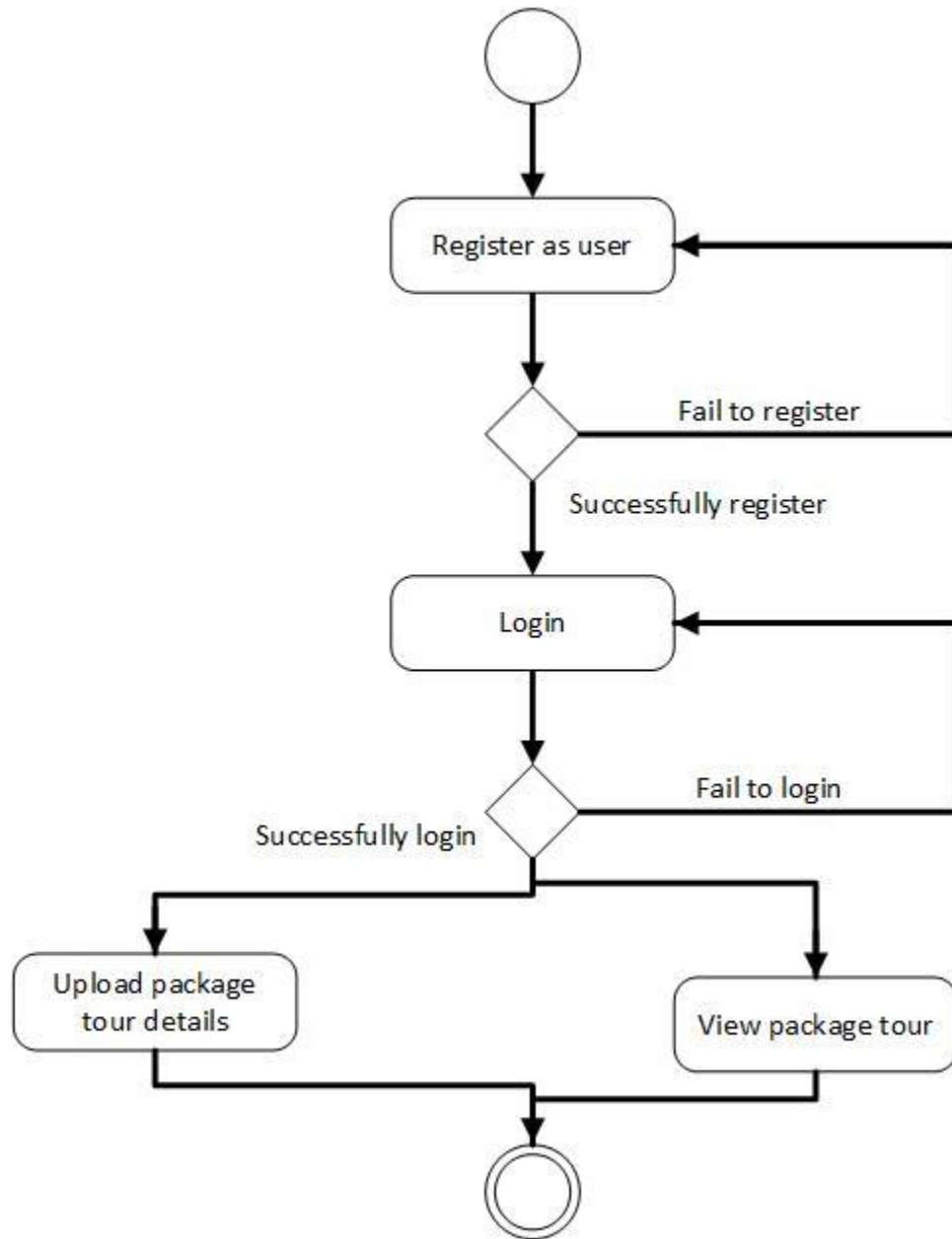


FIGURE 4.5. System activity diagram

4.5 System Architecture

Basically the website uses database to provide the data for the application.

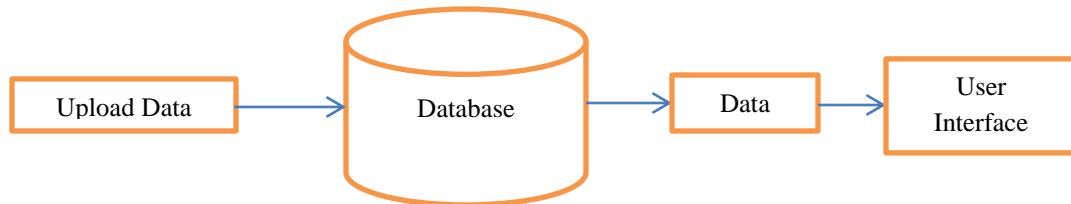


FIGURE 4.6. System architecture

Figure 4.6 illustrates the application system architecture. The project development includes a set of database which will be used in this application. The database will produce the end product which involved the user interface for users to communicate with the application.

4.6 Webpage

Welcome Page



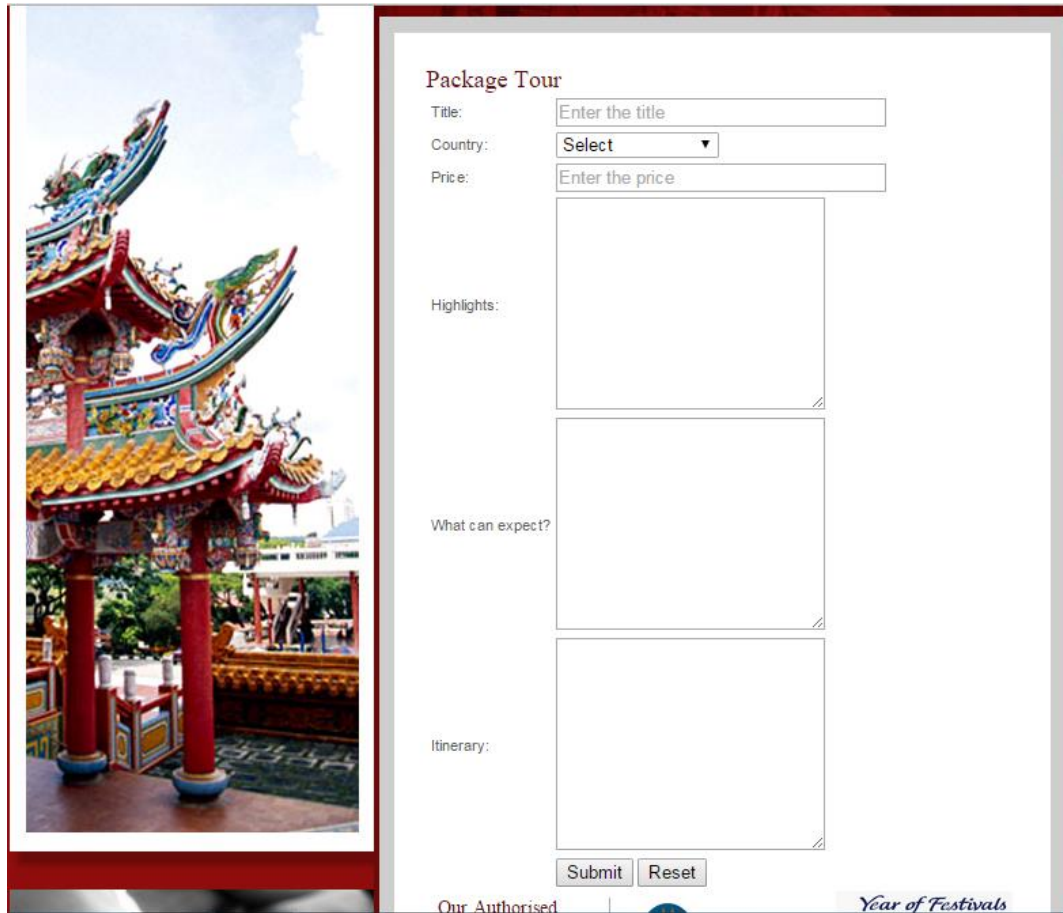


FIGURE 4.7. Welcome page

Figure 4.7 above is travel website screenshot of welcome page. It consists of menu about us, upload package tour details, view package tour, and contact us, user registration and login.

After registration and login, if user clicks on Package Tour menu tab it goes to Figure 4.8.

Upload Package Tour Details



Package Tour

Title:

Country:

Price:

Highlights:

What can expect?

Itinerary:







Our Authorised |  *Year of Festivals*

FIGURE 4.8. Upload package tour details

View Package Tour

User can view variety of package tours uploaded by clicking on Booking menu tab.




[Home](#) [About us](#) [Package Tour](#) [Booking](#) [Contact Us](#) [Register](#) [Login](#)

Booking

Title: Cu Chi Tunnels Tour with Saigon River Speedboat Cruise from Ho Chi Minh City

Country: Vietnam



Price:
RM199 Only

Highlights:

- Day tour of Cu Chi Tunnels with speedboat cruise on the Saigon River
- Travel to the countryside from Ho Chi Minh City with an expert guide
- Discover the underground network of tunnels at Cu Chi, used as hideouts by the Viet Cong during the war
- Cruise along the Saigon River on a speedboat ride
- Stop for a delicious Vietnamese-style lunch
- Visit a cricket farm, a Vietnamese delicacy or learn about how rice paper is made, depending on the option you select
- Round-trip transport by air-conditioned vehicle included
- Small-group limited to eight people ensures a more personalized experience

What can expect?

After hotel pickup by your guide in the morning, head to Cu Chi Tunnels, traveling to or from the historical site by speedboat, depending on the day's schedule (subject to change).

When you arrive at Cu Chi Tunnels, watch a short introductory video about the construction of the tunnels and life in the region during the Vietnam War (known in Vietnam as the American War). Then, as you explore narrow passageways with your guide, learn about the crucial role the Cu Chi Tunnels played in resistance to American forces and securing military victory for Vietnam.

The immense web of underground tunnels served as a base of operations during the war, particularly for several military campaigns like the Tet Offensive of 1968. These tunnels were used as communication and supply routes, living quarters and hospitals, as well as hiding places for food and weapons for Viet Cong guerrilla fighters.

**Due to an increase in water hyacinth growth the cruise portion of the tour may take longer than expected. In some cases, the boat may dock at a nearby pier and passengers will be transported to their destination by car.

Hear stories about Vietnamese resilience underground as you tour this historical site, a 75-mile-long (121-km) complex preserved as a war memorial park, where you will pass military conference rooms and clearly marked booby traps!



Subscribe us

Find us on  **Facebook** Follow us on  **Twitter**

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Itinerary:

If you choose to visit the cricket farm, you will transfer from your hotel in the morning by air-conditioned vehicle to Ho Chi Minh Pier. From here, embark on an approximate 2-hour speedboat ride to Cu Chi Tunnels.

As you cruise on the Saigon River, take in the scenery and fascinating river life as you leave the bustling city behind. Your guide will point out houses on stilts that line the riverbanks, and tell you about the local people whose livelihoods depend on the waterway.

After your speedboat trip and guided tour of Cu Chi Tunnels, drive through the countryside for a tour of a cricket farm. Considered a delicacy by many Vietnamese people, crickets were probably discovered as a valuable food source by famished soldiers during wartime.

At the farm, you will see crickets in various stages of growth and watch them being prepared as food if you wish. You will even have an opportunity to sample a cricket-based dish! Then, on your return by vehicle to Ho Chi Minh City, your guide will stop for a delicious Vietnamese lunch (not including crickets!), dropping you off at your hotel in the late afternoon.

NOTE: Depending on availability, it is possible that you will travel to Cu Chi Tunnels by vehicle, then return by speedboat to Ho Chi Minh City, stopping en route for lunch on the riverfront before drop-off at your hotel.



Our Authorised

Year of Festivals

Our Authorised Agents



FIGURE 4.9. View package tour

User needs to register and login the account before can upload the package tour details on the website.

User Registration



The screenshot shows the user registration interface on the Top Travel.com website. The page features a dark red header with navigation links: Home, About us, Package Tour, Booking, Contact Us, Register, and Login. On the left, there is a vertical banner with the website logo 'Top Travel.com' and a photograph of a traditional Chinese temple roof. The main content area is titled 'User Registration' and contains the following form fields: 'Name' (text input), 'Gender' (radio buttons for Male and Female), 'Username' (text input), 'Password' (text input), and 'Country' (dropdown menu). Below the form are 'Submit' and 'Reset' buttons. At the bottom of the page, there is a section for 'Our Authorised Agents' featuring the logos for 'UNIVERSITI TEKNOLOGI PETRONAS' and 'Year of Festivals 2015 Malaysia Truly Asia Endless Celebrations'.

FIGURE 4.10. User registration

User Login



The screenshot shows the user login interface on the Top Travel.com website. The layout is identical to the registration page, with the same dark red header and navigation menu. The main content area is titled 'User Login' and contains two text input fields for 'Username' and 'Password', followed by a 'Login' button. The left banner and the bottom 'Our Authorised Agents' section with logos remain the same as in the registration page.

FIGURE 4.11. User login

Below is the additional information for a proper website, this might be helpful for the website user.

About Us

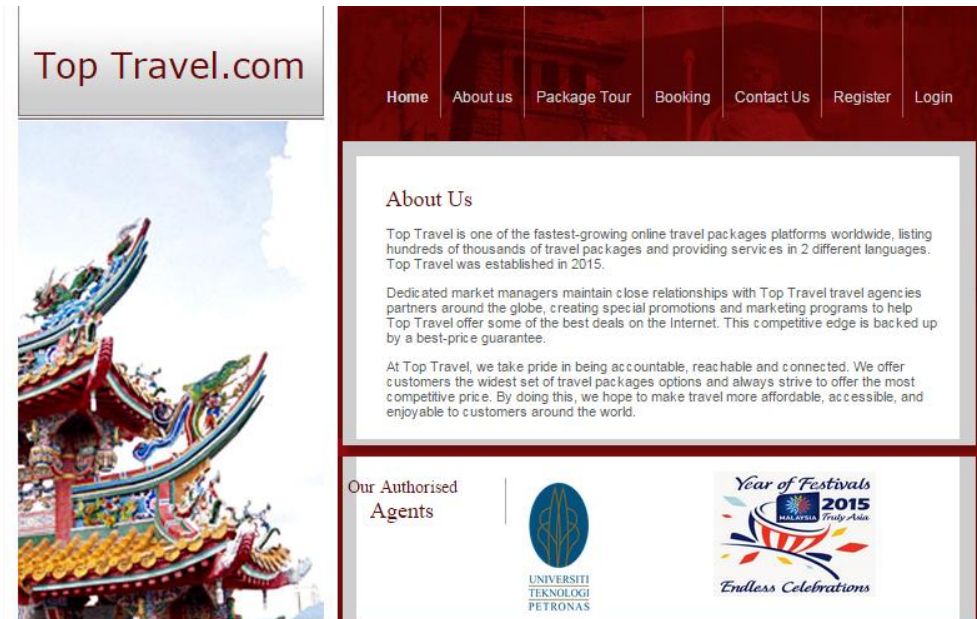


FIGURE 4.12. About us

Contact Us

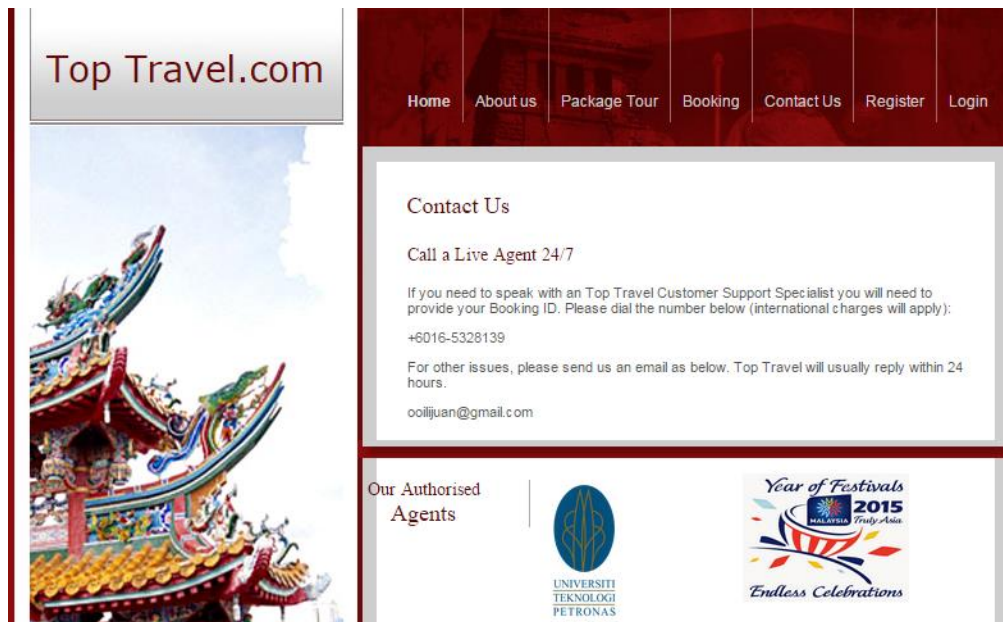
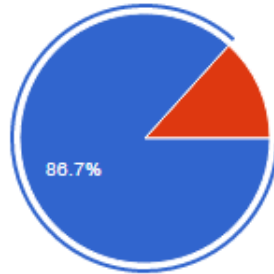


FIGURE 4.13. Contact us

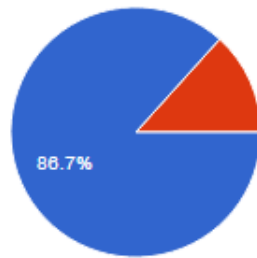
4.7 Functionality Testing Results

Does the internal links of the website working properly?



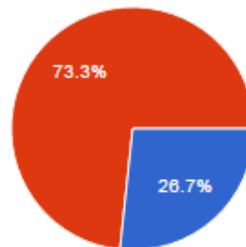
Yes	13	86.7%
No	2	13.3%

Does the external links of the website working properly?



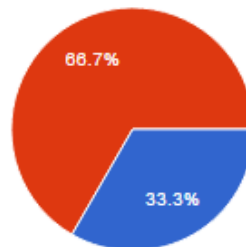
Yes	13	86.7%
No	2	13.3%

Is there any broken link existed in the website?



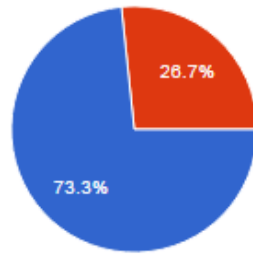
Yes	4	26.7%
No	11	73.3%

Does the website contains field validation?



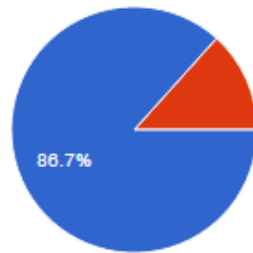
Yes	5	33.3%
No	10	66.7%

Does the information able to upload to the database correctly?



Yes 11 73.3%
No 4 26.7%

Can the information in the database view correctly on the website?



Yes 13 86.7%
No 2 13.3%

FIGURE 4.14. Functionality testing results

CHAPTER 5

CONCLUSION

5.1 Conclusion

The survey results show that users are looking for travel site that can make comparison between travel packages. Users are more interested towards the packages if the trip details are clear and published on the site. Travellers prefer to search online the trip or choose to self- travelling, rather than contact Travel Company and visit to travel fair. High cost of travelling is the obstacle for people to travel, followed by the lack of details in packages. Traveller prefers to have scenery theme trip, followed by historical, shopping and adventurous.

In conclusion, there are still much more potential for the travel website to expand by providing more features and functionality to the user. As summarizes from the result obtained from the functionality test, it is clearly shown that the travel website can debug and run properly by uploading and viewing the holiday destination packages. This project had made several advances. It makes comparison between several packages, which integrated from details uploaded from travel agencies.

5.2 Limitation and Future Research

Although the user survey results come from different background, more interviews should be done with travel agencies to get further findings. Secondly, there might be more factors which the site should be enhanced, but not included in survey, which could contribute a lot to the travel site. Future enhancement project should interview with more travel agencies and gain more insights from their feedback. Besides that, travellers' consumer characteristic is not survey, for instances the number of trip packages travellers had bought for the past 2 years and favorite travel companies to recommend. This information would help to enhance travel website features.

Recommendation for future research where the website uploaded packages can be categorized into destination, user can search through a particular menu tab. Also, booking cart and payment system should be enhanced in the website to make the booking process completed.

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APPENDICES

User Survey Sample

This survey is to seek opinion from user on the new enhance travel mobile web. It is the combination of holiday packages (trip) from different travel companies which the user can book packages online.

1. How old are you?

	<18
	18-21
	21-35
	36-50
	>50

2. Gender

	Male
	Female

3. How much is your salary per month (RM)?

	Less than 2000
	2000- 3000
	3001- 4000
	4001- 6000
	6001- 10000
	10001- 20000
	More than 20000

4. How many times do you travel domestically in the past 1 year?

	0
	1 time
	2- 5 times
	6 -10 times
	More than 10 times

5. How many times do you travel oversea in the past 1 year?

	0
	1 time
	2- 3 times
	4 -5 times
	6 - 10 times
	More than 10 times

6. How do you book travelling packages currently?

	Online
	Visiting/ contact travel company
	Travel Fair
	Booking by family members or friends
	Self-Travelling
	Others. Please State:

7. What kind of holiday would you like to have? (Can tick more than 1 column)

	Shopping
	Scenery
	Beach
	Food
	Entertainment
	Adventurous
	Historical
	Others. Please State:

8. What hinders you from travelling? (Can tick more than 1 column)

	High travel packages cost
	Not convenient to book travel packages
	Lack of travel packages details, for e.g. travel destination video and photo
	Busy Schedule
	Not interested
	Others. Please State:

9. What is your purpose of travel most of the time?

	Leisure
	Business

10. What do you expect from travel packages website and mobile apps?

	Travel destination videos and photos
	Comparison between different travel packages (Services)
	Booking travel packages online
	Booking with trusted travel company
	GPS attached with the travel destination
	Weather forecasting attached with the travel destination
	Others. Please State:

11. Rate from 1 to 5, 5 is the highest score

Question	5	4	3	2	1
If website and mobile apps of holiday packages (trip) combination available in the market, are you willing to book travel packages through this website and mobile apps?					
Do you think this holiday packages (trip) website and mobile apps will help in increasing the number of travellers domestically and internationally?					

12. Do you have any other suggestion?

Sample Coding

HTML (Upload Data)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">

<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">

<head>

<title>Top Travel.com</title>

<meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>

<link rel="stylesheet" href="style.css" type="text/css" charset="utf-8" />

</head>

<body>

<div id="wrapper">

  <div id="left">

    <h1>Top Travel.com</h1>

    <p></p>

    <p></p>

    <div id="copyright">

      <h2>Subscribe us</h2>

      <a href="https://www.facebook.com/"></a>

      <a href="https://twitter.com/"></a>

      <p>Copyright Information 2015</p>

      <p>designed by Top Travel</p>

    </div>

  </div>

  <div id="right">

    <div id="nav">

      <ul>

        <li class="selected"><a href=" ../FYP Project/index.html">Home</a></li>

        <li><a href=" ../FYP Project/about_us.html">About us</a></li>

        <li><a href=" ../FYP Project/package_tour.html">Package Tour</a></li>

      </ul>

    </div>

  </div>

</body>

</html>
```

```
<li><a href="../FYP Project/booking.html">Booking</a></li>
<li><a href="../FYP Project/contact_us.html">Contact Us</a></li>
<li><a href="../FYP Project/register.html">Register</a></li>
<li class="last"><a href="../FYP Project/login.html">Login</a></li>
```

```
</ul>
```

```
</div>
```

```
<div id="body">
```

```
<div id="body-top">
```

```
<div id="body-bot">
```

```
<h2><strong>Package Tour</strong></h2>
```

```
<table>
```

```
<form action="package_tour.php" method="post">
```

```
<tr>
```

```
<td>Title:</td>
```

```
<td><input type="text" name="title" size="30" placeholder="Enter the title">
```

```
</td>
```

```
</tr>
```

```
<tr>
```

```
<td>Country:</td>
```

```
<td><select name="country">
```

```
<option>Select</option>
```

```
<option>Argentina</option>
```

```
<option>Australia</option>
```

```
<option>Brazil</option>
```

```
<option>Cambodia</option>
```

```
<option>China</option>
```

```
<option>France</option>
```

```
<option>India</option>
```

```
<option>Indonesia</option>
```

```

        <option>Italy</option>
        <option>Malaysia</option>
        <option>Morocco</option>
        <option>Phillipines</option>
        <option>Singapore</option>
        <option>Switzerland</option>
        <option>Thailand</option>
        <option>Turkey</option>
        <option>United Kingdom</option>
        <option>United States</option>
        <option>Vietnam</option>
        <option>Others</option>

    </td>
</tr>
<tr>
    <td>Price:</td>
    <td><input type="text" name="price" size="30" placeholder="Enter the price">
    </td>
</tr>
<tr>
    <td>Highlights:</td>
    <td><textarea name="highlights" rows="10" cols="25" placeholder="Enter the highlights" wrap="virtual">
    </textarea>
    </td>
</tr>
<tr>
    <td>What can expect?</td>
    <td><textarea name="expectation" rows="10" cols="25" placeholder="Enter the expectation" wrap="virtual">
    </textarea>
    </td>
</tr>

```



```

<tr>
  <td>Itinerary:</td>
  <td><textarea name="itinerary" rows="10" cols="25" placeholder="Enter the itinerary" wrap="virtual">
</textarea>
</td>
</tr>

<tr>
  <td>&nbsp;</td>
  <td><input type="submit" value="Submit">
  <input type="reset" value="Reset">
</td>
</tr>

</form>
</table>

<div class="clear"></div>
<div id="footer">
  <div id="footer-1"> Our Authorised <strong>Agents</strong> </div>
  <div id="footer-2">  </div>
  <div id="footer-3"> 
</div>

<div class="clear"> </div>
</div>
</div>
</div>
</div>
</div>
</div>
</body>
</html>

```

PHP (Upload Data)

```
<?php

$con = mysql_connect("localhost", "root", "");
mysql_select_db("travel_packages");

if (!$con) {
    die("Cannot connect: " . mysql_connect_error());
}

echo "Connected successfully";

$sql = "INSERT INTO packages (title, country, price, highlights, expectation, itinerary) VALUES ('$_POST[title]',
'$_POST[country]', '$_POST[price]', '$_POST[highlights]', '$_POST[expectation]', '$_POST[itinerary]')";

mysql_query($sql,$con);

mysql_close($con);
?>
```