Online Travel System for Citra Kembara

Ву

Zarith Sofia Bte Zainalabidin

Dissertation submitted in partial fulfilment of the requirements for the Bachelor of Technology (Hons) (Information System)

DECEMBER 2005

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CERTIFICATION OF APPROVAL

Online Travel System for Citra Kembara

By

Zarith Sofia Bte Zainalabidin

Dissertation submitted to the
Information System Programme
Universiti Teknologi PETRONAS
in partial fulfillment of the requirement for the
Bachelor of Technology (Hons)
(Information System)

Approved by,

(Pn Mazlina Mehat)

UNIVERSITI TEKNOLOGI PETRONAS
TRONOH, PERAK
December 2005

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.

ZARITH SOFIA ZAINALABIDIN

ABSTRACT

As been proposed, the title of my project is Online Travel System. For whole picture of what have been proposed, a web based application is to be developed within 14 weeks starting from 25th July 2005. In other words, this application books tours online without giving fuss to customer and offer paperless documentation. The objective of this project is to offer convenience way for user to book tours online. From other view, company could gain profit by having to decreased its expenses on advertisement and put this project as one of its marketing strategy. To get to the project's objective, one should analyze its problem statement. Even though the company has its own website, eventually it did not clearly giving information on their tours and did not offer any quotation for the tours. The information on tours prices only provided when customers come to their doorstep. As a method to implement this project, the iterative approach of project lifecycle has been selected. First step is the requirements analysis which include, data gathering from some library books regarding e-commerce and developer's guide building e-commerce with ASP. Next is the high-level design phase which is designing the storyboard and followed by a repeated cycle of low-level design which is the flow of the system also called the site map. Then continue with coding, testing and release phase. For the results and findings, questionnaires had been distributed to general internet user to obtain their consent on having the proposed website. The users had choose and agreed to have transaction online so that they don't have to do it manually. To the conclusion, I have come out with web pages on booking tours online.

ACKNOWLEDGEMENT

In the name of Allah, the Gracious, the Merciful, the Author would like to thank Him for giving strength, skill, knowledge, patience and good health in producing this report and website. The greatest pleasure in writing such report is such when it comes to acknowledge the efforts of many people whose names may not appear on the cover but without hard work, cooperation, support and understanding, producing this project would be impossible.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Initially, the internet or simply the Net was used for reliable electronic mail and data transfer from one computer network to another. With the advancement of computer systems and communication technology, the internet became a very popular, low-cost medium for data communication. As being mention by Mohd Zahidur Rahman(2002) information system development together with its associated technology have also improved so much that computer systems now become affordable even to the small business community. In the light of explosive increase in the use of Internet, it becomes an essential asset for e-commerce. The e-commerce gives an enormous opportunity to automate traditional business activities. The first step towards the e-commerce is to reduce paper work and to prepare work orders as quickly as possible without intervention of human. This sophistication gives the business community to shift their eye on other e-commerce activities such as auction, online banking, online shopping cart and online travel. It is now widely believed that by implementing online travel will ultimately change the face of tourism industry. The web has made it cheaper to deliver online booking services and easier to do comparative shopping on travel agencies. Travel agency who has complete website plus the booking services with the pricing displayed together will attract more customers.

1.2 PROBLEM OF STATEMENT

Nowadays people are getting so workaholic and they might not have the time to drop by every single travel agency to compare tours prices whenever they planned to have holidays. Travel Agencies are not that well-known to some people as not all people could afford to travel abroad. Sometimes it could be a problem for Muslim travelers to choose their travel agency who could provide the necessities for Muslims when they travel. Most people thought that traveling outside Malaysia are costly and they thought they could not afford it as they do not know exactly the price for tours they selected.

1.2.1 Problem Identification

Some of general problems identified when users surf the travel agency website are:

- Some of the travel agency website do not have any transaction done such as booking
 online as they have only query features which allow user to query on their tours. This
 might be a hassle for users for example they just wanted to know the prices, they have
 to go to the travel agency or use the query features. To get the information from the
 query takes time.
- Confused navigation image links at the company's website as they put links only
 on few of logos of their subordinates which can be clicked. For example, the Citra
 Kembara Company is a subordinate of Excellence Holidays, even though Excellence
 Holidays have their own website, they don't have any specific web linked to Citra
 Kembara.
- Information on tours are too little and could make user not interested to know
 more on what the company offered. For example, if a user surf on the website and did
 not find enough information such as the tours prices, they might as well find other
 travel agency to deal with.

1.2.2 Significant of the Project

Based on the problem identification, this project which focus on the implementation of a new website having more features such as online transaction with the help of intelligent agent, and that by this, the advantages are:

- To promote usability which help users to get the information they need
- To ease users by having online transaction and enhance the agency's public image by having quick and easy customer service.
- Reduce the waste of time and cost for the company on advertising matters.

1.3 OBJECTIVE AND SCOPE OF STUDY

The project objective are:

- to provide users with information of its tours. This includes on information such as tours destination and its price.
- It meant to ease user by booking their tours online so that they do not have to come to their office and query the staffs about their tours. From the site, users can easily choose the tours and get the prices straightaway.

The scope of study are:

- For the user, the system has a booking function. From the listed tours available, users or customers could select their desired tour and get their calculated amount of payment they had to make.
- Users could make payment after they have filled in their particulars to confirm their booking.

1.3.1 The Relevancy of the Project

For this project, the relevancy includes:

- To the travel industry, it can increase the trends of traveling among Malaysians
- To the company itself, this project could enhance their credibility being one of competitive travel agency in Malaysia
- To the user, people need to be connected in this sophisticated life. Therefore getting things online are one of the concepts of the future world.

1.3.2 Feasibility of the Project within the Scope and Time frame

Since the objectives of the project were to be meet within the scope and time frame, the findings will be basically on the concept of implementing the website. The whole project takes up about 14 weeks to complete. Gantt chart of the project is available at the appendix B.

CHAPTER 2

LITERATURE REVIEW AND THEORY

2.1 Developing a Web Database Application

From the author of PHP5 for Dummies, Janet Valade (2004), in developing a web database application, she considers these factors:

• Planning your application

In planning the application one should identify what she wants from the application. For example, provide information about products to the customer, motivate customer to book the tours online, etc. One should also took the user into consideration and make the users willing to give information like their names and addresses. Meanwhile, making the site easy to use is one of the advantages and considers web usability issues such as navigation, graphics, access and browsers.

Designing your database

Designing database includes identifying the data that you need and organizing the data in the way required by the database software. Therefore, in choosing the data one should identify what information belongs in your database such as a travel website needs a database with information on destinations, reservations, fares, schedule and so on.

Building your database

Building the database means turning the database design into working database. It is independent of the selected programs that your application uses to interact with the database as the database stands on its own to hold data. As a tip, one is advised to build the database before writing the programs because the program can't be developed and tested until the database is available.

• Writing your application programs

Your selected programs perform the tasks for your Web database application which create the display that the user sees in the browser window. They make your application interactive by accepting and processing information typed in the browser window by the user.

2.2 Are We Ready for E-Commerce?

The E-Commerce gives an enormous opportunity to automate traditional business activities. From the author of *E-Commerce Services and Applications Practical Guide*, Lee Sai Peck and Mohamad Zahidur Rahman, they have conducted a study or survey on:

Malaysian Business Community Perspective

The survey sample which consists of 90 Malaysian organizations was randomly chosen and copies of questionnaire were dispatched through normal mail. As a result, 23 completed copies of questionnaire received which make up 25.6% of the total sample, collected via face to face interviewing with company management.

• Preparedness in E-Commerce

From the survey, findings indicate that the Malaysian business community is at stage of electronic commerce adoption. 56.5% of the companies use electronic data transmission for business purpose. This is an early sign of the fact that they are trying to adopt it as business media. Majority of respondent think that the E-Commerce will flourish 5 years of time span(73.9%). 60.9% of participants have plans to participate in electronic business in near future while 26% of respondents have no intention to participate and 13% are still in hesitation

• Priority in Electronic Commerce Implementation

Electronic data transfer is the first starting point for electronic commerce. 45.5% of respondent give priority to this data transfer such as the auction service. The

inclination to implement auction over internet is promising which is 69.6%. It is because only 39.1% of them are not confident that the bid remain secret. Majority thinks auction will increase commonly used traditional sealed-bid auction. The analysis of confidence level for business data transfer shows that the community is so afraid of transmitting confidential data over the Internet.

• Conclusions of the survey

Most business entities have not yet participated in any sort of electronic commerce activities. It can be concluded that there is mind shifting process on the way to convince business community do business settlement over the Internet and only obstacle is the security.

2.3 Effective GUI Design

According to Jay Miller and Lloyd Work, there are some quick guidelines to keep in mind when you're developing user interface of your system which are:

Usability

System should be designed to maximize the usability of the system and easily accessible and obvious

User friendliness

You should design your system to cater to your users' need and to make their experience with your system as friendly as possible

Intuitiveness

Implement intuitive GUI design by eliminate certain manual steps or combine mundane tasks into one simplified process, create wizards and implement one-step operations.

Workflow

Make sure the implemented system has logical workflow process and it is easy to go from one step to the next like ensure that proper tab order kept on forms.

Standards

Before developing prototype, a set of standard should be agreed upon as it will vary depending on what type of system you're creating.

• Consistency

Forms, menus and other interface elements should remain consistent throughout the entire system.

CHAPTER 3

METHODOLOGY / PROJECT WORK

3.1 PROCEDURE IDENTIFICATION

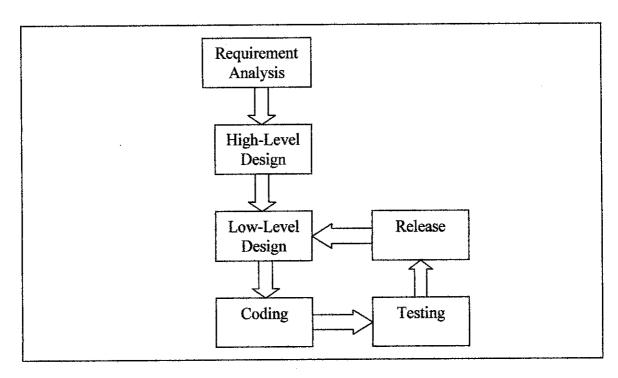


Figure 3.1: Iterative Model

For this project, the iterative approach has been selected. It consists of an initial requirements analysis and high-level design phases followed by a repeated cycle of low-level design, coding, testing and release phases.

 The most important phase of any software development project is the requirements analysis phase. If the requirements are not gathered properly and analyzed upfront, it can devastate effects on the rest of the project. Requirement gathering is not an easy process. However to perform effective requirements gathering and analysis, it is imperative that the developers understand the views of users from their standpoint and not their own. It is because what seem logical to the developer might in fact seem illogical to user. Because of this reason, collecting data by interviewing several travel agents been performed and get to know what is their disadvantage and their problem been identified.

• After all the requirements have been gathered, analyzed, reviewed and approved, high-level design issues can be assimilated. Design issues also are brought up at this phase might be where to place certain business rules in objects whether on client or server, the delivery mechanism such as web forms, database architecture and so forth. In this phase, prototyping involves designing the storyboard and working out an interface.

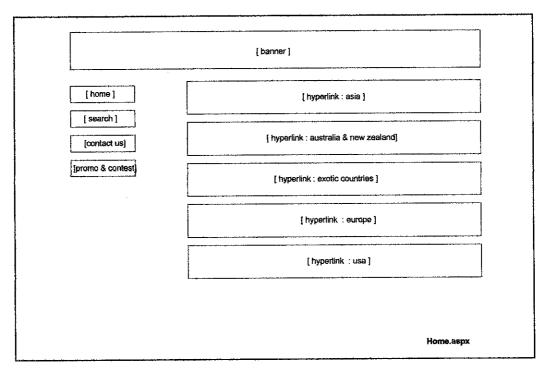


Figure 3.2 Home page

For Figure 3.2 which is the homepage display images of categorized destination such as Asia, Europe, Australia and New Zealand, USA and Exotic Countries. There are

navigation button on the left side of the page which bring user to another page like search page and contact us page.

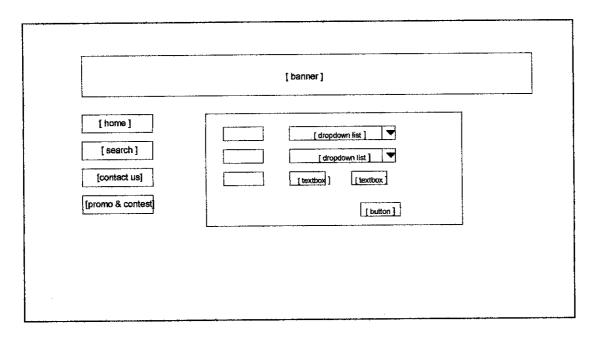


Figure 3.3 Search

For Figure 3.3 which is the search page requires an input from user to search for their desired destination, departure month and number of people are going for the tours.

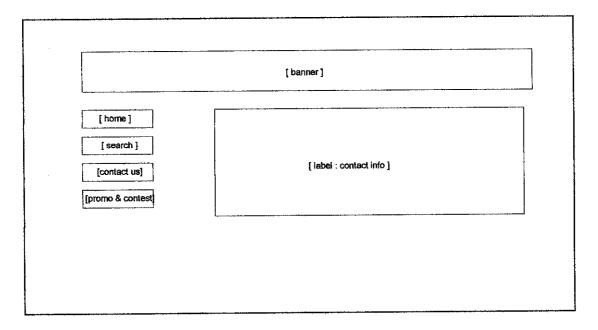


Figure 3.4 Contact Us

For Figure 3.4, it displays the information of the company so that the user can get their tickets and tours stuff.

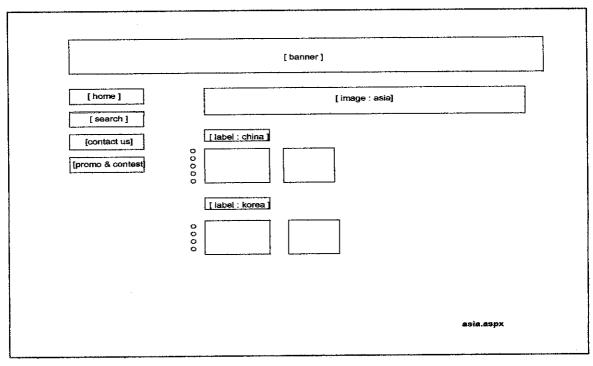


Figure 3.5 Tour Countries & Itinerary(s)

Figure 3.5 shows that the list of offered tour for each country with each itineraries and user could select the month of departure they desired.

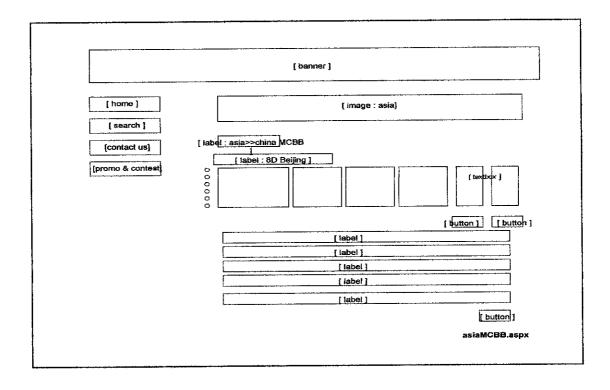


Figure 3.6 Tour Information

Figure 3.6 shows tours information such as departure date, airline, tour price and others for each of tours selected and user could input number of people and the system will generate the amount.

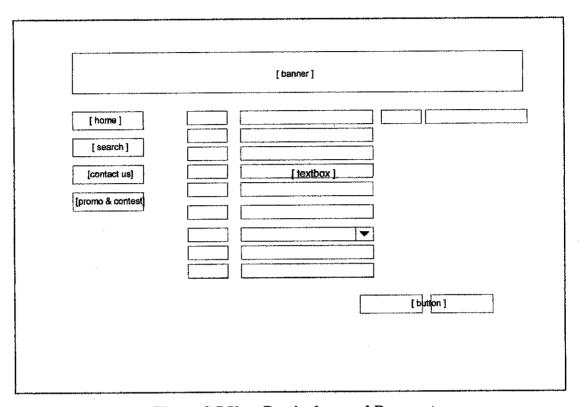


Figure 3.7 User Particulars and Payment

Figure 3.7 requires user input where user must fill in the textbox of their particulars so that the system will generate their booking ID.

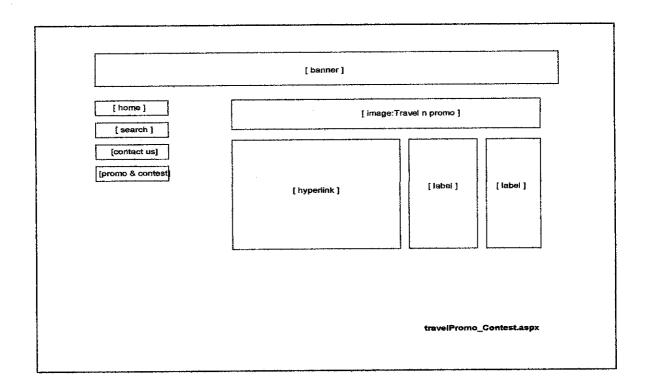


Figure 3.8 Promotion

Figure 3.8 display the promotion prices available to attract customers.

 Meanwhile, the low-level design phase is used to hash out low-level implementation details relevant to which planned in the high level design. In this phase, the flow of the system could be created so that the system might not get juggle up. This can be done by creating the site map.

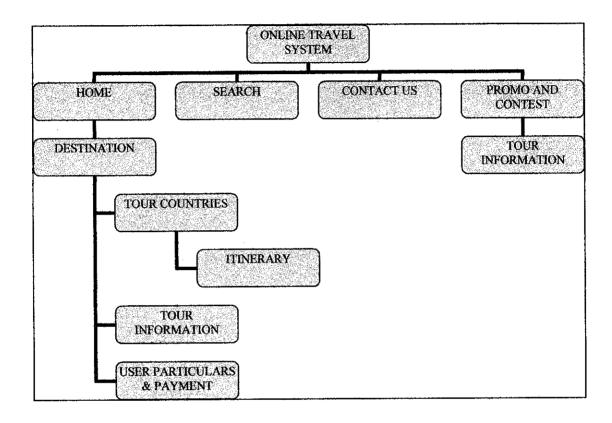


Figure 3.9 Site Map of Online travel System

Figure 3.9 is the site map of the online travel system. At the index page, users can choose three options either want to proceed to the home page for a basic and a start page where the page displays the destination the company offer. Or else the users can straight go to the search page if they want to search for the tours directly, the contact us page where it display the information of company such as the address and telephone number and the promo and contest page where displays the promotion prices of tours such as Matta Fair prices. This system does not require any login button since it is just a free website. With all the material and information that has been referred, this application will only based on *Citra Kembara* business process and suitable to any level of user in Malaysia that has a basic background of using computer.

- Coding phase involves with programming codes. Therefore, before getting on the codes, one should hash out all details with regard to requirements and design. If coding phase started prematurely, any design issue will affect coding phase and make developer to rewrite the codes.
- Testing is crucial to any successful project. The purpose of this approach is to ensure that each release is as bug-free as possible. For this phase, it is a good idea to have somebody else test the code. It is because developer will almost likely to follow the same pattern with regard to a testing plan unlike someone else who will most likely to do things differently than you would. There are four basic testing which are the unit testing, integration testing, system testing and acceptance testing.
- Lastly is the release phase. Releases are created to provide concrete points for ongoing development so that user can provide feedback that will help developer refine the next release until it matches exactly or comes close matching their expectation.

3.2 TOOLS

In developing this project tools are used to ensure it wills successfully complete. For the tools or equipments used include:

- Hardware
 - o Sony PCG-FR820 notebook (as the server)
 - o Platform: Windows XP Professional
 - o Hard Drive: 40 GB
 - o Processor: Intel Mobile Celeron 2.20 Ghz
 - o Memory: 512 DDR 266 SDRAM
- Software: Microsoft Visual Studio.net Professional 2003
- Internet Connection
- Active Server Page(ASP)
- Web Server: Internet Information Services (IIS)

CHAPTER 4

RESULTS AND DISCUSSION

4.1 RESULTS AND FINDINGS

This chapter will conclude all the findings and research that has been done within the time frame given from the starting of the project. Most of the findings were gathered through the reference books that related to E-Commerce and related design and development reference, Internet and the company itself. These findings have given a great input and information for the implementation of the project. A survey has also been conducted and 20 questionnaires have been distributed among UTP student as a normal internet user. The questionnaires can be referred to the Appendix A.

From a general view, all of them are an internet user and have heard of online business transaction which is called the E-Business. From the survey 85 percent have not encounter any online transaction and only 25 percent have done the transaction online. However they have only experienced it for airline tickets at www.airasia.com and banking at www.maybank2u.com. Surveying business community, the most community which has adopted electronic commerce is the commercial business as 13 of them select e-shopping and e-auction such as e-bay. Only 5 of them selected service oriented businesses which include airline booking and banking services. And only 2 of them selected government and large corporate and no one selected manufacturing business. From their point of view, online business transaction brings more ease based on time, money and energy also they did not neglect the disadvantages of online business which include trust issue and confidence level. From the 20 questionnaire, 8 of them chose secrecy and validity for concerns on e-Commerce which include secrecy of

data transferred and validity of services available on the Net while 4 of them chose identity as user concerns whether it is a real website or real company or not. Surveying on their confidence of data transferred over internet, 18 of them not so confident of this regarding trust issue, 2 of them confident and 0 not at all confident to transfer their data on the Net. These prove that they are willing to try this trend but still being defensive over some disadvantages of online business.

On the proposed website view, all of the questionnaires agree that they have heard on booking tours online at the travel agent's website. They also think that information regarding the tours should be stated clearly so that they could choose the tours which are more affordable to them. 16 of them wanted to have an intelligent agent to help them to browse through, 2 of them thinks that it not need to be on the website and 2 of them stated a middle decision and put think so. From the survey, a user need the most for the website are well displayed information on tours and clearly stated method of payment for booking tours online. 5 of them ticked to have a flattering image or graphics of destination and also receive special discounts for tours rate. Only 2 ticked to have a quiz or lucky draw to win tours package for holiday. This is because they think it's invalid and might be a virus.

4.2 DISCUSSION

Based on the design phase in the iterative methodology, here are the screenshots of the system.

• Home.aspx



Figure 4.1 Screenshot of Home page

For the above figure, it displays the destination available for the users which are Asia, Australia, Exotic Countries, Europe and USA. From the page also, user can navigate to the search page, contact us page and travel promo and contest page.

• Destination.aspx



Figure 4.2 Screenshot of Asia page

For the above figure, it displays all the country and its tours for Asia destination. From the page user can navigate through the tours itenary by clicking on the tours code.

TourInformation.aspx

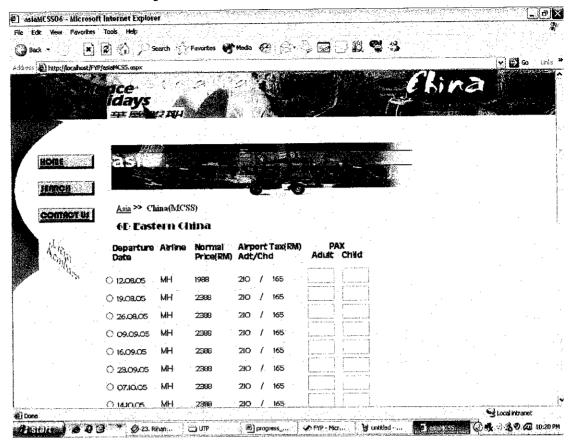


Figure 4.3 Screenshot of asiaMCSS page

For the figure above, it displays all the information on the specific tour which is Eastern China. It display the departure date, airline, normal price, airport tax and number of pax. When user selected this tour, user must select one of the available date and input the exact number of people going for the tour.

• TourInformation.aspx

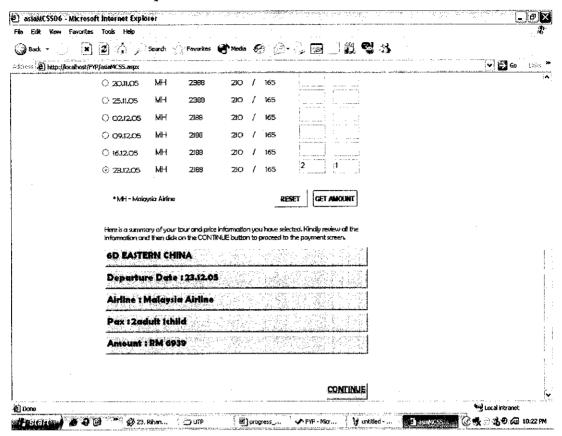


Figure 4.4 Screenshot of calculated prices of asiaMCSS page

For the above figure, it display the calculated the amount of price users had to pay. This only can be displayed when users had selected their departure date and input the number of people going for the tour.

ContinuePayment.aspx

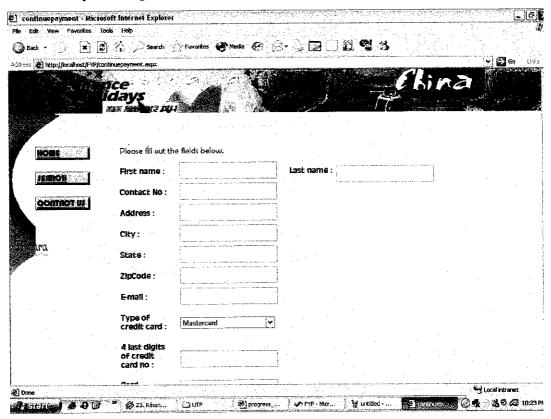


Figure 4.5 Screenshot of continuePayment page

For the above figure, it displays the input field for users to input the necessary details and their particulars when they wanted to confirm their booking.

• TravelPromo.aspx

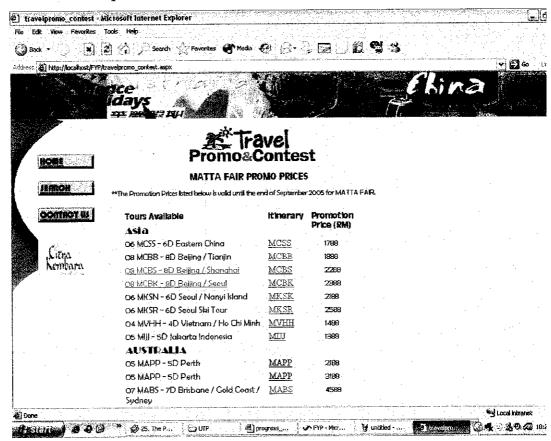


Figure 4.6 Screenshot of TravelPromo page

For the above figure, it displays the travel promotion with its promotion price to attract users. Users could select their desired tours and select their desired departure date and key in the number of people going for the tour.

4.3 LIMITATIONS

There are several issues which limit the system. These include:

- Even the system provides more and easy accessibility for user or customer but
 it incurs more cost to the client. By using Microsoft Visual Studio.Net actually
 absorb more cost due to license and maintenance. The system also need
 standard level of hardware to support the database server of the application and
 increase the cost too.
- During the system development, integration of the database with the application causes a problem because of the developer's lack of skills.
- Online trends these days lead to less interaction between human face to face.
 Social aspect been neglected day to day.

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

As a conclusion, the system is focusing on the online travel which will simplify the user or customer of the travel agency who are planning to take a break and go for a vacation. The system aim is to make the functionality of the system reliable to the users. Successful development of this project will automatically enhance the company business process efficiency besides having more customer and gain more profit. Furthermore, this system will improve the quality of human living because nowadays, people are more concern with time and for that they wanted to reduce their time and energy to booze their lifestyle.

One of the objectives of doing this project is to make the system online and get their customers payment on the Net. In other way, it is to attract more internet user to the travel industry. Software like Microsoft Visual Studio.net is one of the tools that have been used in this project since it is one of the software to do the interface and programming. Difficulties to familiar with this software are one of the challenges that have to be face during the development of this project but it has given a good experience and knowledge.

With the prototype developed, it will give a good experience and exposure. This gives a good opportunity to discover new skills and knowledge about this software that may be able to be applies throughout the real working life. Time management and responsibilities to the work is very important along with supervision from the lecturer in charge. These are among the key factors that can lead to the success of the project.

5.2 RECOMMENDATION

There are several areas that the author believed could be further enhanced or improved in the future. Mainly, for the prototype of online travel system, there are still many parts that need to be improved. There are many things that should be added or expand but due to limitation of time and resources, they are not available and not working. It would be better for the user to see the result based on working application with complete functionality. However still the improvement may be expanded in term of these components:

- Consider the high performance database with high capabilities to support the processing of tours information because the number of tours and customers will increase in time.
- Add extra features such as GIS map of the places or virtual tour or adding more interactivity in the website.
- Provide additional information on the tour countries and make it interactive to lighten up the website.
- Functionality of the site could be improved for example by adding up the intelligent agent to enhance the communication between client and its customers.

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Appendix A:
Questionnaires

QUESTIONNAIRES

This questionnaire will act as an evaluation form on the websites that will be tested as part of the fulfillment on UTP Final Year Project. Your cooperation is highly appreciated. Thank you.

er :			
te :			
ebsite:			
ease circle your answer based on your experienced.			
Are you an internet user?		YES	NO
Heard of online transaction?		YES	NO
Encounter any online transaction?		YES	NO
Online transaction brings more trouble?		YES	NO
Which one u choose of concerns of e-commerce	secrecy	validity	identity
Specify your confidence of data transfers over internet	Not at all	Not so confident	confident
Have you heard of booking tours online		YES	NO
Did you need tours quotatient so that you		YES	NO
could choose tours that affordable to you?			
Would you like to have an intelligent agent		YES	NO
for the website?(interactive help system)			
	te :	te :	te :

Appendix B:

Gantt Chart

