Mobile Ferry Ticketing Reservation for Ferry Line Langkawi Ferry Services Sdn. Bhd. in Kuala Perlis

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ABSTRACT

Telecommunications, the Internet and the mobile computing are integrating their technologies to form a new business called Mobile Commerce. With the Mobile Commerce (M-Commerce) and Mobile Ticketing reservation, services can be obtained easily at any time in any location. This research introduces a prototype “Mobile Ferry Ticketing Reservation Application (MFTRA) for Ferry Line Langkawi Ferry Services Sdn. Bhd. (or LFS) in Kuala Perlis” that provides the customers with the service of reserving tickets for the ferry without having to go to the sale point in Kuala Perlis. By using this prototype, customers can easily get necessary information for ticketing such as the ferry time table by using their mobile devices. So, they can save their time and effort. The findings of the study revealed that the users are satisfied with the MFTRA prototype. This study also proposed future works.
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CHAPTER 1

INTRODUCTION

1.1 Background

Forecasts for mobile content market are indicating rapid growth in the coming years. IBM states that the market of mobile content will reach US$50.8 billion in 2008 with average growth of 22%, current estimates show in 2005 the market reached US$27.9 billion (Ovum as cited in IBM, 2006). There are estimated to be 1.5 billion mobile phones in the world nowadays (Prensky, 2004).

In the other hand, E-Commerce continues to grow rapidly, with increasing users. According to Jupiter Research, U.S. (Stella, Michael, & Chandrasekar, n.d.) E-Commerce grew rapidly from $336 billion in 2000 to $6.3 trillion in 2005. E-Commerce over the internet is a new way of conducting business in which the goods, information product, or services are exchanged.
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REFERENCES


