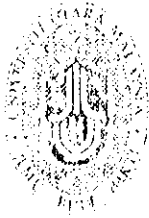


E-travel Catalogue Application For Tourism
In Malaysia

A project submitted to the Graduate School in
partial fulfillment of the requirement
for the degree Master of Science
(Information Technology),
Universiti Utara Malaysia

By
Ng Swan Fang

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ABSTRACT (BAHASA MALAYSIA)

Projek ini bertujuan untuk membangunkan satu prototaip aplikasi katalog bagi pelancongan elektronik domestik. Pelancongan elektronik Malaysia ini menawarkan perkhidmatan penempahan sepenuh secara talian kepada pelanggan. Perkhidmatan yang ditawarkan termasuk menempah bilik, menempah tiket penerbangan, sewa kereta, menempah pakej percutian dan sebagainya. Selain itu, pelancongan elektronik Malaysia juga menyediakan maklumat pelancongan yang berguna dan percuma kepada para pelancong seperti tempat menarik di Malaysia, aktiviti-aktiviti menarik yang boleh diperolehi di Malaysia dan sebagainya. Pelancongan elektronik Malaysia merangkumi tiga modul fungsi yang utama, iaitu modul memandang maklumat, modul penempahan secara talian, dan modul pengiklanan. Projek ini menggunakan *Web Page Development* (WPD) sebagai metodologi pembangunannya. Akhirnya, projek ini membincangkan beberapa kelemahan dan kekangan yang dihadapi semasa pembangunan projek ini dan beberapa cadangan telah dikemukakan demi pembangunan projek pada masa depan.

ABSTRACT (ENGLISH)

The purpose of this project is to develop a prototype e-travel catalogue application for tourism in Malaysia. The e-travel Malaysia provides full reservation online services to customers. These services include booking room, booking flight, rent a car, booking holidays package etc. Besides, e-travel Malaysia also offers free and useful travel information to travelers likes, popular place in Malaysia, special interest that can found in Malaysia, etc. E-travel Malaysia includes three main functional modules in the business model. These are view information module, online reservation module, and advertisement module. This project uses the Web Page Development Methodology (WPD) as the development methodology. Finally, this project discusses some flaws and constraints of this project, and some recommendations for the future development of this project.

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CHAPTER 1

INTRODUCTION

Today, Internet technologies are reshaping the way suppliers conduct commerce, work with partners, serve customers, and organize their business. From email to the Web to wireless networks, a new wave of technology innovation and adoption has ushered in the Internet Economy. To stay successful in the Internet Economy, companies need to create new business solutions today, and set the stage for growth and innovation in the future.

In addition, competitiveness in today's tourist economy is increasingly determined by its ability to develop and assimilate innovative ways to respond to the dynamic environment and its new paradigms in the production process of value-adding tourist services. As it is known that some players will disappear, new players will emerge, and all of the current actors will have to change in order to survive. Besides, there is a revolution underway, one that offers a new level of speed and operational efficiency for companies who learn to master the Web. Those who don't run the risk of being left behind.

In Malaysia, domestic tourism is one of the potential industries that is expected to have a slightly higher growth rate. Domestic tourism is still a

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