

AN EFFECTIVENESS STUDY OF IMPLEMENTING PANORAMIC VIEW  
WEBSITE TO PROMOTE TOURISM IN PHUKET ISLAND.

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UNIVERSITI UTARA MALAYSIA  
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An effectiveness study of implementing panoramic view  
website to promote tourism in Phuket Island.

A thesis submitted to the Graduate School in partial fulfillment of the requirement for  
the degree Master of Science (Information and Communication Technology),  
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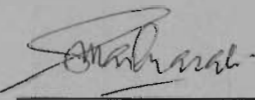
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## **Abstract**

At present the development of VR technology is expanding due to the important and needs to use the 3D elements and 360° degrees panorama. In expressing a clearer picture to consumers in various fields such as education, military, entertainment and so on. In live with the development the website panoramic view was developed as an alternative to the present widely website panoramic view. The web base system development in website panoramic view adapted the VR technology which makes use the Pixmeker Pro. The advantage of panoramic view in this website is that, view the location through 360° . The website provides only representation of the physical appearance and facilities available in the Phuket Island for assistance tourist.

## Abstract

Pada masa sekarang, pembangunan teknologi Realiti Maya (VR) semakin berkembang disebabkan oleh kepentingan dan keperluan untuk menggunakan elemen 3 dimensi dan panorama 360°. Dalam usaha menyampaikan gambaran yang lebih jelas kenapa pengguna dalam pelbagai bidang seperti pendidikan, ketenteraan, perubatan dan hiburan. Seiring dengan perkembangan ini, aplikasi Realiti Maya berasaskan website panoramic bagi pelancongan di Pulau Phuket dibangunkan sebagai satu alternative kepada pelbagai sistem yang berasaskan web pembangunan system dalam aplikasi ini menggunakan teknologi Reality Maya. Kelebihan pandangan panorama di dalam aplikasi yang dibangunkan ini terletak pada kemampuannya untuk memaparkan kawasan tarikan pelancongan secara 360°. Aplikasi Realiti Maya berasaskan web bagi pelancongan di Pulau Phuket yang dibangunkan ini hanya memperlihatkan fizikal dan kemudahan yang boleh didapati di Pulau Phuket untuk membantu pelancong.

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## LIST OF ABBREVIATIONS

HTML	Hypertext Markup Language
SPSS	Statistical package For Social Sciences
UML	Unified Modeling Language
VR	Virtual Reality

## **CHAPTER 1**

### **INTRODUCTION**

This chapter briefly elaborates the main idea of this work, providing answer of the question why the study was conducted and what is the main element involved in the study. The first sub-topic describes introduction. The second sub-topic is motivation that leads to the implementation of the whole thesis. This is followed by the significance of the study, problem statement, objectives of the study, and project scope of the study. The last sub-topic elaborates the way this thesis is organized.

#### **1.1 Introduction**

Nowadays, Panoramic Virtual Reality (VR) is an important technology for promoting tourism business. Panoramic VR is one of the popular tools to be used to promote tourism business. A panoramic image is a wide field of view image, up to a full view of 360 degrees. Panoramas can be created on an extended planar image surface, on a cylinder, or on a sphere. Traditional panoramic images have a single viewpoint, also called the “center of projection” (Mann & Picard, 1994; Chen, 1995; Shum & Szeliski).



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