

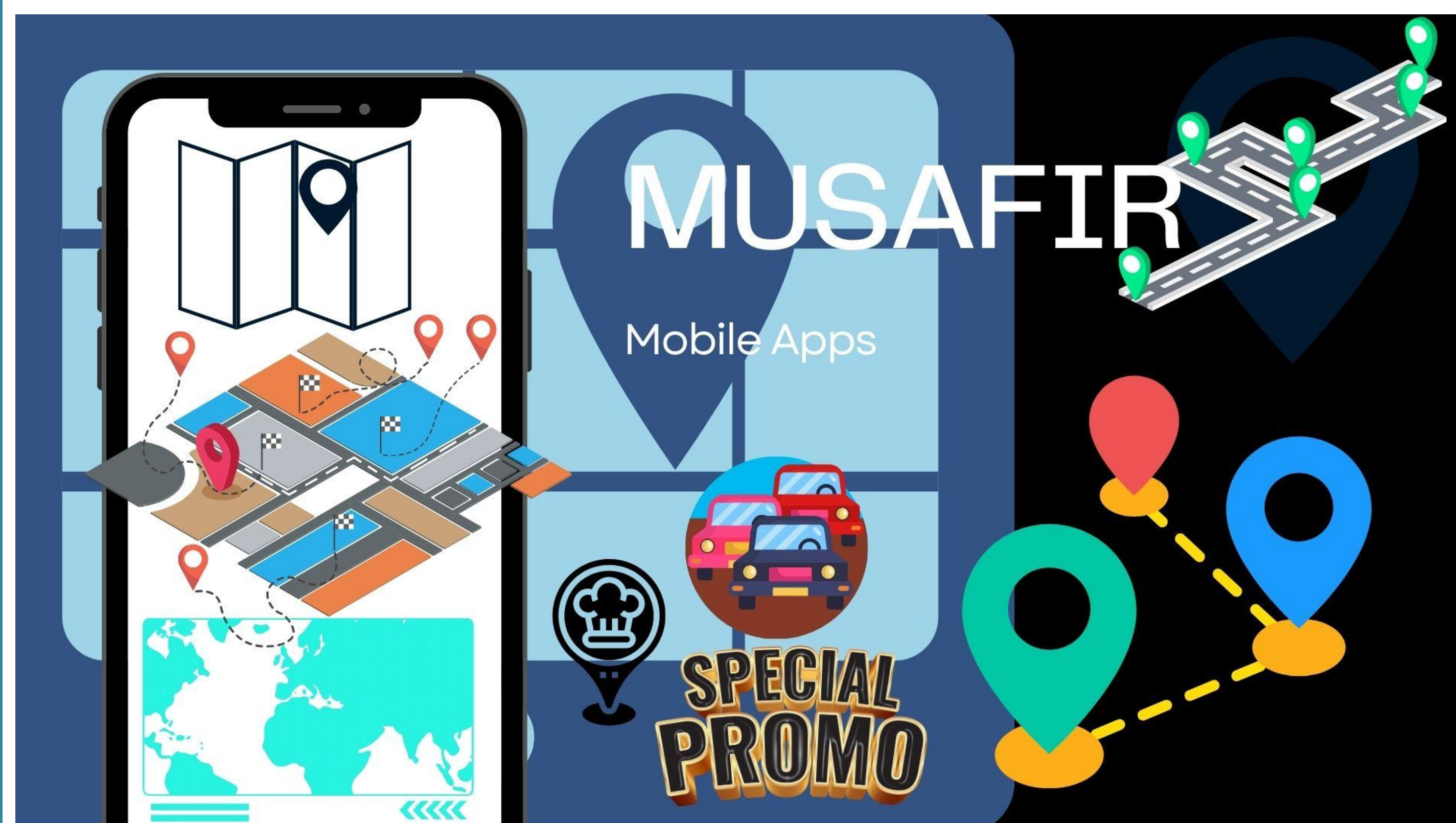
Travel Mobile Apps MUSAFIR: Explore the world one step at a time.

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ABSTRACT

One of the primary concerns when traveling to new places is finding the route and allocating time between each attraction. Previous studies have focused on mobile application usage, satisfaction, and quality during travel. However, there is a need for mobile apps that focus on the routes between attraction places, notifying users if these places are crowded, and recommending alternative destinations. Additionally, there is a need for a single platform where service providers can offer promotions and vouchers to attract customers. This study addresses these needs in collaboration with input from users and attraction place service providers. The mobile app 'MUSAFIR' is designed to help end-users plan their road trips efficiently during travel. The app provides information about alternative routes, estimated arrival times, recommended alternative destinations if the initial choice is overcrowded, and the option to book and communicate with service providers for the latest promotions. The apps allow tourists to explore Malaysia in a better way and up-to-date information about tourism destinations thus improving tourists' overall travel experience.

PRODUCT PITCHING



INTRODUCTION

- ❖ "Integrating mobile applications with the internet has become indispensable in our daily lives. The advent of the internet has profoundly impacted various aspects of human existence, including the travel industry. Technological advancements have revolutionized the operations of tourism enterprises, particularly in terms of their interactions with consumers.
- ❖ The process of marketing tourism products through mobile applications, known as e-marketing, involves promoting the attractive areas and services of the tourism product. This is achieved by offering online programs to create desires and motivations for consumers to engage with the tourist product. Additionally, e-marketing seeks to expand the tourist market by attracting as many service demanders as possible."

PROBLEM STATEMENT

- ❖ "The recent surge in enthusiasm for mobile technologies and applications has prompted the need to investigate the specific circumstances, including their nature, methodology, and context, in which they can be effectively utilized within the tourism industry.
- ❖ According to a study conducted by Shifeng Wu, Emily Ma, Jiangyun Wang, and Dan Li in 2022, specific issues persist within travel applications, such as a lack of product differentiation, suboptimal operational efficiency, and complexity in user interfaces. These factors collectively contribute to a less satisfactory user experience.
- ❖ Previous studies have primarily focused on mobile applications' intention, usage, and interface (Mohammed, 2022; Abu Bakar et al., 2019; and Al Majed, 2021). Nevertheless, there is a dearth of research specifically examining the utilization of current traffic data to provide recommendations for the most efficient routes while also offering predicted arrival times for each predetermined destination. In cases where a specific geographical area experiences a substantial influx of tourists, it is advisable to propose alternative areas that individuals may consider exploring."

SIGNIFICANT OF PRODUCT

It is hoped that all organizations will consistently strive to promote and enhance services at every tourist site in Malaysia. This research aims to uncover potential applications that may affect tourists' time allocation at various destinations and their purchasing patterns. This paper seeks to provide additional insights into the significant independent variables influencing recurrent travel behavior in Malaysia.

RECOMMENDATION

For better understand the factors influencing tourists' travel behavior, future research efforts should focus on conducting additional empirical investigations into the determinants of travel behaviors in Malaysia. Particular attention should be given to temporal considerations, financial aspects, and the patterns of repeat visitation.

CONCLUSION

Planning trips, especially for families with children or groups of friends, requires meticulous consideration of routes, time management, and budgeting. The importance of offering alternatives to users to enhance their travel experience in unfamiliar and new locations is underscored by these aspects. This is where MUSAFIR comes in—a mobile app specifically designed to address the challenges of planning road trips in Malaysia. The app offers users real-time traffic data, accurate estimated arrival times, and recommendations for alternative attractions in case one is crowded. Additionally, users can conveniently book activities and attractions directly through the app, saving them time and hassle.



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MUSAFIR:

Get the best of Malaysia with our
route planning, crowd alerts, and booking services.

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