DEVELOPMENT OF A TRAVEL ADVISORY EXPERT SYSTEM FOR ECOTOURISM SITES IN MALAYSIA

By

ASMAWATI BT. AYOB

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirements for the Degree of Master of Science

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To my beloved fiancé,

Rashid Mohd Din,

and all my family.

I dedicate this work with great and appreciation for their kindness, encouragement,

patience, endurance and sacrifice.

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Master of Science

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Chairman: Professor Ir. Mohamed Bin Daud, Ph.D.

Faculty: Engineering

This research concerns with the establishment of a Traveling Advisor in which the main inclusion is the ecotourism sites offered to tourists. Thereby, LetsTravel provides an online traveling advisor in accordance with tourists demand.

The purpose of this study was to develop a comprehensive Expert System (ES) as a traveling advisor that could be used as an aid in giving advice on travel to tourists. This system also advises them on the best way to travel within Malaysia and provides assistance in planning such travel. The advice given is based on their entry point, destinations, preferred activities at ecotourism sites, duration of visit at each site and the duration of stay.

Apart from advising tourists about their journey, this system also provides general information about the states, roads and ecotourism sites in Malaysia.

This travel route assistant was developed for online assessment. The combination of web server software, middleware and database package has everything required by all possible users of the system. This expert system was developed by using the Macromedia Dreamweaver MX Version 6.0 software, ASP as the server language, VBScript as the coding language and Microsoft Access as the database.

This system was uploaded onto the server, and it was successfully implemented and tested as an online system. From the system validation stage, it was evident that tourists can use this system advisor in planning their journey effectively.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

PEMBANGUNAN SISTEM PAKAR PEMBANTU PERJALANAN UNTUK KAWASAN EKOPELANCONGAN DI MALAYSIA

Oleh

ASMAWATI AYOB

Januari 2004

Pengerusi   : Profesor Ir. Mohamed Bin Daud, Ph.D.

Fakulti   : Kejuruteraan

Kajian ini memberi tumpuan terhadap pembinaan suatu sistem penasihat perjalanan, yang termasuk penawaran kawasan ekopelancongan kepada pelancong. Dengan ini penasihat perjalanan ini menyediakan perkhidamatan secara dalam-talian berdasarkan permintaan daripada pelancong.

Tujuan kajian ini adalah untuk membangunkan satu sistem pakar yang komprehensif sebagai penasihat perjalanan, yang boleh digunakan sebagai alat bantuan dalam memberikan nasihat mengenai perjalanan kepada pelancong. Sistem ini juga memberikan panduan kepada pelancong tentang laluan yang terbaik untuk perjalanan di seluruh Malaysia. Panduan yang diberikan berdasarkan pada tempat mendarat, tempat yang ingin dilawati, aktiviti yang digemari di sesuatu kawasan ekopelancongan, jangkamasa lawatan di setiap kawasan ekopelancongan dan jangka masa lawatan.

Sistem pakar pembantu perjalanan ini telah dibangunkan untuk penggunaan dalam-talian. Dengan kombinasi yang terdiri daripada perisian *web server*, perisian

pertengahan dan pakej pangkalan data, sistem ini mampu dilayari oleh semua peringkat pengguna. Sistem pakar ini telah dibangunkan dengan menggunakan *Macromedia Dreamweaver MX* Versi 6.0, *ASP* sebagai bahasa pelayan, *VBScript* sebagai bahasa pengekodan dan *Microsoft Access* sebagai pangkalan data.

Sistem ini telah dimuat-atas ke dalam pelayan, dan telah dilaksanakan dan diuji sebagai satu sistem dalam talian yang berjaya. Daripada peringkat pengesahan sistem, telah ditunjukkan bahawa pelancong dapat menggunakan sistem penasihat perjalanan ini dalam merancang perjalanan mereka secara efektif.

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Peace be upon prophet Mohammed SAW, and most of all, praise be to the almighty Allah SWT, without whom I would not have been able to retain my patience and persevere until the completion of my study in Universiti Putra Malaysia.

I certify that an Examination Committee met on to conduct the final examination of Graduate Student on her Master Thesis entitled " Development of an Expert System Travel Route Assistant" in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

Mohamed Daud, Ir., Ph.D., MBA, P.Eng.
Professor,
Faculty of Engineering
Universiti Putra Malaysia
(Chairman)

Dato' Mohd Zohadie Bardaie, Ph.D., P.Eng.
Professor,
Faculty of Engineering
Universiti Putra Malaysia
(Member)

Abdul Rashid Mohammed Shariff, Ph.D.
Faculty of Engineering
Universiti Putra Malaysia
(Member)

_____
Gulam Rusul Rahmat Ali, Ph.D.
Professor/Deputy Dean of Graduate
School, Universiti Putra Malaysia

Date:

This thesis submitted to the Senate of Universiti Putra Malaysia has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy.

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Aini Ideris, Ph.D.
Professor
Dean of Graduate School
Universiti Putra Malaysia.

Date:

DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

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ASMAWATI AYOB

Date:

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