The Development of Tourism Promotion System

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
Sarjana Komputer

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FACULTY OF COMPUTING

INFORMATION TECHNOLOGY STUDY PROGRAM

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The Development of Tourism Promotion System

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ABSTRACT

In an effort to use information and communication technology to boost the growth of the regional tourism industry, a web-based platform to promote Samosir Cultural Tourism has been created. This platform intends to promote Samosir Island's rich culture and popular tourism attractions to a broad audience. This platform offers comprehensive and fascinating information about the cultural heritage, history, and tourist attractions given by Samosir Island by utilizing web technologies including HTML, CSS, JavaScript, and PHP.

The platform development process, which includes system analysis, user interface design, system implementation, and trial and error, is summarized in this abstract. The platform has a number of pages, such as a home page that gives a summary of the tourist destination, a "About Us" page that describes the history and culture of Samosir Island, a package page that lists different cultural tour packages, and a booking page that enables users to make direct reservations. Future ideas for the platform development include improvements to functions like the admin page and payment system.

It is hoped that this platform can contribute to promoting the cultural tourism potential of Samosir Island more widely and effectively, as well as become the basis for further development to improve service quality and user experience in exploring and getting to know this unique tourist destination more closely.

TABLE OF CONTENT

ABSTRACT i

TABLE OF CONTENT ii

LIST OF FIGURE iv

LIST OF TABLE v

CHAPTER I 6

INTRODUCTION ..... **Error! Bookmark not defined.**

1.1. Background ..... **Error! Bookmark not defined.**

1.2. Problem Statement ..... **Error! Bookmark not defined.**

1.3. Research Objective ..... **Error! Bookmark not defined.**

1.4. Scope and Limitation ..... **Error! Bookmark not defined.**

1.5. Methodology ..... **Error! Bookmark not defined.**

CHAPTER II ..... **Error! Bookmark not defined.**

LITERATURE STUDY ..... **Error! Bookmark not defined.**

2.1. Culture, Technology and Tourism ..... **Error! Bookmark not defined.**

2.2. Web Design ..... **Error! Bookmark not defined.**

2.3. E-Traveling ..... **Error! Bookmark not defined.**

2.4. Hypertext Markup Language (HTML) ..... **Error! Bookmark not defined.**

2.5. History and Basic Concepts of PHP (Personal Home Page) ..... **Error! Bookmark not defined.**

2.6. Rapid Application Development (RAD) ..... **Error! Bookmark not defined.**

2.7. Introduction to Apache Web Server ..... **Error! Bookmark not defined.**

CHAPTER III ..... **Error! Bookmark not defined.**

SYSTEM ANALYSIS ..... **Error! Bookmark not defined.**

3.1 System Overview ..... **Error! Bookmark not defined.**

3.2 Functional Analysis ..... **Error! Bookmark not defined.**

3.3 Functional Requirements ..... **Error! Bookmark not defined.**

3.4 Hardware and Software Requirements ..... **Error! Bookmark not defined.**

3.5 Use Case Diagram ..... **Error! Bookmark not defined.**

3.6 Activity Diagram ..... **Error! Bookmark not defined.**

CHAPTER IV ..... **Error! Bookmark not defined.**

SYSTEM DESIGN ..... **Error! Bookmark not defined.**

4.1. User Interface Design ..... **Error! Bookmark not defined.**

CHAPTER V ..... **Error! Bookmark not defined.**

SYSTEM IMPLEMENTATION..... **Error! Bookmark not defined.**
5.1. System Requirement ..... **Error! Bookmark not defined.**
5.2. User Interface Design..... **Error! Bookmark not defined.**
5.3. Application Details..... **Error! Bookmark not defined.**
CHAPTER VI..... **Error! Bookmark not defined.**
SYSTEM TESTING AND EVALUATION ..... **Error! Bookmark not defined.**
6.1. System Testing ..... **Error! Bookmark not defined.**
6.3. Testing User Platform Features ..... **Error! Bookmark not defined.**
6.4. Evaluation..... **Error! Bookmark not defined.**
CHAPTER VII ..... **Error! Bookmark not defined.**
CONCLUSIONS AND FUTURE WORK..... **Error! Bookmark not defined.**
7.1. Conclusion..... **Error! Bookmark not defined.**
7.2. Future Work ..... **Error! Bookmark not defined.**
REFERENCES ..... **Error! Bookmark not defined.**

LIST OF FIGURE

Figure 2.1: HTML 9
Figure 2.2: PHP 12
Figure 3.1: Use Case Diagram 17
Figure 3.2: Activity Diagram 20
Figure 4.1: Home Page 22
Figure 4.2: About Us Page 23
Figure 4.3: Package Page 24
Figure 4.4: Book Page 25
Figure 4.5: Book Page 26
Figure 4.6: Book Page 27
Figure 5.1: Home Page Interface 30
Figure 5.2: About Page Interface 32
Figure 5.3: Book Page Dates Select Interface 34
Figure 5.4: Book Page Destinations Select Interface 35
Figure 5.5: Book Page User Info Form Interface 36
Figure 5.6: Footer 37
Figure 5.7: MySQL Database 37
Figure 5.8: PHP Script 39

LIST OF TABLE

Table 3.1 Functional Requirements 16
Table 6.1 Environment 41
Table 6.2 Form Submission 42
Table 6.3 Home Page 47
Table 6.4 About Page 49
Table 6.5 Package Page 50

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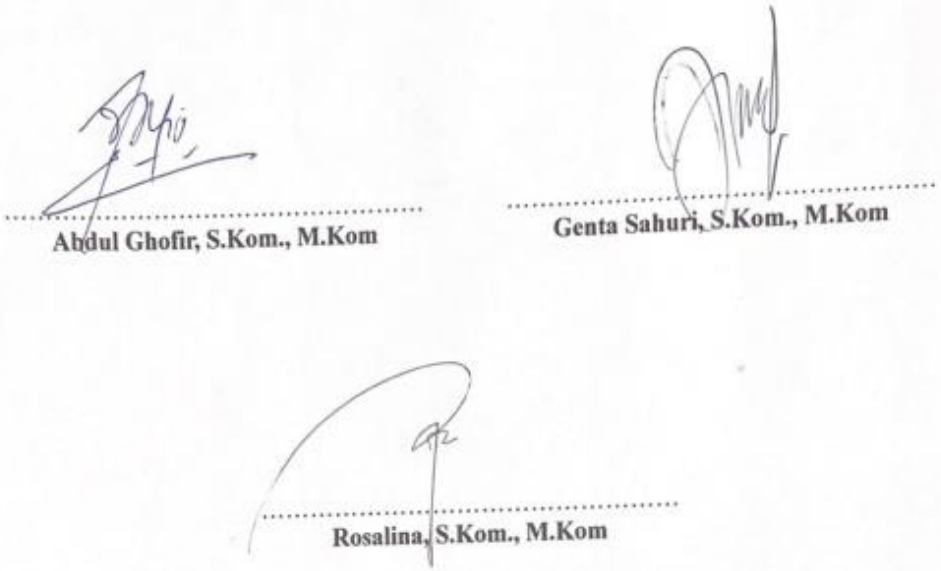

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