i-Travel: An integrated system in unifying the network between travel agencies and tourists

1Abdul Rahman Ahmad Dahlan,2Mohamad Noor Farhan Md Noor Elham, 3Muhamad Amirul Hafizey Mat Yusoff, 4Muhamad Muadz Mohammad Azmi

1,2,3,4 Kulliyyah of Information and Communication Technology, International Islamic University Malaysia

Abstract- Travel and tourism had become part of essentials among Malaysian. Each year, the number of tourists that consist of domestic and international visitors has growing. There are several comes from Europe, central Asia, Africa, south and North America, while others are from Malaysia. Travel is also part of obligatory of every Muslims as being described by the Holy Quran that says “He it is, who has made the earth subservient to you, (i.e. easy for you to walk, to live, and to do agriculture on it, etc.), so walk in the path thereof and eat of His provision, and to Him will be the Resurrection.” (Al-Mulk:15). This paper consist of explanation about the mobile application that was named as IIUM i-Travel. The mobile application will help the customers and act as intermediaries between the customers and travel agents. The system is similar as Amazon but instead promoting the products, it helps customers on providing the best services and travel packages that are available in the market. The services for the system such as providing the best packages among 3 major target of the potential customers who are university students, Malaysian citizens and Muslim citizens. There are also 2 potential investors that involved which are travel agencies and mosque administrators. A survey was conducted to university student, Muslim’s citizen, Malaysian citizen, travel agents, and mosque administrators in order to understand their jobs, pains, and gains. This paper proposes initial and refined conceptual business model of business model that can be developed and implemented mainly by university student that located in urbanized area.

Index Terms- Travel and Tourism Agencies, Mobile application system, Business Model Canvas (BMC), Value Proposition Design Canvas (VPD)

I. INTRODUCTION

In this modern era, Malaysia had become the world mostly known places for travel and tourism. The industries had contributes some of the economic markets of Malaysia. According to the economic trends in 2015, there are 6 focus sectors of economic corridors that are involved which namely; transport and energy, trade and investment, agriculture, halal products and services, tourism, and human resources development [1]. This shows that one of the factors which is tourism contributes some of the important economics profits such the GDP. Thus, this has thrives intra-IMT-GT (which stands for The Indonesia-Malaysia-Thailand growth triangle) trading causing Malaysia to lead with almost 66% of the total intra-IMT-GT trade valued at over USD$50 billion [1]. The aim of IMT-GT is to accelerate the economic transformation of members by exploiting their underlying complementary and comparative disadvantages [1]. This shows that the impact of tourism is quite significant as it helps Malaysia transforming from depending on other source of income. Next, according to Frost and Sullivan (2015), the Malaysia will remain the “Tourism Capital of Southeast Asia” with over 35 million tourists [2]. It is ironic that most the ASEAN countries have becomes center of attraction of tourists including Singapore, Indonesia, Myanmar, Philippines, Laos PDR and Cambodia [2]. From 2009 until 2012, Malaysia leads in tourist arrivals at the percentage starting from 23.6% until 25% ahead ofthe other those mentioned ASEAN countries.

II. PROGRAM BACKGROUND

The application and the business are focusing on the travel sector of business. This portal will provide the travel agent a trusted platform to promote their services with the affordable rate of price. This system will give you a few features that make the system easier and trusted to be used:-

a) A rating system- with the system will give each of the travel agent a rating that is being rate by customer.

b) A room rental by using Mosque - with the mosque members all in Malaysia they will provide to you a place to sleep and place to eat.

c) Islamic packages - the tourists and Muslim prayers can have a look on the latest and the newest version of travel packages that included Islamic elements.
III. PROBLEM STATEMENT

The overall problem based on the interview that had been done. A few problems are being list based on the famous problem that being faced by the customer and the travel agent:

a) Expensive- the interviewer stated that they got some problems about the price around the website and they did not have a platform to find the travel agent or customer

b) Economic recession effect travel and tourism- the interviewer also get the feedback that they cannot travel across the sea because of the economic status nowadays means some of the customer is being blacklist with the bank and they is being banned from leaving the country.

c) Trusted and secure -they also give comments about their safety if they hire a travel agent because there are a lot of case that said they have been cheated by the travel agent.

IV. METHODOLOGY

The methods that we use in getting the information are:-

a) Interview- we ask a few questions with our different customer segments to understand what kind of problems they face and we also ask them what kind of platform or solutions they prefer.

b) Online browsing- we also search the information through internet about the current information of VPD and we make some improvement by analysis the BMC and VPD that we get through online searching.

c) Google form- we also provide the google form to our customer based on our customer segment to be filled and we make the analysis of the data to make our business model more efficient and effective.

V. LITERATURE REVIEW

The paper discusses Ninth Malaysia Plan, Tenth Malaysia Plan and Eleventh Malaysia Plan, Economic Transformation Program (ETP), National Tourism Policy (NTP), National Physical Plan (NPP), and Local Agenda 21 (LA21) to discover tourism development perspective in Malaysia. The Malaysian government has given emphasize on the development of tourism industry in the middle of 1980s due to world economic recession and decrease in petroleum assets. The government had established the Ministry of Culture, Arts and Tourism in this connection. In 2004, this ministry was named as ‘Ministry of Tourism’ (Fateh et al., 2009)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value propositions</td>
<td>Knowledge, Culture, Unique Experience, Low price, Other products and brands(partners), Aimless wandering, Novelty, Connection, Adventure, Gamification</td>
<td>-Travelers 1)Social traveler (a)Ease of access to social-media generated travel content (b)Ease of “flaunting” travel experience 2)Meticulous traveler 3)Laidback traveler</td>
<td>-Travelers 1)Social traveler (a)Ease of access to social-media generated travel content (b)Ease of “flaunting” travel experience 2)Meticulous traveler 3)Laidback traveler</td>
</tr>
<tr>
<td>Customer Segments</td>
<td>Established Players(OTAs, tour operators, DRPs)</td>
<td>-Established Players(OTAs, tour operators, DRPs)</td>
<td>-Established Players(OTAs, tour operators, DRPs)</td>
</tr>
<tr>
<td>Customer Segments</td>
<td>Less established players(OTAs, tour operators, DRPs)</td>
<td>-Less established players(OTAs, tour operators, DRPs)</td>
<td>-Less established players(OTAs, tour operators, DRPs)</td>
</tr>
<tr>
<td>Customer Segments</td>
<td>Government</td>
<td>Government</td>
<td>Government</td>
</tr>
<tr>
<td>Customer relationship</td>
<td>Affiliates(Tourism Boards)</td>
<td>Affiliates(Tourism Boards)</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------</td>
<td>-----------------------------</td>
<td></td>
</tr>
<tr>
<td>--Email for help -Reviews -Social media -Partners</td>
<td>-Acquire: Advertising(social media), Expert advice, Content sharing(influencers), word of mouth and referrals) -Keep:Wide selection of itineraries, content creation -Grow:Network effect</td>
<td>-Acquire: Advertising(social media), Expert advice, Content sharing(influencers), word of mouth and referrals) -Grow:Network effect</td>
<td></td>
</tr>
<tr>
<td>Channels</td>
<td>-App stores -Blogs -Users’ social media -Partners’ media</td>
<td>-Website(Connected through social media) -Mobile Application -Direct Sales(OTAs)</td>
<td>-Website(Connected through social media)</td>
</tr>
<tr>
<td>Key Partners</td>
<td>-Tour Creators -Partners(businesses) -App Stores -Cities districts(governments)</td>
<td>-Social Influencers and Content Generators(Bloggers, travel planners) -Service Enablers(Foursquare,Google Maps) -VC and Angel Investors</td>
<td>-Social Influencers and Content Generators(Bloggers, travel planners) -Service Enablers(Foursquare,Google Maps)</td>
</tr>
<tr>
<td>Key Activities</td>
<td>-Advice -Information -Marketing -Entertainment</td>
<td>-Platform -Community(App development and UI design) -Community Building(Customer acquisition, customer retention) -Fundraising</td>
<td>-Platform -Community Building(Customer acquisition, customer retention)</td>
</tr>
<tr>
<td>Key Resource</td>
<td>-Intellectual -Human</td>
<td>-Platform(Mobile App development and Web) -Customer Database -Development Team -Sales Force</td>
<td>-Platform(Web) -Customer Database -Development Team -Sales Force</td>
</tr>
<tr>
<td>Cost Structure</td>
<td>-Cost driven -App development(fixed costs) -IT maintenance(variable) -Tour creation(variable)</td>
<td>-Platform(IT, Software development) -Marketing(Advertisement, customer capture) -Licensing(Payment gateways, enablers)</td>
<td>-Platform(IT, Software development) -Marketing(Advertisement, customer capture) -Licensing(Payment gateways, enablers)</td>
</tr>
<tr>
<td>Revenue Stream</td>
<td>-Sponsors -Ads -Freemium -Per tour</td>
<td>-Travelers(Free) -Established and less establish players, Government Affiliates(Commission(OTAs; 5% CPA), Targeted Advertising, Customer Insights)</td>
<td>-Travelers(Free) -Established and less establish players, Government Affiliates(Commission(OTAs; 5% CPA), Targeted Advertising, Customer Insights)</td>
</tr>
</tbody>
</table>

www.ijsrp.org
Figure a: [http://www.wanderlusttravelandtours.com/](http://www.wanderlusttravelandtours.com/) (Front page)[6]

Figure b: [http://www.wanderlusttravelandtours.com/](http://www.wanderlusttravelandtours.com/)
Figure c: [www.cuti.my](http://www.cuti.my) (Front page)[7]

Figure d: [www.cuti.my](http://www.cuti.my)
The proposed initial Value Proposition Design (VPD) is shown in the figure 2. This VPD explains customers’ jobs, customers’ gains, and customers’ pains for student.
Figure 2: Value Proposition Design for Travel agencies

The Value Proposition Canvas

Figure 3: Value Propositions Design for Students

The Value Proposition Canvas

Figure 4: Value Proposition Design for Malaysian Citizens
Figure 5: Value Proposition Design for Muslim citizens

Figure 6: Value Proposition Design for Mosque Administrators
VI. EMPIRICAL FINDING (VALUE MAP FROM VPD)

In this section, the customer profile is divided into 2 parts which are the major targeted customer profile and minor targeted customer profile. The focus of major customer profile is towards travel agents and university students only while the minor targeted customer profile are mosque administration, Muslim citizen and Malaysian citizen.

A. Customer segments(results are based on proposed value maps):

<table>
<thead>
<tr>
<th>Customer</th>
<th>Pain</th>
<th>Gain</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agent</td>
<td>- Excessive use of energy because have to continuously update the information from different platform from social media. - Have to compete with different kind of promotions that are not related to travel agency in the social media. - Wasting energy to communicate with customers (increase waiting time)</td>
<td>- Efficient communication - Access to the right customer - Having shown trusted dealer - Gain platform for all travel agency</td>
<td>- Post through social media on travel packages offered - Travel agent waits for responses by updating interval of every 20 minutes on every social media platforms. - Keep updating the information and give responses to customer - Save customer database that have made confirmation to book ticket.</td>
</tr>
<tr>
<td>Muslim citizen</td>
<td>- Islamic based travel</td>
<td>- Islamic law is fully</td>
<td>- Survey on hotel that</td>
</tr>
</tbody>
</table>
| **Malaysian citizen** | - Long waiting of response from the travel agencies  
- Wasting energy to communicate with customer. | - Efficient communication  
- Lower cost | - Survey on ticket prices on websites, blogs and social media related  
- Book tickets and hotel after found  
- Survey itinerary  
- Survey on public transport available at visiting place  
- Survey the rating of the places such as services, food and etc.  
- Check on weather forecast at of the current holiday destination  
- Survey strategic point.  
- Book transportation (flights, buses, cruises ship or taxis) tickets |
| **Mosque Administrator** | - Lack of funds and budget to build or upgrade infrastructure  
- Lack of staff that are willing to work in work administrators  
- Need to find sponsorship and make fundraising to cover the insufficient funds of upgrading the mosque infrastructure | - Able to integrate mosque mobile application with i-Travel application  
- Able to gain full authorization to guard the traveler’s room  
- Able to gain side income | - Notify about the current events and activities of mosque.  
- Make advertisement about funds and donation to the jamaah of mosque.  
- Monitor the usage of traveler’s room  
- Ensure that non-Muslim travelers and tourist to wear appropriate dress and covering their aurah. |
| **University Student** | - Large time consuming search relevant information about travel and tourism  
- Bad services provided  
- Increase waiting time for VISA application | - Satisfaction such as good services and fair prices.  
- Efficient in procedures | - Survey on ticket prices on websites, blogs and social media related  
- Book tickets and hotel after found  
- Survey itinerary  
- Survey on public transport available at visiting place  
- Survey the rating of the places such as services, food and etc.  
- Check on weather forecast at visiting place  
- Survey halal food restaurant as Islam |
VII. CONCEPTUAL REFINED SOLUTION

Based on empirical data that was collected, the refined Business Model Canvas (BMC) for i-Travel and Value Proposition Design (VPD) for customer are as follows:

**The Business Model Canvas**

<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
<th>Key Resources</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Students</td>
<td>Product development</td>
<td>Customer segments: Student</td>
<td>Social media</td>
<td>Technological platform</td>
<td></td>
</tr>
<tr>
<td>Travel Agency</td>
<td>Marketing and customer acquisition</td>
<td>- New job</td>
<td>Customer support</td>
<td>Web and mobile app developer</td>
<td></td>
</tr>
<tr>
<td>Investors</td>
<td>Mosque administration</td>
<td>- Trusted dealers or agents</td>
<td>Review, rating and</td>
<td>Travel agency</td>
<td></td>
</tr>
<tr>
<td>Mosque administrators</td>
<td></td>
<td>- Varieties</td>
<td>support system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malaysian citizen</td>
<td></td>
<td>Muslim Citizens</td>
<td></td>
<td>Mosque administration</td>
<td></td>
</tr>
<tr>
<td>Muslim’s citizen</td>
<td></td>
<td>- Syrian compliances</td>
<td>Mosque administration</td>
<td>Centre of activities</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Islamic packages</td>
<td>- Side income</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 3: A refined model of Business Model Canvas (BMC) for Travel Agency**

**Key Partners**

- University Students
  1. Included all students from universities across Malaysia

- Travel Agency
  1. Open to all
  2. Recruitment mainly focus on those who want to obtain side income (university students, postgraduate students)

- Investors
  1. Those who involved in travel agencies and tourism such as ministry of tourism of Malaysia, Cuti-Cuti Malaysia.

- Mosque Administrations
  1. Those are included from the administrators who currently worked in the administrations of Mosque. This administrations consist of those who are willing to provide cooperation with investors and stakeholders, shareholders and stockholders.
Malaysian Citizens
1. Regular citizens from Malaysia. Consist of all ages

Muslim’s Citizens
1. Muslim’s citizen from all countries

Key activities

Product Development
1. The mobile application need to be consistently developed by time so that there are some potential advantages in terms of attraction to customers

Marketing and customer acquisition
1. Dealing with clients who wanted to have affordable cost of travel packages and tourism.
2. Dealing with investors who would like to invest the company technology.
3. Continuous promotions across the websites, televisions and radio.

Value Propositions

University Students
1. Provide platform for part-time or full time job.
2. Provide platform for rating systems of travel agencies that are trusted and branded.
3. Provide platform to view the background information and license of the company which consist of travel tourism agencies.

Muslim Citizens
1. Provide platform that are Islamic Law compliances.
2. Provide platform that contain islamic packages(consist of Halal food and good atmosphere for accommodation).

Malaysian Citizens
1. Provide platform that have links to reservation of transportation (e.g. Uber, GrabCar).
2. Provide travel and tourist packages that are low cost and affordable.

Travel Agency
1. Provide platform for travel agents recruitments.
2. Provide platform that store customer’s profile(e.g. profile of regular customers, statistics and tables).

Mosque Administration
1. Provide platform for events, information and notifications about the current conditions of mosque.
2. Provide platform for that store and display the number of tourists that have registered to book and stay at traveler’s room (especially for backpackers because this group often have hard times seeking for temporary accommodation).

Customer Relationship

Social media
1. Facebook, Instagram, Twitter, Google+

Customer Support
1. Consist of employers that can entertain customers who have problems or issues when using the mobile application

Review, rating and support system
1. Consist of platform that could measure the ratings and ranking of Travel Agencies based on customer’s perspective and surveys.

Customer Segments

University Students
1. Enthusiasm in travel and tourism.
2. Want a fast and accurate services.
3. Want a low cost packages which are affordable.
Malaysian Citizens
1. Lower cost and affordable packages.
2. Need instant transportation to the destination (for example: Using Uber or Grab Car from Penang to Kedah).
3. Want special packages for those who have monthly allowance between RM 2000 to RM 3000.

Muslim’s Citizens
1. Want packages that is Islamic Law compliances.
2. Want a platform that could provide the information about Halal restaurants and mosque

Mosque Administrators
1. Wanted to increase the number of Muslim prayers consist of travelers and tourists.
2. Wanted the mosque as a center of attention for tourists and travelers.
3. Wanted the mosque as a center of community activities.
4. Wanted the mosque become business center among travelers and tourists.

Travel Agents
1. Wanted a continuous number of customers and clients which are sustained in terms of its target for each month.
2. Wanted a platform that are centralized and open the recruitment of becoming travel agents instead of promoting through social media, banners and flyers.

Key resources
- Technological Platform
- Web and Mobile App Developer
- Travel Agent
- Mosque Administrators

Channels
- Portal
  1. Provide platform mainly for recruitment and registration of travel agents (product differentiator).
  2. Provide current registration for travel packages.
  3. Platform for advertisement.
- Mobile App for Androids and iOS
  1. Platform for recruitment and registration for travel agents-(product differentiators).
  2. Platform for advertisement for travel agencies (the best rating and most trusted one)-(product differentiators).
  3. Platform to spread the message of events that occur in the mosque, events that occurred in the hotel, cities, town.
- Network of mosque[8]
  1. Place to promote the mobile application to the Muslim community
  2. Center for communities activities and business compound for selling souvenirs and gift

Cost Structure
- Technological Set-Up and Running Costs
  1. Such as usage of servers and maintenances of the servers, laptops, desktops, computers, supercomputers, wireless networks, routers, cables.
  2. Salaries to permanent employees
    1. Salaries for employees who are in the organization environment that work as permanent employees.
  3. Launch Events and Marketing Expenditures
    1. Cost for launching such as banners, buntings, t-shirt, food, flyers and so on.
    2. Marketing expenditures such as advertisement across the websites of the product, commercial videos in YouTube.
Revenue Streams

- **Affiliate**
  1. Provide platform for investors to promote their products (this will be only in website platform).

- **Mobile application advertisement**
  1. Mobile advertisement are used to promote the usage of i-Travel mobile applications.
  2. i-Travel mobile application will be sell at Google Play Store and Apple i-Store

- **Online transactions**
  1. Common online transactions are being used such as VISA, PayPal, Maybank2U.

**Figure 4: A refined Value Proposition Design (VPD)[9]**

---

**Figure 4.1 Student VPD**
Figure 4.2 Citizen VPD
Figure 4.3 Muslim Citizen VPD

Figure 4.3 Muslim Citizen VPD
A. Customer segments (results are based on customer survey and interviews):

<table>
<thead>
<tr>
<th>Customer</th>
<th>Pain</th>
<th>Gain</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agent</td>
<td>- travel agent face many rules to obey</td>
<td>- Able to collect fees from customers</td>
<td>- Agree that the job as a travel agent is one of part time jobs</td>
</tr>
<tr>
<td></td>
<td>- travel agent had to pay too many fees</td>
<td>- Able to communicate with community</td>
<td>- Agree that they have to set specific target</td>
</tr>
<tr>
<td></td>
<td>- lack of customers</td>
<td>- travel agent can attract more customers toward the mosque</td>
<td>- Agree that the utilization of travel agent are able to attract more customers</td>
</tr>
<tr>
<td></td>
<td>- The rating system of travel agency cause inconvenience to customer who intended to travel because of false rating system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muslim citizen</td>
<td>- hard to get Islamic environment</td>
<td>- Muslim’s citizen can stay in a good and Islamic environment</td>
<td>- Muslim’s citizen can go to travel anytime that they want.</td>
</tr>
<tr>
<td></td>
<td>- Want a place that suitable to perform congregational prayers</td>
<td>- Wanted a package that are affordable</td>
<td>- Muslim citizen can live in a secure environment</td>
</tr>
<tr>
<td>Malaysian citizen</td>
<td>- they did not travel agent</td>
<td>- the customers will be able to see the rating that are being rate but the</td>
<td>- Agree that the customers will be able to travel anytime, anywhere</td>
</tr>
<tr>
<td></td>
<td>- Afraid of scam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mosque Administrator

<table>
<thead>
<tr>
<th>Previous Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handling visitors and tourists that visits the mosque is quite inefficient.</td>
</tr>
<tr>
<td>Faced lack in donation and funds in upgrading the mosque infrastructure within the time planned.</td>
</tr>
<tr>
<td>- able to collect enough money to upgrade the infrastructure of the mosque.</td>
</tr>
<tr>
<td>- agree that some travelers or tourists that interested to visit the mosque even the numbers are quite marginal.</td>
</tr>
<tr>
<td>- Allow the travelers to stay in the traveler's room within the time allocated from them.</td>
</tr>
<tr>
<td>- Agree that they have to set specific target for the donation that they could gain within a month.</td>
</tr>
<tr>
<td>- Agree that every mosque should be having a community engagement by having weekend mosque activities.</td>
</tr>
</tbody>
</table>

University Student

<table>
<thead>
<tr>
<th>Previous Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The rating system of travel agency cause inconvenience to customer who intended to travel because of false rating system.</td>
</tr>
<tr>
<td>Unlicensed travel agent.</td>
</tr>
<tr>
<td>- Agree that student will be able to have some extra money by registering to become part-time travel agent while studying.</td>
</tr>
<tr>
<td>- Agree that the job as travel agent were supposed to be a part time.</td>
</tr>
<tr>
<td>- Agree that student will be able to make a good travel agent because they are being able to communicate with different language.</td>
</tr>
</tbody>
</table>

da) INDUSTRY FORCES:

Online website for travel has become more popular as people nowadays like to go online. Other than that, pressure from many competitors for travel agencies such as Cuti-Cuti Malaysia [10] and AirBnB [11] researcher came out with the idea of i-Travel which wider the scope of the customer segments which include the Mosque admin in the business plan. This competitor rivalry become one of the major concerns as the companies are racing to gain trust and bargain from customers around the world. Based on Wikipedia (Porter’s Five Forces Model, May 2017), there are five forces that included which are threat of new entrants, threat of substitute, bargaining power of suppliers, bargaining power of customers and industries rivalry are the 5 major factors that influence the industrial forces [12]. In 2014, companies such as Priceline Group and Las Vegas Sand conquered the market with each having total revenue of USD 6.79 billion dollars and USD 13.76 billion dollars. Thus, strengthen the forces in travel and tourism markets. [13]

b) KEY TRENDS

Nowadays, traveling is become a culture in our society. It is because internet provides the customers the information that make the travel less expensive from before. There are many companies saw those opportunities and make them as a service to encourage their customers to travel. The emergence of smart phone, mobile applications, cloud computing, e-commerce had affected the trends and dependence of citizens to those technologies to dissolved the system in their lifestyle. They seems cannot separate those technologies from their life. Therefore, i-Travel will grab those opportunities by having platform for users to interact and gain access to worldwide travel platforms for those who have enthusiasm in holiday and vacations. In terms of regulatory trends, i-Travel had the ability to detect which customer have criminal offences or were blacklisted and restricted to travel internationally. Low amount of taxes that were imposed to citizens of Malaysia to travel causes i-Travel to provide information about the number of tourists that travel internationally and domestically. Otherwise, taxes will be imposed when there are specific numbers and targets of tourist visiting and traveling outside a country had reached. For examples, based on estimates provided by the Ministry of Tourism and Culture, the revenue collected from the tourism tax is expected to be approximately RM 654,625,090 with an occupancy rate of 60%, and the collections could increase to RM 872,820,120 if an occupancy rate of 80% can be achieved. [14]

c) MARKET FORCE

Nowadays, there are many companies saw this opportunity and turn them into a business and they have been produce various packages for customer to enjoy on their traveling packages. The customer also will have many choices and they will choose the packages that are affordable to them. During the travel and tourism season, there is an increase of demands of tourists to have vacations whether on overseas tourism or domestic tourism. The increase of bookings and reservations of hotels and flight tickets will open the door for i-Travel to promote the application. However, during the economic recession, this will force i-Travel to increase the price and promotion of the mobile application.
d) MACROECONOMIC FORCES:
The website for travel packages have been globally used for a long time as the internet was introduced. People believe that this kind of service will provide more jobs for students and travel agents. It also will provide the travel agent a platform for them to promote their services. With the current phase economic had reached boom phase [15].Some of the international conflicts could also affect the conditions of macroeconomic forces. For example, early in 13 February 2017, conflicts emerged between North Korea and Malaysia due to the assassination of Kim Jong Nam, the cousin of the Supreme Leader of North Korea, Kim Jong Un. Malaysian government restricts Malaysian citizens in traveling to North Korea to avoid threats from North Korea[16]. Thus, investors, tend to divert their focus on tourism industries reducing the market sentiment. This type of market could cause a bullish market [15].GDP Annual Growth Rate in Malaysia is expected to be 4.70 percent by the end of this quarter of 2017, according to Trading Economics global macro models and analysts expectation [17].Thus, opening the door for i-Travel to proceed to market entrants.

The unemployment rate of Malaysian were in fluctuated at the range of 2.7% until 3.4%. While at the end of 2014, it had dropped to 2.7% and increased until 3.4% [18]. The state of capital market grew 2.84 trillion ringgit between 2016 and 2015[19]. The corporate tax rate is 24% for all corporates that are available in Malaysia. While for small and medium size with the capitalization of RM2.5million, the rate are 19% at first profit of RM 500 000 and then 24% [20].

VIII. CONCLUSION AND FUTURE FRAMEWORK

In a nutshell, most of the time, university students need to have some medium regarding on how to reserve travel packages which are suitable with their budgets. The rising cost of living and lifestyle had force the Muslim’s citizen should have some specific condition of the hotels and resorts where it suits to their needs and requirements as long as it follows the Islamic Law. Majority of respondents agreed that the usage of mobile application is the fastest way to search relevant information about travel and tourism. Thus, it has been decided that in order to make further improvement in this business model, a business plan is needed to be developed.

REFERENCES

[12] https://www.airbnb.com/?af=43720035&c=A_TC%3Depywx8actm%26G_MT%3De%26G_CR%3D34979121788%26G_N%3Dg%26G_K%3Dairbnb%26G_P%3D%26G_D%3D&atlastest=true&gclid=Cj0KEQjwwoLHBRDD0bVheu3t0BEiQAvU4CKrTUK0rgXXcPlgI29zkZmny7z_bpql3dDFBAm8u4aALN58P8HAQ
AUTHORS

First Author – Muhammad Muadz Bin Mohammad Azmi, Bachelor of Information Technology, International Islamic University Malaysia (IIUM) Gombak, Malaysia, 0195091198, ir.muadzazmi@gmail.com


Second Author – Mohamad Noor Farhan b Md Noor Elham, Bachelor of Information Technology minor in Business Administration, International Islamic University Malaysia (IIUM) Gombak, Malaysia, 01115387378, mnfarhan94@gmail.com


Third Author – Muhamad Amirul Hafizey Bin Mat Yusoff, Bachelor of Information Technology, International Islamic University Malaysia (IIUM) Gombak, Malaysia, 0416305710, fizey23@gmail.com

Education background: studied in IIUM Gombak, now is in 3rd year 2nd semester concentration in Database System. Research of work Internet of Things (IOT) is the difference between APPLE and ANDROID SYSTEM. Currently developing final year project in report about the IIUM NOTICE BOARD in International Islamic University of Malaysia Projects that were handled were [1] vending machine using C++. [2] Club registration website using eclipse. [3] Building website that can store data based using MYSQL.[4] Game about the Mario using flash. [5] Built marble games using UNITY. [6] Building mobile application for detecting kiblah using eclipse. [7] Building mobile application that can store data and for club registration using eclipse. [8] Building mobile application about taking picture and saving it using eclipse. Have involved with activities in the University and outside the university and also have attended the T-baton training in martial art and medical training.