

Code Sprint Submission Document

Country Represented: Guyana

Project Title: Jamaica Tourism Marketing Advisor

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Problem Being Solved

The Jamaica Tourism product is a diverse one. Jamaica attracts tourist visitors from every continent, and over 80 countries from across the world annually. In order to measure the effectiveness of any tourism industry in a country one will need to critically assess the records for the tourists to that country hence the necessity for good record keeping. One might need to know, where do these tourists come from? What time of year do they visit? Which origin countries are trending up, and which are trending down? These are important questions for tourism marketers interested in understanding the long tail of the tourism product and identifying niche opportunities to exploit.

Solution

To develop an application which will take raw data published by the Jamaica Tourist Board monthly/ annually and present it in an organized manner that will enable the user to query, examine and analyze stopover tourist trends and use the results to make critical decisions that will impact the tourism industry. The application will be able to depict trends such as the country of origin with the most visitors per month, seasonal trends, and also aid in identifying important emerging market niches.

Features:

* The application will allow the user to generate different views of the data collected by selecting simple filtering controls.
* The user will be able to view data in a meaningful way with various graphical instruments based on the users filtering criteria.
* Easy to use interface
* Portable on all platforms needed by users.
* The application will manage records stored in a Relational Database Management System with access to only authorized users.

Business Model

The application intends to make money via a “paid subscription” type business model. The application would be released to hotel and guesthouse owners, air travel agencies and other tourism sectors for a yearly subscription fee.

Technologies Used

**Runtime Software:**

Apache Server

MySQL

**Development Software:**

JavaScript

PHP5.3

Aptana Studio

Notepad++

Adobe Dreamweaver

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