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| Please note that University Academic Regulations are available under Rules and Regulations on the University website [www.plymouth.ac.uk/studenthandbook](http://www.plymouth.ac.uk/studenthandbook). | |
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# Table of contents

[Overview and Introduction 2](#_Toc1430705304)

[Introduction 2](#_Toc1471766881)

[Overview: 2](#_Toc327443001)

[Objectives of the application 3](#_Toc667728014)

[Target users of this application and how this application is helpful for the users. 4](#_Toc2015465538)

[Target users 4](#_Toc1144073610)

[Tourists 4](#_Toc366766739)

[Locals 5](#_Toc570343756)

[How the application will be useful for each target user 5](#_Toc1301429391)

[Application features and description 7](#_Toc999957637)

[Time Frame – Gantt chart 8](#_Toc3536418)

# Introduction and Overview

## Introduction

Sri Lanka, the most tropical country in South Asia catches the eyes of many tourists, making it their top destinations to visit.

In 2023 alone Sri Lanka welcomed over 600,000 tourists into the country between the months of January to June.

Monthly tourist arrivals report 2023 (no date) SLTDA. Available at: https://www.sltda.gov.lk/en/monthly-tourist-arrivals-reports-2023 (Accessed: 23 October 2023).

However, the tourism industry in Sri Lanka is not efficient in maintaining tourists, often resulting in confusion and exploitation. Upon commencing a survey with industry specialists, it was found out that Sri Lanka’s Tourism infrastructure is not up to date and does not properly implement modern solutions. One of the latest technological developments in the industry was the use of Virtual Reality which helped “rescue” Sri Lanka’s down spiraling industry. Since this was quite a new development in Sri Lanka, we decided to aid and make it

Rathnayake, Z. et al. (2022) How tech rescued Sri Lanka’s tanking tourism industry, Rest of World. Available at: https://restofworld.org/2022/tech-rescued-sri-lankas-tanking-tourism-industry/ (Accessed: 23 October 2023).

An app that is designed to make traveling around Sri Lanka a breeze. Our tourist companion app helps tourists to travel and witness Sri Lanka according to their liking. Be it for the vibrant nightlife, a relaxing vacation, exploring cultural sights, indulging in gem and jewelry shopping, or all the above, we’ll create a list of all the places you can visit during your stay.

## 

## Overview

This app collects personalized information as to why the user is visiting the country.

With our map, we'll drop pins on recommended places of interest. Tap a pin to view stock images and videos of the location. When you're ready to embark on your adventure, a single tap will launch Google Maps, seamlessly guiding you to your chosen destination.

Upon arrival at your location, our pre-recorded guide videos and audio tours take you on an immersive journey. Experience the rich history, vibrant culture, and hidden gems of Sri Lanka like never before.

Club Hoppers: Dance the night away with our curated list of the hottest clubs and nightlife spots, ensuring you experience Sri Lanka's vibrant nightlife scene to the fullest.

Vacationers: Relax and rejuvenate at our handpicked resorts and beaches, soaking in the sun and the unique Sri Lankan charm.

Sightseers: Immerse yourself in the rich history and culture of Sri Lanka with visits to iconic landmarks and cultural hotspots.

Gem & Jewelry Enthusiasts: Discover the world-renowned gem markets and jewelry boutiques, guided by expert recommendations.

# Objectives of the application

1. **Enhance User Experience**
   * + **The main goal should be to give visitors a seamless and enriching experience by assisting them in discovering and navigating to nearby attractions without difficulty.**
     + **Make sure users can easily access all pertinent information regarding tourist attractions, such as directions, travel options, and updated prices, through the app.**
2. **Mapping**
   * + **Create a map that shows surrounding attractions and lets visitors select their chosen method of transportation (such as a three-wheeler, bus, train, or strolling), along with projected travel expenses.**
3. **Visual Content** 
   * + **Give users a preview of what to expect when they arrive by including high-quality photographs of the attractions.**
4. **Virtual Tours**
   * + **The ability to provide the user with a virtual tour. A prerecorded audio or video can be used.**
5. **User Engagement** 
   * + **Use features to promote interaction and feedback, such as user reviews, ratings, and social sharing.**
6. **Local Business Promotion** 
   * + **A platform for local companies to reach tourists is created by highlighting nearby establishments like jewelry stores, Ayurveda centers, casinos, and healthcare facilities based on customer interests.**
7. **Monetization Strategy** 
   * + **Choose a monetization approach to support the app, such as in-app advertising, premium features, or collaborations with neighborhood businesses.]**
8. **User customization** 
   * + **By letting users specify their likes and interests, you can ensure that the app will make recommendations that are appropriate for them.**
9. **Feedback and Improvement**
   * + **Continue to collect user input and put it to use by updating the app, adding new features, and streamlining the user experience.**
10. **Marketing and Promotion**
    * + **Create a marketing and promotion strategy with the assistance of travel organizations or local government to draw tourists to the app.**

# Target users of this application and how this application is helpful for the users.

## Target users

### Tourists

* various types of tourists could make use of our application, based on their purpose of visit, those types are as follows,

01. Cultural tourists.

* Tourists are interested in experiencing the cultural destination of a foreign destination.
* These types of tourists show interest in visiting places like museums, and historical sites and attend cultural events.

02. Adventure tourists.

* Those seeking thrilling and adventurous activities like trekking, hiking, water sports, and outdoor adventures in foreign locations.

03. Eco–tourists.

* Tourists interested in eco-friendly and sustainable travel.
* These types of tourists often visit natural reserves, wildlife sanctuaries, and eco-friendly destinations.

04. Event tourists.

* Tourists who often visit foreign countries to attend events, festivals, concerts, and sporting events are known to be event tourists.

05. Resort tourists.

* Individuals who prefer to travel to foreign countries to visit resorts, spas, and beach destinations for relaxation are known to be resort tourists.

06. Food and culinary tourists.

* Travelers who explore the local cuisine and dining options in a foreign country.

07. Medical tourists

* Medical tourists are individuals who travel to another country specifically to seek medical treatment, surgery, or healthcare services. These individuals typically travel abroad in pursuit of various medical benefits.

### Locals

* Locals are the citizens of the country, in this case Sri Lankans.
* Locals who tend to experience the activities the tourists experience can also be included in this category.

## How the application will be useful for each target user

**01. Cultural tourists.**

* Our app will welcome those who wish to explore the rich and diverse history of Sri Lanka.

* Guiding them to nearby historic attractions and providing a virtual tour within the sites.

**02. Adventure tourists**

* A hiker can use the app to discover the number of hiking paths in the area.
* Sri-Lanka being home to various wildlife sanctuaries will also recommend bird parks, wildlife safari parks and many more to the user.

**04. Event tourists**

* Many tourists also visit Sri Lanka for its vibrant night life. This includes nightclubs and casinos.
* Our app will curate a selection of the best night clubs and casinos to the user and can then be directed to the destination.

**05. Resort tourists**

* Look for hotels and resorts – tourists can use this app to locate or find different types of hotels and resorts based on their desired locations.

**07. Medical tourists**

* A list of medical facilities and providers in the area, along with details on their specialties, languages spoken, and accreditation, could be provided by the app under "Find Medical Facilities and Providers." Users might also be able to filter facilities and providers based on location, cost, and other factors.

**08. Locals**

* Discover new locations in their city: The app may assist locals in finding new locations in their community, including undiscovered attractions, new restaurants, and hidden gems. Locals may benefit from having a more comprehensive understanding of their community and a greater appreciation for its distinctive features.
* Moreover, locals can also provide valuable tips to other users about nearby locations via the community hub

# Application features and description

* The app is designed to be user-friendly, with a simple interface.
* User login – users with an existing account can log in to their account using user credentials.
* User registration – New users can sign up for an account.
* Selection for travel purposes -
  + After logging in, users can select an option that best describes the reason for their visit. This could include casinos, medical facilities, jewelry stores, Ayurvedic centers, or other types of tourist attractions.
  + Users can always change the choices they made.
* Interactive map -
  + The app provides a map of the place that the user wants to travel to with nearby attractions marked with pins.
  + Users can click on the pins to learn more about the attractions.
  + On the information page there will be a button that will redirect the user to the Google map
  + On the map the user can see the directions to the destination that they selected before

* Virtual pre-record feature -
  + The app also has a virtual pre-record tour feature that enables users to see an attraction from all angles and shows visual pics of the attraction.
  + This may be useful to users who wish to visit a particular destination and want to get a better idea of how it looks.
* Community page -
  + The app includes a community page so users can interact with each other by sending and receiving messages.
  + In the community, locals can post recommendations about the attraction shops, etc.

# Time Frame – Gantt chart

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