

KABARAK UNIVERSITY

SCHOOL OF SCIENCE ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE AND IT

UNDERGRADUATE RESEARCH PROPOSAL

TITLE: TOURISTS – LOCAL GUIDES HUB

**A research Proposal submitted as a partial fulfillment for an a ward of Undergraduate
Degree in Computer Science at Kabarak University**

JULY 2024

I. DECLARATION

I hereby declare that the research in this project is my original work, unless otherwise and has not been previously submitted to any university for an academic credit

All information acquired from external sources have been cited and referenced appropriately.

NAME:

REG NO:

Signature..... Date.....

II. RECOMMENDATION

Supervisor: This research project has been submitted with my approval as university supervisor

Signature _____ Date_____

III. DEDICATION

This review is dedicated to the tourists who want to explore unique destinations and passion for authentic travel experience. Special recognition goes to Mr Chrispus Alukwe, whose expertise in writing proposals proved invaluable throughout this project. Mr Alukwe's guidance instilled a critical and analytical approach to the review, ensuring a comprehensive examination of this Hub and its functionalities and their potential impact on the artistic community.

On a personal note, this review is also dedicated to my parents, siblings, nephews, and nieces. Their unwavering support has fueled my own creative journey, and their encouragement inspires me to contribute to a future where artistic expression is accessible and celebrated. By understanding this Tourists – local guide Hub's strengths and weaknesses, this review aims to contribute to a platform that truly empowers local guides and foster authentic and unique travel experience.

IV. ACKNOWLEDGEMENT

The development of this review is indebted to several individuals; Professor Alukwe's guidance and insights throughout this project were invaluable. Their expertise in writing project proposals instilled a critical and analytical approach to the review

I would also like to acknowledge the following resources that significantly shaped this review

Becker, T., & Axhausen, K. W. (2017). A literature review on travel behavior, preferences, and decision-making. *Transport Reviews*, 37(3), 354-375. doi:10.1080/01441647.2016.1268993

Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations: ecosystems for tourism destination competitiveness. *Tourism Recreation Research*, 40(2), 168-180. doi:10.1080/02508281.2015.1066311

Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. *Information and Communication Technologies in Tourism*, 35-46. doi:10.1007/978-3-211-77280-5_4

V. ABSTRACT

In the globalized world today travelers are increasingly seeking authentic travel experiences that connect them with local cultures and beliefs. This tourists-local guide hub project aims to address this demand by creating a website platform that facilitates direct communication between local guides and tourists. The purpose of this platform is to enhance travel experience by providing tourists with personalized and insightful tours led by well conversant local guides hence promoting cultural exchange and support local economies. This project will be developed using modern web technologies, frontend will be developed using HTML,CSS and javascript while backend will use Django integrated with PHP and MySQL. This will ensure a user friendly interface design and secure communication channels. Local guides will register profile showing their expertise, interests and availability. Tourists will browse these profiles selecting guides based on their preferences and communicate directly so as to arrange for personalized travel. This platform will also include user feedback mechanisms to ensure quality and reliability of local guide services. Upon implementation this platform is expected to enable tourists to discover the less marketed and visited tourist destinations, engage in meaningful cultural interactions and support sustainable tourism practices. User registration, tour bookings and feedback ratings will be used to evaluate the effectiveness of this tourists-local guide hub platform. User testimonials will provide insights into user satisfaction and experience enhancement. In conclusion; creating a dedicated platform for connecting tourists with local guides represents a significant and huge step towards democratizing travel experience and promoting cultural diversity. By integrating digital technology this project aims at empowering local communities and their economies while enriching travelers with authentic, unique and memorable experience. Future work of this project may include mobile app development and expanding new geographical regions to increase accessibility and impact.

VI. TABLE OF CONTENTS

Table of Contents

I. DECLARATION	i
II. RECOMMENDATION	ii
III. DEDICATION	iii
IV. ACKNOWLEDGEMENT	iv
V. ABSTRACT.....	v
VI. TABLE OF CONTENTS	vi
VII. LIST OF FIGURES	viii
VIII. LIST OF TABLES	ix
CHAPTER ONE	1
1.0 Introduction.....	1
1.1 Background Of The Study	1
1.2 Problem Statement	2
1.3 Objectives	2
1.3.1 Main objective	2
1.3.2 Specific objectives	2
1.5 Significance Of The Study	2
1.6 Scope And Limitation Of Study.....	3
CHAPTER TWO: LITERATURE REVIEW	4
2.0 Introduction.....	4
2.1 Review of objective one.....	4
2.2 Review of objective two	5
2.3 Review of objective three	5
2.4 Concept map.	7
CHAPTER THREE: METHODOLOGY.	8
3.0 Introduction.....	8
3.1 Research methodology/Research design used	8
3.1.1. Gathering of Data.....	8
3.1.2. Data Analysis.....	8
3.1.3. Iterative Assessment of the Platform	8
3.2 Limitations.....	9

3.3 Data collection methods used;	9
3.4 Design diagrams.....	11
3.4.1 Context Diagram.....	11
3.4.2 Level 1 Dfd	12
3.4.2 Use Case Diagram.....	13
3.5 Research Ethics	14
3.6 CONCLUSION.....	15
3.7 APPENDICES	16
3.7.1 Appendix I :References.....	16
3.7.2 Appendix II : Budget	17
3.7.3 Appendix B – Project Schedule	17
APPENDIX III :Project Schedule.....	18

VII. LIST OF FIGURES

Figure 1 Concept Map	Error! Bookmark not defined.
Figure 2 Context Diagram	Error! Bookmark not defined.
Figure 3 Level 1 DFD	Error! Bookmark not defined.
Figure 4 Use Case Diagram	Error! Bookmark not defined.

VIII. LIST OF TABLES

Table 1 Budget.....	17
Table 3 Project Schedule	18

CHAPTER ONE

1.0 Introduction

In today's globalized world, travel has become more accessible but as the number of travelers increases so does the desire for unique experiences that go beyond the common tourists attractions. This project aims to address this growing demand by developing a system that connects tourists with local guides that offer personalized and immersive experiences. This platform will facilitate; connection between guides and tourists, enhance cultural exchange and support local economies

1.1 Background Of The Study

The travel industry has undergone a significant transformation over the past few decades, driven by advancements in technology and the increasing accessibility of global travel. Despite this progress, many travelers find themselves confined to well-trodden tourist paths, missing out on the authentic experiences that truly define a destination. Traditional travel itineraries often fail to capture the local essence, leaving travelers with a superficial understanding of the places they visit. This gap between tourists and genuine cultural immersion presents a unique opportunity for innovation. In recent years, there has been a growing trend among travelers seeking more personalized and authentic experiences. This shift is fueled by a desire to connect with local cultures, traditions, and lifestyles on a deeper level. Authentic travel experiences not only enrich the traveler's journey but also promote cultural exchange and mutual understanding. Local guides, with their intimate knowledge and personal insights, are pivotal in facilitating these authentic experiences. However, the current market lacks a streamlined platform that effectively connects travelers with these local experts. The rise of the sharing economy, influenced by platforms like Airbnb and Uber, has demonstrated the potential of peer-to-peer services to revolutionize traditional industries. Inspired by this model, our project aims to develop a website that bridges the gap between travelers and local guides. This platform will empower local guides to showcase their unique offerings while providing travelers with easy access to customized and immersive experiences. Our study focuses development of this website, exploring its potential impact on the travel industry and local communities. We will examine existing platforms, identify gaps and opportunities, and gather insights from potential users to shape a service that meets their needs. Through this project, we aim to contribute to a more authentic and enriching

travel experience, where travelers return home with a deeper appreciation for the cultures they encounter and local guides benefit from increased visibility and economic opportunities.

1.2 Problem Statement

- i .Overcrowding in popular tourist attraction sites due to marketing by popular media
- ii .Desire for tourists to seek more than just the common tourists experience
- iii .Lack of market reach and resources for local guides to connect with clients as large companies dominate them

1.3 Objectives

1.3.1 Main objective

To create user friendly and secure online platform that connect tourists with verified local guides.

1.3.2 Specific objectives

- i .Design and develop a UI that allow tourists to easily search, compare and book local guides
- ii .Implement a clear guide registration and verification system for authenticity and reliability of guides
- iii .Develop a comprehensive marketing strategy to attract and retain both tourists and guides

1.4 Research Questions

- i. What are the main motivations for tourists seeking local guides?
- ii. What are the challenges faced by local guides in engaging and reaching tourists?
- iii. What are the strengths and weaknesses of existing platforms that connect tourists with local guides?

1.5 Significance Of The Study

Personalized travel because the website offers the opportunity to customize their travel experiences basing on interests, preference and cultural curiosity

Authenticity of the travel because the authentic experience creates a deeper understanding and appreciation of local cultures and traditions

Diversification of tourism industry as the platform helps in distributing evenly the tourists hence reducing pressure on popular tourist destination and spreading benefits of tourism to other areas

Creation of economic opportunities for local guides in areas not visited by tourists more often

1.6 Scope And Limitation Of Study

This project may cover limited regions restricting geographical availability thus affecting feedback diversity and development. Ensuring high quality, verified content might be challenging due to resource constraints. Technical and marketing limitations could impact user experience and outreach effectiveness.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

Recent years have seen tremendous changes in the travel and tourism sector, mostly due to the development of technology and consumers' growing need for real, immersive experiences. Travel itineraries that were traditionally defined by trips to well-known tourist destinations and a dependence on general tour operators are giving way to customised and distinctive travel experiences made possible by local knowledge. This chapter examines the body of research on the benefits of using local guides, the influence of technology on travel, and the increasing need for genuine travel experiences.

The broader framework of experiencing travel, which prioritises meaningful interactions and authentic cultural exchanges, is the foundation upon which the idea of pairing tourists with local guides rests. Local tour guides are familiar with their surroundings and may provide

2.1 Review of objective one: Design and develop user interface that allows travellers to easily search, compare and book local guides

User interface (UI) design is critical for the success of online platforms, especially in tourism, where ease of use, accessibility, and aesthetics significantly influence user engagement and satisfaction. Good UI design involves intuitive navigation, clear information presentation, and responsive design to cater to a diverse user base. Research indicates that users are more likely to engage with platforms that offer seamless search and booking experiences (Nielsen, 2012). In the context of connecting tourists with local guides, the UI should facilitate easy search and comparison of guides based on various parameters like location, price, language, and specialities. Effective search and comparison tools are essential features of a tourism platform. They enable users to filter options based on their preferences and requirements, making the decision-making process more straightforward. Advanced filtering options, including user reviews, guide ratings, and past experiences, provide valuable insights that help users make informed choices. According to a study by Gretzel and Yoo (2008), user-generated content, such as reviews and ratings, significantly influences traveler decisions, highlighting the importance of incorporating these elements into the platform.

The booking process must be streamlined, secure, and transparent. Users should feel confident in the security of their payments and the reliability of the booking system. Features like secure payment gateways, clear pricing information, and transparent cancellation policies are critical in

building user trust. The literature suggests that ease of booking and perceived security are major factors in user satisfaction and repeat usage of travel platforms (Kim et al., 2007).

2.2 Review of objective two: Implement a clear guide registration and verification system

The establishment of a comprehensive system for guide registration and verification is imperative in order to guarantee the dependability, security, and calibre of services provided on a traveller-local guide platform. This section examines the body of research on user registration system best practices, the value of online platform verification procedures, and the particular factors to take into account when establishing a trustworthy environment for both guides and travellers.

Systems for User Registration Any online platform must have strong user registration procedures in place. In addition to gathering the required data, they also help to build user profiles that enable individualised interactions. Research indicates that simplicity and comprehensiveness should be balanced in an ideal registration system (Saffer, 2010). Easier registration procedures lower entrance barriers, and thorough profiles guarantee that the platform can provide customised services. Frequently seen fields on registration forms include contact information, competence, availability, and a brief biography in addition to personal data.

procedures for Verification online platforms need verification procedures in order to build reputation and trust. Numerous studies highlight the value of multi-layered verification systems, such as those that incorporate background checks, identity verification, and professional credentials (Friedman, Kahn, & Howe, 2000). Verifying government-issued identification is a common method of identity verification; background checks make sure that guides have no criminal history. Furthermore, confirming professional credentials—such as licences or certifications—provides an additional degree of comfort about the guide's competence

2.3 Review of objective three: Develop a comprehensive marketing strategy to attract and retain both local guides and tourists

Effective digital marketing strategies are crucial for the success of online platforms in the tourism sector. These strategies encompass various tools and techniques, including search engine optimization (SEO), social media marketing, content marketing, and pay-per-click (PPC) advertising. Chaffey and Ellis-Chadwick (2016) emphasize the importance of an integrated

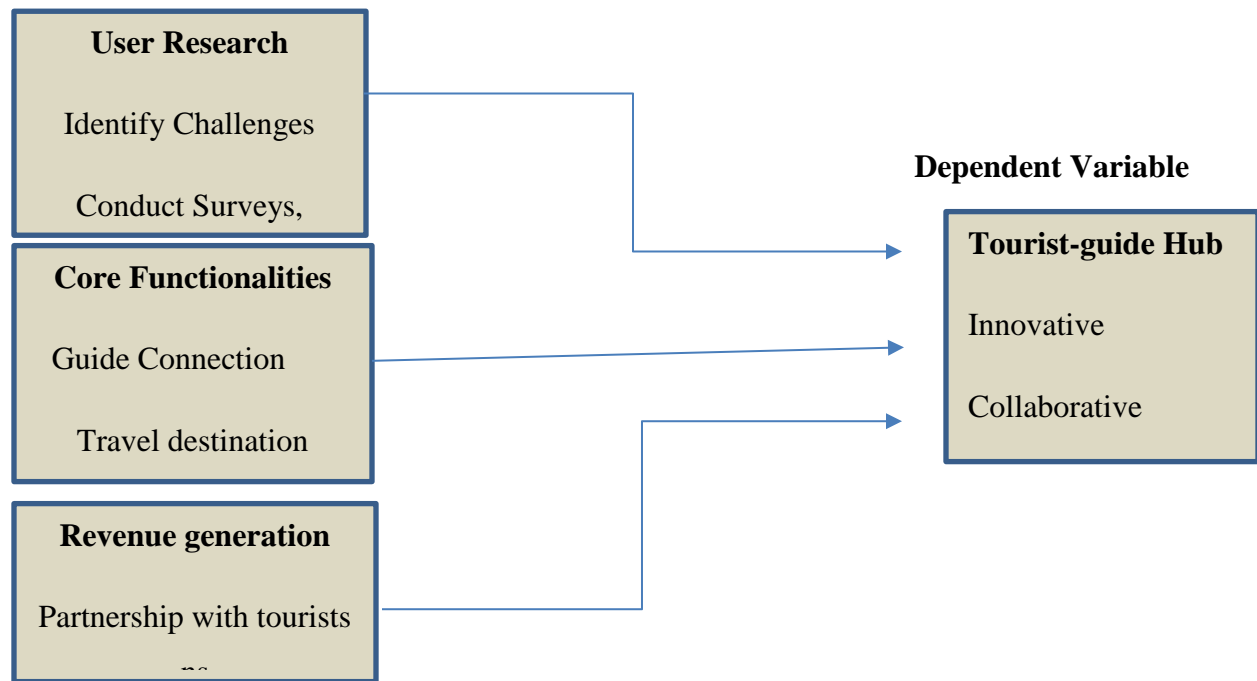
digital marketing approach that aligns with the target audience's behavior and preferences. For a platform connecting tourists and local guides, digital marketing should focus on showcasing authentic experiences, leveraging user-generated content

To build a robust platform, it is essential to attract knowledgeable and passionate local guides. Research by Buhalis and Law (2008) highlights the role of digital platforms in empowering local communities by providing them with a marketplace to offer their services. Effective strategies for engaging local guides include offering incentives such as competitive commission rates, training opportunities, and marketing support. Additionally, providing a user-friendly interface for guide registration and profile management can facilitate the onboarding process and encourage participation

Retention strategies are as crucial as acquisition strategies in ensuring long-term platform success. For tourists, retention can be achieved through personalized communication, loyalty programs, and continuous engagement through newsletters and social media. For local guides, creating a sense of community and providing regular updates on platform developments can foster loyalty. Kim and Mauborgne (2005) suggest that continuous innovation and responsiveness to user feedback are key factors in retaining users in competitive digital environments

2.4 Concept map.

Independent Variables



CHAPTER THREE: METHODOLOGY.

3.0 Introduction.

This study employs a mixed-methods approach to investigate the effectiveness and user satisfaction of the Tourists –local guides Hub

3.1 Research methodology/Research design used

3.1.1. Gathering of Data.

a. **Quantitative Data:** A survey on user engagement, contentment, and platform efficacy will be carried out to collect quantitative data. A sample of tourists and local guides who have utilized the Tourists – local guides Hub will get the survey. Likert scale and multiple-choice questions will be included in the survey to gauge user happiness and evaluate how the platform affects the job search process.

b. **Qualitative Data:** To gain a deeper understanding of survey respondents' experiences with the platform, semi-structured interviews will be held with a portion of them. The interviews will delve into user perspectives, obstacles encountered, and recommendations for enhancement.

3.1.2. Data Analysis.

a. **Quantitative Analysis:** Descriptive statistics, regression analysis, and correlation analysis are some of the statistical methods that will be used to examine survey data. This analysis will help to understand user satisfaction levels, how well the platform facilitates recruiting and tourists destination searches, and how various platform features affect user outcomes.

b. **Qualitative Analysis:** Thematic analysis will be employed to examine the transcribed interview material. The identification of themes and patterns will provide valuable insights into user experiences, obstacles, and suggestions for improving the platform.

3.1.3. Iterative Assessment of the Platform. The platform will be regularly observed and assessed by the research team during the duration of the project. User engagement metrics will be monitored, user behavior on the site will be examined, and regular user feedback will all be part of this study. The platform's features and functionalities will be adjusted based on the results of this iterative review process, which will also assist identify areas for development.

3.1.4. Moral Points to Remember. Informed consent from participants, maintaining data confidentiality and anonymity, and following data protection laws will all address ethical

issues. Along with ensuring fairness and openness in the algorithmic decision-making process, the study will also take into account the ethical implications of the AI algorithms utilized in the platform's recommendation system.

3.2 Limitations.

The study notes certain limitations, including sample representativeness, possible biases in self-reported data, and platform performance issues related to technical restrictions. By employing a varied sample, combining data from several sources, and going through stringent data validation procedures, an attempt will be made to lessen these constraints. The study's conclusions will offer insightful information about the Tourists – local guides Hub efficacy, user satisfaction levels, and suggestions for enhancing its features and functionalities. These observations will help shape the platform's upcoming improvements and progress the recruiting and job-search procedures.

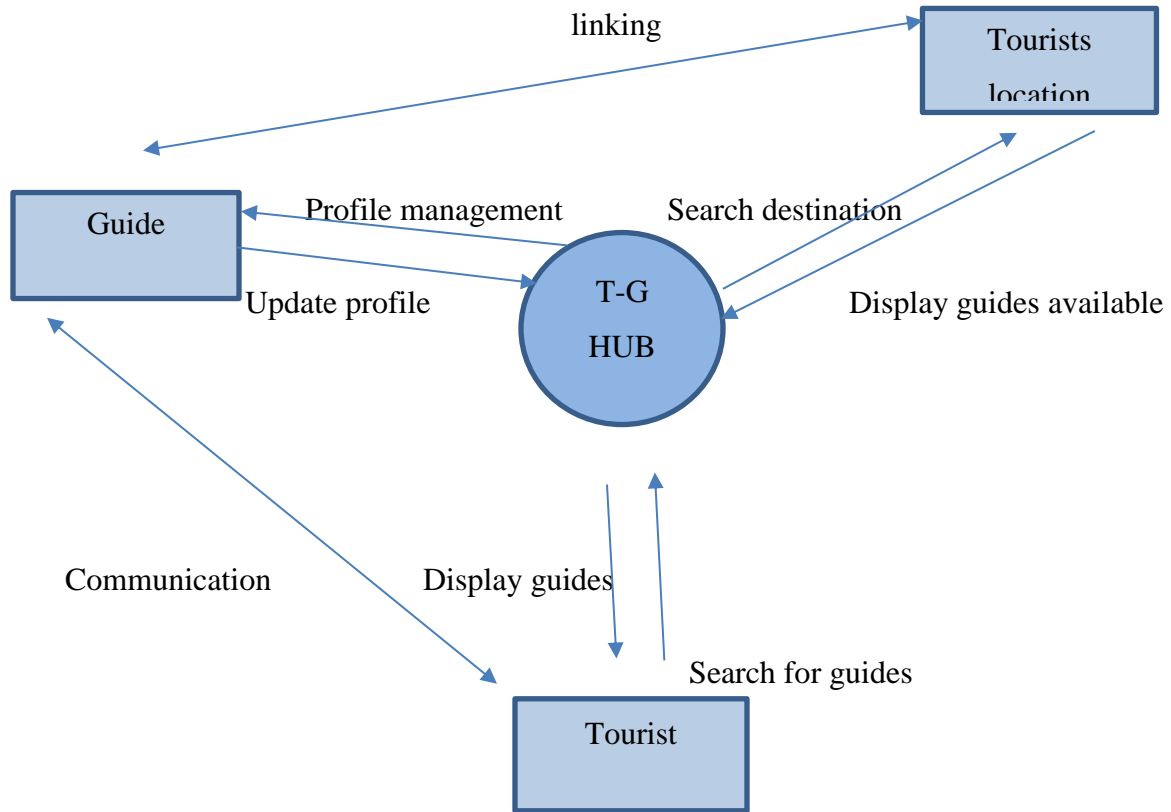
3.3 Data collection methods used;

- i. **Surveys:** To acquire quantitative information on user engagement, contentment, and the efficacy of the Career-Link platform, surveys were carried out. Multiple-choice and Likert scale questions were employed to gauge user satisfaction and evaluate the platform's effect on the job search process. A sample of businesses and job seekers who have used the platform received the surveys.
- ii. **Semi-Structured Interviews:** To gather qualitative information, semi-structured interviews were performed with a portion of survey participants. Comprehensive investigation of user experiences, perceptions, difficulties encountered, and recommendations for enhancement was made possible by the interviews. Rich insights and a greater comprehension of user viewpoints were gained from the interviews.
- iii. **User Input:** Throughout the research period, the Tourists – local guides Hub users' ongoing input was gathered. A variety of methods, including user forums, online feedback forms, and direct communication with the research team, were used to gather this input. Real-time insights into the platform's advantages, disadvantages, and potential improvement areas were obtained from user comments.

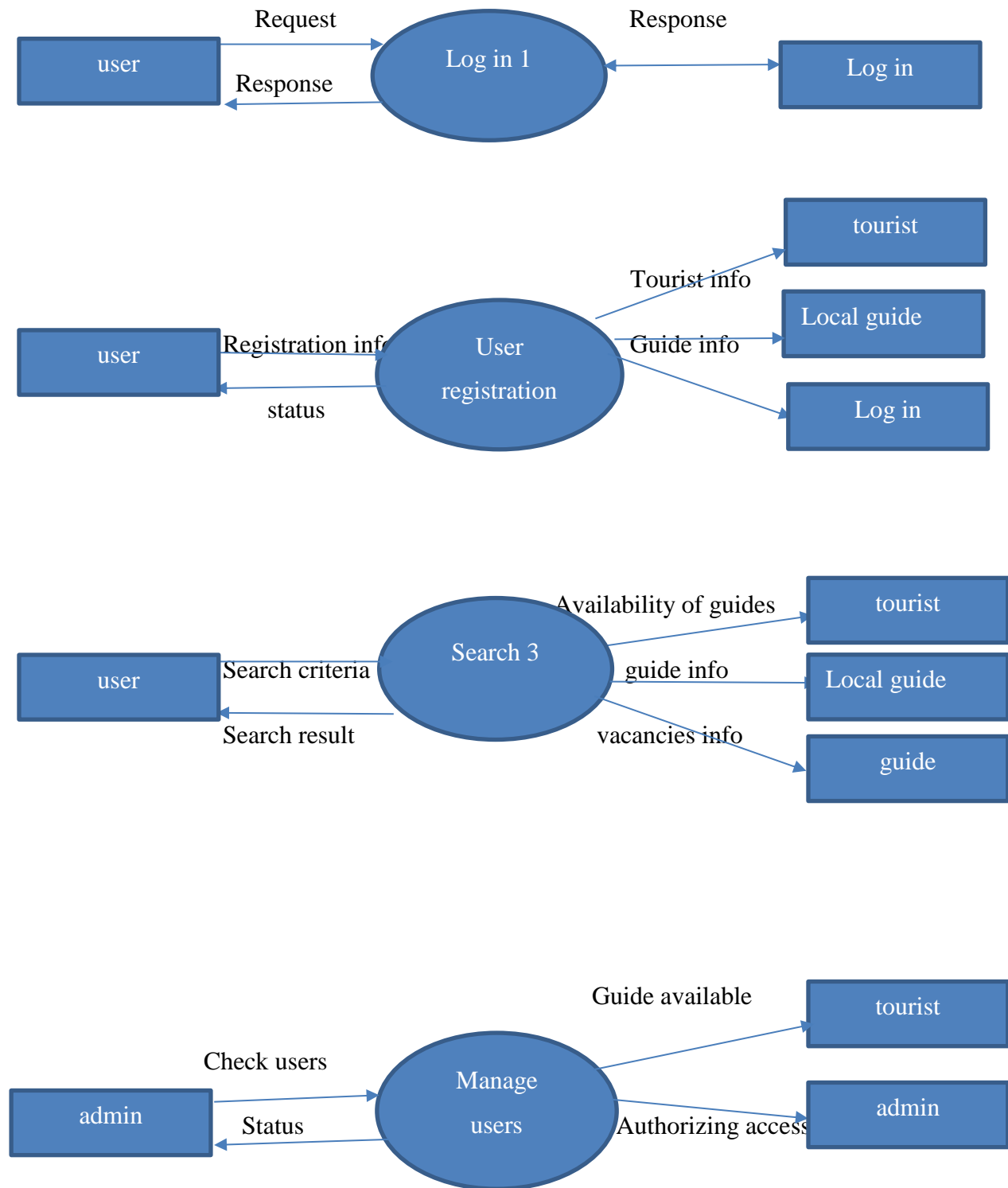
iv. **User activity Analysis:** To collect information on user engagement and platform interaction, user activity on the Tourists – local guides Hub was monitored and examined. To learn how users used the site and spot any patterns or trends, data was gathered and evaluated, including click-through rates, time spent on various areas, and the quantity of job applications submitted.

3.4 Design diagrams.

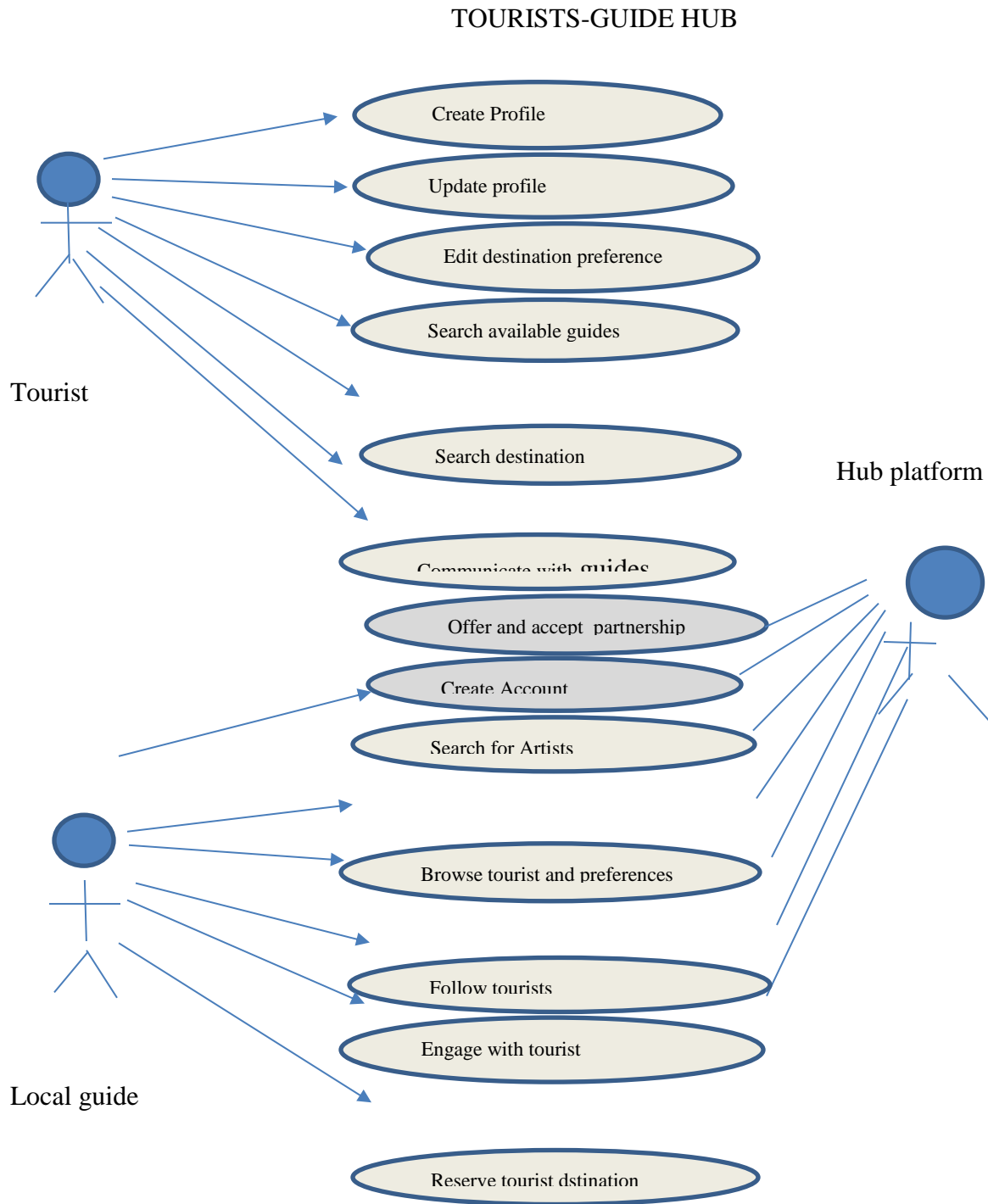
3.4.1 Context Diagram



3.4.2 Level 1 Dfd



3.4.2 Use Case Diagram



3.5 Research Ethics

A number of fundamental ideas are covered by the ethical guidelines for research in order to guarantee both the integrity of the study procedure and participant protection. These include compliance with privacy and data protection regulations, as well as informed permission, anonymity, and secrecy to protect participants' identities and data privacy. Furthermore, it is imperative to take steps to protect participants from harm and reduce their risks, to guarantee justice and equity in research procedures, and to preserve reporting accuracy and transparency. Respect for participant autonomy and well-being, approval from the institutional review board, and the ethical use of AI and algorithms are stressed. Responsible knowledge dissemination and the maintenance of research integrity are further aided by transparency and cooperation in the sharing of results and methodologies. Following these recommendations aids in maintaining ethical norms, defending participant rights, and advancing scientific understanding.

3.6 CONCLUSION

In this conclusion, we have explored the foundational aspects crucial to the development of our website aimed at connecting travelers with local guides. By focusing on key components such as user interface design, feature implementation, and the importance of user feedback, we have laid the groundwork for a platform that emphasizes authenticity and local expertise. Our objective is to create a user-friendly and engaging platform that facilitates meaningful connections between travelers and local guides. Through a well-thought-out design and strategic feature set, we aim to enhance the travel experience by offering personalized and culturally enriching journeys. As we move forward, the insights gained in this chapter will guide the continued development and refinement of the website, ensuring it meets the needs of our users and fulfills its purpose of fostering authentic travel experiences

3.7 APPENDICES

3.7.1 Appendix I :References

Becker, T., & Axhausen, K. W. (2017). A literature review on travel behavior, preferences, and decision-making. *Transport Reviews*, 37(3), 354-375. doi:10.1080/01441647.2016.1268993

Buhalis , D., & Amaranggana, A. (2015). Smart tourism destinations: ecosystems for tourism destination competitiveness. *Tourism Recreation Research*, 40(2), 168-180. doi:10.1080/02508281.2015.1066311

Gretzel , U., & Yoo, K. H. (2008). Use and impact of online travel reviews. *Information and Communication Technologies in Tourism*, 35-46. doi:10.1007/978-3-211-77280-5_4

Huang, Y. C., & Hallak, R. (2019). A conceptual framework of tourist experience design. *Journal of Travel Research*, 58(5), 760-776. doi:10.1177/0047287518800874

Kock, F., Josiassen, A., & Assaf, A. G. (2016). Unpacking the relationship between online travel reviews and hotel performance: A comparative study. *Journal of Travel Research*, 55(4), 435-447. doi:10.1177/0047287514567007

3.7.2 Appendix II : Budget

Budget	Amount (ksh)
Laptop	32,000
Airtime	600
Binding	400
Contingency	700
Printing	1200
Transport	4000
TOTAL	38,900.00

Table 1 Budget

3.7.3 Appendix B – Project Schedule

Month/Phase	MAY	JUNE	JULY
Concept paper	✓	✓	
Seeing supervisor	✓	✓	
Chapter One	✓	✓	
Chapter Two		✓	
Chapter Three			✓

Table 2: Project Schedule

APPENDIX III :Project Schedule

Month	June	July	August
Research Methodology			
Diagrams			
Consultation			

Table 2 Project Schedule