**Problem Analysis**

Market Analysis

In Cambodia nowadays, there are uncontrollable crimes happen every day, especially Sihanouk province due to increasing numbers of Chinese investors and visitors. However, others tourism destinations also face these problems. According to a news which was published by The Phnom Penh Post on 15 Aug, 2019 stated that Deputy National Police chief Thong Lim said, “ From April to June this year, 161 crimes were recorded as committed against foreigners, representing a year-on-year drop.” In addition, most victims cannot prepare in advance because of lack information or records about crime. Due to this issue, all tourists cannot reach out the information. In order to solve those problems, our project can be impactful and essential. Nevertheless, if the problem cannot be solved, it would be a serious issue that affects on the tourists coming to Cambodia. It would also impact on the profit and economic of the country. As a result, implementing this project would solve and bring out these problems.

Feasibility Analysis

As a developing country with fruitful tourism destination, safety and security are vital to providing quality in tourism. The success or failure depends on being able to provide a safe and secure environment for visitors. However, getting information about crime is hard for tourists. Compared with AlertMe, AlertMe is much easier and more updated which gives all crime cases in tourism areas. It can show every corner place of Cambodia, especially tourism areas. Moreover, it is preferred to have for this digital era to bring people from all over the world to a particular area.

References:

https://www.phnompenhpost.com/national/crimes-committed-against-foreigners-drops