

The Review of websites in tourist attractions

CSC 311 1.5 Web Technologies
University of Sri Jayewardenepura
Gangodawila
Nugegoda

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Abstract

Today we are dealing in a digital world. All things are connected by the internet. So people always make a look up in the internet before they plan something.

Then websites make a vital role in such cases.

Many organizations have created their own Web sites to advertise their products or services. This information that the companies create is accessible to more and more people all over the world.

We may not judge a book by the cover, but we always judge a business by its website.

In order to get the attention of the public through the organization's Web page, it is very important to design an attractive and easy to use site.

Often, the meaning of "design" is perceived solely as a visual aspect. In reality, website design includes more abstract elements such as usability, ergonomics, layout traditions, user habits, navigation logic and other things that simplify the using of websites and help to find information faster.

In classical terms, design describes the visual appearance of a website. Traditional approach involves contrast, coloring, balance, emphasis, rhythm, style of graphical elements (lines, shapes, texture, color and direction), and use of icons, background textures and general atmosphere of overall website design.

All these elements are combined with the fundamental principles of design in order to create a superb result that meets the goals set for the website.

But,

There is Yin and Yang, Black and White, Hot and Cold and unfortunately...Good Design and Bad Design. Since there must be a balance in the Universe, good design can't exist alone.

Introduction

A research had done on websites about tourist attraction places. Here we decided to divide the report on 2 categories and 2 sub categories.

1. Foreign websites
 - i) Foreign website with a good design layout
 - ii) Foreign website with a bad design layout
2. Local websites
 - i) Local website with a good design layout
 - ii) Local website with a bad design layout

So we had chosen 4 websites according to above titles and evaluated them.

In order to increase our accuracy and effectiveness of our evaluation process we divided the evaluation to following criteria.

1. Accuracy
2. Authority
3. Objectivity
4. Currency
5. Content
6. Design
7. Accessibility

And we used a set of self-asked questions from each criterion to evaluation process.

1. Accuracy

- Is it free from spelling errors?
Free from any grammatical or spelling errors and alterations.
- Is the text written well?
- Has the author included a bibliography?
- Are the sources cited reliable and can they verify elsewhere?
Credibility or any proof of the information in the website.
- Has the content been through an editing process or been peer reviewed?
Again to prove the credibility of the context.

2. Authority

- Is the author identified?
Credibility of the author or publishing body. Otherwise the information provided in this website cannot be trusted and cannot be used in any kind of formal work.

3. Objectivity

- Does this website have a purpose?

A proper website should have a clear purpose or ambition. (Or purposes)

4. Currency of information

- Can you tell when the information was published?

To identify age of the website. More older the website more trust is gain to the information. Because untrustworthy information weren't last longer.

- Is the information up to date?

Timeliness of the information.

- How frequency the website update?

Again to proof the future timeliness of the information.

- Are the links up to date and working?

5. Content

- Is the website consist of the texts, images, videos, audio files and animated texts and images?

- Is the content well described and well edited?

Everything is straightforward and well placed

- Is the content in the page is categorized?

Contents are numbered and well categorized.

- Is the design facilitating in finding the content the site?

6. Design

- Does this focus on the target audience?

- How about the layout of the website?

- Do they keep branding consistence in web design?

- How about the loading of the website?

- Are there strong calls to actions?

- Does it provide easy navigation?

7. Accessibility

- Are the resources of the website accessible?

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with or access website to the people with disabilities.

Foreign website with a bad design layout

<http://www.007museum.com>

This is the official web site of James Bond museum in Sweden.



01. Accuracy

- Is it free from spelling errors?

This website is free from any grammatical or spelling errors and alterations.

- Is the text written well?

No. The content is not well-written. Color of the font is not good for attraction. It's so hideous to viewers.

- Has the author included a bibliography?

No. There's no any information provided about the author of the website.

- Are the sources cited reliable and can they verify elsewhere?

There's no any creditability or any proof of the information in the website.

- Has the content been through an editing process or been peer reviewed?

This web site is a private website. So it's not gone through an editing process or been peer review session.

02. Authority

- Is the author identified?

Yes. The author's basic contact information is published in the bottom of the website. The authors name, contact numbers, contact address and email address are available.

President James Bond Gunnar Schäfer

James Bond 007 Museum
Emmabodav. 20
S-382 45 Nybro
Sweden

Tele: +46-481-12960
Home: +4648051 007
Cell: +46-734-477 007
Mail: 007museum@telia.com
Webb: www.007museum.com

Facebook: [f](https://www.facebook.com/James-Bond-Museum-Nybro-Sweden)
www.facebook.com/James-Bond-Museum-Nybro-Sweden

Radio Sweden - visit to Jame...
- in Nybro. Swedish news in]
Tweet

sverigesradio

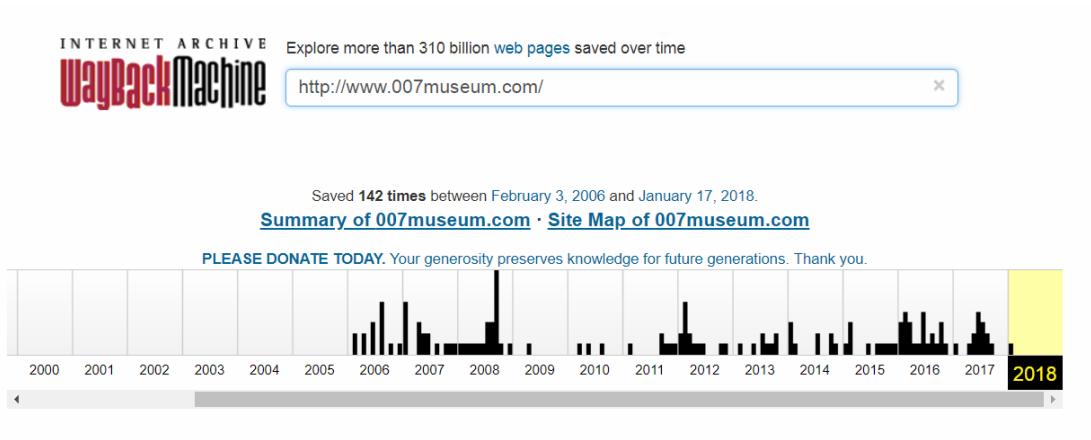
Activate Windows
Go to PC settings to activate Windows.
Matthew Bowyer London [www.theother...](#)

03. Objectivity

- Does this website have a purpose?
Yes. The main purpose of this website is to attract as much as tourists to the museum.
So the website tries to achieve this goal by showing some exhibits from the museum.
And the website needs to educate the James Bond fans about the movie information.

04. Currency of information

- Can you tell when the information was published?
There's no any timeline or date of publish. We tried to use an online web archive such as web.archive.org. This is the information we found.
This website is started in 2006.



- Is the information up to date? Yes. The information is up to date. The last update date was in 15th February 2018. So this shows information is not outdated.



February 15th 2018

007 JAMES BOND MUSEUM
WWW.007MUSEUM.COM SWEDEN NYBRO 0481-12960

Copyright © 1959-2018 www.007Museum.com All Rights Reserved

f i T G+ G+

James Bond 007 Museum Nybro, Sweden. www.007museum.com

Contact: 007museum@telia.com tel. +46-481-12960 Open Daily 10.00 - 17.00 (lunch 13-14) Sat 10.00-14.00

Address: James Bond 007 Museum, Emmabodav. 20 382 45 Nybro, Sweden 0481-12960

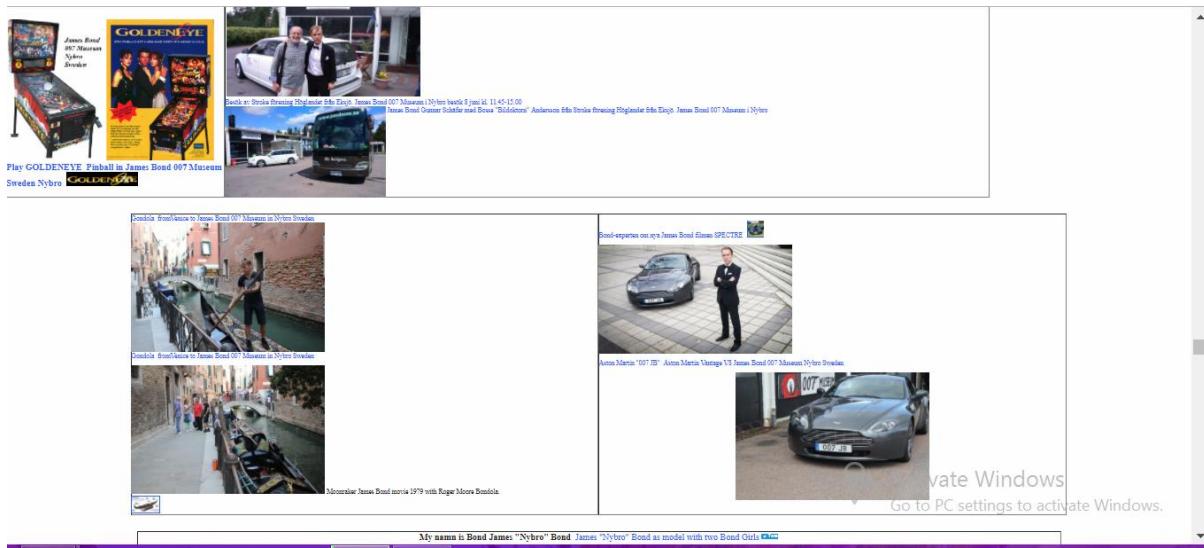
Activate Windows
Go to the settings to activate Windows.

- How frequency the website update?
There is no such information presented.
- Are the links up to date and working?
Yes all links are (including external web links) working.

05. Content

In the websites on tourist attraction places the main goal is to attract and make tourists to visit their places. In order to achieve this goal the website should be eye catching and should be consists of information. And the website should gain the trust from the viewer unless the viewers will fall into a doubt.

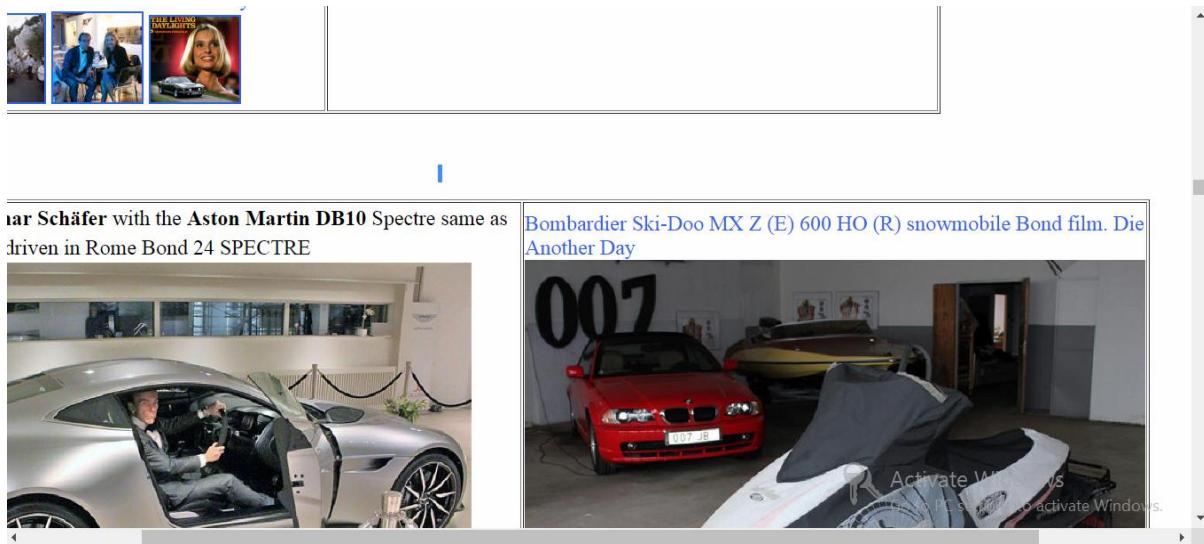
- Is the website consisting of the texts, images, videos, audio files and animated texts and images?
There is too much images and videos it this website. Animations can be seen in irrelevant places
- Is the content well described and well edited?
Not well edited. It the information which is provided here are very noisy.
- Is the content in the page is categorized?
No; content is not categorized. It's scattered everywhere. Content is not numbered.
There is no any navigation bar.
- Is the design facilitating in finding the content the site?
No. Content of the website is jumbled.



06. Design

- Does this focus on the target audience? Yes. The websites main purpose is to persuade the visitors to come and visit the Bears Ears. At the same time they try to educate the viewers about this place very effectively manner.
- How about the layout of the website? The website layout is terrible. It's not divided correctly. There are no white spaces so it's so the website design is untidy. This website users bold blue color font unnecessarily. This makes this website an eyesore. The website is not in liquid layout. But the most terrible thing is the window does not fit in to standard PC screen. So the viewers have to scroll everywhere to read the page.

The containing block is badly divided. The tables appeared in everywhere in every size . It makes the webpage untidy.



- Do they keep branding consistence in web design?

Yes. The website keep the same horrible layout through the every page .there's no any formation, just full of information.

- How about the loading of the website?

. It's taking about 25seconds to load in home broadband connection which is a big number in today's standards. The main culprit is the heavy and complicated home page.

- Are there strong calls to actions?

No there's no any strong call-to-actions here in this website.

But there are many social media connectivity methods.

But the link to "Trip Adviser" is very handy option. It is famous among tourists and backpackers about its reliability.

The screenshot shows the homepage of the James Bond 007 Museum. At the top, there is a large banner featuring the '007' logo and the text 'JAMES BOND MUSEUM' with the subtitle 'WWW.007MUSEUM.COM SWEDEN NYBRO 0481-12960'. Below the banner, there is a navigation bar with links for 'HOME', 'ABOUT', 'EXHIBITION', 'MUSEUM', 'MEDIA', 'CONTACT', and 'LINKS'. On the left side, there is a sidebar with social media icons for Facebook, Instagram, Twitter, YouTube, Google+, and LinkedIn, along with links for 'WORDPRESS.COM' and 'tripadvisor'. In the center, there is a large image of a man wearing glasses and a suit, with the caption 'Vem Vet Mest James Bond 007 Museum'. To the right, there is a section for the 'JAMES BOND THE EXHIBITION' with a British flag icon and a link to '007.com'. At the bottom, there is a footer with the text 'Activate Windows' and a link to 'Go to PC settings to activate Windows.'

Trip adviser page of this place:

The screenshot shows the Tripadvisor page for the James Bond 007 Museum. At the top, there's a green header with the Tripadvisor logo and a search bar. Below the header, there's a thumbnail image of the museum's exterior, which includes several cars parked in front of a building with a sign that says "James Bond 007 Museum". To the right of the image, the text "James Bond 007 Museum" and "Emmabodavägen 20, Nybro 382 45, Sweden" is displayed. Further down, a section titled "Latest reviews of the attraction" shows two reviews. The first review is from "Roger F" who rated it 5 stars and said it's a "fun museum". The second review is from "Atle B" who rated it 5 stars and said it's "Fantastic in so many ways". Both reviews mention the museum's collection of gadgets and merchandise related to James Bond.

- Does it provide easy navigation?

There is no navigation bar or navigation plain. So it is not easy to navigate through the pages. All the information is stacked in the home page all links are scattered all over the page.

Author has used a pool of web links in the home page of the website.

- | | |
|--|---|
| <ul style="list-style-type: none">3. Goldfinger 19644. Thunderball 19655. You Only Live Twice 19676. On Her Majesty's Secret Service 19697. Diamonds Are Forever 19718. Live And Let Die 19739. The Man With The Golden Gun 197410. The Spy Who Loved Me 197711. Moonraker 197912. For Your Eyes Only 198113. Octopussy 198314. A View To A Kill 198515. The Living Daylights 198716. Licence To Kill 198917. Goldeneye 199518. Tomorrow Never Dies 199719. The World Is Not Enough 199920. Die Another Day 200221. Casino Royale 200622. Quantum Of Solace 200823. Skyfall 201224. Spectre 201525. James Bond 25 201926. James Bond 26 | <ul style="list-style-type: none">9. Mannen Med Den Gyllene Pistolen 197110. Älskade Spion 197711. Moonraker 197912. Ur Dödlig Synvinkel 198113. Octopussy 198314. Levande Måltavlorna 198515. Iskalt Uppdrag 198716. Tid För Hämnd 198917. Goldeneye 199518. Tomorrow Never Dies 199919. Världen Räcker Inte Till 199920. Die Another Day (2002)21. Casino Royale 200622. Quantum Of Solace (2008)23. Skyfall 201224. Spectre 201525. James Bond 25 201926. James Bond 26 |
|--|---|



07. Accessibility

- Are the resources of the website accessible?

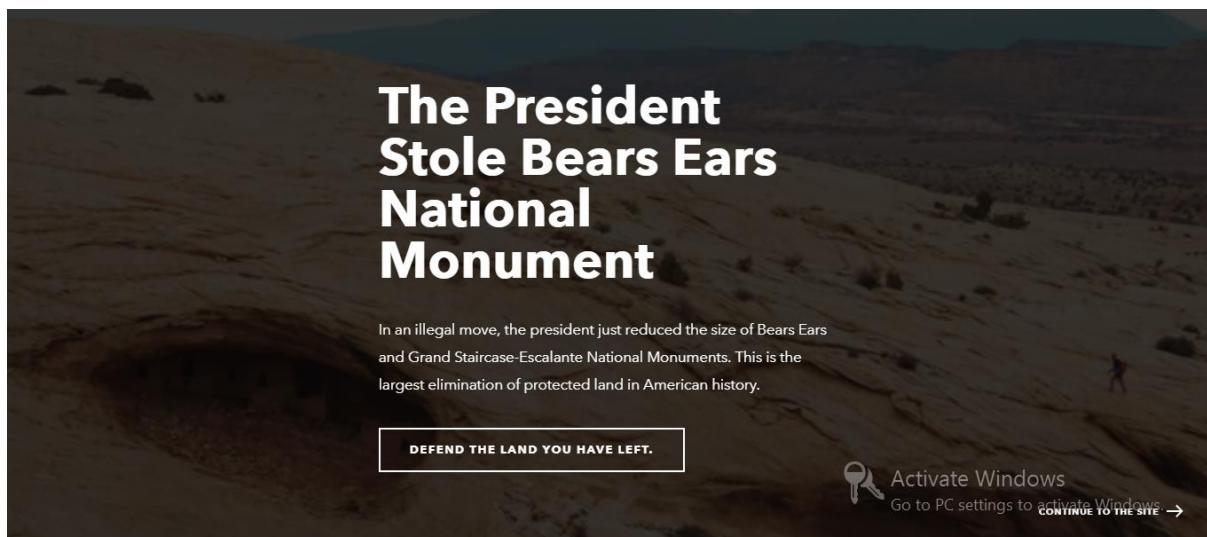
Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with or access website to the people with disabilities.

This website is not optimized for disabled people. No a zooming tool, or a narrator .It is a big problem in this website.

Foreign website with a good design layout

<http://bearsears.patagonia.com>

Official website of Bears Ears National Park is in Utah State in United States of America.



01. Accuracy

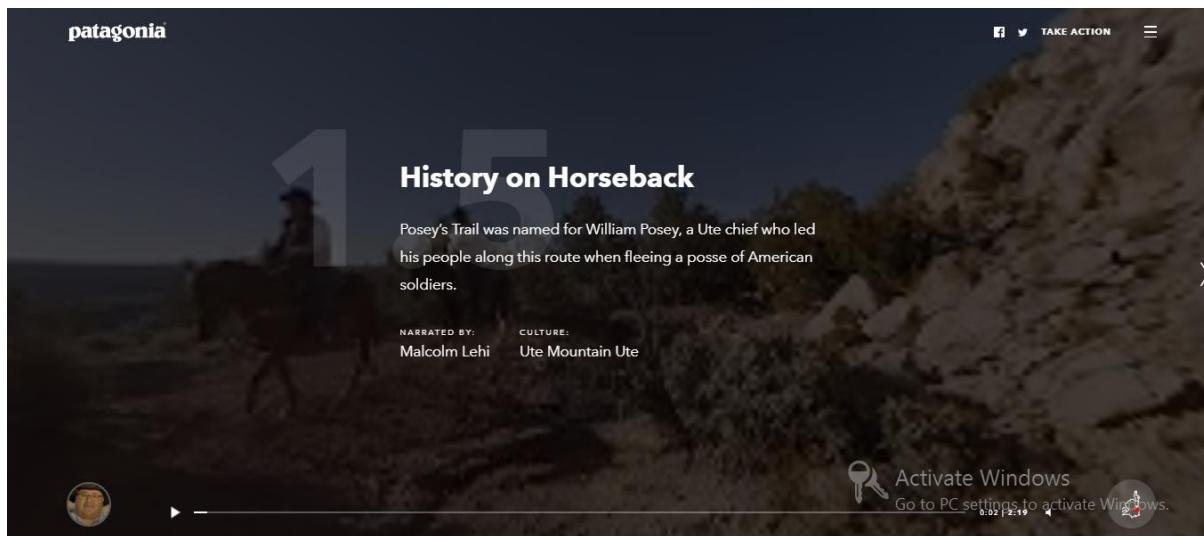
This website was last updated in 2018. So it has well and latest updated information. Availability information all information presented in video format. So it feels more accurate than reading a description.

- Is it free from spelling errors?

And there are no any grammatical or spelling errors. And there are no any broken links.

- Is the text written well?

Yes, they are simple and coherent. But it use as a small summery. More information is described in the video.



- Has the content been through an editing process or been peer reviewed?
There's no any editing process or any editor stated.
- Has the author included a bibliography?
No. They have been stated that it is a collection of authors who are experts in the relevant topic field. All the presenters are professionals.

Authorization and contributors of the website also mentioned in a separate page in the website.

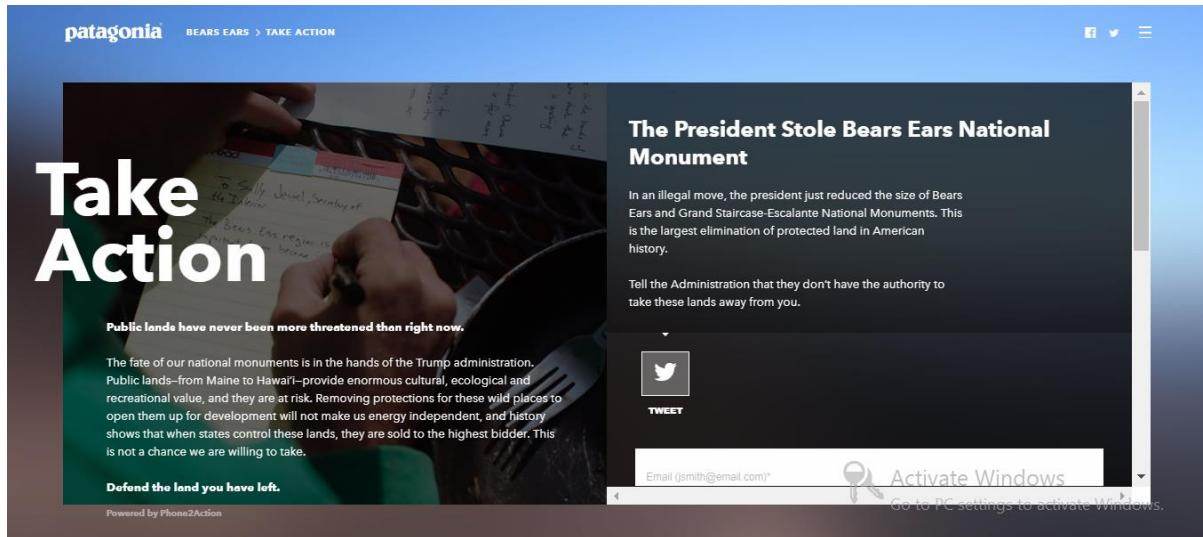


- Are the sources cited reliable and can they verify elsewhere?
No. the viewers had to believe in the presenters' professionalism.

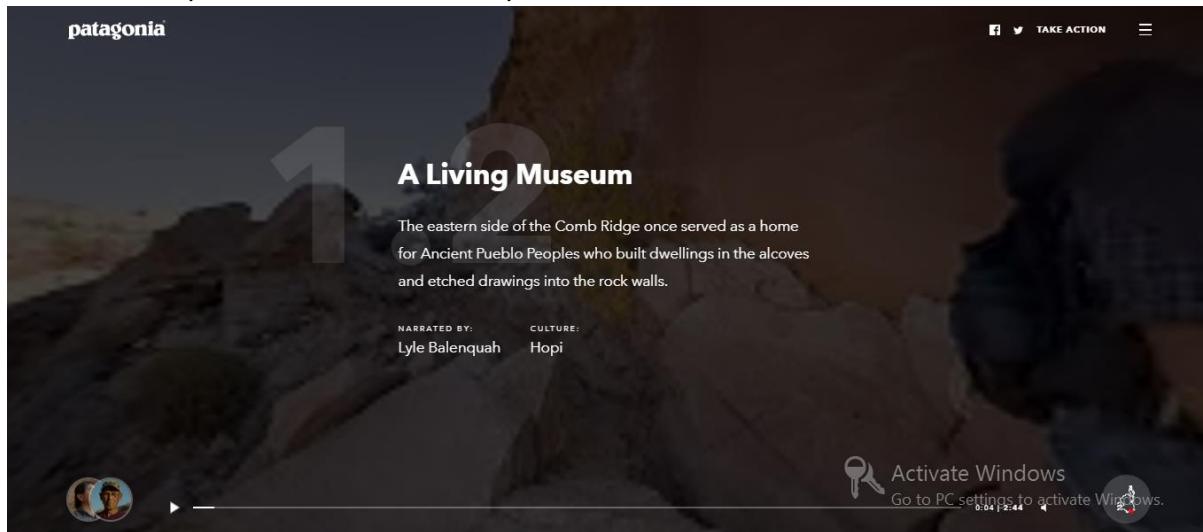
02. Authority

- Is the author identified?

Yes. They are identifiable. And methods to contact the owner are available. (Via online platforms such as Facebook and tweeter) And they use a novel system such as "Phone2Action" to contact the subscribers.



Presenters expose their identities and professions.

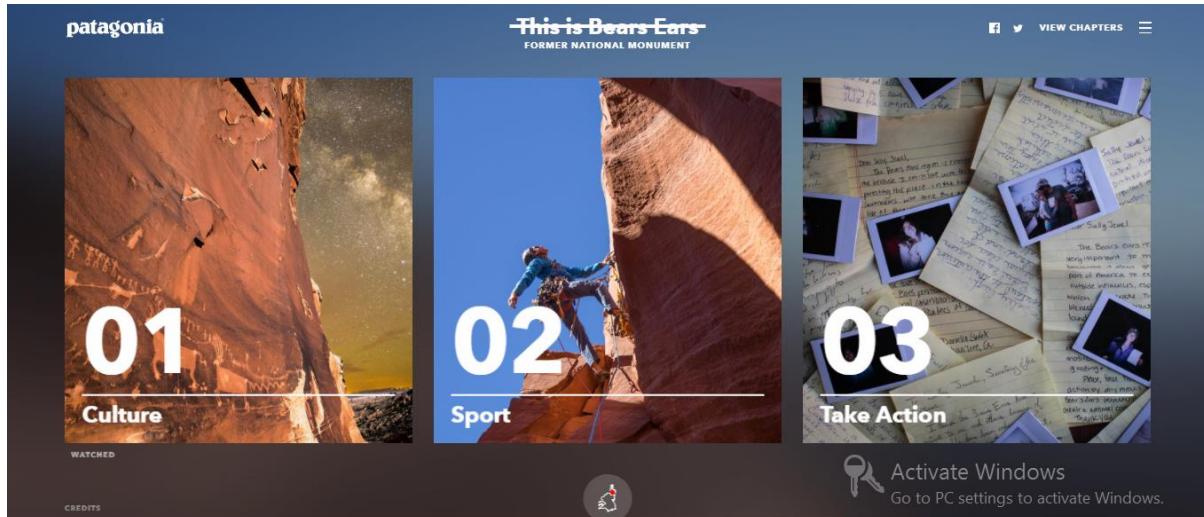


03. Objectivity

There are three main objectives in this website.

1. To show what visitors can see and what sports can they do there.
2. To show the culture and lifestyle of people in bears ears
3. To take action. People who visit the website can sign a petition against the current government decision regarding this place.

However it seems to be that the authors have put a big effort to emphasize this 3rd objective as the most important .



04. Currency of information

- Can you tell when the information was published?

No. there's no any timeline or date of publish. We tried to use an online web archive such web.archive.org but any clue had not found.

- Is the information up to date?

The website is well updated. This website was last updated in 2018.

- How frequently the website update?

There's no information about that.

- Are the links up to date and working?

There are no any broken links.

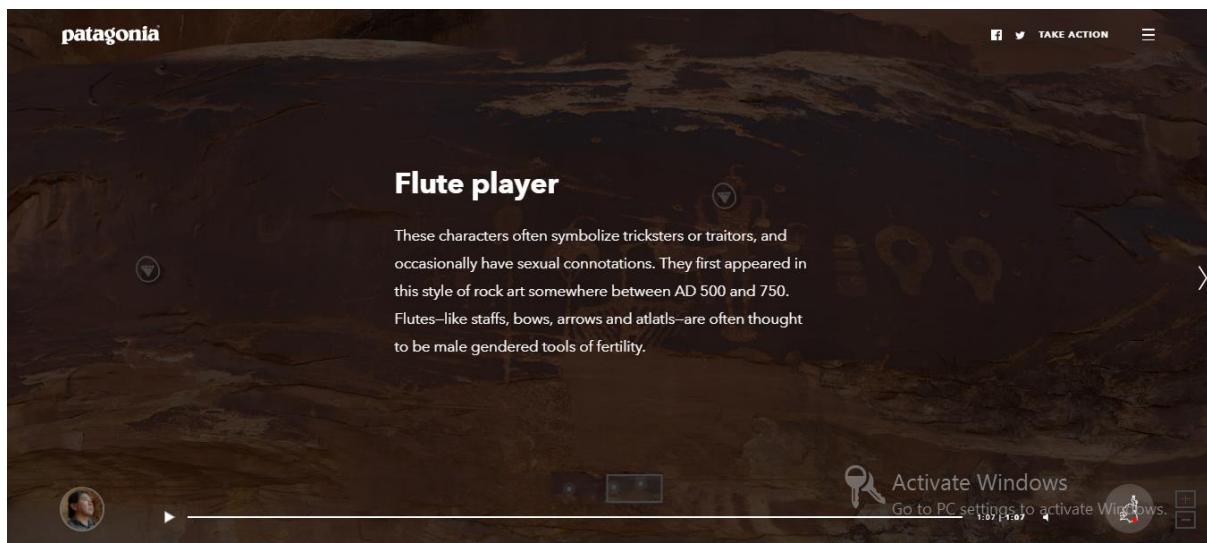
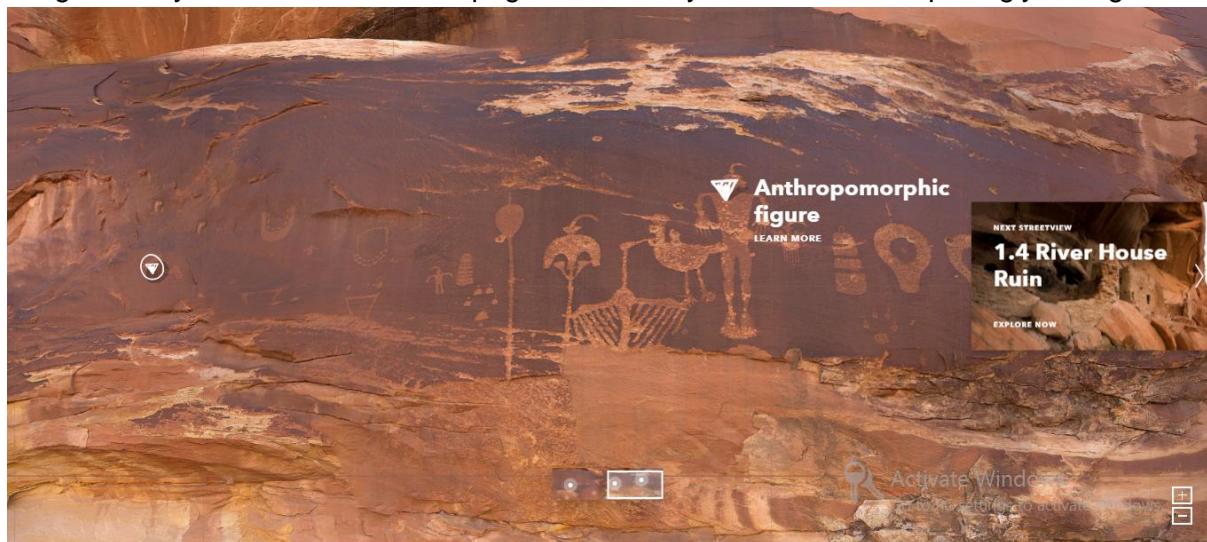
05. Content

In the websites on tourist attraction places the main goal is to attract and make tourists to visit their places. In order to achieve this goal the website should be eye catching and should be consists of information. And the website should gain the trust from the viewer. Unless the viewers will fall into a doubt.

- Is the website consist of the texts, images, videos, audio files and animated texts and images?

This website mostly dominated by videos. Most of the descriptive videos are 360 recorded VR ready videos. There is very little text just to show what the video is about.

There are interactive pictures in the website. There is a text and audio description about the image when you click the link. Web pages are heavily animated but surprisingly no lag at all.



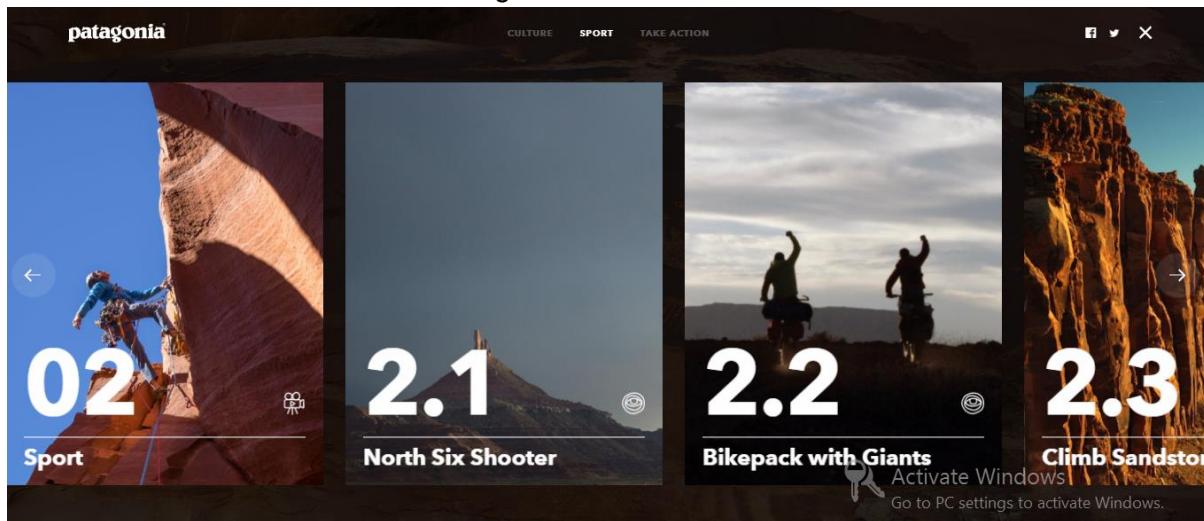
- Is the content well described and well edited?

Everything is straightforward and well placed. So design and content flow is excellent. But the real party piece is the interactive site map. That thing is awesome. The viewer can directly go to the information page by clicking the link in the map.



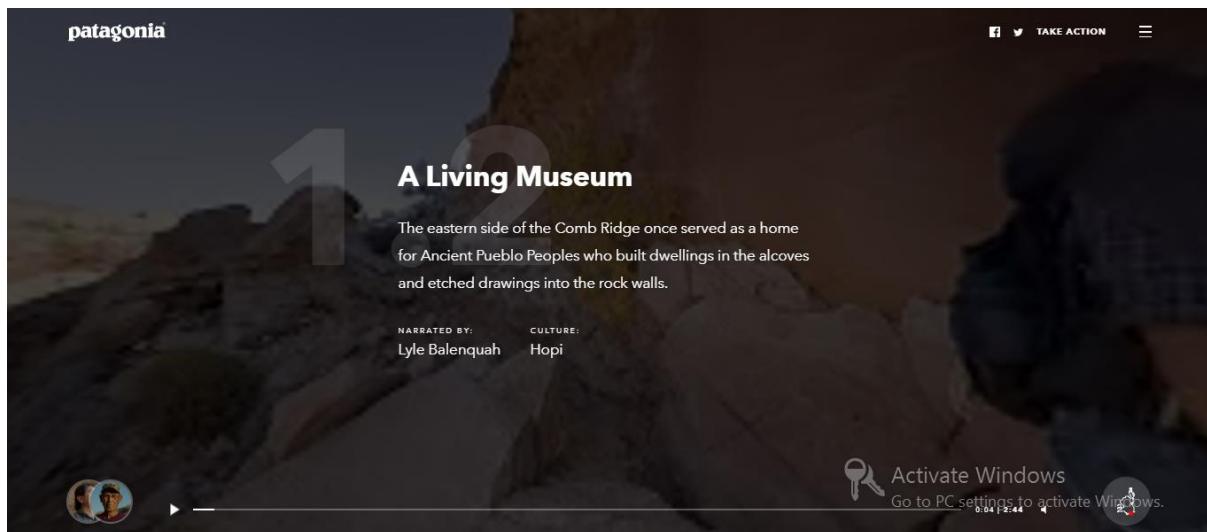
- Is the content in the page is categorized?

Contents are numbered and well categorized.

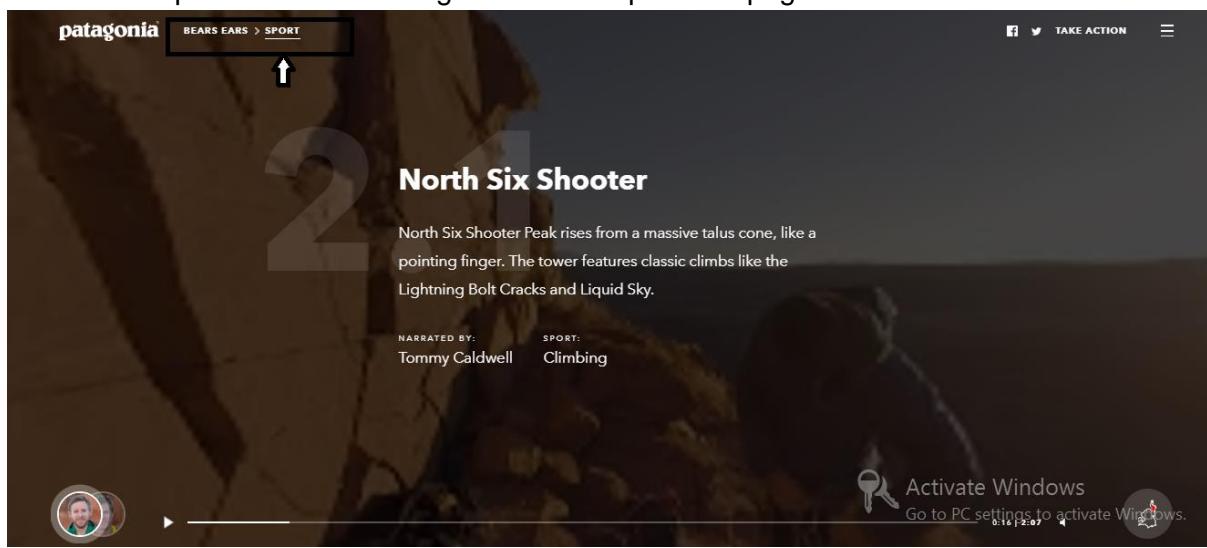


- Is the design facilitating in finding the content the site?

This is not a conventional website. So sometimes finding certain information might be tricky at first glance. Such as the video description is available only the user hit the pause button in the video player.



Absence of search button is the biggest problem in this website.
But the view path is available for go back to the previous page.



06. Design

- Does this focus on the target audience?

Yes. The websites main purpose is to persuade the visitors to come and visit the Bears Ears. At the same time they try to educate the viewers about this place very effectively manner. And they also need to sign an online petition to stop the government decision to reduce the monuments size.

- How about the layout of the website?

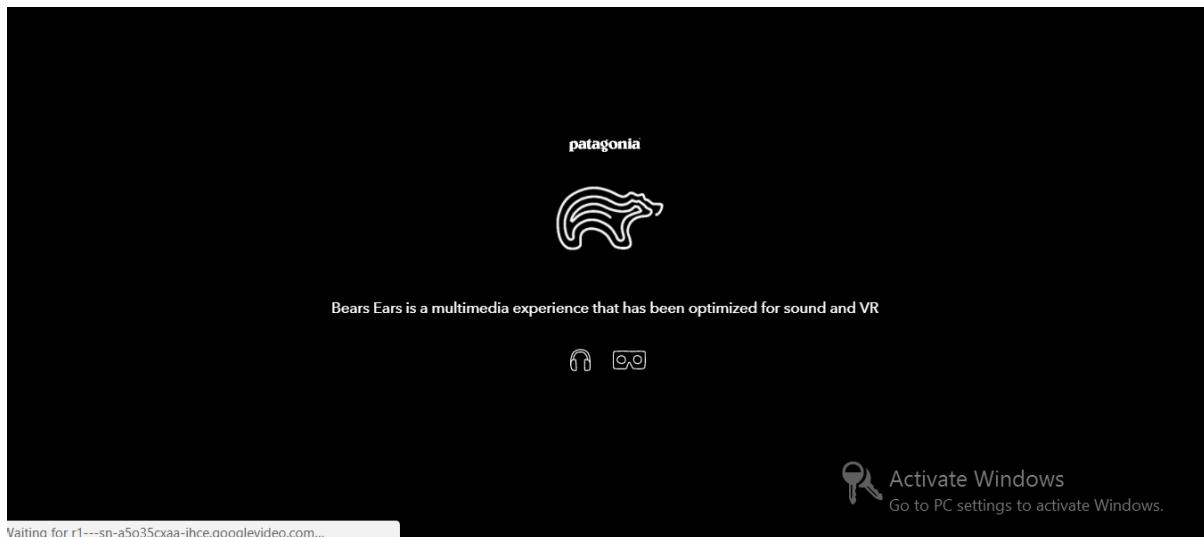
This website has a very simple yet effective layout.

They use less description. It makes the website looking complex and tricky and very time consuming to understand

But at the same time website should consist of information. Otherwise the main purpose of the website will be failed. So the best solution is adding more videos. Information can be presented straightforwardly.

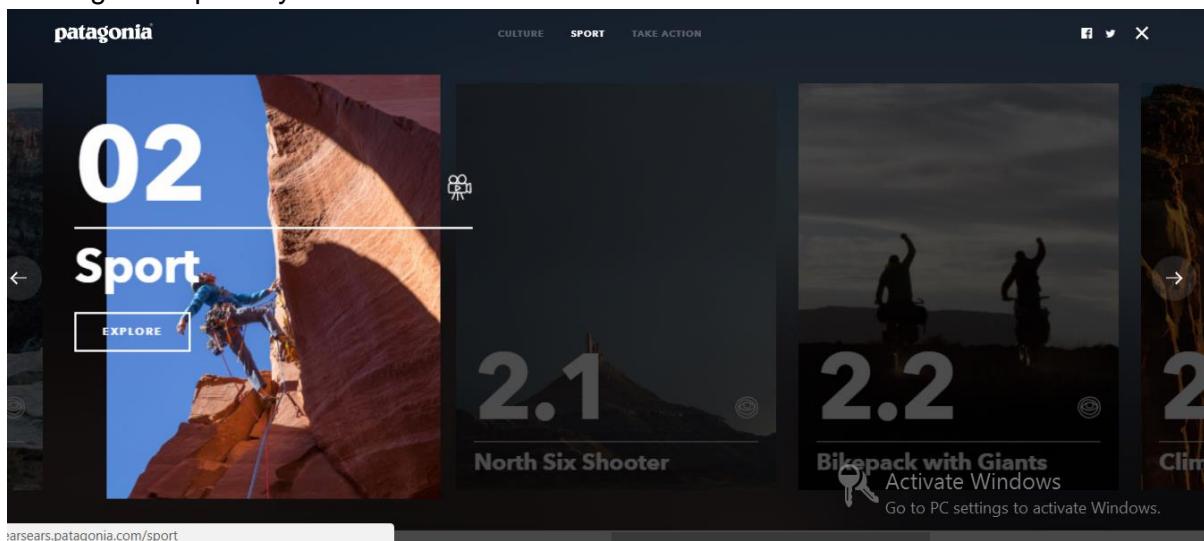
But the developers of the website move another step forward and add 360⁰ VR videos.

So the viewers can easily stay in the website for a longtime without any hesitation.



- Do they keep branding consistence in web design?

The website uses White lettering in black background which is a contrasting web design. So it is clearly visible to the viewers. In this website horizontal scroll if it is terminated that means it is designed especially for the touch screen devices and VR headsets.



- How about the loading of the website?

This is a relatively fast website besides of heavy graphics, videos and animations. It is taking about 5 seconds to load in standard home broadband connection. This website is fast because it uses Ajax JavaScript. The initial HTML code is very small. So lightness of the web page enables fast loading of the page and can load content in background from the server after the page has been loaded.

Developer Tools - http://bearsears.patagonia.com/

Elements Console Sources Network Performance Memory Application Security Audits

```
<!DOCTYPE html>
<html>
  <head>...</head>
  ...<body ng-class="{'is-mobile-chrome': isMobileChrome} style> == $0
    <header ng-class="{'is-visible': headerVisible, 'is-enabled': headerEnabled}" ng-controller="headerController" class="ng-scope is-visible is-enabled" style>
      <div class="header--left" ng-class="{'is-hidden': experienceActive}">...</div>
      <div class="header--right" ng-class="{'is-hidden': experienceActive}">...</div>
      <a class="menu-home" ng-click="goHome($event)" ng-class="{'is-visible': experienceActive}">View the Full Site</a>
    </header>
    <div class="container">
      <div class="menu ng-scope is-active" ng-controller="menuController" ng-class="{'is-active': menuActive}" style>...</div>
      <section class="map ng-scope" ng-controller="mapController" ng-class="{'is-active': showMap}">...</section>
      <section class="intro ng-scope is-active" ng-controller="introController" ng-class="{'is-active': active, 'is-controls-visible': (controlActive && showControls || (currentState == 'paused'))}" style>...</section>
      <section class="takeaction ng-scope" ng-controller="takeactionController" ng-class="{'is-active': active, 'is-menu-open': isMenuOpen}" style>...</section>
      <section class="credits ng-scope is-menu-open" ng-controller="creditsController" ng-class="{'is-active': active, 'is-menu-open': isMenuOpen}" style>...</section>
    </div>
    <script src="//ajax.googleapis.com/ajax/libs/jquery/2.0.0/jquery.min.js"></script>
    <script src="/js/vendor/videojs/video.min.js"></script>
    <script src="/js/vendor/threejs/three.min.js"></script>
    <script src="/js/vendor/videojs/videojs-panorama.v5.min.js"></script>
    <script src="/js/vendor/kmlmap/KmlMapParser.js"></script>
    <script src="/js/app.js?cache=1511322399"></script>
    <div id="breakpoints"></div>
    <script src="https://maps.googleapis.com/maps/api/js?key=AIzaSyBHspqQaE74v9ne4VlobYT020LmHdI0s&callback=googleMapsInitialized"></script>
  </body>
</html>
```

Activate Windows
Go to PC settings to activate Windows.

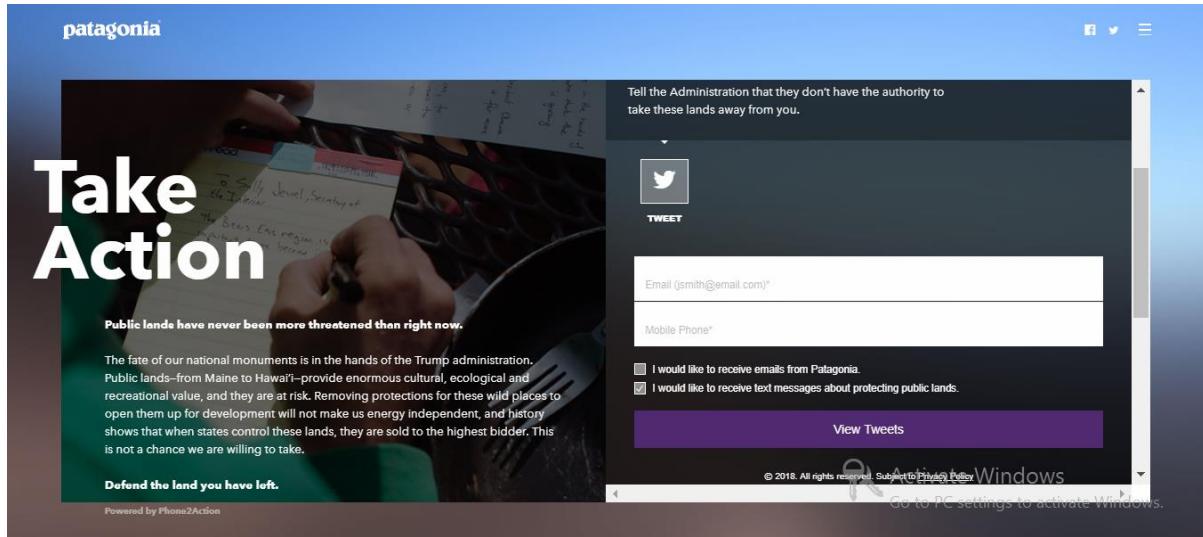
html body

Console What's New

- Are there strong calls to actions?

Yes. Because of the ongoing online petition website uses various methods of contacts.

Or viewer can subscribe to their newsletter by email and telephone.



- Does it provide easy navigation?

This website does not have a traditional navigation bar. But the absence of navigation bar is does not affect to the users because the website structured in a very simple manner.

Horizontal scroll effect is used .And thumbnails are very big. So it is quite obvious that this website is developed for mobile touch screen device and VR devices.

07. Accessibility

- Are the resources of the website accessible?

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with or access website to the people with disabilities.

This website can be used for disabled people also.

Because the website uses,

- A simple easy navigation
- hardcoded texted and audio enabled videos.

But watching virtual reality videos in personal computer is a bit tricky.

They are not optimized for the big screens in PC. So the resolution is in bit low side and had to scroll constantly to adjust the view point manually.



Local Website with bad design layout

<http://trip2lanka.com/category/places-to-visit/>

01. Accuracy

- Is it free from spelling errors?
Yes .although there grammatical errors no spelling errors were sorted out.
- Is the text well-written and grammatically correct?
No. There are very simple and primary grammatical errors and the text cannot be considered as a well –written as they are punctuation errors and no effective usage of bulletin.

Galle Fort, Sri Lanka

June 7, 2017 | 0

Beaches

With over 1600 km coastlines, Sri Lanka is known to most tourists for its tropical beach resorts, which offer various attractions all year round. The southwestern coast is best from November to April and the east coast is best from April to September.

Some popular beachspots on the south western coast include:

Ambalangoda, home of devil-dancing and mask-making;
Hikkaduwa, a popular underwater sports site with coral gardens;
Galle, its natural harbour was once a Dutch fort, known for face-making, ebony-carving, and gem-polishing.

The eastern coastal region offers numerous opportunities for water sports, deep-sea fishing, underwater photography, scuba diving at the shipwrecks and coral reefs off the coast, and whale watching.

Popular tourist towns with sandy beaches in East of Sri Lanka include Trincomalee, Arugam Bay, Batticaloa, Kalkudah and Nilaveli.

National Parks and Wildlife Reserves

Despite its relatively small size, Sri Lanka possesses a high level of bio-diversity due to its wide range of topographic and climatic variations. Sri Lanka is known as one of the 25 bio-diversity hot spots in the world as identified by Conservation International.

The country has abundant bird life with 251 species resident and 21 out of the indigenous to the island (Mathews, 2000). Since the late 1930s, various areas totalling approximately 4660 km² have been designated as National Parks (7% of the island) and an additional 3270 km² as sanctuaries, reserves, and protected areas (5% of the island).

Many of the National Parks and wildlife reserves are now popular tourist attractions.

The Yala (Ruhuna) National Park, located in the southeastern corner of the island, and the Gal Oya National Park are popular for viewing large wild elephants and undertaking organized safaris.

Festivals, Events And Holiday Calendar In Sri Lanka

Most (but not all) Sri Lankan festivals follow the...

June 5, 2017 | 0

Wildlife National Parks & Forest Reserves In Sri Lanka

In Sri Lanka Natural Forests are managed by Forest...

June 1, 2017 | 0

Live Traffic Feed

A visitor from Sri Lanka viewed "Tourist attractions in Sri Lanka - cultural heritage, beach, hill country | Trip to Sri Lanka" 29 mins ago

A visitor from Japan viewed "Natural bathing places in Sri Lanka - rivers and waterfalls | Trip to Sri Lanka" 35 mins ago

A visitor from Mountain View, California viewed "Tourist attractions in Sri Lanka - cultural heritage, beach, hill country | Trip to Sri Lanka" 41 mins ago

A visitor from Sri Lanka viewed "Trip to Yala National Park - A day with Wild-life | Trip to Sri Lanka" 45 mins ago

A visitor from United States viewed "Guide to Pinnawala Elephant Orphanage - what to do and see | Trip to Sri Lanka" 4 mins ago

A visitor from Mountain View, California viewed "Sambal and Tamil New Year Games in Sri Lanka - Amazing Traditions To See In Sri Lanka"

Many of the National Parks [and wildlife](#) reserves are now popular tourist attractions.

The [Yala \(Ruhuna\) National Park](#), located in the southeastern corner of the island, and the Gal Oya National Park are popular for viewing large wild elephants and undertaking organized safaris.

Wilpattu National Park is among the oldest and the largest National Parks in Sri Lanka. Key tourist attractions of this National Park is its large network of Villus (Natural Water Tanks) and it is famous for visiting Leopards and wild bears.

The [Uda Walawe National Park](#), located in southeast of Colombo, supports large herds of wild animals such as spotted deer, sambur (a member of the cat family), and wild boar.

The [Horton Plains National Park](#), located in the hill country, is Sri Lanka's highest and most isolated plateau and serves as the habitat for the endemic purple monkey and sambur. The Horton Plains National Park is famous for the precipice known as the "World's End" — a cliff with a sheer drop of 1050 m.

The [Bundala National Park](#) provides habitats for all species of waterbirds resident in the country as well as the annual influx of migrant birds from August to April.

To preserve displaced young elephants, an elephant orphanage has been set up by the Department of National Zoological Gardens at Pinnawela, 13 km from the main Colombo-Kandy road at Kegalle Town. With over 60 elephants in captivity, the [Pinnawala Elephant Orphanage](#) is reported to be the largest captive herd in the world.



- Has the content been through an editing process or been peer reviewed?
No. There are many punctuation errors, inappropriate spellings. The contents are not separated well in an order where it is readable. There is no visibility of an editing process in the website nor an editor stated.
- Has the author included a bibliography?
No. They have been stated that it is a collection of authors from university students and names of only two bloggers have been indicated.
- Are the sources cited reliable and can they be verified elsewhere?
No. They have stated that the information presented is obtained from sources believed to be reliable. They have set up links for same related official sites for the places they have mentioned in the web site. But they are not working.

[HOME](#) [PLACES TO VISIT](#) [THINGS TO DO](#) [BEACHES](#) [ECO-TOURISM](#)

Tags

air travel Ayurveda beach buddhism
Colombo cricket culture eco-tourism elephants Event
exhibition export food forest Geocaching
Highway homestay honeymoon hotels invest map
national parks news New Year
Pinnawala places to visit radio recent
rivers sea shells Sigiriya sinharaja tele-drama
things to do trade trekking trips TV up
country waterfalls wedding wetlands whales
wild life world heritage

Disclaimer

The information contained in this website has been compiled or arrived at based on information obtained from sources believed to be reliable. However, we shall not be liable for any loss, damage or inconvenience arising from inaccuracies.

02. Authority

- Is the author identified?

Yes to an extend they have mentioned that the group of authors are University students and have started 2 names of their bloggers. But there is no link to view these details of the bloggers through the website itself.

ABOUT US

HOME

PLACES TO VISIT

THINGS TO DO

BEACHES

ECO-TOURISM

Trip to Sri Lanka

TRAVEL AND TOURISM INFORMATION

DON'T MISS

Poson Poya day- Story behind the arrival of Buddhism in Sri Lanka

Home > About Us

About Us

In this site you can find information on travel and tourism in Sri Lanka. We bring you popular as well as some remote unknown destinations in this beautiful Indian Ocean Island:

Our bloggers are mainly University students who are doing Forestry, Wildlife, History, Archaeology, Travel and Tourism, English, Languages, Cultural studies, business administration and they bring you their stories on Sri Lankan experience.

...some of our bloggers:

Kavidu, University undergraduate in Colombo university.

Achinthya, University lecturer in Sinhala in Colombo university.

- Is the author a person recognized as an expert in his field?
Yes
- Is the author qualified to write about the subject?
Yes
- Can you find reference to him elsewhere?
No
- Is the author affiliated to an academic instruction credible organization?
Yes

03. Objectivity

- This website is based on the places with high tourist attraction in Sri Lanka. The creator's point of view is to describe the places in order to catch the mind of the tourists. They have described the places well with appropriate explanations so this website is organized around creative point of view by saving the objective of creating this website.

04. Currency of information

- Can you tell when the information was published?

Yes, below each topic relevant date of publishing has been indicated

Tourist attractions in Sri Lanka-culture-beaches-wildlife-hill-country

By Trip2Lanka on **March 19, 2012**

 SHARE

 TWEET

 SHARE

 8+ SHARE

7 COMMENTS

Sri Lanka is one of the most popular tourist destinations in the region, as it contains mixture of golden beaches, rare unique wildlife, breathtaking landscapes and a rich cultural heritage. According to the World Tourism Organization, Sri Lanka has the advantage of having 49 sites classified as unique attractions, 91 as rare attractions, and 7 world heritage sites, and 6 of the 300 ancient monuments in the world.

- Is the information up to date?

Yes to an extend in the case on places information up to date but in the sub topic where they have provided the details of the hotels contact numbers are not up to date.

- How frequently is the website up to date?
There is no information that the website has been updated.
- Are the links up to date and working?
No. the links are neither up to date nor working

Word Heritage Forests and Bioshpere Conservation Reserves of Forest Department

World Heritage Sites

There are two World Heritage Natural Properties in Sri Lanka managed by the Forest Department used for Eco-Tourism.

1. [Sinharaja World Heritage Property](#)
2. [Knuckles Range of Forests in Central Highlands](#)

05. Content

- Is the content well-described and well edited?
The content is displayed in well-descriptive manner. They have categorized the tourist attracting places and event as places to visit things to do beaches and eco-tourism. Under each topic they have added a detailed description for each sub topic.

The screenshot shows the homepage of 'Trip to Sri Lanka' with a green header bar containing 'ABOUT US', 'HOME', 'PLACES TO VISIT', 'THINGS TO DO', 'BEACHES', and 'ECO-TOURISM'. A search bar is at the top right. Below the header, the title 'Trip to Sri Lanka' and subtitle 'TRAVEL AND TOURISM INFORMATION' are displayed. A navigation bar below the title includes 'DON'T MISS' and '10 things to do during weekend - Travel Ideas'. To the right of the main content area are social media links for Facebook, Twitter, and RSS, along with a 'FACEBOOK' section featuring a post about a book release and a travel agency advertisement for 'EXPLORE SRI LANKA' with a 25% off offer.

But the edition is not in high standards. They are spelling errors and punctuation errors through the website.

- Does the web design facilitate in finding the content of the site and is it categorized?
Yes. When you are currently in one page the top tags show where you are. Under each subcategory they are list of sub topics to view and each sub topic is well described.

The screenshot shows a list of travel articles under the 'BEACHES' category. The articles include:

- Contact Tangalle Hotels – Telephone Nos, Addresses, Websites
- Southern Expressway Highway E01 From Colombo To Galle And Matara
- Top 5 Best Reasons To Visit Sri Lanka
- Backpacking Travel Guide To Sri Lanka

On the right side, there is a sidebar with a 'Facebook' like button for 'sandiegovacation.com', language selection ('Select Language'), a 'CATEGORIES' dropdown set to 'beaches (17)', and a 'LATEST' tab selected in a navigation bar.

06. Design

- Does this focus on the target audience?
Yes to an extent as the target on the tourist attraction towards Sri Lanka they have added description relative to it although they have tried to

attract the target audience at the beginning, at the end of the design phase they have forgetting them.

- Do they keep branding consistent?
Yes it is the same all throughout the every page and is not attractive at all. It does not apply to images iconography nor typography.
- How about the layout of the website?
We could not see simplicity in the layout. Different elements are stuck on the top without a clear organization which denies each element to shine. Most of the topics of the pages are visually noisy. They contain the scattering of promotional ads, news, pictures as well as feedbacks.

The website:-

The screenshot shows a website layout with a dark header bar containing navigation links: HOME, PLACES TO VISIT, THINGS TO DO, BEACHES (highlighted in green), and ECO-TOURISM. Below the header is a search bar labeled "Select Language" with a dropdown arrow, followed by "Powered by Google Translate". To the right is a "CATEGORIES" section with a dropdown menu set to "beaches (17)". Further down are three tabs: LATEST (selected), POPULAR, and COMMENTS. The main content area displays a grid of three travel articles:

- Southern Expressway Highway E01 From Colombo To Galle And Matara**
The second phase of the Southern Expressway (E01) from Pinnaduwa in Galle to Godagama...
Posted March 15, 2014 | 5
- Top 5 Best Reasons To Visit Sri Lanka**
Sri Lanka is set to become an increasingly popular tourist destination during 2013 and...
Posted November 4, 2012 | 5
- Backpacking Travel Guide To Sri Lanka**
Backpacking is a popular way for younger, less wealthy travelers to vacation. Instead of...
Posted August 21, 2012 | 13

At the bottom left, there's a pagination bar with "Page 1 of 3" and numbers 1, 2, 3. At the bottom right, there are two more article snippets:

- Why Sri Lanka Named As Asia's Leading Destination 2017?**
At the World Travel Awards Asia & Australasia 2017,...
June 7, 2017 | 0
- Festivals, Events And Holiday Calendar In Sri Lanka**
Most (but not all) Sri Lankan festivals follow the...
June 5, 2017 | 0
- Wildlife National Parks & Forest Reserves In Sri Lanka**
In Sri Lanka Natural Forests are managed by Forest...
June 1, 2017 | 0

The website contains a huge empty margin at left and right and they are unnecessary empty space around the photos, news and post as well.

HOME PLACES TO VISIT THINGS TO DO BEACHES ECO-TOURISM



Southern Expressway Highway E01 From Colombo To Galle And Matara
The second phase of the Southern Expressway (E01) from Pinnaduwa in Galle to Godagama...
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Backpacking Travel Guide To Sri Lanka
Backpacking is a popular way for younger, less wealthy travelers to vacation. Instead of...
Posted August 21, 2012 | 13

Page 1 of 3 1 2 3

Select Language ▾
Powered by Google Translate

CATEGORIES
Categories: beaches (17) ▾

LATEST
POPULAR
COMMENTS



Why Sri Lanka Named As Asia's Leading Destination 2017?
At the World Travel Awards Asia & Australasia 2017,...
June 7, 2017 | 0



Festivals, Events And Holiday Calendar In Sri Lanka
Most (but not all) Sri Lankan festivals follow the...
June 5, 2017 | 0



Wildlife National Parks & Forest Reserves In Sri Lanka
In Sri Lanka Natural Forests are managed by Forest...
June 1, 2017 | 0

- Are there strong calls-to-action?
No. there is no option to “learn more” or to contact them for further details in the design.
- Do they use high quality images videos?
Yes. In some instances. There are some photos with high qualities and no so fussy images. It does not contain videos at all.
- How about the loading time internal linking and proper leading?
 - They have faster loading time with appropriate sizing of pictures
 - No internal linking’s to keep user engaged and on the site
 - They have added properly labeling images

HOME PLACES TO VISIT THINGS TO DO BEACHES ECO-TOURISM

Southern Expressway Highway E01 from Colombo to Galle and Matara

By Trip2Lanka on March 15, 2014

 SHARE
 TWEET
 SHARE
 SHARE
5 COMMENTS



facebook.com/CopterWorksPvtLtd


Selecting the Right B2B Web Design Agency


GET YOUR COPY NOW!

FACEBOOK FAN PAGE



Trip 2 Lanka travel
796 likes

 Like Page

Be the first of your friends to like this



- Does it provide easy navigation?

Yes. They have an organized navigation and at the top of the page they show us where we are right now. But when you switch the category you are currently browsing the navigation get confusing

The screenshot shows a travel website with a dark header bar containing links for 'ABOUT US', 'HOME', 'PLACES TO VISIT', 'THINGS TO DO', 'BEACHES', and 'ECO-TOURISM'. A search bar is on the right. Below the header, the main content area has a title 'Trip to Sri Lanka' and a subtitle 'TRAVEL AND TOURISM INFORMATION'. A 'DON'T MISS' section includes a link to 'Guide to Pinnawala Elephant Orphanage- What to do and see'. The main article is titled 'River Boat Expedition in Madu Ganga' and is dated May 23, 2017. It features social sharing buttons for Facebook, Twitter, and Google+, and a comment count of 2 comments. A large image shows a boat with passengers on a river with dense greenery. Below the image is a caption: 'Boat trip along maduganga river'. A descriptive text follows: 'Madu gama river is a complex coastal ecosystem of mangroves and islands which spreads over 900 hectares of area. There are totally 64 Island in Madu Ganga. It is located in Balapitiya, 80 km away from Colombo, close to Sri Lankas southern beaches. It may be one of the last remaining...' An advertisement for 'THE B2B WEBSITE BUYER'S GUIDE' by BOP DESIGN is on the right, with a 'GET YOUR COPY NOW!' button. A 'FACEBOOK FAN PAGE' section shows a thumbnail of the page and a 'Like Page' button.

07. Accessibility

- Are the resources of the website accessible?

No. web accessibility refers to the inclusive practice of removing barriers that prevent interaction with or access to websites, by people with disabilities.

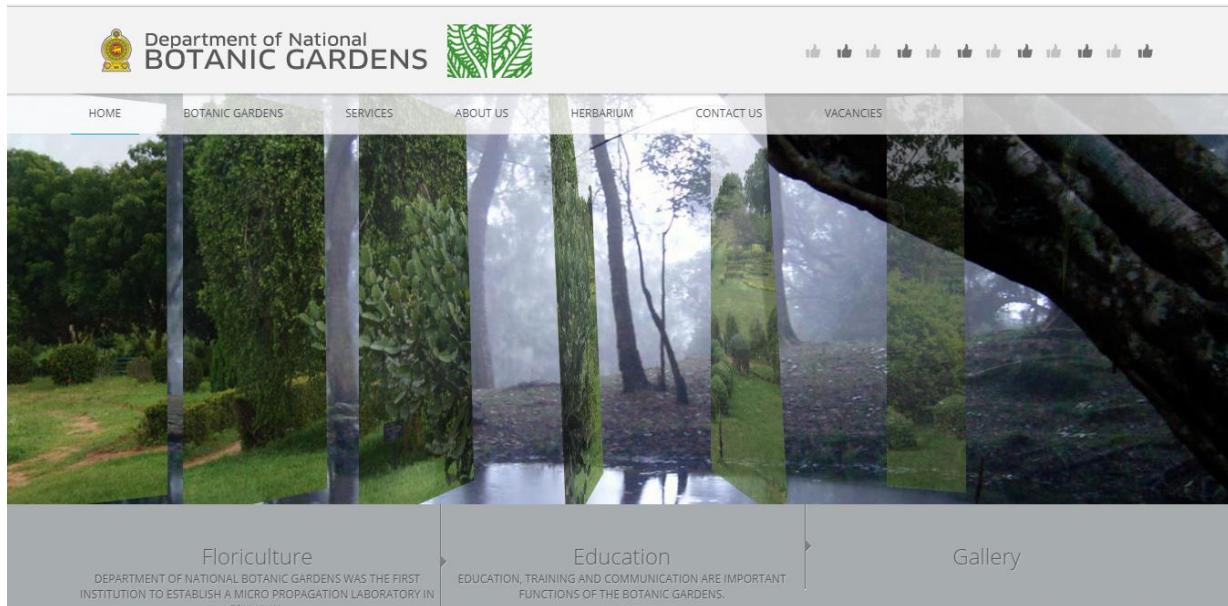
In this website they are:

- No large clickable links and areas to help users who cannot control a mouse with precision
- No way to navigate by means of the keyboard alone a single switch access device alone, that help users who cannot use a mouse or even standard keyboard
- No closed captioned videos and no availability of a sign language version that help deaf and hard of hearing uses.

Local Website with good design layout

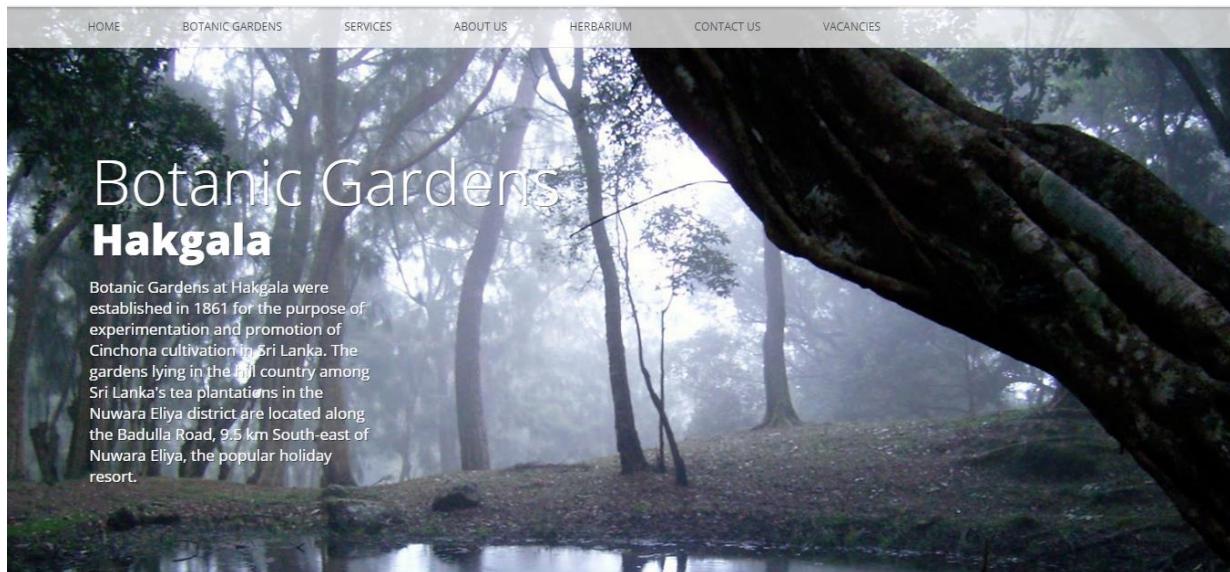
<http://www.botanicgardens.gov.lk>

Official website of department of National Botanical Gardens of Sri Lanka



01. Accuracy

- Is it free from spelling errors
This website is free from any grammatical or spelling errors and alterations.
- Is the text written well?
Yes there's a nice balance in information presenting.
- Has the author included a bibliography?
This web site is a government official website.
No. There's no any information provided about the author of the website.
- Has the content been through an editing process or been peer reviewed?
And information on the site isn't allowed to change by users.
- Are the sources cited reliable and can they verify elsewhere?
This web site is a government website. The domain "gov.lk" is a government owned domain. So there's no question on reliability.
- Website first last updated in 2018 so this site holds most accurate up to date information.



Botanic Gardens Hakgala

Botanic Gardens at Hakgala were established in 1861 for the purpose of experimentation and promotion of Cinchona cultivation in Sri Lanka. The gardens lying in the hill country among Sri Lanka's tea plantations in the Nuwara Eliya district are located along the Badulla Road, 9.5 km South-east of Nuwara Eliya, the popular holiday resort.

- In the content there are no any spelling mistakes.

Botanic Gardens at Hakgala were established in 1861 for the purpose of experimentation and promotion of Cinchona cultivation in Sri Lanka. The gardens lying in the hill country among Sri Lanka's tea plantations in the Nuwara Eliya district are located along the Badulla Road, 9.5 km South-east of Nuwara Eliya, the popular holiday resort.

Situated at an elevation of about 1745 m above mean sea level, Hakgala Botanic Gardens, about 28 hectares in extent, lie under the shadow of the Hakgala Rock (meaning "Elephant's jaw rock"). This massive rock towers to a height of about 2,200m behind the gardens and the surrounding forest reserve like a solitary giant. The gardens take the shape of several terraces upon the lower slopes of the rock and face the Uva Valley, across which some magnificent views of the Madusima and the Namunukula range of mountains are seen in the distant landscape. The climate of the Gardens is subtropical, cool, fresh and some what similar to an alpine atmosphere. The temperature ranges from 3°C to 15°C. While the lowest recorded was 3°C. The gardens receive rainfall from two monsoons. The South West from May to August and the North East from October to December, the annual average rainfall being about 2300 mm.

During the South west monsoon gusts of strong winds blow across the Gardens towards the Uva Valley, making weird sounds. During October to December. When thick mist envelope the gardens, heavy downpours of rain falls more frequent in the afternoon and evenings. The best time to see the gardens is probably from about mid March to the end of April, popularly known as the Nuwara Eliya seasons. The gardens put up their best display of temperate annual flowers, Roses and Orchids during this period.

The flora of the gardens is distinctly sub tropical and consists of representatives of the indigenous, montane flora intermingled with those introduced from other subtropical countries, systematically planted in various sections of the gardens.

HOW TO SEE THE GARDENS

A map showing the most important places is enclosed in this folder. These places are numbered and indexed. Although light motor vehicles are permitted to enter the gardens, visitors are advised to walk round the gardens if they wish to explore the many beautiful places in this very compact garden.



- Information is clear and easy to understand.
- Even though this web pager holds lot of photographs in the sense of educational purposes, no measurements are practiced to reduce the heaviness of the containing.
- For various information page about a botanical Garden such that
 - Royal botanical garden
 - Botanic Garden Haggala
 - etc.
- There has included the fees to enter the different age people and a map.

02. Authority

- Is the author identified?

Government holds Authority of this website.

All presenters and professions that included in website can be contact by uses.

The screenshot shows the official website of the Department of National Botanic Gardens. At the top, there is a header with the logo of the Department of National Botanic Gardens and a navigation menu with links to Home, NAGO, Botanic Gardens, Services, About Us, Herbarium, Contact Us, Vacancies, and a search bar. Below the header is a map of the Peradeniya area, showing various locations like Royal Botanic Gardens, PERADENIYA, Iriyagama, DANGOLLA, HANTANA, HEERASSAGALA, and RICHMOND HILL. The map also includes railway lines and roads. On the left side of the main content area, there is a 'CONTACTS' section with the address 'P O Box 14, Peradeniya, Sri Lanka, 20400.' and contact details for the Director General (Mr. K.N.Yapa). On the right, there is a 'CONTACT FORM' with fields for Name, Email, and Message, along with 'SEND' and 'CLEAR' buttons.

- Information provided by department of botanical gardens.

03. Objectivity

- Does this website have a purpose?
Goals that website meets are,
➤ Giving complete information about the botanical gardens in Sri Lanka

The screenshot shows the 'THE FOLIAGE SECTION' page. At the top, there is a header with the title 'THE FOLIAGE SECTION' and links to HOME, PORTFOLIO, and THE FOLIAGE SECTION. Below the header is a navigation bar with 'PREVIOUS' and 'NEXT' buttons. The main content area features a large photograph of a building entrance surrounded by lush greenery and red flowers. To the right of the photo is a 'PROJECT INFO' section. At the bottom of the page, there is a descriptive text about the foliage section and its collection of plants.

Project Info

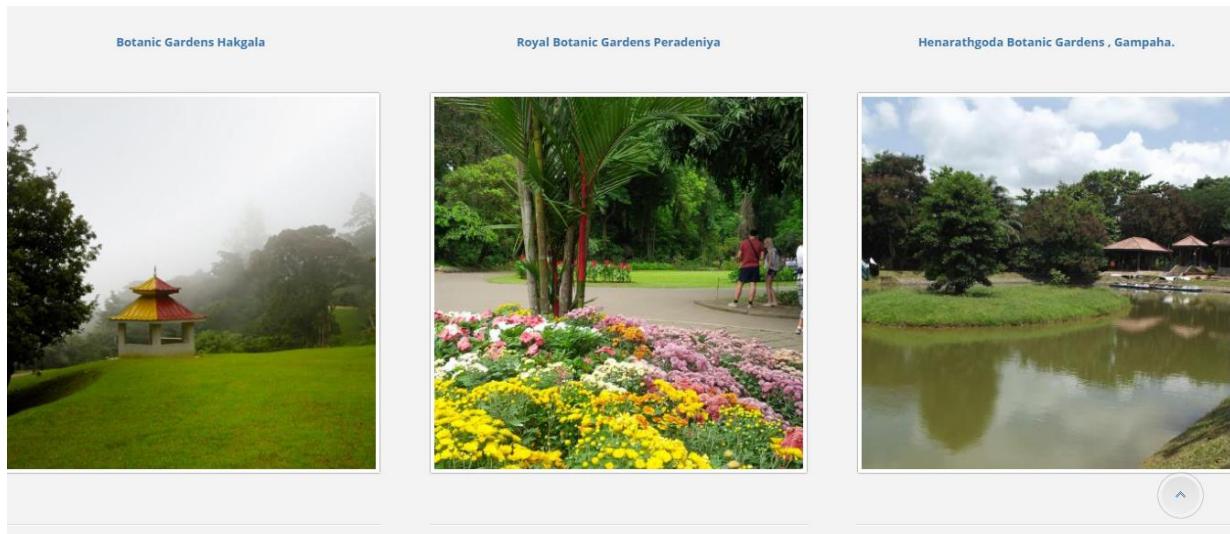
The foliage Section of the Department of National Botanic Gardens has a vast collection of foliage plants from the different climatic zones of Sri Lanka. The section is a paradise for exquisite foliage plants including rare endemic species such as *Gymnostachium ceylanicum* and *Acrotrema walkeri* as well as some foliage plants grown for their curative power in the indigenous (Ayurvedic) medicine system. There is also a fascinating collection of exotic plants both from tropical and sub-tropical regions of the world.

- Give information about the Chances to get education, training and vacancies in botanical field.
➤ Give right to contact every presenters and professions that included in website.
- Information is detailed with more constancy and attractively
 - Using video clips
 - Photos of B.G(high quality)



04. Currency of information

- Can you tell when the information was published?
Page was started in 2008.
 - Is the information up to date?
The information on the page is not out date.
 - How frequency the website update?
Page has updated 53 times between 9th February 2009 and August 10th of 2017.
 - Are the links up to date and working?
There are no any dead links on the page.



05. Content

- Is the website consisting of the texts, images, videos, audio files and animated texts and images?

To be an attractive web page it can contain

- Text content
- Visual content
- Aural content

Even though this page doesn't use any aural content, there are abundant amount of visual content.

- High quality photographs have ability to attract web page visitors. Since the mission is to;
 - Provide opportunities for public to study ,sustainability conserve, and admire plant resources in natural and manmade environment.

Convention on International Trade in
Endangered Species of Wild Fauna and Flora

World Wildlife Conference
Cop 18, Colombo 2019

CITES









[READ MORE](#)

Being established in the early nineteenth century, the National Botanic Gardens are the pioneering botanical institution in Sri Lanka. The Royal Botanic Gardens, Peradeniya (1821); Botanic Gardens in Hakgala (1861) and Botanic Gardens, Henarathgoda, Gampaha (1876) were established by the British to conduct experiments on exotic economic plants and explore plant wealth in the colony.

OUR VISION

To become scientifically and aesthetically finest Botanic Gardens in the Tropics, while conserving plants and contributing to the economic growth of Sri Lanka.

OUR MISSION

To provide opportunities for the public to study, sustainably conserve, and admire plant resources in natural and manmade environments.

- They hardly try to capture visions of web page attention by using Visual techniques to reduce stereotype nature while studying.

- Is the content well described and well edited?

Even though this webpage hold lot of photograph scenes the educational Background Webpage developers I have used topics to produce heaviness of containing's. Like using so many photographs so it looks simpler.

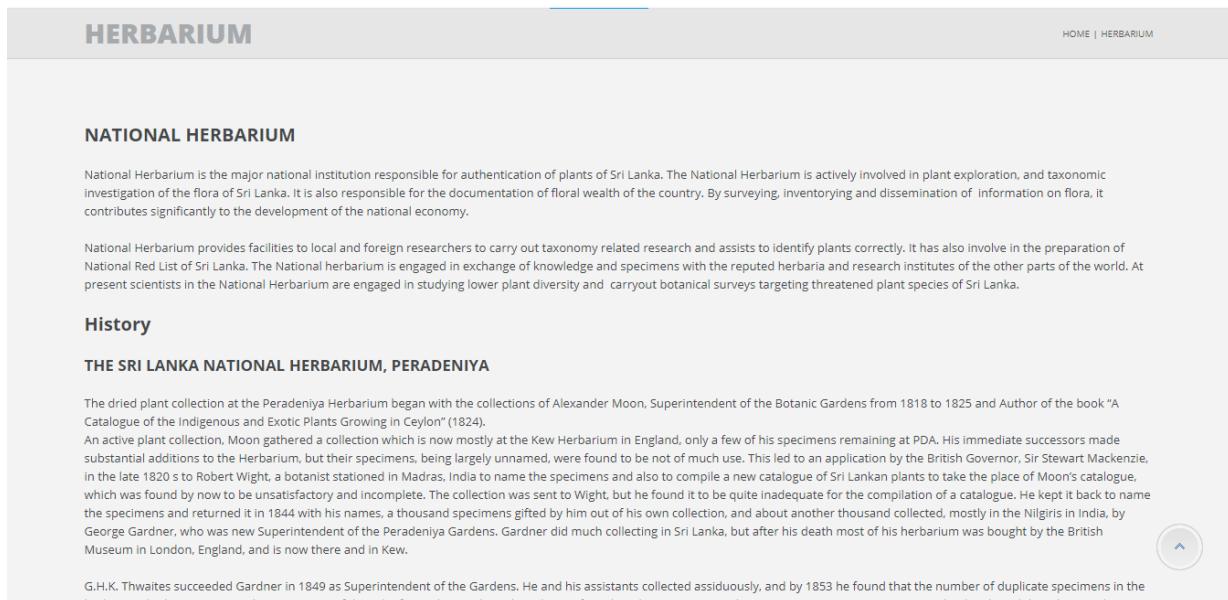
06. Design

- Does this focus on the target audience?

The information is presented objectively and with Limited advertising. The content in website is appropriate for the intended audience.

- How about the layout of the website?

This website is designed as organizing information using headlines and sub headlines, using bullets and numbers for pointy information.



The screenshot shows the homepage of the Sri Lanka National Herbarium. At the top, there is a navigation bar with the word "HERBARIUM" on the left and "HOME | HERBARIUM" on the right. Below the navigation bar, the title "NATIONAL HERBARIUM" is displayed. The main content area begins with a paragraph about the National Herbarium's role in plant authentication and its contribution to the national economy. It then describes the facilities provided for researchers and the preparation of the National Red List. A section titled "History" is present, followed by a detailed paragraph about the history of the Peradeniya Herbarium, mentioning Alexander Moon and George Gardner. The text is accompanied by a small circular icon with an upward-pointing arrow.

- Font that commonly used in www.botanics.gov.lk website is Arial and size 10px. Using Arial and Verdana (san serif) fonts are making easier to read online. Hence this website claims a point about choice of font type. But font size of the information feeling like bit smaller to concentrate. Since the ideal font size for reading easily online is 16px, but 10px is way too small than ideal size.

Botanic Gardens at Hakgala were established in 1861 for the purpose of experimentation and promotion of Cinchona cultivation in Sri Lanka. The gardens lying in the hill country among Sri Lanka's tea plantations in the Nuwara Eliya district are located along the Badulla Road, 9.5 km South-east of Nuwara Eliya, the popular holiday resort.

Situated at an elevation of about 1745 m above mean sea level, Hakgala Botanic Gardens, about 28 hectares in extent, lie under the shadow of the Hakgala Rock (meaning "Elephant's jaw rock"). This massive rock towers to a height of about 2,200m behind the gardens and the surrounding forest reserve like a solitary giant. The gardens take the shape of several terraces upon the lower slopes of the rock and face the Uva Valley, across which some magnificent views of the Madusima and the Namunukula range of mountains are seen in the distant landscape. The climate of the Gardens is subtropical, cool, fresh and somewhat similar to an alpine atmosphere. The temperature ranges from 3°C to 15°C. While the lowest recorded was 3°C. The gardens receive rainfall from two monsoons. The South West from May to August and the North East from October to December, the annual average rainfall being about 2300 mm.

During the South west monsoon gusts of strong winds blow across the Gardens towards the Uva Valley, making weird sounds. During October to December, When thick mist envelope the gardens, heavy downpours of rain falls more frequent in the afternoon and evenings. The best time to see the gardens is probably from about mid March to the end of April, popularly known as the Nuwara Eliya seasons. The gardens put up their best display of temperate annual flowers, Roses and Orchids during this period.

The flora of the gardens is distinctly sub tropical and consists of representatives of the indigenous, montane flora intermingled with those introduced from other subtropical countries, systematically planted in various sections of the gardens.

- Commonly used color for background of this website is white and fonts by using black color. It make easy to capture content easily by eyes.
- For website they have used high quality professional photos and video so it is much more effective than even the most well written piece of text.

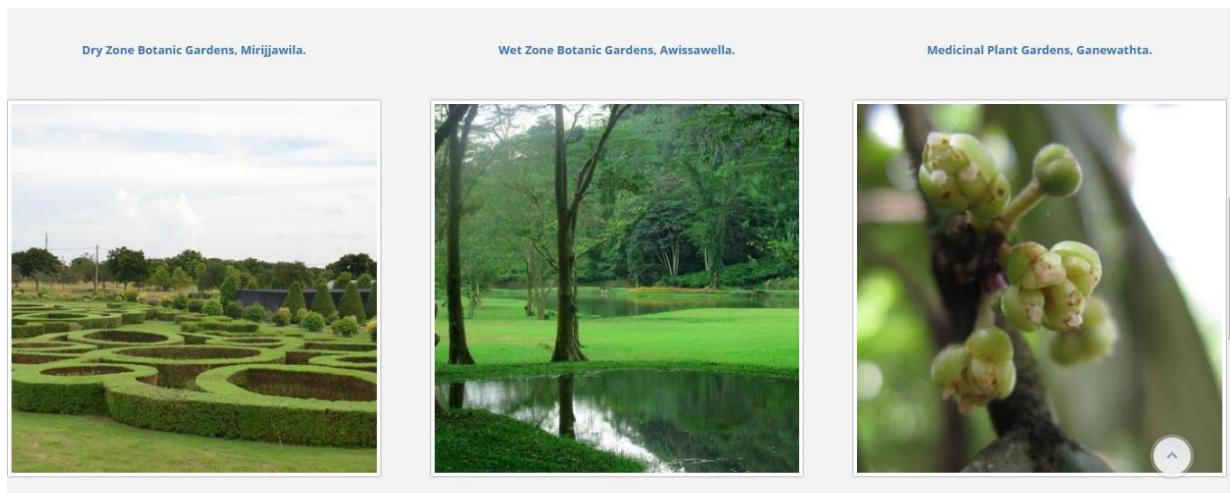
short video about the Royal Botanic Gardens



- How about the loading of the website?
Website is loading quickly so it happens without a lot of loading time.

07. Accessibility

- Are the resources of the website accessible?
The textual equivalents provided for images and with links have named meaningfully in this website



- But font size is not large enough for users with poor sight to read.
- Even though site is appropriate for abled people, there are no any options that can use for people with disabilities that are a weakness.

Conclusion

In today's Web development, a good page design is essential. A bad design will lead to the loss of visitors and that can lead to a loss of business. In general, a good page layout has to satisfy the basic elements of a good page design. This includes color contrast, text organization, and font selection, style of a page, page size, graphics used, and consistency. In order to create a well-designed page for a specific audience, the developer needs to organize and analyze the users' statistics and the background of the users. Although it can be hard to come up with a design that is well suited to all of the users, there will be a design that is appropriate for most of the audience. The better the page design, the more hits a page will get. That implies an increase in accessibility and a possible increase in business.

