

DIPLOMA IN COMPUTER SCIENCE

SCHOOL OF COMPUTING

**Assessment: Individual Project**

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| **Course Code:** | **DCS3003** |
| **Course Name:** | **WEBSITE DESIGN** |
| **Academic Session:** | **September - December 2024** |
| **Lecturer’s Name:** | **Ms Teo Choon Yeh** |

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| **Weightage (%):** | **20** | **Marks Obtained:** | **20** |

**Student’s Declaration**

I certify that this project is my own work, and appropriately acknowledged wherever material adapted from other sources. I understand that plagiarism, cheating, collusion, fraud, fabrication or falsifications of data are not acceptable. I agree that if at any time it is shown that I have significantly misrepresented material submitted to Crescendo International College, any marks or credits awarded to me on the basis of that material may be revoked.

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# Introduction

With the development of the technology era, a website has become an important way to promotion and present a business, place, or product to a global audience. Thus, a tourism business website plays an important role in attracting and informing potential customers. The website creator must make sure the website has a well-structured and visually appealing which includes providing all the necessary information that can help travelers more clearly and make informed decisions. There are some main elements that we must have inside a tourism business website such as the home page, about us page, destinations or tours page and the contact page.

The home page is the first page that will be seen from travelers so the website should be designed with eye-catching and inviting. Designers should use and show high-quality images or videos of the destinations, attractions and experiences so that the travelers can be attracted by this beautiful scenery and give them a taste of the adventure. Providing a customized travel service or expert local insight can be a business unique compared to other tourism businesses websites. Besides that, the navigation bar should be intuitive and offer easy access to the important parts of the website such as destination, tours, nature, services and contact information.

Moreover, the About Us page can let us explain our business and travel place in more deeply. Here, you can explain the company mission of your business and also your services so the traveler can more understand of your business and the place that they want to travel. This page is a great opportunity to feature your team members or guides with photos and short explanations that can help to humanize your company and make a personal connection with potential customers.

Additionally, the Destinations or Tours page is the main heart of a tourism website which can let travelers explore the different tour packages provided. Every tour should have a detailed description, highlighting key attractions, the best time to visit and other services like transport and accommodation. With this destination or tours page, travelers can choose the destination they want. Thus, the traveler can find out their tours based on their needs easier.

Lastly, the contact page also is an important page in a tourism business website because it can make the travelers easy to contact the company when they having question or interest about the trips. A clear and accessible detail about the map of our company, phone, email or a contact form should be given on this page. The social media links also can be added into the page so that the user can stay connected and follow updates about the new tours, special promotions or exciting news from the business.

# Sketch of the webpages

1. Home Page

A white rectangular object with black lines

Description automatically generated

1. About Us page

A white rectangular object with black lines

Description automatically generated

1. Destinations Page

A close-up of a computer screen

Description automatically generated

1. Tours and activities

A set of black squares

Description automatically generated

1. Transport and accommodation page

A few rectangular objects with black outline

Description automatically generated with medium confidence

1. Natural Wonder pages

A close-up of a screen

Description automatically generated

1. Seasonal Highlight

A diagram of a computer screen

Description automatically generated with medium confidence

1. **Contact Us Page**

A close-up of a computer screen

Description automatically generated

1. Blog page

A close-up of a white rectangular object

Description automatically generated

# Conclusion

In conclusion, a good business tourism website is a strong tool which can attract, inform and convert other customers to become our customers. Combining the stunning visuals, a clear navigation and detailed information about the tours can make sure a good user experience for travelers. A tourism business website helps us to reduce the time by finding information about the destinations that traveler’s interests one-by-one and make our trips easier and more enjoyable because when we are finding the tourism business website it already prepares all the trips details for traveler by personalized. Besides that, the responsive design, testimonials and strong calls to action make the site build trust and encourages booking and help the business ease to growth and thrive.

# Reference List

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2. ‌Goldstein, K. (2024). *The 14 Best Travel and Tourism Websites To Inspire Your Own*. [online] Wix Blog. Available at: <https://www.wix.com/blog/travel-and-tourism-websites>.
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