

## **GoWhereSia Travel Application**



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## **1. Introduction**

As the world gradually recovers from the COVID-19 pandemic, travelling has started to pick up again. However, planning an itinerary can sometimes be stressful for tourists, especially if they do not know the country well enough. A considerable amount of time will be needed to research about the country such as finding suitable attractions, places to eat as well as local weather. With the flurry of information available online, it can be overwhelming to a traveller.

Furthermore, given the uncertainty in today's world, many travel plans are constantly being disrupted by unforeseen circumstances ranging from the COVID-19 pandemic to bad weather. Therefore, back-ups plans are needed to ensure that the traveller has a stress-free and easy way to plan their trip.

GoWhereSia (GWS) is the perfect solution to all these problems.

## **2. Company Background**

### **2.1 Core Business**

GWS aims to provide a one-stop platform for tourists (or Singaporeans) to browse through while planning for their day in Singapore. All the information required such as the weather forecast, crowd insight and information about each attraction should be available at their fingertips.

### **2.2 Vision**

GWS aims to be the best all-in-one travel solution in the travel industry.

### **2.3 Mission Statement**

We seek to make travelling in Singapore Accessible, Convenient and Exciting (ACE) for tourists.

### 3. Market Analysis

#### 3.1 Current Market Practice and Pain Points

Currently, sites such as Expedia and Booking.com only display prices of tickets or hotel stays (Figure 1 & 2). Other websites such as TripAdvisor also only provide information such as recommendations for potential tourists (Figure 3).

The screenshot shows the Expedia flight search interface. At the top, there are search filters for 'Return', '1 traveller', 'Economy', 'Any airline', and 'More options'. Below these are fields for 'Flying from' (Kuala Lumpur) and 'Flying to' (Singapore), with departure date set to '1 May' and return date to '2 May'. A prominent 'Search' button is at the bottom right.

**Filter by:**

- Stops:**
  - Direct (33) S\$96
  - 1 stop (5) S\$369
- Airlines:**
  - Malaysia Airlines (9) S\$369
  - Singapore Airlines (9) S\$275
  - AirAsia (6) S\$96
  - Emirates (5) S\$2,175
  - Jetstar Asia (3) S\$109
  - Scoot (3) S\$101
  - Vietnam Airlines (2) S\$542

**Flexible dates:** Compare prices for nearby days

**Choose departing flight:** Choose returning flight > Review your trip

**Sort by:** Price (Lowest)

**Flight Options:**

- 19:40 - 20:45** Kuala ... (KUL) - Singapore (SIN)  
AirAsia 1h 5m (Direct) **S\$96**  
Return per traveller
- 7:15 - 8:30** Kuala ... (KUL) - Singapore (SIN)  
AirAsia 1h 15m (Direct) **S\$96**  
Return per traveller

Figure 1. Expedia Flights to Singapore (Source: Expedia)

The screenshot shows the Booking.com search results for stays in Singapore. The search bar includes fields for 'Destination/property name' (Singapore), 'Check-in date' (Check-in Date), 'Check-out date' (Check-out Date), '2 adults · 0 children · 1 room', and a checkbox for 'I'm traveling for work'. A large blue 'Search' button is at the bottom.

**Singapore: 455 properties found**

**Our Top Picks:** Homes & apartments first, Stars (highest first), Stars (lowest first), Top Reviewed

**Oasia Hotel Downtown, Singapore by Far East Hospitality (SG Clean)** ★★★★  
Chinatown, Singapore · Show on map · 1.8 km from center · Subway Access  
Located in the hustle and bustle of Tanjong Pagar, Oasia Hotel Downtown Singapore offers 27 floors of accommodations in Singapore.

**Very Good 8.5**  
841 reviews · Location 9.3  
Show prices

Figure 2. Booking.com Singapore Stays (Source: Booking.com)

 **Tripadvisor** 
Review Trips Alerts Sign in Cart

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[Singapore](#) [Hotels](#) [Things to Do](#) [Restaurants](#) [Flights](#) [Vacation Rentals](#) [Shopping](#) [Vacation Packages](#) [Cruises](#) [Rental Cars](#) [...](#)

[Asia](#) > [Singapore](#) > [Singapore](#) > [Things to Do in Singapore](#)
Things to Do in Singapore, Singapore - Singapore Attractions

## Things to Do in Singapore

[Map](#)

**Popular things to do**



**Half-day Tours**



**Walking Tours**



**Shopping Malls**



**Nature and Wildlife**



**Culinary & Gourmet Tour**

*Figure 3. TripAdvisor Things to Do in Singapore (Source: Tripadvisor)*

However, the aforementioned websites only aim to provide specific travel information to the tourists. For people who are travelling to Singapore, without any platform to consolidate the information such as places of interest (POIs), hotels and weather, the travel planning process may take longer than necessary. This increases the amount of time taken for potential tourists to re-organise information, as they would have to search through many tabs to find all the information they need. There exists a need for an easier and more convenient application for tourists to plan their trips.

### 3.2 SWOT Analysis

A summary of the SWOT analysis of GWS can be shown in Figure 4.

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"><li>Purpose-driven approach to provide objective recommendations to tourists</li><li>One-stop solution for travellers to plan for their trip</li></ul>	<ul style="list-style-type: none"><li>Lack of brand awareness</li><li>Heavy reliance on available databases</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>Recovery from Covid-19 leads to high demand for tourism in Singapore</li><li>Incentives provided by the government to boost local economy</li></ul>	<ul style="list-style-type: none"><li>Strong competition from well-established travel websites</li></ul>

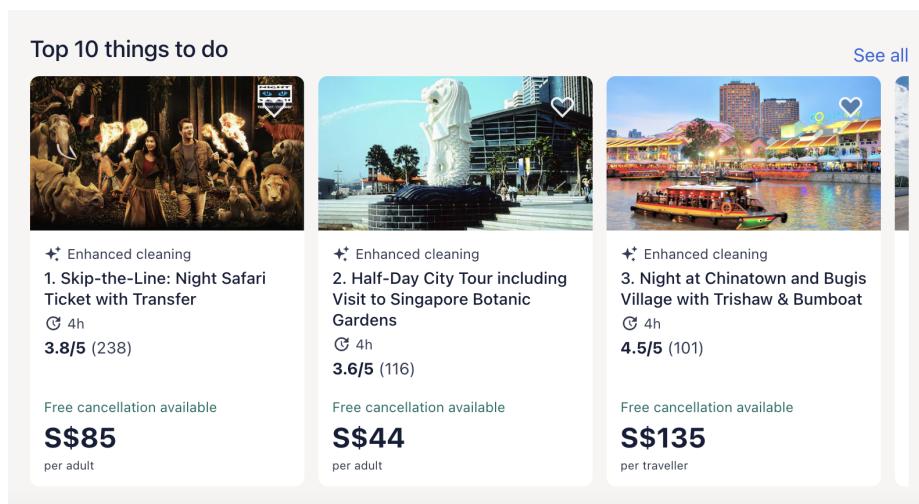
*Figure 4. SWOT Analysis*

### **3.2.1 Strengths**

Our strengths lie in the ability to discover the market's unmet needs, allowing for new customer value propositions, and always putting our customers first.

#### **Purpose-driven approach**

Relative to our competitors like Expedia, they mainly provide listings for ticketed attractions and they do not generate personalised itineraries for the full day (Refer to Figure 5). Our application is not limited to attractions that are ticketed and paid for and the recommended itinerary is completely objective and randomised.



*Figure 5. Expedia's Top 10 Things to Do (Source: Expedia)*

#### **One-stop solution**

Furthermore, our application features an extensive range of features that allows tourists to plan their trip holistically. From weather to crowd insight information, tourists possess that information at their fingertips. Unlike current market leaders, travellers may have to toggle between different tabs to find out the relevant information which can be very time-consuming. Our clear, concise and interactive data visualisations enable travellers to easily interpret the relevant information.

### **3.2.2 Weakness**

As a new product in the market, our application needs a substantial amount of advertisement and media to increase our visibility, and outreach and obtain new users to build our loyal consumer base since we have yet to establish ourselves as a reliable and reputable travel application. Compared to our more established competitors such as Airbnb and Booking.com, we possess fewer resources and consumer confidence since those platforms were the pioneers of such travel services.

Moreover, due to our limited resources, our application is currently developed with a heavy reliance on available databases from the Singapore government such as Data.gov.sg and Google services. Without independent data sources generated by GWS, the application is vulnerable to disruption of our services during server breakdowns.

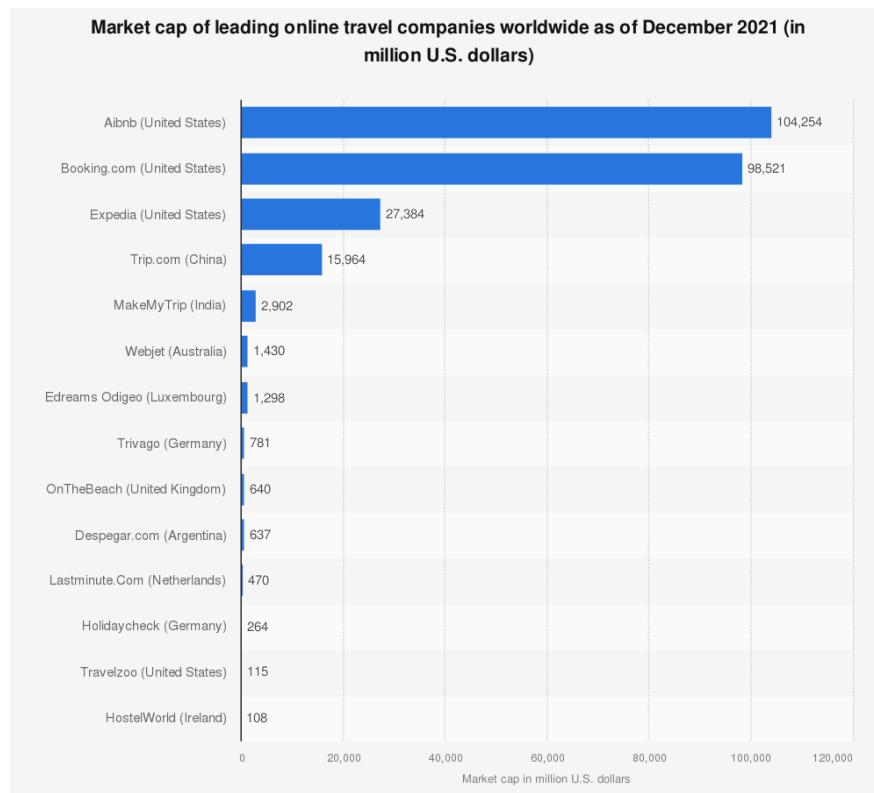
### **3.2.3 Opportunity**

As various countries recover from the disruption of COVID-19, an opportunity is presented for GWS to leverage on - expanding into other countries. With the borders of many countries opening up and the introduction of Vaccinated Travel Lanes (VTLs), this may propel our business further. While the tourism industry is “showing encouraging signs of recovery”, this trend bodes for a positive future for GWS as the demand for travel in Singapore is expected to rise exponentially.

In addition, Singapore has been heavily affected by the pandemic and many have resisted travelling both locally and internationally. To boost the local economy, the Singapore government is providing incentives such as Singapore Rediscover Vouchers worth five hundred million to revitalise the tourism industry. Moreover, Singapore has eased cross border travel restrictions and increased international events such as F1 racing to attract international travellers to Singapore. Such initiatives would greatly increase the interest of local and international tourism to Singapore, which GWS could leverage on the opportunity to serve these potential users.

### **3.2.4 Threats**

With the Online Travel Agencies (OTAs) market being rather saturated, our biggest threat would be our existing competitors such as TripAdvisor and Booking.com, among others. In 2021, the market cap of Airbnb exceeded US\$100bn while the market cap of Booking.com exceeded US\$98bn (Refer to Figure 6). With such astounding numbers, existing competitors, therefore, pose the greatest threat.



*Figure 6. Market cap of leading travel companies worldwide (Source: Statista)*

Additionally, in the OTAs industry, there may be many new competitors emerging each year. With the OTAs industry being rather saturated, it is therefore of paramount importance that our application offers unique features, allowing us to differentiate ourselves from the crowd and stand out.

## **4. Core Strategies**

### **4.1 Data Sources**

For our data, we referenced an extensive range of sources. To build our attractions database, we referenced the popular tourist attractions on TripAdvisor and attractions listed on the Singapore government's database as well. Additionally, we combined the datasets with crowd insight from the Google Insights Popular Times page.

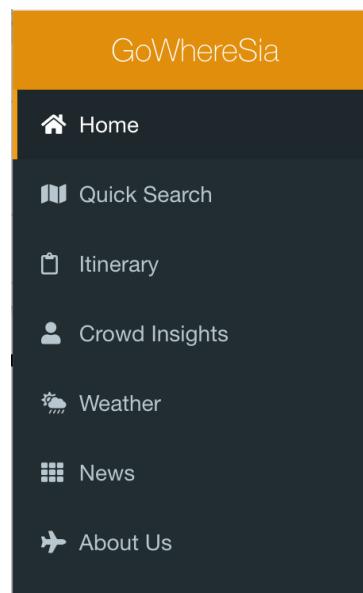
For the restaurants' dataset, we scraped the data from Chope to extract a list of over a thousand restaurants in Singapore. Furthermore, we scraped the data from Google News for the latest headline news in Singapore regarding the topic "Things to do in Singapore". For our final dataset, we obtained it under Singapore open data licence from Data Singapore for the list of supermarkets all over Singapore. Live weather data was obtained from Data.Gov.Sg. as well.

For more information about the relevant data sources, one can refer to **Appendix A**. With this, we were able to build an application with comprehensive information about places to visit in Singapore.

### **4.2 Description of proposed product**

The team has come up with the proposed product of GoWhereSia (GWS) - a one-stop travel and itinerary planner for visitors and Singaporeans, which offers a smoother and more efficient travel planning process. Equipped with live weather data and crowd insights, users can obtain the latest travel insights about Singapore on a single platform. The link to the website is as follows: <https://tinyurl.com/GoWhereSia>.

As shown in Figure 7, there are seven main tabs that users can explore: **Home, Dashboard, Itinerary, Crowd Information, Weather, News and About Us**.



*Figure 7. Featured Tabs of GoWhereSia*

## 4.3 Key Features of Respective Tabs

### 4.3.1 Home Tab

The home tab includes features such as **Explore More**, **COVID-19 Travel Updates and Promotions** and **Advertisement**.

Firstly, the “**Explore More**” feature (Refer to Figure 8) displays six main features of GWS, allowing users to quickly navigate to their desired tabs with ease. This provides a seamless user experience, making it easier for users to find the information they need.

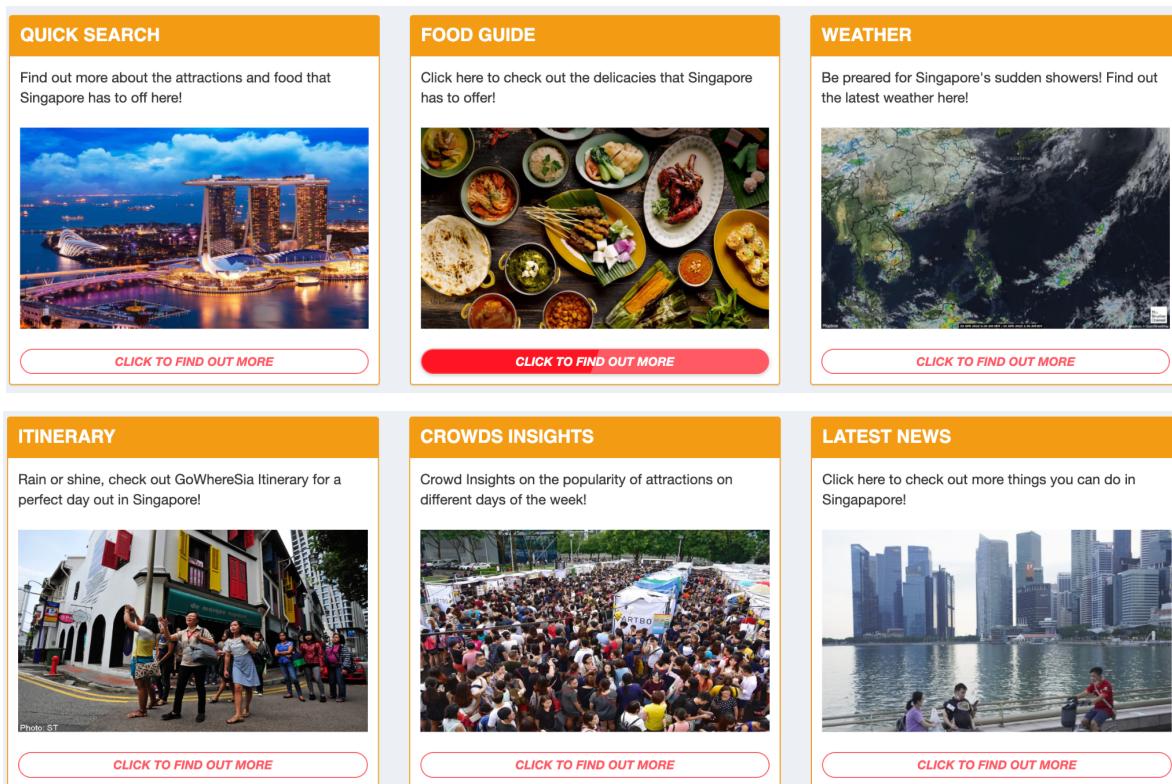


Figure 8. “Explore More” feature under the Home Tab

Secondly, the “**COVID-19 Travel Updates**” feature (Refer to Figure 9) displays the latest travel regulations and accepted vaccines from the Singapore government. Users can obtain updated information about Singapore’s travel guidelines, such as the validity of their vaccinations or what they should do pre-departure and upon arrival.

Whilst these information can be found on government websites, they are usually scattered across various websites and tabs, making it a troublesome process for users to gather the necessary and latest information (Yegin-su, 2021). GWS have provided a consolidated section in the application, which updates users on the latest COVID-19 news and regulations in Singapore. This allows users to gather all the information they require on a single page.

## COVID-19: Travelling to Singapore (Updated as of 1 April 2022)

### Planning to visit Singapore?

Singapore is reopening to all fully vaccinated travellers without quarantine on 1 April. Here's a quick guide to enjoying seamless travel to Singapore!

QUICK GUIDE FOR  
**QUARANTINE-FREE**  
**TRAVEL TO SINGAPORE**



Figure 9. "COVID-19 Travel Updates" feature under the Home Tab

Lastly, the **"Promotions and Advertisement"** feature of GWS (Refer to Figure 10) allows for collaboration between GWS and other companies to earn revenue. By featuring advertisements for local attractions or restaurants, or offering discounts exclusive to GWS, users can enjoy discounted prices for their attraction tickets.

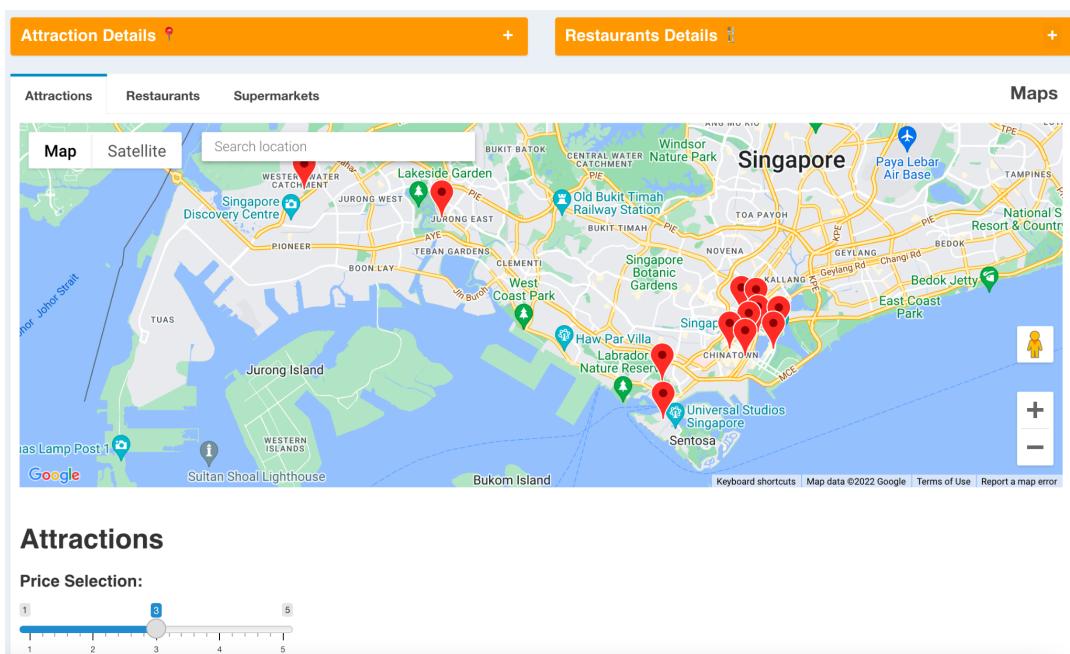


Figure 10. "Promotions & Advertisements" feature under the Home Tab

### **4.3.2 Quick Search Tab**

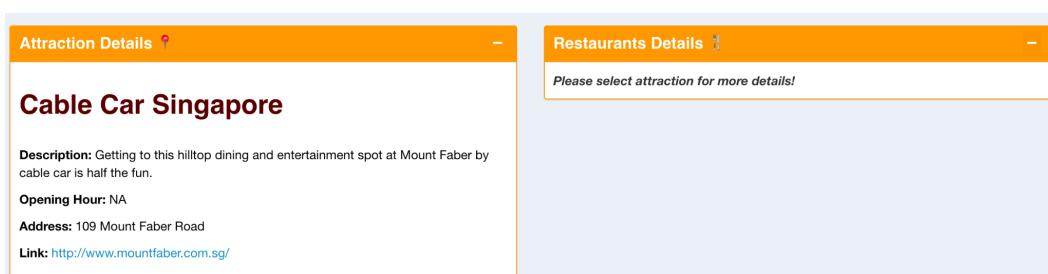
The Quick Search Tab includes features such as the **filters for attractions, restaurants (including hawkers centres) and supermarkets**.

GWS offers the option for users to filter and view a curated list of attractions in Singapore based on their prices. Currently, travel websites like Expedia only provide the address and map visualisation for the attraction selected by the user, which inconveniences travellers who are planning to visit more than one attraction. Unlike the current travel websites, GWS displays all of Singapore's top attractions at once (Refer to Figure 11). This enables users to gauge the distance between attractions and the price range at a glance.



*Figure 11. Map with attractions based on their prices*

Users can also click on the red markers on the map to find out more information, such as the address and opening hours, about the selected attraction (Refer to Figure 12).



*Figure 12. Map with attractions based on their prices*

In addition to information on attractions in Singapore, GWS also provides the option for users to filter for food options in Singapore. Users can select the type of cuisine that they wish to try, as well as the price ranges, to filter and select their desired restaurants to dine in (Refer to Figure 13).

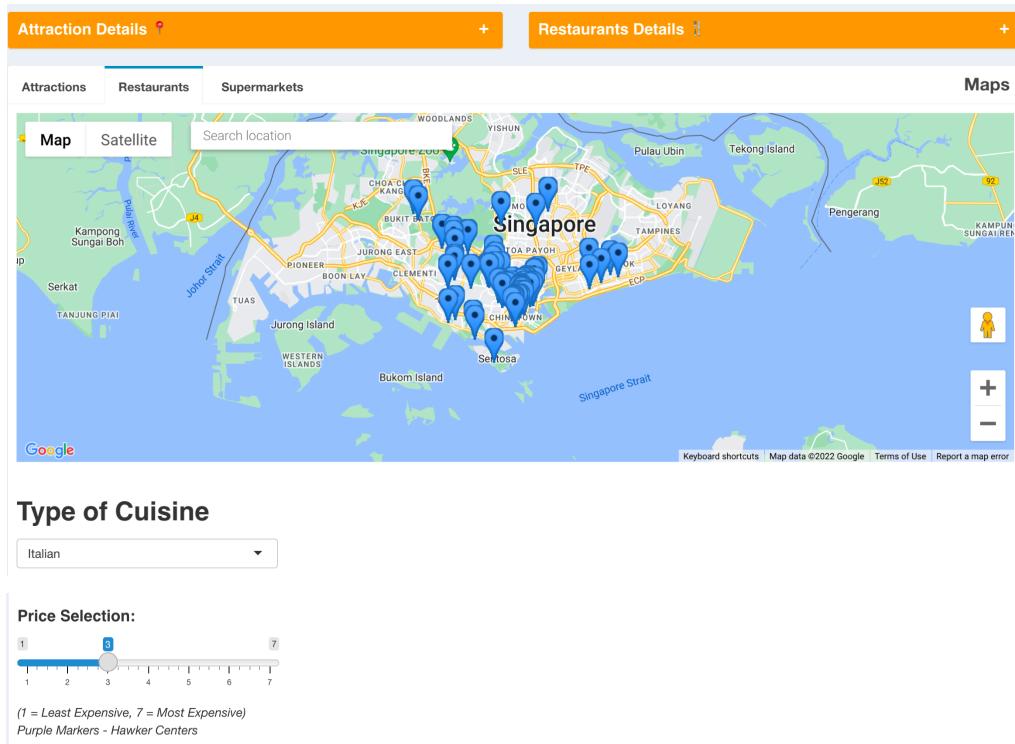


Figure 13. Map with attractions based on their prices

Users can also click on the red markers to find out more information about the restaurant (Refer to Figure 14).

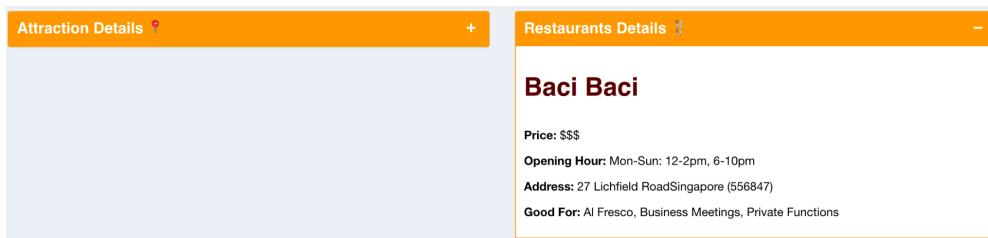


Figure 14. Map with attractions based on their prices

Finally, GWS also provides a list of supermarkets in Singapore, should users need to shop for any groceries during their stay in Singapore (Refer to Figure 15).

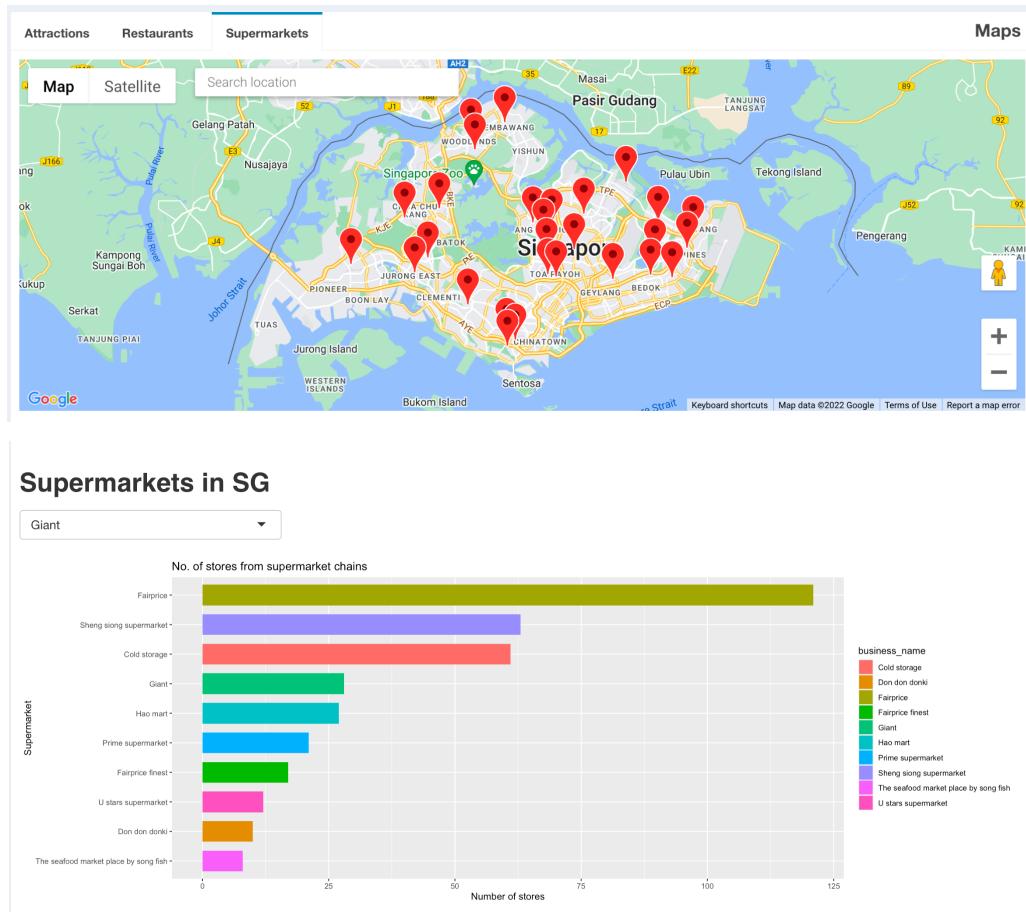


Figure 15. Map of supermarkets in Singapore

Overall, the Quick Search tab allows users to quickly filter and find all the attractions, restaurants and supermarkets that they wish to visit without having to open other tabs. This offers convenience and ease of travel planning, a feature that is not provided by other travel websites.

### **4.3.3 Itinerary Tab**

The Itinerary Tab includes features such as **Personalised Itinerary Planning**, **Smart Recommendations**, and **Top Attractions in Singapore**.

The “**Personalised Itinerary Planning**” feature (Refer to Figure 16), allows users to filter and choose the price range and whether they prefer indoor or outdoor activities. The tab also includes another feature: “**Smart Recommendations**” (Refer to Figure 16), which recommends activities based on the latest weather forecast.

The personalised itinerary planning feature is perfect for a spontaneous and excitement-filled day around Singapore. The planner will randomly select two activities, as well as two restaurants, for the user according to the recommended hours to be spent at each location.

Singapore is also prone to sudden showers or changes in weather (Hawksford, n.d.). The Smart Recommendations solution is the perfect fail-safe wet weather plan for visitors who encounter a sudden change in weather. An itinerary will be generated based on the latest weather, allowing users to have an alternative when visiting Singapore.

**Personalise Your Own Itinerary!**

Price: \$

Type: Indoors

Ready to Go!

**CHIJMES Singapore**  
1.5 hr

**Pek Kio Market & Food Centre**  
1 hr [Number of stalls: 124]

**Thian Hock Keng Temple, Singapore**  
2 hr

**Blk 726 Clementi West Street 2**  
1 hr [Number of stalls: 195]

**Try Our Smart Recommendation!**

We recommend activities according to the weather forecast!

West Fair (Day)   
East Fair (Day)   
Central Fair (Day)   
South Fair (Day)   
North Fair (Day)

**Malay Heritage Centre, Singapore**  
1 hr [ Outdoors , south ]

**Pek Kio Market & Food Centre**  
1 hr [Number of stalls: 124]

**Henderson Waves Bridge**  
2 hr [ Outdoors , south ]

**Blk 726 Clementi West Street 2**  
1 hr [Number of stalls: 195]

*Figure 16. Itinerary planning function*

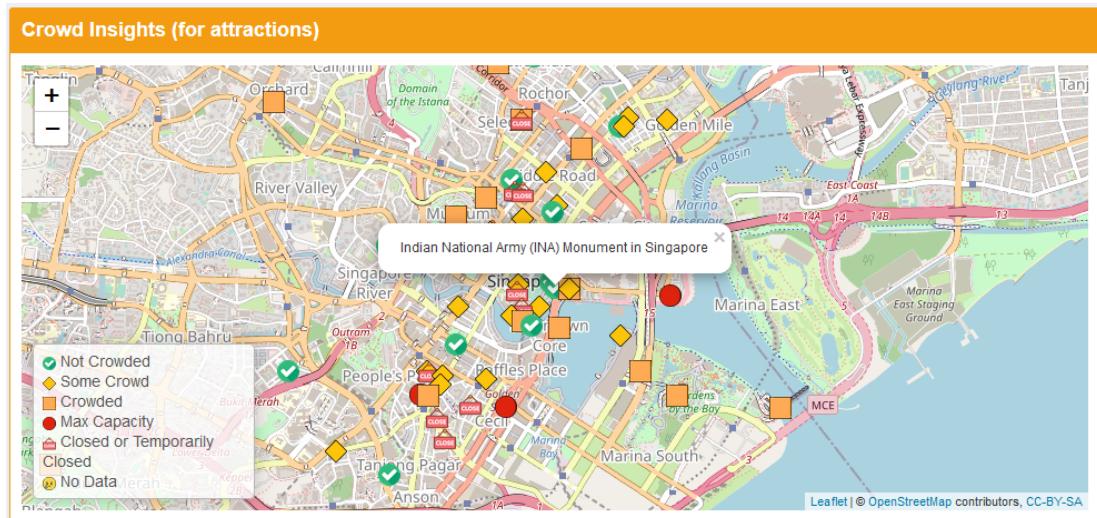
Next, the “**Top Attractions in Singapore**” feature displays the top 20 most popular attractions in Singapore (Refer to Figure 17). For example, from the word cloud, Gardens by the Bay is a clear crowd-favourite. This allows users to view the most popular attractions at a glance.



*Figure 17. “Top Attractions in Singapore” feature under the Home Tab*

#### **4.3.4 Crowd Insights Tab**

The “**Crowd Insights Map**” features a map that indicates the crowd level for each of the locations (Refer to Figure 18). The crowd insight map provides a clear visualisation of the crowdedness of each of the locations.



*Figure 18. “Crowd Insight Map” Feature under Crowd Insight Tab*

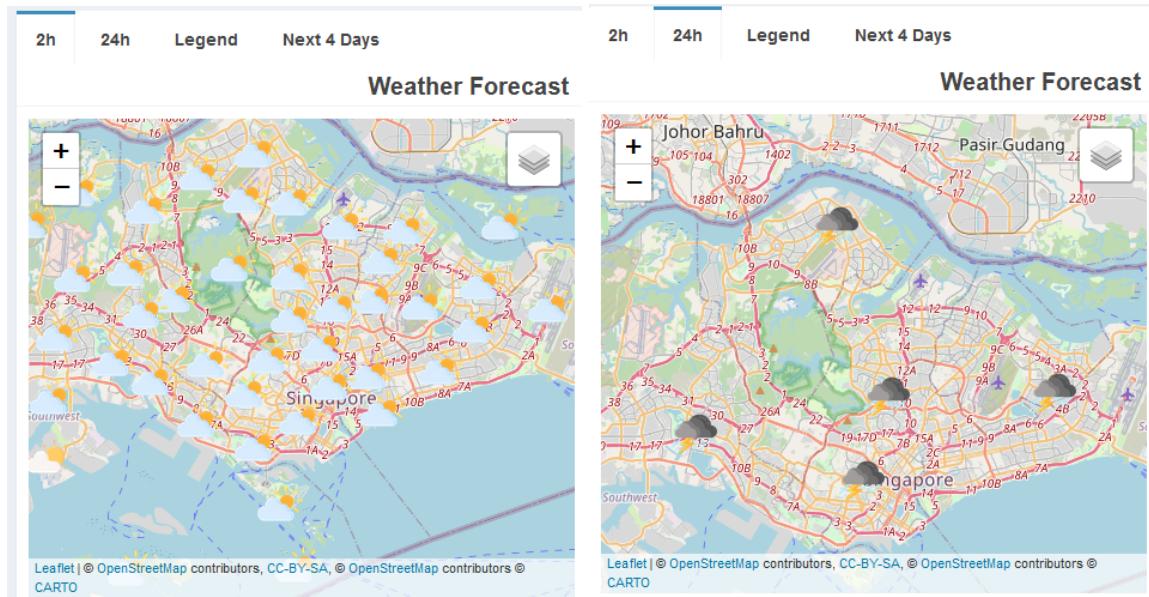
According to Moven (2003), attractions with too many crowds are positively correlated with negative feelings and moods of the visitors. Thus, it would be a top priority to avoid crowds during holiday trips. GWS’s “**Crowd Level Insight**” features a detailed bar graph that describes the crowd level of the attraction (Refer to Figure 19). This provides an estimate of the crowd at the attraction for the user to plan their trip effectively. This is especially important for tourists who wish to avoid queues and enjoy their holiday. Furthermore, users could select the desired location and read up on the detail of the location on the left panel. It could come in handy when the user would like to find out the details of the attraction without having to leave GWS. In addition, if the user wishes to find out more information, the information panel has also provided the link to the official website of the location.



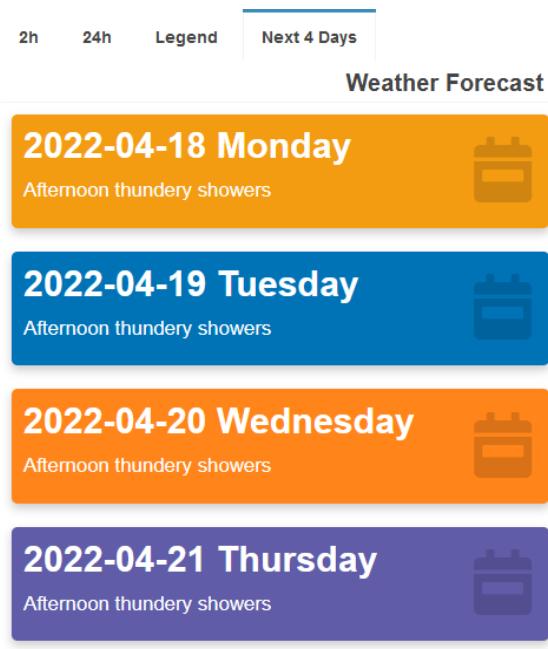
*Figure 19. “Attraction Detail” Feature and “Crowd Level” Feature under Crowd Insight Tab*

#### **4.3.5 Weather Tab**

The “**Weather Forecast**” features 2 hours weather nowcast, a 24-hour weather forecast and a 4 days weather forecast (Refer to Figures 20 & 21). By having easy access to the real-time weather forecast, the user can plan their holiday without being concerned about the weather. The weather forecast data is linked to the database under the National Environmental Agency of Singapore and is updated every two hours for nowcast. As for the daily weather forecast, it is updated every morning at 8 am.



*Figure 20. “2hr Nowcast”, “24hr Forecast” under Weather Forecast Tab*



*Figure 21. “4 days Forecast” Feature under Weather Forecast Tab*

Beyond weather forecast information, our application highlights the UV index for the day as an advisory for tourists (Refer to Figure 22). According to NEA, Singapore has been recording extreme high levels of UV index in recent years, with the hour-average UV Index reaching up to level 15 (Huiwen, 2018). GWS has also provided a list of “UV Exposure Risk”, users could refer to the range of UV exposure risks to determine if they should avoid outdoor activity under the blazing sun.

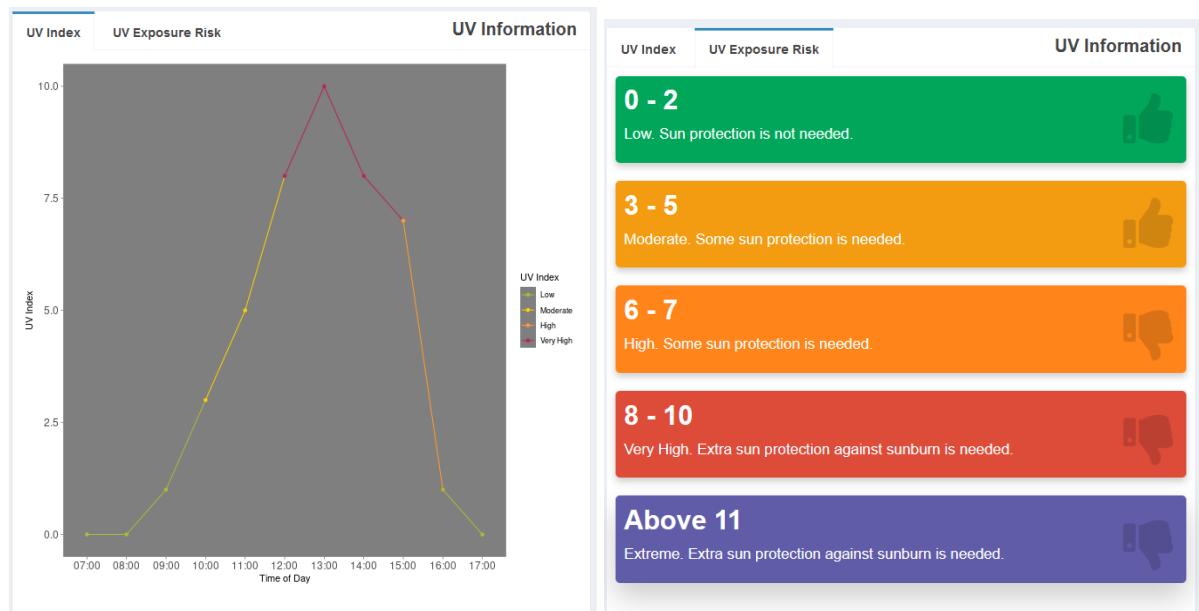


Figure 22. “UV Index” and “UV Exposure Risk” Feature under Weather Forecast Tab

#### **4.3.6 News Tab**

The news tab has listed many articles about fun activities, attractions and restaurants to visit in Singapore (Refer to Figure 23). The users can access the most recent articles to generate ideas for their trip to Singapore. For local travellers, the articles may include recommendations for hidden gems around Singapore as well.

### Things To Do In Singapore ☺

Planning an itinerary can sometimes be stressful for people who are travelling, especially if they do not know the country well enough. As a tourist, a considerable amount of time will be needed to research about the country, before they can find suitable attractions, places to eat as well as hotels to stay in. Knowing that sometimes things may not go as planned, back-ups plans may also be needed.

Show 15 entries Search:

 <a href="#">16 New Things To Do In April 2022 “</a> Mini Raya Bazaar, àœlnvisibleâ Hotel & Abandoned Fort Tours	The SmartLocal (11 days ago)	 <a href="#">Things To Do This Weekend In Singapore: 9 &amp; 10 April 2022</a>	Little Day Out (2 days ago)	 <a href="#">5 days in Singapore: Must-visit attractions only!</a>	Times of India (7 days ago)	 <a href="#">Things to do in Singapore and beyond: The March 2022 edition</a>	Prestige Online Singapore (17 Mar)
 <a href="#">Things To Do This Weekend In Singapore: 26 &amp; 27 March 2022</a>	Little Day Out (27 Mar)	 <a href="#">12 Best Things To Do This April 2022 In Singapore</a>	Have Halal Will Travel (11 days ago)	 <a href="#">10 Things In SG We Can't Wait To Do With Our 9 Other Besties</a>	Have Halal Will Travel (24 Mar)	 <a href="#">Five things to take note of before heading over to JB this weekend</a>	CNA (4 days ago)
 <a href="#">20 Best Things to Do in Tiong Bahru à€” Singapore's Hipster Enclave</a>	TripZilla (6 days ago)	 <a href="#">5 things you need to know about the Singapore-Malaysia land border reopening</a>	CNA (24 Mar)	 <a href="#">Guide to ALL SAFRA Clubhouses in Singapore - Top Attractions, Perks and Things to Do</a>	Alvinology (8 days ago)	 <a href="#">35 fun things to do with kids in Singapore   Honeycombers</a>	The Honeycombers (11 Mar)

*Figure 23. News Feature Tab*

## **5. Implementation**

### **5.1 Revenue Model**

The current business model seeks to reap profits through the use of platform advertisements for products and services. Potential advertisers could publicise their products and services to increase brand visibility among the tourists and locals. For a fixed advertisement fee, we will feature the sponsored attraction or restaurant in our advertisement banners.

Additionally, another prospective revenue stream would be commission-based. In future updates of the application, we intend to include the option to book the attractions tickets or restaurants directly on our application. Subsequently, we will be charging a commission of about 5 - 6% per transaction.

With both revenue streams, this will guarantee that we can support our operational costs and maintain a sustainable profit for the business.

### **5.2 Marketing Plans**

We will adopt a two-pronged approach for marketing - namely social media marketing and traditional marketing platforms. Harnessing the power of social media, we intend to engage influencers to publicise our application. Social media marketing is said to be one of the most cost-efficient marketing strategies to increase brand awareness and visibility (Blue Mountain Media, n.d). With the projected social media users worldwide in 2022 to be 3.96bn, this gives rise to the opportunity to attract more users (Oberlo, 2022).

With influencer marketing, we intend to collaborate with various media personalities or celebrities specialised in travel content in different regions to recommend our application. These celebrities or media personalities usually have a considerable amount of loyal followers thus engaging them to market our application would be a good way to ensure we get new customers and help us build our loyal customer base.

As we are targeting people of all ages, engaging in traditional marketing can also help boost the adoption of our application. This is mainly because traditional marketing plays an important role in reaching local audiences and interacting with customers on a personal level (Lucid Advertising, 2022). With this personal interaction, potential customers may feel a genuine connection and thus choose to use our application for their travel needs.

## **6. Benefits and Value-Add**

### **6.1 International tourists and local travellers**

As mentioned, users of this application will be mainly tourists and some local travellers. The application provides a convenient one-stop solution for visitors so that they can plan their trip easily.

GWS platform makes travel-related information more accessible to tourists and Singaporeans. Locations of attractions, restaurants and hawker centres are easily visualised on the Map, with relevant information provided for them. As compared to the Google Map, GWS is traveller-oriented, displaying only the relevant information to tourists.

Furthermore, having the option to personalise the itinerary instead of a “one-size-fits-all” approach, enhances the application as well as the customer experience. According to SalesForce, a software company specialising in Customer Relationship Management (CRM), today’s customers expect a personalised experience, where 66% of consumers expect companies to understand their unique needs and expectations, and 52% expect all offers to be personalised (Levine, 2022). Besides enhancing customer experience, personalisation can also increase our revenue and brand loyalty (Hyken, 2017)

Studies have shown convenience is an important aspect to many users and consumers and providing them with an overview of the functions of each tab increases their desire to use the application (Burns, 2020). GWS leverages this aspect by providing users with convenience and accessibility.

## **7. Limitations**

A limitation that the GWS platform faces is the inability to directly book tickets to the attractions on the website. This may undermine the effectiveness of the platform as users will have to separately open a tab to book tickets to the attractions.

For Singaporeans, this application may not be as effective as the attractions that are listed on the page are common tourist-like attractions. Therefore, Singaporeans may not be as enticed to use the application as they are not interested in these conventional tourist attractions.

## **8. Future Plans**

In this section, we will be discussing the future plans of GWS and how we intend to expand the scale of our operations. This will mainly be done through three steps.

### **8.1 Enhancing the features**

GWS plans to make the process more convenient and seamless. For instance, tourists should be able to purchase tickets directly on the platform instead. Therefore, an additional feature to make that possible would greatly increase the effectiveness of the website.

Furthermore, another extension of our project can be to include the “lesser-known” attractions in Singapore and an option to include their interest. In the itinerary recommendation tab, users can choose whether they are Singaporeans or not or their interests so the recommendations will be tailored to their preferences.

Lastly, we will also include the option to choose multiple languages like Mandarin, Spanish, and French. This will help to increase the attractiveness of GWS to tourists to increase the customer base of the GWS platform.

### **8.2 Extending the scale**

GWS intends to scale our project by collaborating with external organisations to improve the itinerary recommendation feature. For instance, GWS can work with companies that provide tickets/deals or packages like Klook and KKday. These collaborations will increase the visibility of packages provided by these firms and in exchange, allow GWS to obtain commission from each potential customer purchasing their packages. Furthermore, enhances the itinerary recommendation feature to include a more extensive variety of activities and packages. Therefore, these collaborations provide a plethora of opportunities and potential to upscale as GWS can work with restaurants, attractions and even the Singapore Tourism Board.

### **8.3 Expanding the scope**

Focusing mainly on the Singapore market, in the long run, may not be desirable as the market size in Singapore is much smaller compared to other countries. With the Travel and Tourism market projected to reach US\$637.50bn this year and an annual growth rate of 10.47% from 2022 to 2026, when GWS is readily adopted by tourists coming to Singapore, GWS aims to expand to various markets all over the world. The plan would be to expand to the Asian markets (China, Korea and Japan) before further exploring the European markets. In each market, a localised version of GWS should be created to increase brand association with the unique countries, fostering trust between tourists and GWS.

## **9. Conclusion**

In conclusion, GWS aims to be a one-stop solution for tourists/locals planning their itinerary in Singapore. With the easing of COVID-19 measures and approximately \$500 million set aside to bolster the tourism industry in Singapore (Lim, 2022), tourism is expected to be revitalised. GWS is well-positioned to leverage the increased number of tourists in Singapore to entice them to use the GWS website. Furthermore, GWS's roadmap has planned exciting new features that could bring more convenience to our users. Therefore, the GWS team is confident that our application has the potential to become a major player in the travel-planning market.

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## **11. Appendix**

### **Appendix A: Dataset sources**

Data	Source
Supermarket data	<a href="https://data.gov.sg/dataset/listing-of-licensed-supermarkets">https://data.gov.sg/dataset/listing-of-licensed-supermarkets</a>
Restaurant data	<a href="https://www.chope.co/singapore-restaurants/list_of_restaurants?source=chope.com.sg&amp;lang=en_US">https://www.chope.co/singapore-restaurants/list_of_restaurants?source=chope.com.sg&amp;lang=en_US</a>
Hawker Centre data	<a href="https://data.gov.sg/dataset/hawker-centres">https://data.gov.sg/dataset/hawker-centres</a>
Tourist Attraction data	<a href="https://data.gov.sg/dataset/tourist-attractions">https://data.gov.sg/dataset/tourist-attractions</a> <i>Referenced data from TripAdvisor:</i> <a href="https://www.tripadvisor.com/Attractions-g294265-Activities-Singapore.html">https://www.tripadvisor.com/Attractions-g294265-Activities-Singapore.html</a>
Weather Forecast Data	<a href="https://data.gov.sg/dataset/weather-forecast">https://data.gov.sg/dataset/weather-forecast</a>
News Data	<a href="https://news.google.com/search?q=things+to+do+in+singapore&amp;hl=en-US&amp;gl=US&amp;ceid=US:en">https://news.google.com/search?q=things+to+do+in+singapore&amp;hl=en-US&amp;gl=US&amp;ceid=US:en</a>