Final Project Proposal

Tourism Recommendation Website

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1. Background

As Chineses residents’ disposable income has gradually increased, the public's tourism consumption has raised constantly. In the early stage, group tour and shopping-type tourism has occupied the market. However, personalized tourism has become the most preferred choice nowadays. As a result, the public is more diversified in the choice of tourism projects, including tourism type, tourist destination, online and offline route planning, etc.

1. Objectives

The existed websites concern more about detailed services, such as hotel booking, route planning, etc. An integrated website has not been found according to the author’s search result. Therefore, this website aims to collect and compare the data of tourism consumption in China, in order to help consumers to choose ideal destination, tour agency and online application. A pre-design survey will be conducted to conclude useful information that consumers desire to know and make the website function more efficiently.

1. Content

The website will be designed in simple but functional style. Data will be classified and demonstrated in forms and charts, with an interactive map showing popular tourist attractions in different regions. More contents will be added according to the result of the survey mentioned above.