**CAT 4 RESOURCE DEVELOPMENT**

# TOURISM IN SINGAPORE
# Group ID: 4-24

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**ABSTRACT**

Our project aimed to create a Singapore tourism promotion website that incorporated features seldom found in other similar sites. This website could help tourists and new residents appreciate and understand our cultural diversity better, and would offer the best attractions to go to and the relevant information required to visit them.

# 1 INTRODUCTION

## 1.1 Rationale

Most people going on a holiday hire tour guides which incurs additional costs. We wanted to help tourists save money. We also wanted to help new residents learn more about Singapore. We also wanted to provide information, photographs and reviews of the activities and attractions in Singapore with simple vocabulary, more photographs and first hand reviews by ourselves to provide a better picture of the attractions as most websites similar to ours are too wordy, difficult to read and mostly have reviews by tourists who may not have a full picture of the place.

## 1.2 Objectives

Our objective was to create a one-stop, user friendly travel website which offers a simple way to discover activities and attractions in Singapore and more information about it. This website would help tourists, foreigners and new residents learn more about Singapore, and hopefully improve Singapore's economy through tourism.

## 1.3 Target Audience

Our target audiences are tourists, foreigners and new residents who are interested to learn more about the attractions and activities, including less known ones, in Singapore.

## 1.4 Resources

The resource created for this project is a tourism website which comprises of three categories - Food, Fun and Scenery, and Shopping.

The "Food" category comprised of "Artemis", "Astons", "Xin Yuan Ji", "Fish Shop Market and Bistro", "Sentosa Food Area", "Lady M", "Les Amis", "Li Bai", "Osia" and "Singapore Food Street".

In the "Fun and Scenery" category, the featured places are: "Botanic Gardens", "East Coast Park", "Gardens by the Bay", "Gillman Barracks", "Pasir Ris Park", "SEA Aquarium" (in Sentosa), "Sentosa", "Stadium to Marina Bay Sands Trail" and "Universal Studios Singapore".

In the "Shopping" category, the following places were included: "Bugis", "Changi City Point", "City Square Mall", "Expo", "Haji Lane", "Harbourfront Centre", "Orchard", "Vivo City", "Raffles Place" and "Marina Bay Sands".

## 2    REVIEW

We visited a few tourism websites similar to ours, but realised that they were mostly too wordy and some did not even include photographs. Examples of websites we visited include Singapore Tourism Board (STB)'s website 'www.visitsingapore.com' and Tripadvisor. We wanted to improve on them, adding more photographs since STB's website provided limited photographs while Tripadvisor usually only provided one main photograph for each attraction. Also, in STB's website, we found that there were many articles, making it too wordy and difficult to read. Hence, we decided to use simplified vocabulary and less words in our website. We also reviewed on the activities and attractions that were going to be featured on our website, visited them ourselves and took into consideration other people's reviews of these attractions.

## 3    METHODOLOGY

### 3.1    Needs Analysis

We created a survey to do our needs analysis. This helped us to research more on our project and how well received it would be. We were trying to find out if people understood the importance of tourism, whether they liked our idea of this website in general and if people think that this project would attract more tourists and new residents to use our website.

**3.2    Survey Results**

Count of Do you think tourism is important for the growth of Singapore?



Count of Do you think tourism is important for the growth of Singapore?
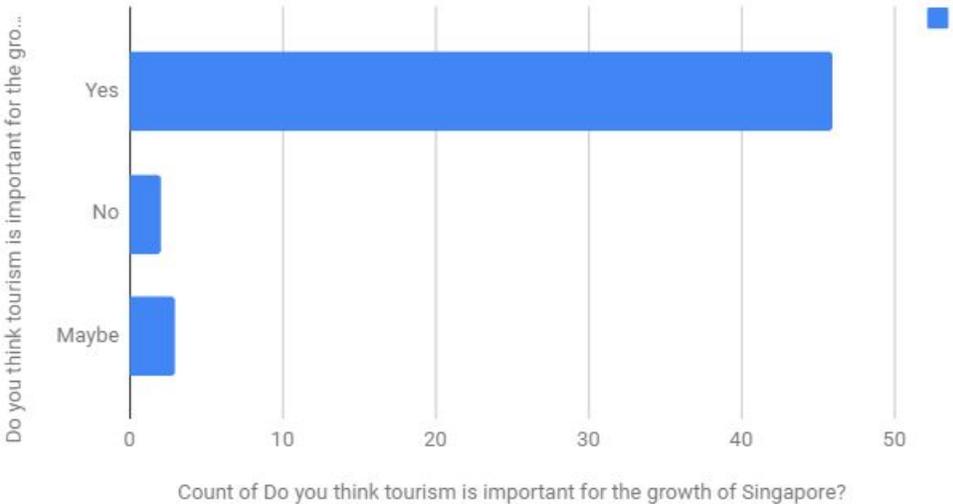
The reasons they gave were mostly it being able to boost the economy and popularity of Singapore. Also, Singapore does not have any natural resources and relies heavily on tourism and Human Resources for economic growth.

## Count of Do you go on holidays with a tour group?
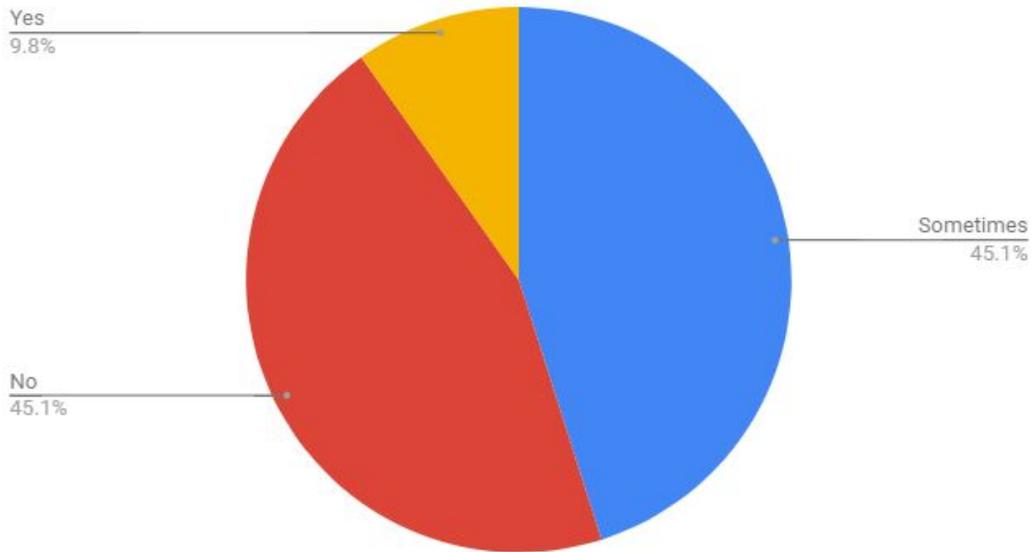


Yes
9.8%

Sometimes
45.1%

No
45.1%

## Count of Do you think a website like this will save the time and money of tourists?



Count of Do you think a website like this will save the time and money of tourists?
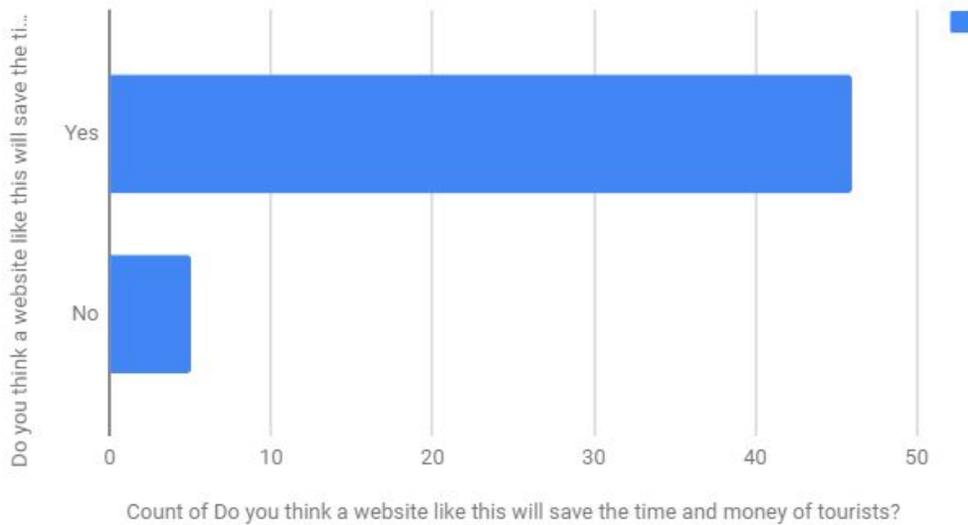
**Count of Do you think a website of our idea will help us to achieve our main objective of improving Singapore's economy?**

No
5.9%

Maybe
43.1%

Yes
51.0%
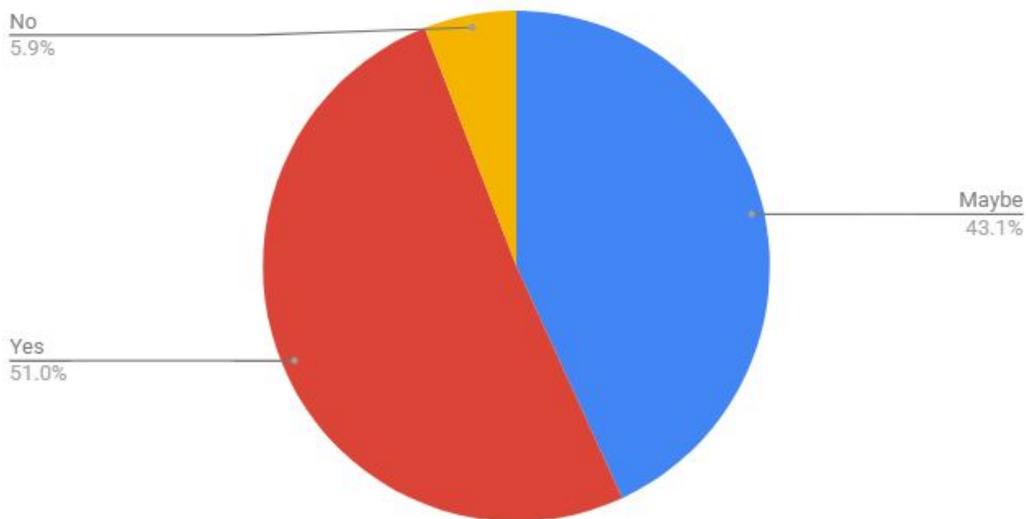
### 3.3    Development of Resources

We reviewed the attractions and activities that were going to be featured on our website and collected information about them by visiting their own websites. Almost every week, we would spend time to visit and try out the attractions, sometimes even having to pay for tickets. We took photographs of what we thought was good and unique about the places, and used the best photographs for our website.

We learnt HTML and CSS as well, and applied them when creating the website. We coded and designed the website ourselves. The coding and designing was done on "brackets", a software to type the codes in. Then we added the information and photographs of each of the respective places.

### 3.4    Pilot Test
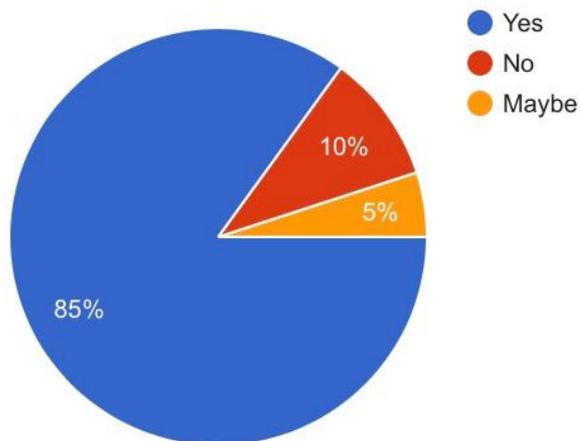
# Is our website unique from other tourism websites

20 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20%
20%
10%
50%
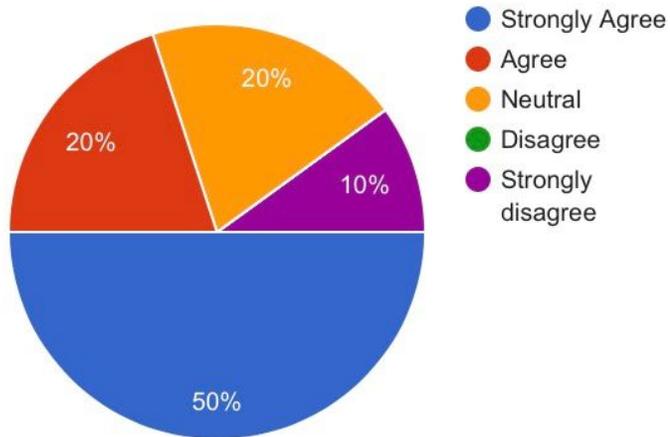
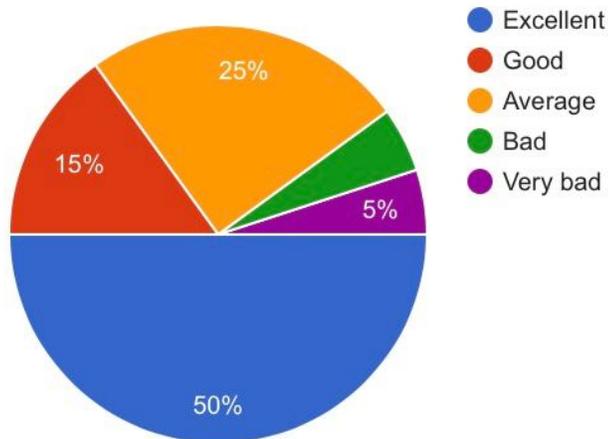# Do you find it useful?

20 responses



- Yes
- No
- Maybe

10%
5%
85%

## How do you find our website?

20 responses



Some people feedbacked that we could add more photographs, our website could have been designed better, and that we should have visit more places. We took these suggestions into consideration.

Overall, people thought that the project was great, and people thought the best part of our project was that we were willing to visit the places and review them by ourselves. People thought that it was a great effort put into coding our own website too.

## 4    OUTCOME AND DECISION

Based on the feedback given in the pilot test, we tried to improve our website.

We added more photographs to give tourists a better picture of the location, meaning that we had to revisit some places just to gather more photographs.

We also tried to acquire more web-publishing skills to improve the website. However, we could not finish picking up all the web publishing skills to make the website look as nice as other commercial websites, like those provided by Singapore Tourism Board (STB).

More places were visited too, which meant more research work was done. We focused on main attractions and some lesser known but highly-rated ones too.

Also included on our website are essential information to help tourists better plan their vacation itinerary on their own, and reduced the cost of hiring a tour guides.

We could have further improved our website by including a package consisting of day-to-day activities lists. This might help tourists to save time in planning. Tips including the best days to go to each attraction, how to avoid crowds could also be provided.

We can learn even more ways to improve the website bit by bit using HTML, CSS and Javascript when we advance to a higher level. This will attract more users too.

## 5    CONCLUSION

Throughout this project, we put in a lot of effort as a team. Rey and Issac learnt to code and design website with HTML and CSS, which was a new and challenging task. Zejia and Ethan travelled round the island to visit attractions and gather information.

Through this project, we acquired new skill-sets and had better understanding of the pains involved in website building. We can now better appreciate the importance of tourism to Singapore's economy. As local residences, we also have more knowledge on Singapore's places of interest now.

Project work is very new to secondary one, and we found it very challenging, time-consuming and required skills we were not equipped with. It is with much perseverance and resilience that the team managed to complete the project.

## 6       REFLECTIONS

Throughout this project, we learnt many new things, working and collaborating together to create our website. We were able to recognise areas that were not done well enough and tried to improve on them, although some things were beyond our abilities. For example, more photographs and locations were added upon heeding advice and feedback from our pilot test. However, due to limitations in our technical abilities, our site still appear a little amateurish. We tried to mitigate our weakness by focusing on the language and vocabulary used to suit the target audience. We also tried to think out of the box to make our website more engaging and exciting to users, simplify information for users, include more photographs and much more.

As a team, we supported and helped each other whenever someone needed help. Even if we needed to do extra, we had no complains, and tried our best individually to contribute as much as possible. Although it was a tough journey, we managed to face it and successfully accomplish what was planned, hence we are happy with our work.

## 7       ACKNOWLEDGEMENTS

We would like to acknowledge and extend our deepest gratitude to the following, without whose help the project would never be a success.

- Mr Yong Jong Shyan, our project mentor, for patiently guiding us throughout the entire journey of this project.
- Students and adults who kindly did our survey for our needs analysis and helped with our pilot test.
- Each and every member of the group who contributed immensely to the project.

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