POLITEKNIK MALAYSIA
TUANKU SYED SIRAJUDDIN

E TOURISM
2022

A GUIDE

TOURISM TECHNOLOGY

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E TOURISM
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PREFACE

E-Tourism e-book is designed to guide students at the foundation stage. It is written to assist tourism and hospitality students without information technology (IT) background. The topics in this book are written based on the Ministry of Higher Education syllabus and prepared specifically for Tourism and Hospitality Department students.

The topic focus in this e-book is on designing website. The content enables students to understand the fundamental of creating a website. Questions at the end of e-book are provided to ensure students understand.

It is hoped that students can benefit this book and help students to achieve excellent results.

ACKNOWLEDGEMENT

The completion of this undertaking could not have been possible without the participation and assistance of so many people whose names may not all be enumerated. Their contributions are sincerely appreciated and gratefully acknowledge.

However, we would like to express our deep appreciation and indebtedness, particularly to Mr. Yusdi Bin Ismail, our head of department for his endless support, and kind and understanding spirit during our journey of this book.

To all friends and others who in one way or another shared their support, either morally, financially, or physically, thank you.

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We thank you.

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2 | Adapt Website Essential

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STIMULATE WEBSITE DESIGN

TOURISM TECHNOLOGY

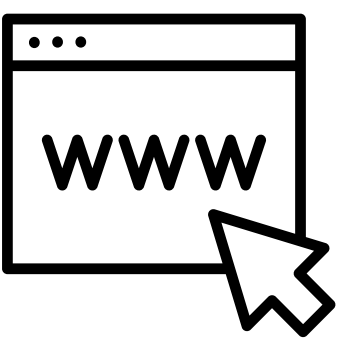
LEARNING OUTCOMES:

- concept of website design
- purpose of website design element
- principle of effective website design

WHAT IS A WEB SITE?

A WEB SITE IS:

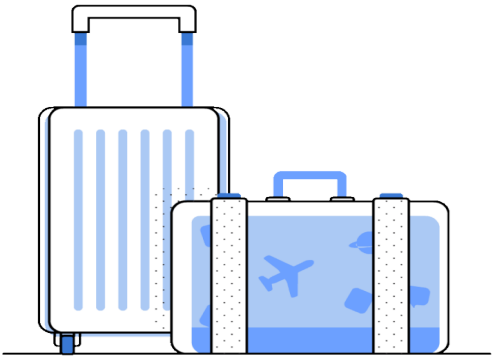
- [ ] A Presentation Tool
- [ ] A Way to Communicate
- [ ] A Learning Tool
- [ ] A Teaching Tool
- [ ] A Marketing Important Tool



THE PURPOSE OF WEBSITE DESIGN

Website development is a way to make people aware of the services and/or products you are offering,

understand why your products are relevant and even necessary for them to buy or use,



and see which of your company's qualities set it apart from competitors

WEBSITE DESIGN PRINCIPLES

In truth, almost every site has one flaw or another, whether:

- ☑ It be confusing accessibility
- ☑ Over-ambitious design
- ☑ Poor download time

DESIGN FOR THE MEDIUM

DESIGN FOR THE WHOLE SITE

DESIGN FOR THE USER

DESIGN FOR THE SCREEN

DESIGN FOR THE MEDIUM

When designing a website, remember :

01 the destination is a computer, not the printed page.

02 language is hypertext, not linear text

03 create Web pages specifically for the computer screen

04 must consider the layouts, fonts & colors, and how they will appear

DESIGN FOR THE MEDIUM

01

CRAFT THE LOOK & FEEL

- the interface, that user must navigate often called - the look and feel of a web site
- they read text, associate with links, view graphics

a. depends on the freedom of your design
b. create their own path through your information.

DESIGN FOR THE MEDIUM

02

MAKE YOUR DESIGN PORTABLE

- Be portable & accessible across different browsers, OS, & computer platforms
- Don't make mistake of testing in only one environment – assume their pages same to all.

DESIGN FOR THE MEDIUM

03

PLAN FOR CLEAR PRESENTATION & EASY ACCESS TO YOUR INFORMATION

- plan for the actions/path that user may choose randomly or specific information
- Provide direct link to the area – that most demand
- Present info. – easy to read
- Break text into reasonable segments
- Plenty headings – user find content quickly
- Control horizontal length, easy to read column

DESIGN FOR THE WHOLE SITE

01 Plan unifying themes & structure that hold pages together

02 Consider more than each individual page

DESIGN FOR THE WHOLE SITE

01

CREATE SMOOTH TRANSITIONS

- Plan to create a unified look among the sections & pages of your Web site
- Identifying elements of the sites & create smooth transitions from one page to another

02

USE A GRID TO PROVIDE VISUAL STRUCTURE

- The grid is a conceptual layout device that organizes the page into columns & row
- Use table elements to build the grid for pages
- although table for tabular data – table elements were used as a tool for building the type of columnar grid structure
- Well-designed sites use tables to provide structure & consistency of pages.

03

USE OF ACTIVE WHITE SPACE

- White spaces are the blank areas of a pages
- White space that is used deliberately called active white space
- Passive white spaces are blank areas that border the screen/result of mismatched shapes

DESIGN FOR THE USER

01 Knowing your audience/user answers almost all design questions

02 Find out what users expect from your web site

03 Use the power of hypertext linking

04 How much content is enough

01

DESIGN FOR THE INTERACTION

- How the user interacts with the information on your Web pages – content type either your user will read or scan your pages

    - Scanning the content
    - Scrolling if necessary
    - Pointing to graphics to see if they are hyperlinked
    - Clicking linked text

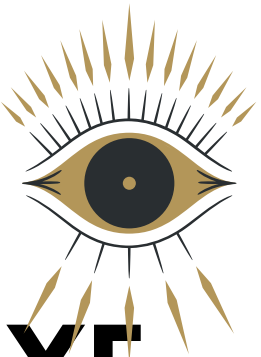
02

DESIGN FOR LOCATION

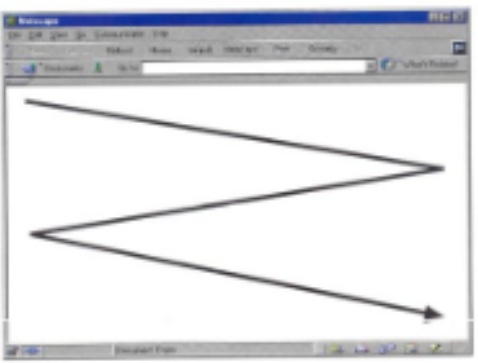
- Difficult to predict the user's exact viewing path
- Generally, figure below depicts the sections of screen real estate ranked in order of importance.

03

GUIDE THE USERS EYE



- Normal reading habits, user's eye may move from left to right and back again

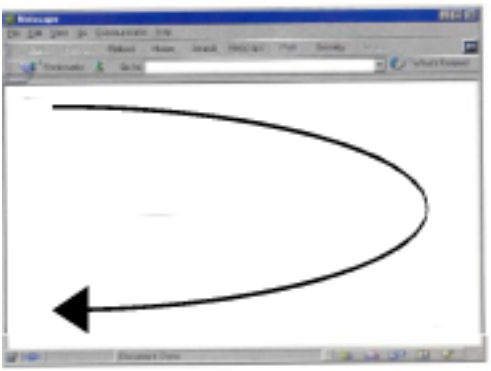


Paper-based reading pattern

03

GUIDE THE USERS EYE

- In contrast, when viewing landscape-based display, user scan information following a clockwise pattern



Screen-based viewing pattern

04

KEEP A FLAT HIERARCHY

- Do not make users navigate through too many layers of your Web site to find the information they want

- Structure your web site to include section or topic-level navigation pages so users quickly find their path

- eg/: Standard navigation bar - consistently placed on every page, reassure users not lost & move through the site with flexibility.

DESIGN FOR THE SCREEN

01 The shape of computer screen

02 Design pages that provide enough contrast

03 Computer screens use a much lower resolution than the printed page

04 A screen is not a page

ELEMENT FOR

EFFECTIVE WEBSITE

01 Know your objective

02 Good Visual Design

03 Navigation structure

04 Stand out

05 Meaningful content

06 Responsive

ADAPT WEBSITE ESSENTIAL

TOURISM TECHNOLOGY

LEARNING OUTCOMES:

- Explain the importance and purpose of website hosting and security
- Identify the method for generating website development

WEBSITE SECURITY

Web security is also known as “Cybersecurity”.

It basically means protecting a website or web application by detecting, preventing and responding to cyber threats.

Websites and web applications are just as prone to security breaches as physical homes, stores, and government locations.

IMPORTANCE OF WEBSITE SECURITY

- to protect from various online threats including website hacking
- to prevent data leakage
- to sheild the corporate network from viruses and spy-ware
- to protect sensitive business information from unauthorized parties
- to thwart malware threats
- to prevent unauthorized data uploads

What is....

WEB HOSTING ?

YOU

WEB HOST

YOUR DOMAIN NAME

WEBSITE USERS

WEBSITE HOSTING

Web hosting is the service which provides business server space to individual businessman to make their website accessible over the internet.

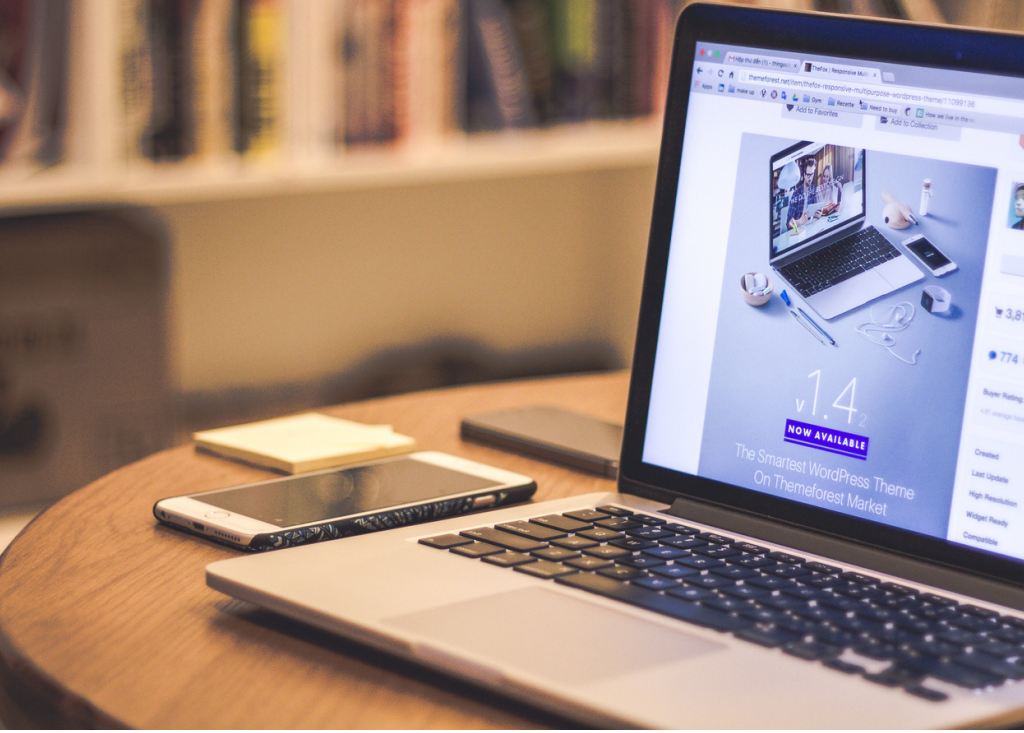
So that other people can easily view their website on internet.

In other word we can say that a web hosting service makes the website available so that website can easily viewed by people on the internet.

WEBSITE (ADVERTISING)

ROLES

- Add Gravity
- Gateway to Global Market
- Targeting group
- Opportunity sales
- Door to multiple client simultaneously
- Online mode



WEBSITE DEVELOPMENT CONCEPT

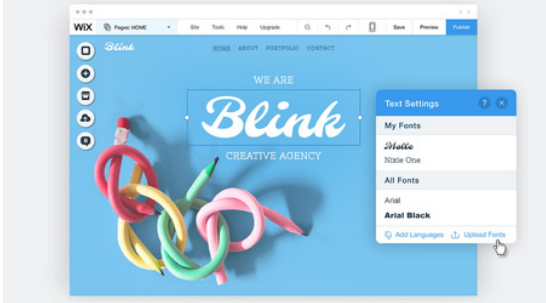
A web development process is a documented outline of the steps needed to be taken from start to finish in order to complete a typical Web design project

5 METHODS OF WEBSITE DEVELOPMENT

- Free builders
- Template Websites
- WordPress Websites (blog/cms)
- Do-It-Yourself
- Professional web design

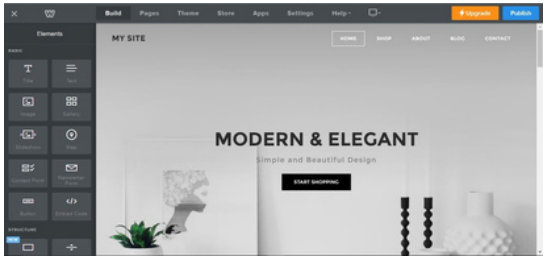
FREE WEBSITE BUILDER

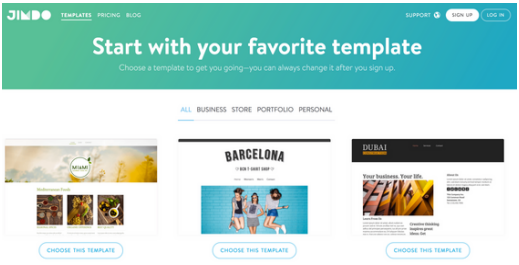
wix.com



GoDaddy

weebly





JIMDO

CHECK YOUR UNDERSTANDING..

Complete the purpose of website design in Tourism technology

Website development is a _____ to make people aware of the _____ and/or products you are offering understand why your products are relevant and even necessary for them to _____ or use, and see which of your company's _____ set it apart from _____

way

buy

competitors

services

qualities

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