CHAPTER 1

INTRODUCTION

1.1 Research Background

The growth of Internet usage has pushed the communication, marketing and business transaction methods to a new playing field. According to Internet World Stats (2012), there were 2,406 million Internet users in June 2012 worldwide and with the advances in technology, the number of users is most likely to increase. With online marketing accessible for anyone who has a device, whether a computer, TV, Smartphone or a tablet, connected with the Internet, increasing online visibility has become an important aspect in marketing strategy (Thomas 2011, 7).With the integration of the Internet into everyday life, not only the behaviour of consumers, but also of businesses has changed on this medium. Information and communication possibilities have increased in their depth and width.

In adventure tourism, the integration of the Internet in the overall adventure experience is immense. Therefore it is important for a company in the adventure industry to represent oneself accordingly, as also more and more adventure tourism enthusiasts use the medium Internet to collect information, get in contact with operators and share their overall experiences with other enthusiasts on the different platforms. Hence, this work wants to give the Papua New Guinea TourismPromotional Authorities an analysis of its websites according to today's standards. This includes the analyses of the provided design, technical structure, usabilityand adaptation to the liking of search engines.

Prior to planning a holiday trip, people try to seek out as much information as possible. This is often done online, for instance by browsing blogs, destination website, various travel advisor pages, and so on. Consequently, it is clear that a destination‘s website plays an important part in attracting visitors to a destination.

Briefly, Mt Wilhelm (German: *Wilhelmsberg*) is the highest mountain in Papua New Guinea at 4,509 meters (14,793 ft.). It is part of the Bismarck Range and the peak is the point where three provinces intersect, Simbu, Western Highlands and Madang. The peak is also known as *EnduwaKombuglu* in the local Kuman language, a Papuan language. The mountain is on the island of New Guinea, which incorporates Papua New Guinea and the Indonesian province of Papua. It is surpassed by Puncak Jaya, 4,884 m (16,024 ft.), and several other peaks in Indonesian Papua. Some sources claim Mount Wilhelm as the highest mountain in Oceania or Australia, on account of Indonesia being part of Asia. A Seven Summits list sometimes includes Mount Wilhelm.

Here the Developer will includebasic and important information needed when climbing the Mt Wilhelm.Most of the climbers don’t know exactly when is the right time to climb in which, most cases they tend to go on their own plan and timing at any time of the year without any assistancce or help from any sites about the destination or even tour guides. Basically every year the number of people visiting or climbing is approximately around 15 to 30 not many people tend to climb as lack of basic information.No proper bookings made for time and travelling, accomodation,transportation and they face alot of problems along the way and turn back without completing their journey.Worst case sceneoir

accomodation and transportation is a problem most climbers face and dont make it to their destination.Less or most times climbers dont have any idea or information about any accomodation like lodge or guest house near Mt Whilhelm.So as the transportation.No proper transportation information providedlike any rental or hire cars available from the nearest town and to get to the closest.And that is,becaue there's no proper website about Mt Wilhelm which would give such vital information.From the experience of most who have made it to the Mt Wilhelm said that, they had to use public vehicles together with the locals to go to their destination.

They had to spend night with locals instead to stay in a proper lodge or vila etc..,which does not satisfy their expectation but had to cope with it and experience it.Climbers can stay at Bird of Paradise hotel in Goroka,Estern Highlands Province. There are two base camp lodges close to the sumit of the Mt Wilhelm.The Betty's lodge,1 Star lodge, the 2 Star lodge and JJ lodge. From Goroka airport they can use Goroka Airport Car Rental's and close to Mt Wilhelm are Avis Rental's, Hertz Rental's.Yet these information about accomodation and transportation is not fully informed or made known clearly.Even though it is the highest mountain in the country but most of our own country men and women havent yet climbed it and so as most other tourists because not much information about Mt Wilhelm is provided or known.Yet only few who are fortunate enough have climbed to the highest peak both local and tourist but it is still not yet known as an interesting destination for tourism.If thsese important informations are provided on a website about tourism in Mt Wilhelm,it will make it an interesting destination site for tourist.

Therefore,this project-based thesis is focusing on developing a website about“**Tourism Information Management System of Mt Wilhelm”**, which would offer tourism related information for both local people and visitors. The project is commissioned by the privately owned IT company and the developer itself.

1.2 Identification and Problem Formulation

The identification and formulation of the problem is as follows;

1.2.1. Identify the Problem

Of the background outlined above, the identification of the problem as follows:

1. Inappropriate time and schedule experienced by tourist.The schedule of the travelling and climbing information is not made clear and the timing is wrong.Most times tourist or climbers go at the wrong month of the year when its the wet season the rainy season which makes the climbing difficult.
2. The transportation problem faced by tourist.Climbers dont get much information about what Rental Cars available to hire for using at the nearest airport and to get to Mt Wilhelm.The price for the vehicle per day use,should be booked before time of arrival.No proper information about the booking system available.
3. Accomodation problem faced by tourist.Tourist and climbers have little idea or sometimes no idea at all about accomodation available there.They dont know how many lodges that are close to Mt Wilhellm.Climbers dont know how much does it cost to pay for per night or day.Because there is no proper booking system availaible to do such.

4. Lack of advertisement or promotion of Mt Wilhelm tourist destination.Make promotion of Mt Wilhelm through online marketing to the world wide web as Tourist Destination with the help of PNG Tourism Promotional Authorities.

1.2.2. Problem Formulation.

Based on the above, the importance of the formulation of the problem, namely:

1. How to describe the current system that is used to manage to promote tourism in Papua New Guinea especially the Mt Wilhelm.Promoting and advertising Mt Wilhelm through online website about Mt Wilhelm alone.
2. How to make or create a Mt Wilhelm tourism management website that will include schedule and time of traveling,bookings of accomodation,bookings of rental cars and promotion of Mt Wilhelm through advertisement online marketing the Tourist destinations.
3. How to test the application of the website that will open to the schedule and time of traveling,bookings of accomodation,bookings of rental cars and promotion of Mt Wilhelm.
4. How to implement the database system intergrate with online booking sytem of the Mt Wilhelm tourism management website and also intergrating it with Tourism Promotional Authorities of Papua New Guinea.

1.3 Purpose and Objective of the research

a. Purpose

The main purpose of this research is to build awebsite about “Tourism Information Management System of Mt Wilhelm” with an intention that the

highest mountain of Papua New Guinea be promoted and made known as a Tourist destination.

b. Objectives

The main objective is to build a functioning, up-to-date and integrated, website for the Mt Wilhelm Tourism destination. Additionally, the aim is that the website would increase the recognition of Mt Wilhelm and would start to build promotional brand awareness and as a tourist destination.

1.4 Practical Uses

The implications of this Research are as follows:

1.4.1.Uses

In this research the people who will most oftenly use this site would be:

1. **The Developer of the website**

   The Developer/Adminstration will manage and update with the performance of the website when changes are required.

2. **Tourism Promotional Authorities**

   It is the responsibility of the Tourism industry of the country to promote Tourism by making this site known to the world.Publish the website with aggreeable corrospondences and understanding with the Developer.

3. **Climbers/Tourist/Interested People**

   Tourist or interested people viewing the website for finding the location,travel guide and doing their bookings before visiting Mt Wilhelm.

1.4.2. Educational Purposes

Promotion of the Mt Wilhelm and tourism destinations of Papua New Guinea to the world.Since not much information is known for Mt Wilhelm it is best this

website will help provide such vital information about MtWilhelm for tourist and interested people.

1.4.3. Income Purposes

This website can create opportunity for the Tourism Industry in the country to earn or make good income for the benefit of the country's economy.It will also give opportunity for citizens to make atleast an income for small businesses like the rental car's,hotels or lodges,ordinary local people selling their arts and crafts etc.

1.5 Limitations of Research

The limitations of this research is as follows;

1. Only selected lodges or villas close to Mt Wilhelm
2. Certain rental car's or hire car's available for Mt Wilhelm tourist

1.6 Location and Research Time

The Location and Research Time are as follows:

1.6.1. Location of Research

The Research location was taken in:

Location: Mt Wilhelm,Chimbu Province,Papua New Guinea

Address: Enduwa Kombuglu,Kegesugl,Chimbu

Tel: [675] 3254119, 3258814

Fax: (021) 32554375

1.6.2. Research Time

The schedule of the Research time as follows:

Table 1.1 Research Timetable

Schedule	Month																							
	Jan 2015				Feb 2015				Mar 2015				April 2015				May 2015				Jun 2015			
1.Identification Needs	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
a.Observing																								
b.Interviewing																								
c.Collecting Data																								
d.Analysis																								
2.Development Model Prototype																								
a.Design Process																								
b.Design Database																								
c.Programming																								
3.Testing/Evaluation																								
a.Testing of the Site																								

1.7 Scheme of Research

CHAPTER 1. INTRODUCTION

Chapter 1 contains description about the background information about the Research.The identification of Problem and formulation,purpose and objective of the research,research implication,limitation,time and loocation of the research.

CHAPTER 2. THEORY

2.1 Literature Review

In this chapter a description of the theory, a theory that will be used as the title the researcher used.Include a portion on the dominant findings in the field,theoretical or methodological research designs, or trends in the research field.The current system used,database,programmes,html,php,other software'slike;dreamweaver,wix.Discuss gaps in the research.

CHAPTER 3. OBJECT AND RESEARCH METHODOLOGY

This chapter contains a description of the object of the study in which 3 points stated again as ,brief history of Mt Wilhelm,the organization and structure of tourist promotion about Mt Wilhelm.Followed by a method comprising of the designing of the website.Types and methods of the collection were divided into primary data source and secondary data source.Futherrmore,the method of approach and system development,analysis and design tool consisting of a Use Cas,Activity Diagram,Sequence Diagram,Class Diagram, Collaboration Diagram, Component Diagram, andDeployment Diagram. further testing and

analysis software that runs the system consisting ofdocument analysis, analysis of current procedures in which using Use Case, Use Case Scenarioand Activity Diagram, and the last evaluation of the current system.

CHAPTER 4. RESULTS AND DISCUSSION

Discussion of the website design system,construction of the website and testing of the results.The Design of the interfae consist of a menu structure,design input and outpu,implementing constraints,software implementation,implementation of database,interface implementation and implementation of the programme installation and use of the programme.

CHAPTER 5. CONCLUSION AND RECOMMENDATION

In this chapter contains a description of the main points, Discuss the findings and the assessment of the completed project**.**Present recommendations based on the website created or the findings.Make recommendations about what actions taken base upon the data.Also recommendation to other researchers.