

# Chapter 59

## Jom Jalan Malaysia

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### Abstract

Jom Jalan Malaysia (JJM) is a detailed information page which ideologically created as virtual tour guide to help in searching the interesting places all over Malaysia instead of using physical paper map or virtual map. It is created specifically to help and enhance the international and domestic travellers to know more about local attractions. JJM is a website with interactive features such as Google maps will help the users to explore and seek various enjoyable places. Since some maps are hard to be interpreted and some locals are unable to speak English fluently, this JJM will help the Tourists find their directions clearly. Even though the tourist can extract all information from Tourism Malaysia official website, but there is lack of detail information on the website. Whether the information is reliable and updated or not, the tourist will not know about it until they browse to JJM site. Despite using a computer, it can be browsed by a mobile phone. The mobile-site is a mobile friendly site. This virtual website offered so many things to tourist such as best place for food, the nature, the theme-park places and other best places to be visited which including all the 14 states in Malaysia. The best part is, as a Muslim country, the site offers special feature for those who are searching for Muslim friendly tour such as Mosque, Halal restaurants, Syariah compliance hotels, and Islamic places or destinations.

### Introduction

According to the data from Tourism Malaysia, the target for tourist arrival's this year was 31.8 million while tourist receipts were expected to reach RM 118 billion.

Literally, before or during the tour, the tourists might be quite busy to browse on the internet in finding the attractions, interesting places to visit and good places to eat. Alligning to that, Jom Jalan Malaysia is a detailed information page which can also be like a 'virtual tour guide' to the tourists. It is been created to help in searching the interesting places all over Malaysia by selecting their preferences of tour, for example nature, adventure or sightseeing places. Despite using a computer, it can be browsed from a mobile phone where it is a mobile friendly site.

The information will be updated in daily basis as JJM wanted to be the reliable sources for the tourists and will not be updating or promoting a place that too good too be true.

### Problem Statement

Maps are the best method to get from one place to any places as long as it is the updated one. If only referring to the physical maps, it takes time to plan and to arrive at the destination may takes time as there is no estimation time provided. Therefore, JJM will be collaborating with Google Maps once the tourists find their needed information on the JJM websites and click on Go if they are interested to go to the places.

## Content



## Conclusion

Although it may takes a lot of hard work in making this JJM to be functioning well, but once it is good to go, it will be benefited to the people who will visit Malaysia in future as Visit 2020 is coming soon. JJM will create a good first impression where whatever they find on the website, the exactly thing they will see at the actual location.

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