

# Tourism Based Social Networking Service

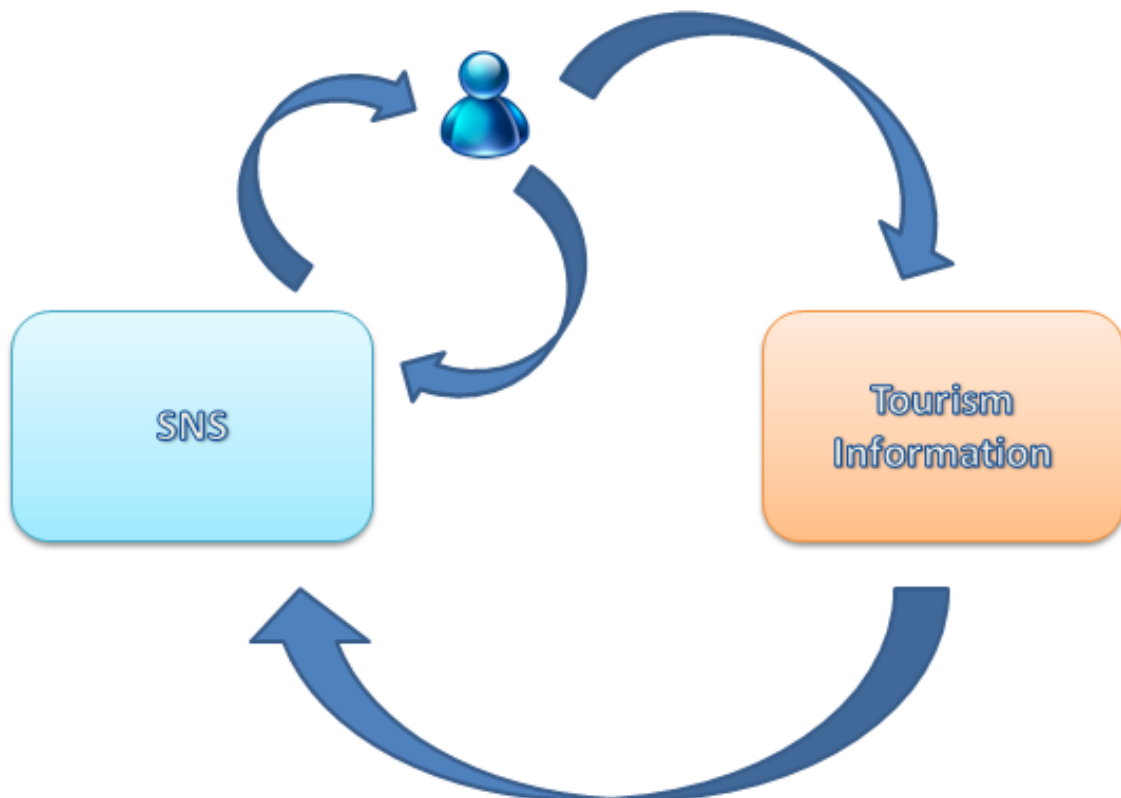
Group Members: WANG Bo, XIE Tianyi  
Supervisor: Prof. Lionel M. NI

# Overview

- ❖ In recent years, Social Networking Services have been playing an important role in people's life.
- ❖ Meanwhile, tourism is an everlasting popular topic. People like to travel to new places with friends.
- What if we combine the two factors?
  - ✓ The users will find it very convenient to plan for trips and invite friends for trips since they will have access to both tourism information and friends.
  - ✓ The user experience of both social networking and tourism shall boost!

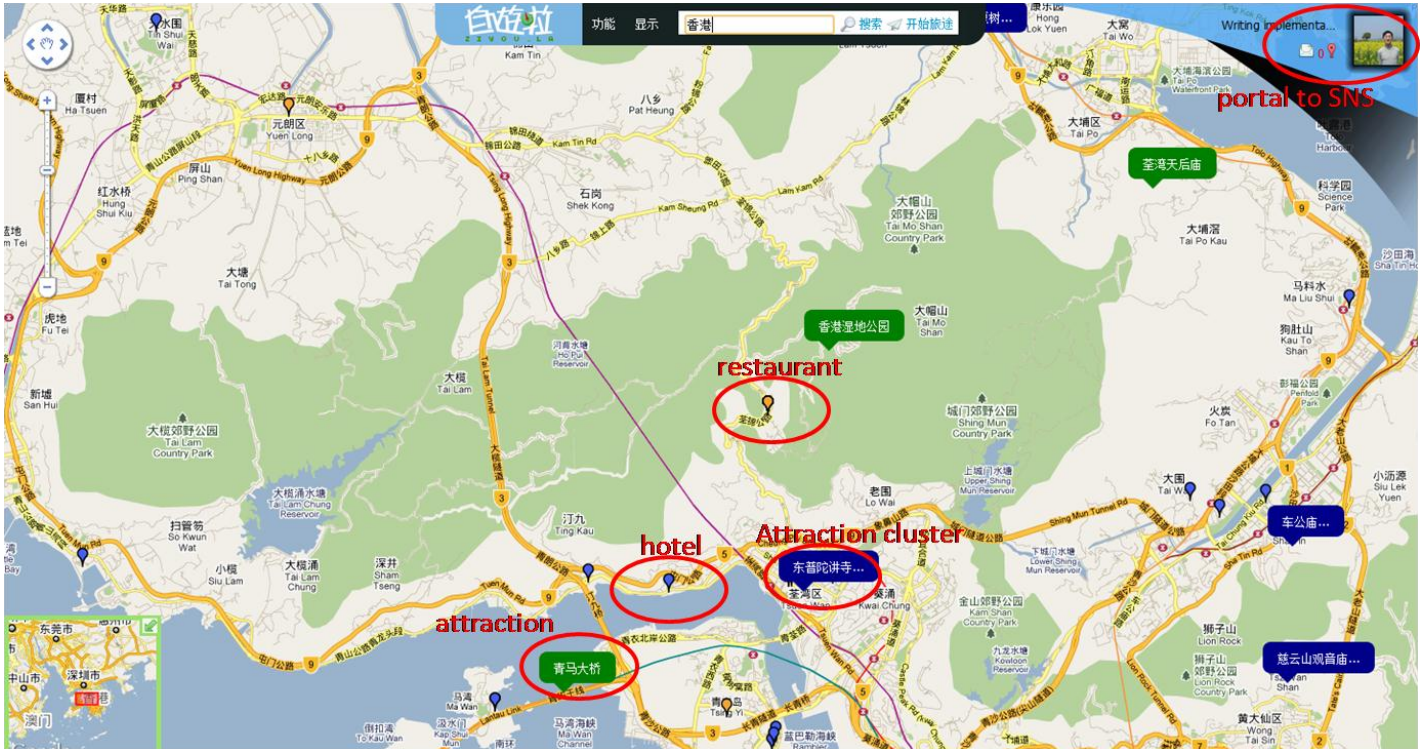
Through our website, we provide a promising

## Tourism Based Social Networking Service



# Implementation

## Tourism Information



- We apply Google Maps API Javascript Edition as the background of our website.
- We get tourism information of attractions, restaurants and hotels from various public tourism sites and locate these information correspondingly.

## SNS



- We provide basic functions of SNS like Facebook.
- We also have unique feature for travelers.

# Result

## Meeting Objectives

We meet our objectives:

- Provide tourism information
- Implement Social Networking Service

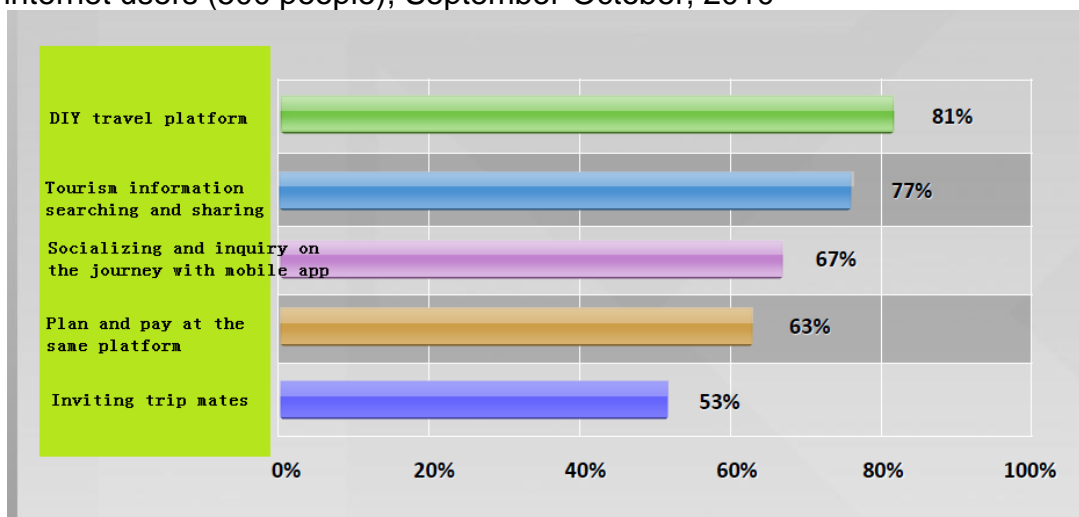
## Evaluation

- Comparison with other similar projects

|                           | Our website | Facebook       | Qunar          | MSRA Travel   |
|---------------------------|-------------|----------------|----------------|---------------|
| Paging Loading Speed      | 56ms        | 35ms           | 70ms           | 50ms          |
| API Efficiency            | Efficient   | Very efficient | Do not provide | Not efficient |
| Function / Location-based | Y           | N              | N              | Y             |
| Function / Social Network | Y           | Y              | N              | N             |
| Function / Trip Route     | Y           | N              | N              | Y             |
| User Experience           | Good        | Very good      | Bad            | Average       |

- Feedbacks

From Random survey result on Shenzhen Technology Park, Guangzhou University City, and internet users (500 people), September-October, 2010



## Conclusion

The major innovation of our project is that we endeavor to combine SNS and tourism information on a Google Maps interface.

We will continue to implement more functions and explore the business value of the project. We sincerely welcome any comments or questions from everyone.