

TripEase: A SMART MOBILE APPLICATION FOR PROMOTING TOURISM IN KELANTAN

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Abstract: Kelantan is rich in culture, nature, and crafts, but remains underrepresented on digital travel platforms. Tourists often struggle to plan trips to Kelantan because travel info is scattered across many sites and apps. This project developed TripEase, a mobile tourism application designed specifically to streamline and enhance travel planning within Kelantan. The application functions as a platform that consolidates destination browsing, attraction discovery, accommodation booking, and navigation assistance using Google Maps. The system was developed using the Rapid Application Development (RAD) methodology. The application improves user experience by streamlines the process of accessing tourism-related information from multiple sources. Future enhancements could include multi-language support, implementing push notification for timely communication regarding any updates and incorporating recommender system in giving related suggestion to tourist. TripEase contributes significantly to the digital transformation of regional tourism in Malaysia by offering a comprehensive, efficient, and scalable solution. According to this SUS result, TripEase has meet the standards in terms of system usability and overall user experience. It has been proven that TripEase has a clean and user-friendly interface and provides an engaging and seamless user experience.

Keywords: Mobile Application, Content Aggregation, Kelantan Tourism

Introduction

Tourism acts as one of the chief building blocks in Malaysia's economy, which is quite vital in terms of economic development and the preservation of cultural heritage. In 2024, Malaysia's Gross Value Added of Tourism Industries (GVATI) reached RM 251.5 billion, accounting for approximately 14.0% of Gross Domestic Product (GDP), up from 12.8% in 2023 (ASEAN Briefing, 2024). Domestic tourism has grown significantly in recent years since the COVID-19 pandemic travel restrictions encouraged Malaysians to explore more of their country. In 2023, the country received about 29 million visitor arrivals, with 20.1 million being international tourists and 8.8 million domestics, showing a high level of recovery for tourism in Malaysia, as indicated by (Chan, 2024). This growth has revived an interest in less-promoted destinations like Kelantan, a state rich in its cultural identity and traditional crafts along with serene nature. While Kelantan is rich in tourist attractions, it remains underdeveloped as a tourist destination compared to states like Penang, Melaka, or Langkawi. However, some initiatives have been taken to put Kelantan into the spotlight, such as the Visit Kelantan Year campaign launched to attract more visitors to this state (Toyat, 2023).

Tourism spots in Kelantan range from historical sites such as the Istana Jahar, Kampung Laut Cultural Heritage Site, Menara Tinjau Tambatan Diraja and some others. There are also natural attractions such as Pantai Cahaya Bulan and Gunung Stong State Park. Pasar Siti Khadijah continues to serve as a prominent local market frequently visited by tourists. Each of these aspects of Kelantan's historical and architectural riches, local markets, traditional villages, and outdoor activities combines to give Kelantan its wholesome appeal (Admin, 2023). These reflect the cultural and natural diversity of the state, thus being an ideal place for domestic travel promotion. However, challenges remain in promoting such attractions to a wider tourist. According to Mat et al. (2022), one of the key challenges restricting tourism growth in Kelantan is the absence of comprehensive and easily accessible digital platforms. Planning a trip to Kelantan largely involves compilation from several fragmented sources. It not only leads to disinterest among potential tourist but also reduces the visibility of lesser-known attractions that could contribute significantly to the local economy.

Mobile applications have changed the concept of travel and tourism by facilitating tourist with immediate information, user reviews, and booking services. Research proved that mobile application provides convenience and efficiency in travel, reduce planning time, and create a higher satisfaction level for users. The travel mobile applications developed in Malaysia target more popular states than less popular states, including Kelantan. Although Kelantan has significant potential to attract both cultural and eco-tourists, its representation on digital platforms remains limited, making it less competitive compared to other states. With increasing digital technologies that influence the travel behavior of people, the need for a dedicated platform on Kelantan tourism became very important (Mat et al., 2022).

The TripEase mobile application aims to fill this gap by providing an easy-to-use platform for tourist who plan to visit Kelantan. It is designed to put together in one interface information about destination, local attractions, accommodation, and activities to help alleviate the fragmented nature of travel planning within the state. The application contributes to the tourist travel experience, making travel planning not just more efficient but engaging and value-adding. This is in line with the government's initiative to encourage more domestic tourism in contributing to regional development through digital innovation (Sia et al., 2023). The app exposes Kelantan's attractions, its unique cultural identity, using digital tools in ways that increase access while preserving the heritage of the state (Nordin et al., 2023). With this dual

focus on innovation and cultural promotion, TripEase acts as a transformational tool to change the way Kelantan tourism reshapes how tourist find the state. This application is designed with a user-friendly interface and local content that could bring significant promotional value to Kelantan's tourism industry in the digital era.

Literature Review

Definition and Importance of Tourism

The United Nations World Tourism Organization (UNWTO) defines tourism as the movement of people, away from their place of normal residence or work, for purposes of leisure, business, or other related activities. This travel must take more than 24 hours but should not exceed one year for it to be regarded as tourism (Barten, 2024). Tourism is a multifaceted phenomenon that incorporates various sectors including transportation, hospitality, entertainment, and cultural exchange.

Tourism helps protect and promote cultural heritage by attracting attention to historic sites, traditional art forms, and unique local customs. Tourism income may be used to preserve cultural sites and structures and guarantees the sustainability of other immaterial cultural assets. According to Davison (2024), the most obvious value of tourism in any country is the creation of employment opportunities. This impact extends from the pilots responsible for transporting tourists to the dishwashers in local eateries, who experience increased patronage during peak travel seasons. By offering job opportunities, tourism supports local communities, helping reduce poverty and improve quality of life. In turn, this leads to contribution to the local economy, as tourism stimulates demand for goods and services, driving economic growth and development in the area (Stainton, 2023).

Kelantan As a Tourism Destination

Kelantan is one of the states of Malaysia situated in the northeastern part of Peninsular Malaysia, offers a unique blend of cultural, historical, and natural attractions that draw both domestic and international visitors (Abdullah et al., 2022). The state is rich in traditional Malay arts and crafts, such as batik-making, *wayang kulit* (shadow puppetry), and *songket* weaving (Hasan et al., 2024). Kelantan's architecture, including the Sultan Ismail Petra Silver Jubilee Mosque and Istana Balai Besar, stands to give evidence of its royal and cultural importance. These are features that make the state one of the most interesting to tourists seeking to understand Malaysia's culture and traditional art. Besides the cultural attractions, Kelantan prides itself on beautiful natural landscapes abounding in wonders such as the Gunung Stong State Park, boasting beautiful waterfalls with varied ecosystems. Kelantan's beaches, like Pantai Cahaya Bulan, attract tourists seeking a more relaxed, beachside experience. The state is also known for its unique culinary offerings, including *nasi kerabu* and *ayam percik*, which are an integral part of the region's cultural identity (Abdullah & Rahman, 2022). Added to the richness in history, these attractions make Kelantan a very interesting destination for tourists seeking to experience the real Malaysian culture, which is quite different from the more urbanized parts of the country. However, Kelantan still faces many obstacles to maximize the potentials in tourism despite its huge potentials. The state's tourism infrastructure remains underdeveloped, with limited transportation options and a lack of modern accommodations in rural areas. This limits the convenience and accessibility for tourists, especially those from abroad (Abdullah et al., 2022).

Challenges For Kelantan as a Tourism Destination

One of the main issues is limited marketing. Many tourism destinations, especially those in less-developed regions, are unable to market their attractions effectively (Hasan et al., 2024). Kelantan does not have an effective marketing plan for its offerings despite its rich culture and natural beauty to be presented to the world. The minimal exposure makes it difficult for tourists, especially the international travellers (Hassan & Dah, 2013), to discover the existence of attractions found in the state and hence results in less frequent visits. A more centralized digital platform, like a mobile application, would be able to act as a strong promotional tool to raise the profile of Kelantan's tourism industry to a wider audience and attract more visitors

Another challenge faced by Kelantan's tourism industry include inadequate infrastructure. While the state is rich in natural and cultural resources, its infrastructure to handle large numbers of tourists remains underdeveloped. For instance, it is difficult for travellers to move around different parts of the state due to a lack of transportation options such as inefficient bus services or poorly connected roads (Fifty et al., 2021). To cater for the growing tourism, there are need for better roads, transport, and increased number of accommodation facilities.

Overview of Travel Mobile Application

Mobile technology is one of the greatest technological advancements that has impacted the tourism industry by popularizing use of mobile applications that improves the travel experience. These applications help users in service bookings, destination search and finding cheap airlines and accommodations (Nordin et al., 2023). By 2024, it is expected that over half of all tourists use at least one tourism application on their mobile phones, showing how much the tourism industry depends on mobile technologies (Bodnar, 2024).

Many of these applications make use of artificial intelligence and data analytics to recommend destinations or attractions based on user preference and behaviour (Mishra et al., 2024).

Role of Mobile Application in Travel

One of the key challenges in tourism industry in Kelantan is the fragmented information. Many tourists rely on different platforms for information, which can lead to confusion and inefficiency while planning a trip. A lack of a centralized platform that consolidates travel information makes access to important resources difficult and prevents tourist from finding necessary information when planning their trips (Sia et al., 2023). This fragmentation not only affects the efficiency of trip planning but can also reduce the overall travel experience, whereby tourists might miss out on valuable insights and recommendations that could raise their level of engagement with the local cultures.

Mobile applications significantly enhance tourist experiences by providing real-time information, personalized recommendations, and platforms for cultural exchange between tourists and locals. Features such as user-generated reviews and tips build trust, aid navigation, and help uncover lesser-known destinations, thereby distributing tourism more equitably. Additionally, offline access to essential information ensures usability even in areas with poor connectivity, further enriching the overall travel experience (Šošić et al., 2024; Liyanagei et al., 2023; Nordin et al., 2023; Pavel et al., 2021).

Existing Mobile Tourism Application

The following sections present review of specific existing applications, including TripAdvisor, Traveloka, and Roadtrippers, focusing on their capabilities, strengths, and limitation.

TripAdvisor

TripAdvisor is a popular United States based travel platform that relies heavily on user-generated content, including reviews, ratings, and photos, to provide reliable travel insights (Valdivia et al., 2017; Digital Product Blog, 2024). It also integrates booking options for accommodations, flights, and experiences, creating a seamless user journey from information browsing to booking.

Traveloka

Traveloka, founded in 2012, is a leading Southeast Asian online travel agency offering a one-stop platform for flights, hotels, and travel services (Aulia et al., 2019). Its success is driven by advanced algorithms that analyse user preferences to deliver personalized recommendations, enhancing overall travel experiences (Aprizanti et al., 2024).

Roadtrippers

Roadtrippers is a popular trip-planning app that helps tourists design routes, discover attractions, and estimate travel costs. Initially serving United States users, it now covers Canada, Australia, and New Zealand, offering a database of accommodations, dining, fuel, and recreational spots to enhance road trip experiences (Roadtrippers, 2024).

Table 1: Comparison of Existing Tourism Mobile Application

Features	TripAdvisor	Traveloka	Roadtrippers
Unique Strength	Huge review/travel community, clear pricing	Payment flexibility, localized service, price alerts, 24/7 support	Route planning, gas estimates, hidden discovery
Booking Scope	Hotels, flights, tours, cars	Flights, hotels, trains, buses, cars, activities	Hotel meta search, road trip route tools
User Interface Overview	User-generated content (photos, ratings, reviews) is central to the design	Minimalist design with strong use of icons and large visuals.	Core interface revolves around interactive trip maps.
User Experience Overview	Comprehensive but can be cluttered	Clean, intuitive interface with clear navigation and flexible payment options.	Useful features like estimated fuel cost, offline maps (Pro version), and unique stop suggestions.

Table 1 indicates comparison of three existing mobile tourism application: TripAdvisor, Traveloka and Roadtrippers. TripAdvisor offers a comprehensive platform for booking accommodations, flights, and activities, supported by user-generated content (UGC) such as reviews, ratings, and photos, which provide reliable travel insights (Digital Product Blog, 2024). While its rich content layout helps tourists in decision-making, the interface can feel cluttered due to many tabs and filtering. Some users have reported mismatched booking details between the app and hotel systems.

Traveloka stands out for its clean, user-friendly interface that avoids clutter and excessive advertising, ensuring a seamless browsing experience (Bender, 2019). It offers a wide inventory of flights and hotels, including smaller airlines and independent accommodations, helping travelers find hidden deals. Additional features like paperless e-tickets, multi-city bookings, and flexible payment options further enhance its appeal.

Despite its strengths, Traveloka faces limitations such as regional functionality differences, where features like restaurant directories and local transport options are only available in Indonesia (Aulia et al., 2019). Additionally, some routes and accommodations have limited options, occasionally resulting in higher booking prices compared to competitors.

Core features of Roadtrippers include route planning. This may include asking users to input starting and ending points to recommend a set of waypoints along a route for attractions, stops for breaks, and viewing sceneries. Furthermore, the application has a gas cost estimator that allows users to calculate fuel costs by using their vehicle's MPG, and it provides turn-by-turn navigation like other mapping applications (Exsplore.com, 2024).

One of the primary strengths of Roadtrippers is its user-friendly interface. The app is designed to be intuitive, allowing even novice tourist to plan their trips with ease. The real value in using this app lies in discovering those hidden gems and lesserknown places along the route, making it a great feature for those tourists who want off-the-beaten-path locations (Roadtrippers, 2024). However, its coverage is largely limited to North America, Australia, and New Zealand

Another concern is that a robust feature for saved lists has not been integrated into all the services such as restaurants and hotels. This limitation can hinder organizational capabilities for users planning detailed trips (Warren, 2023). Furthermore, minor bugs such as inconsistencies in syncing saved items across devices can detract from the overall user experience. Roadtrippers is a user-friendly tool with robust features for road travel but needs to address waypoint limits and expand regional coverage to maintain user satisfaction and growth.

Following an analysis of the three mobile tourism applications, it has been identified that there is a significant need for a dedicated mobile application designed to promote local destinations and attractions in Kelantan. Existing mobile applications can facilitate the search for local destinations and attractions in Kelantan, but the available data remains limited. Besides, there are many unique local attractions that are appealing yet remain relatively unknown to a broader audience. This is largely because such places are typically familiar only to residents of the respective areas.

Therefore, this application is developed to promote unique local destinations and attractions in Kelantan. With this mobile tourism application, users can plan their trips more effectively by accessing services such as hotel and homestay bookings. As well, the application provides recommendations for nearby attractions and restaurants. It also features an integrated mapping function with GPS navigation.

The data utilized in this study was obtained through online research regarding local destinations and attractions in Kelantan. Additionally, the developers' insights as Kelantan natives further contributed to the data collection process. All gathered data was then compiled into a database integrated with the application, serving as a platform to promote tourism in Kelantan to both domestic and international tourists.

Research Methodology

According to Hossain (2023), the choice of research methodology depends on factors like complexity, stability of requirements, customer's participation, and the degree of flexibility required. References would include academic research and industry best practices. RAD focuses on building prototypes within a short span of time and continuously refine them by incorporating user feedback. This approach emphasizes collaboration between development teams and end-users to ensure that the final software product closely aligns with user needs and requirements. It is particularly suitable for projects with either changing requirements, unclear requirements, crucial quick delivery of the working system, or the involvement of the end-user is crucial for the success of the project. By integrating continuous user feedback and making necessary adjustments, RAD seeks to increase software quality, shorten time-to-market, and speed up the development process (Hossain, 2023). In this project, RAD methodology was chosen because it can develop user-oriented application designs and enhancements quickly. Moreover, this project should be delivered in short period.

Rapid Application Development (RAD) Methodology

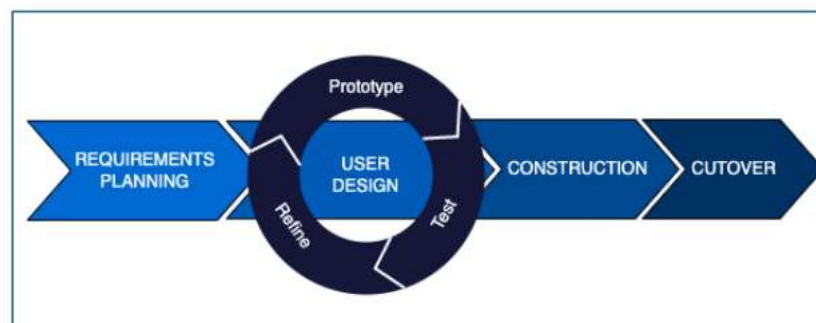


Figure 1: Phases in RAD

The RAD methodology consists of four key phases which are requirement planning, design, construction, and cutover as visualized by Figure 1.

Requirement planning phase gives ground for setting up an app development process whereby the very beginning of a project sets out the understanding of the user needs, project scope, and technical requirements that are necessary for guiding further phases. It involves the collection of insights through secondary research, including a comparative analysis of existing travel apps and a review of relevant academic studies. An analysis of existing travel apps reveals that they typically offer features such as destination-specific recommendations, accommodation booking options, and user-friendly designs. Furthermore, reviewing academic studies highlights usability challenges and user expectations, which helps in crafting application designs that adhere to best practices and cater to market demands. A major deliverable of this phase is the Software Requirement Specification (SRS) document, which will be the foundation of the entire project. SRS contains all the functional and non-functional requirements of the app. The Comparative Analysis Report to be developed in this Requirements Planning phase will help summarize insights from the review of existing travel apps. At the end of the Requirement Planning phase, the project gets a clear understanding of its scope, objectives, and technical specifications. The deliverables such as Software Requirement Specification (SRS) document, Comparative Analysis Report, Scope, and Features Definition Document serve as a detailed blueprint to guide the development process.

The user design phase focuses on creating design documents that will accommodate the development process and prepare it for a smooth transfer to the following stages in development. The key design deliverables developed during this stage include the entity-relationship diagram (ERD), use case diagram, flowcharts, low-fidelity wireframes, and the final prototype.

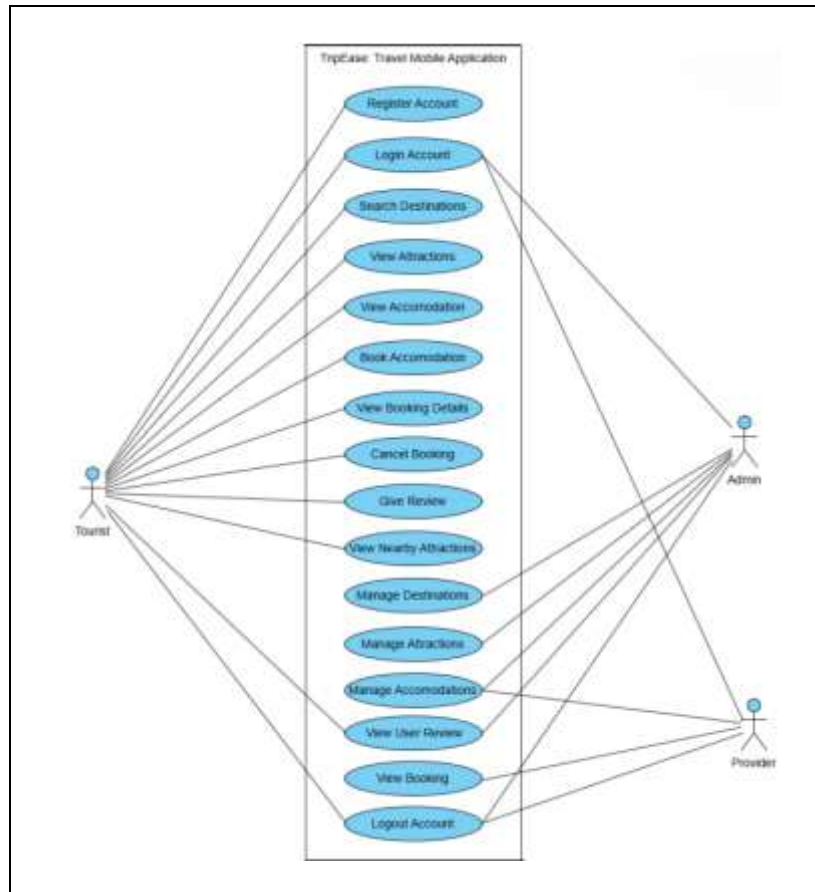


Figure 2: Use Case of TripEase Mobile Application

Figure 2 depicts the use case of TripEase mobile application. In the use case diagram for the TripEase mobile application, three primary actors are identified: tourist admin and provider. The tourist is connected to several use cases, including registering, logging in, searching for destinations, viewing attractions, viewing accommodations, booking accommodations, viewing booking details, canceling bookings, giving reviews, viewing nearby locations, and logging out. On the other hand, the admin is linked to use cases such as logging in, managing destinations, managing attractions, managing accommodations, viewing user reviews, and viewing bookings. The provider is connected to use cases such as logging in, managing accommodations, viewing bookings, and logging out. The provider can update accommodation details, monitor reservations, and track booking statuses. This ensures efficient management of accommodations and bookings within the system.

The Construction phase is one of the major processes in the development of TripEase, whereby both front-end and back-end systems are developed to provide a seamless and high level of interactivity. The main task of the development of the front end is to implement the look of the application into a functional, effective and user-friendly interface. Back-end development

should ensure the efficient and secure operation of the core functionalities of the app, which include managing user authentication, handling data for destinations, attractions, and accommodations, and supporting seamless interactions between users and the app's features. Quality will be ensured through iterative testing during this phase. The iterative testing strategy would involve testing individual features through unit tests, integrated modules through integration testing, and user acceptance tests by confirming whether the app operates as expected by users. A fully functional beta version of the application will be developed towards the end of this stage. This will contain all major features and would be a near-complete prototype of the final product.

The Cutover phase is the final stage in the RAD methodology, where the focus shifts from development to deployment. This phase begins with final usability testing to ensure a smooth and intuitive user experience. Real-world scenarios are carefully simulated to evaluate how well the application's design and features meet user expectations. Functionality testing ensures that all features, such as destination selection, attraction recommendations, and accommodation booking, work seamlessly. Performance testing is also conducted to confirm the application's ability to handle varying levels of user activity with scalability and stability. These comprehensive tests ensure the app is fully functional and ready for release. Once all identified issues are resolved, the fully functional app is deployed to the production environment, making it available for end-users. This involves configuring servers, setting up databases, and conducting thorough quality checks to guarantee a smooth transition. Post-launch procedures are equally vital. A System Usability Scale (SUS) evaluation is conducted. After interacting with the application, selected users complete the SUS questionnaire to provide standardized feedback on the application's usability. The resulting SUS scores offer valuable insights into user satisfaction and highlight areas for refinement, focusing particularly on the ease of navigation and the accommodation booking system.

Result and Analysis

A comparative analysis was conducted between TripEase and established platforms such as TripAdvisor, Traveloka, and Roadtrippers to assess the range and relevance of features they provide. Each application serves different audiences with varying travel goals. However, limitations became clear in terms of localization, feature integration, and user personalization. TripEase fills these gaps by providing a fully localized experience focused solely on Kelantan. TripEase provides accommodations booking such as hotel and homestay at the selected destination and nearby attractions. Tourist could access to the destination using Google Maps. In term of user interface, TripEase provides a clean interface for searching and filtering features according to historical places, cultural, nature and activity.

TripEase Deployment

The following sections highlight the implementation of TripEase features for each user role. Screenshots from the application interface are included to illustrate how users interact with the app and how the design supports efficient and convenient travel planning.

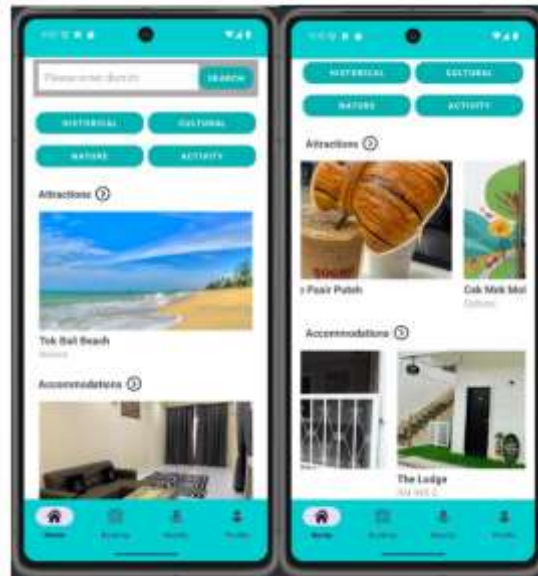


Figure 3: Tourist Dashboard

Figure 3 displays the tourist dashboard interface, which serves as the main homepage for users registered under the tourist role. The interface is clean, user-friendly, and designed to support smooth navigation and easy access to core features. At the top of the screen, a search bar allows users to search for destinations by entering the name of a district, such as Machang, Kota Bharu, or Pasir Puteh.

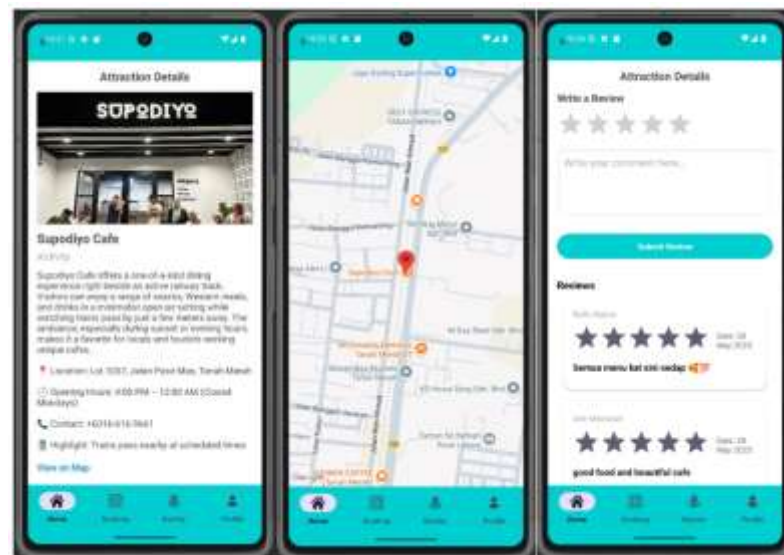


Figure 4: Attraction Details Page

Figure 4 illustrates the interface that presents detailed information about a selected attraction. This page provides essential information including the attraction's name, category, image, and a detailed description to help tourists understand what the place offers. A clickable text link labelled “View on Map” is available, which directs the user to a map page showing the exact location of the attraction using Google Maps integration. This allows users to easily locate and plan their visit to the site.

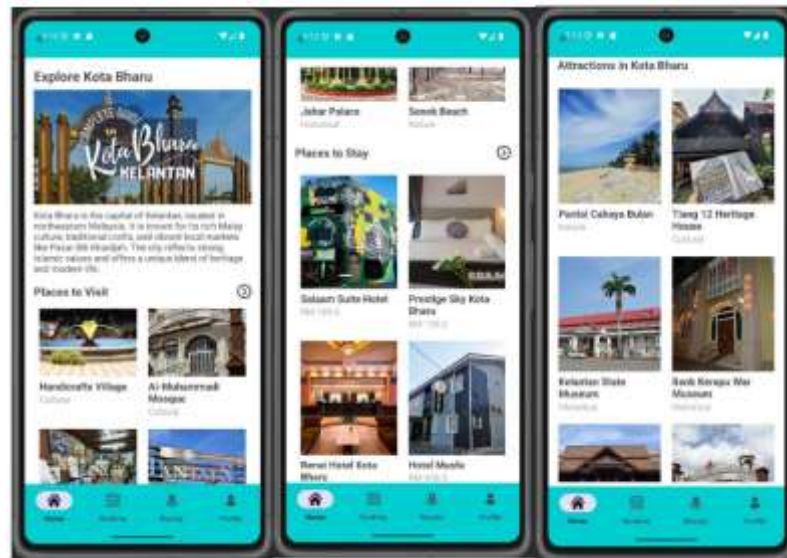


Figure 5: Explore Destination Page

Figure 5 illustrates the Explore Kota Bharu page, which appears when the user enters “Kota Bharu” into the search bar on the tourist dashboard. This page provides destination-specific information, organized into two main sections: “Place to Visit” and “Place to Stay.” The “Place to Visit” section lists the attractions available in Kota Bharu, while the “Place to Stay” section displays the accommodations such as hotels and homestays.

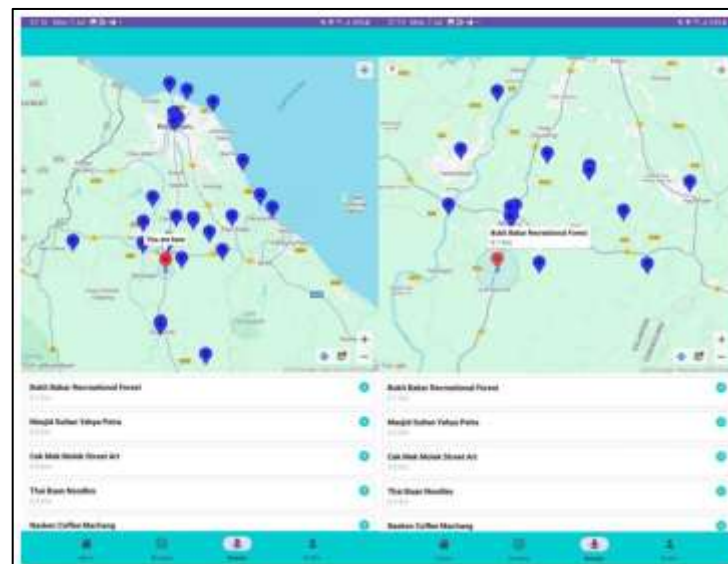


Figure 6: Nearby Attractions Displayed on Google Maps

Figure 6 shows the interactive features available on the “Nearby” page, where users can explore the map by zooming in and out to view a wider or more focused area. Various nearby attractions are marked using blue location pins, allowing users to identify and examine different points of interest around their current location. When a pin is tapped, a label appears displaying the name of the attraction and its distance from the user.

System Usability Scale (SUS)

The System Usability Scale (SUS) is a standardized tool commonly used to evaluate the usability and overall user experience of a system. For this project, five respondents were invited to complete the SUS questionnaire after using the TripEase application. The respondents included individuals from diverse backgrounds, such as secondary and university students, as well as working adults. Figure 7 shows questions of SUS with five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

The System Usability Scale Standard Version		Strongly Disagree					Strongly Agree				
		1	2	3	4	5					
1	I think that I would like to use this system frequently.		0	0	0	0	0				
2	I found the system unnecessarily complex.		0	0	0	0	0				
3	I thought the system was easy to use.		0	0	0	0	0				
4	I think that I would need the support of a technical person to be able to use this system.		0	0	0	0	0				
5	I found the various functions in this system were well integrated.		0	0	0	0	0				
6	I thought there was too much inconsistency in this system.		0	0	0	0	0				
7	I would imagine that most people would learn to use this system very quickly.		0	0	0	0	0				
8	I found the system very awkward to use.		0	0	0	0	0				
9	I felt very confident using the system.		0	0	0	0	0				
10	I needed to learn a lot of things before I could get going with this system.		0	0	0	0	0				

Figure 7: System Usability Scale (SUS)

The collected responses were used to generate visual insights, which are presented in the form of bar charts to highlight the overall trends in user feedback.

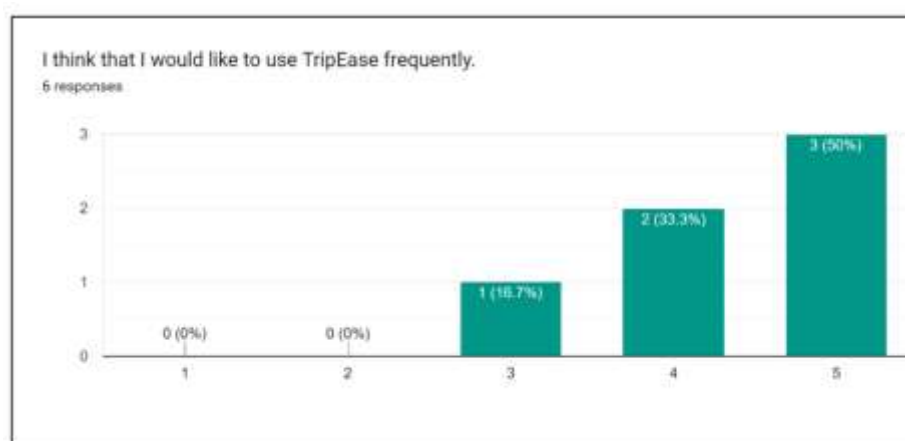


Figure 8: Question 1

Figure 8 presents the respondent's feedback regarding their willingness to use TripEase frequently. Most participants responded positively, with 50% selecting "Strongly Agree" and 33.3% choosing "Agree." Only one respondent (16.7%) selected the neutral option, and none expressed disagreement. This outcome suggests that most users had a favourable impression of

the app and perceived it as useful and engaging enough for regular use. The result reflects a strong overall acceptance of TripEase and its potential for long-term user retention.

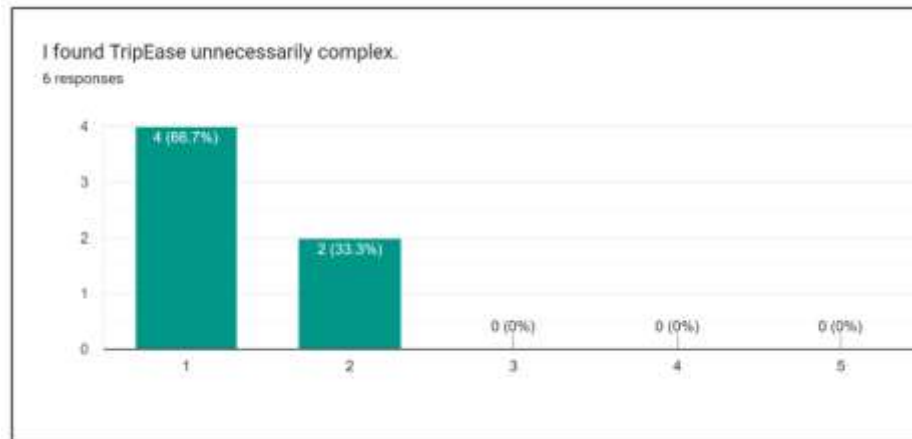


Figure 9: Question 2

As illustrated in Figure 4.42, user responses indicate a clear consensus that the system is not unnecessarily complex. Two-thirds of respondents (66.7%) selected “Strongly Disagree,” while the remaining 33.3% chose “Disagree.” There were no neutral or positive responses, reinforcing the perception that the system is well-designed, intuitive, and easy to navigate. These results validate the app’s simplicity and effectiveness in meeting users’ expectations for straightforward functionality without causing confusion.

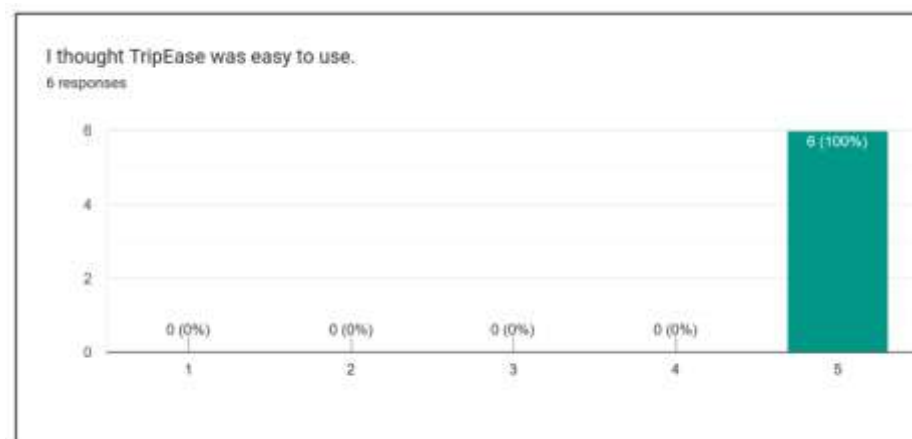


Figure 10: Question 3

Figure 10 presents a unanimous agreement among users regarding the app’s ease of use. All participants (100%) selected “Strongly Agree,” demonstrating that the interface is highly intuitive. This result confirms that users were able to navigate and interact with the app comfortably without confusion or the need for assistance. The straightforward layout and clearly labelled functions contributed to this strong perception of usability.

According to this SUS result, TripEase has meet the standards in terms of system usability and overall user experience. It has been proven that TripEase has a clean and user-friendly interface and provides an engaging and seamless user experience.

Conclusion

The development of the TripEase mobile tourism application has successfully achieved its core objective of providing a centralized, user-friendly platform to assist domestic tourists in planning their travel to Kelantan. By integrating key features such as destination search, attraction discovery, accommodation booking, and real-time navigation through Google Maps, the application offers a smooth and interactive experience tailored to the needs of modern tourists. However, TripEase application has several limitations that need to be considered. Firstly, the app will be developed using Android Studio and will be intended exclusively for Android devices, meaning it will not be available for iOS users unless additional development is undertaken to enable cross-platform compatibility. The application requires an active internet connection to access real-time information, make bookings, and interact with certain features. This dependency on internet connectivity may pose a challenge for users in areas with unstable or no internet access, potentially limiting the app's usability in such locations. Finally, this study anticipates that the developed application will contribute to promoting Kelantan at both national and international levels, thereby fostering the growth of the tourism industry and enhancing the state's economic development.

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