Tourism Based Social Networking Service

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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.
Meeting Objectives
We meet our objectives:

- Provide tourism information
- Implement Social Networking Service

Evaluation

- Comparison with other similar projects

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

- 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.