

Tourism Website for a Water Sports Center

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Abstract— This paper discusses the development of a website for a water sports company located in B.Kihaadhoo, Maldives, named Kihaadhoo Water Sports. The primary goal of this project is to increase the visibility of Kihaadhoo Water Sports in order to attract both international and local tourists. The website has been designed with user-friendliness in mind, ensuring that visitors can easily access all the information they need about the services offered by Kihaadhoo Water Sports. To create the website, we utilized HyperText Markup Language (HTML) for structuring the web pages and Cascading Style Sheets (CSS) for enhancing their appearance with various styles. The use of HTML allowed us to build the essential framework of the site, while CSS helped in applying a visually appealing design, making the website both functional and attractive.

Keywords: *Water Sports, Maldives, Kihaadhoo, Tourism, website.*

I. INTRODUCTION

A. Overview

There are many tourist destinations all over the world that are very easy to locate using internet search. Examples related to watersport tourist attractions are in [1, 5] to cite a few. Today, over 1.5 Million tourists visit Maldives annually. There are resorts in every atoll where tourists visit every year. Also, there are tourists who might want to visit local islands and experience local delights. For that, there are many islands which have guest houses. These islands have many attractions for tourists. In every island, the main attraction is the sea. As of today, the main income for residents of the island of B.Kihaadhoo is agriculture [6]. However, there is great potential in the new and upcoming local tourism in the island as there are some guest houses opening and the opening of Kihaadhoo Water Sports Center. There are many opportunities in water sports for tourists like snorkeling, fishing and other sports. When tourists plan to come to resorts or guest houses, they would first find out

about the resorts or guest houses and get to know what they offer. If a tourist is interested in water sports they would like to know if there is a water sport center and what activities they offer. Therefore, in this website for Kihaadhoo Water Sports, there will be information about the activities and prices offered by Kihaadhoo Water Sports Center.

B. Problem Statement

As local tourism is getting more and more popular in Maldives, many islands are opening guest houses and new restaurants to attract tourists. Consequently, the small island of B.Kihaadhoo is also opening up guest houses and restaurants. They are also opening a Water Sports Center for tourists to enjoy fun activities at sea. However, a small island like Kihaadhoo needs exposure and a platform to promote such tourist attractions. Therefore, a website can be a good start where tourists can look up information about the place. Currently for Kihaadhoo Water Sports Center, there is not any website made yet. I want to seize this opportunity and create a website for Kihaadhoo Water Sports to attract tourists and locals alike to the Water Sports Center.

C. Objectives

The objectives of the project are:

1. To develop a web application for a water sports center in B.Kihaadhoo and attract more tourists.
2. To introduce a website for tourists to get the needed information about the water sports center.

D. Scope

The main things included in this project are the activities offered and some information about the activities. There is a home page, about page, activities page, a gallery page and a contact page. The home page contains links to other pages and also a short video showing some beautiful scenes from the island B.Kihaadhoo. The about page consists of some information about the business and a brief explanation about what the business offers. Activities page goes into more detail about the activities that are offered and includes the prices of the activities. This is to give potential customers what to expect with the activities that are offered. Then there is the gallery page where there are some nice

clicks of the island to try and attract more customers. Contact page can be used by interested customers to reach out to the Water Sports Center for any enquiries or to make any reservations.

II. RELATED WORK

There are currently some Water Sports websites from around the country. I have selected three websites that I will comment on in detail. These websites are:

- Maldives Water Sports (Male', Maldives) [7].
- Hulhumale Watersports Club & Excursions/Seaholics Maldives/surf school [8]
- Maafushi Dive & Water Sports (K.Maafushi,Maldives) [9].

A. Maldives Water Sports

Maldives Water Sports is a water sports and excursions business that has been in the business since 2004. They are located in Male' and Hulhumale'. As we look into their website, it looks very simple and easy to use. The website has only three pages. A home page and one other page to show some information about their activities. In the Home page at the top there is a banner that is pinned to the top. This banner includes their logo on the upper left corner. Their name in the center and on the upper right corner, there are icons for Facebook, WhatsApp and Instagram which if clicked will redirect you to their profile on those platforms [7].

However, the WhatsApp link is not working and the icons that appear on the home page is not cropped neatly so it does not look too nice. The next part of the home page is a slideshow containing some very nice pictures of some water sports activities.

It is a simple slideshow that changes pictures after 3 seconds. You can also choose to go back see the previous picture or even go to the next picture with the arrows. As you scroll down the home page, there are some brief information regarding the activities offered. There are small rectangular boxes with each one representing an activity. In the boxes there is a picture related to the activity and just a little information of the activities. There is a button after the text that says "more details" which directs the user to the next page.

The next page is also very simple. The page consists of two parts. The first part is an advertisement picture that shows some about the activities that are offered. It is basically the same things mentioned in the home page but with a couple more pictures. The next part of this page, there is small form which you can fill with your information to make reservations. However, it looks more like a contact us form rather than a reservation form because it does not even have the option to choose the activities.

The form only includes Name, contact details, Trip date and a box to write a comment. Also, there is no link to home page in this page. For example, they could put the link for the home page in the logo. As of now, the only way to go to home page is to go back in the browser or to write the home page address on the address bar. All in all, this website is pretty simple and easy to use, but it gives very little options.

The best thing about this website is the simplicity. In other areas it could use improvement.

B. Hulhumale Watersports Club & Excursions/Seaholics Maldives/surf school

Hulhumale Watersports Club & Excursions/Seaholics Maldives/surf school is a water sports and surfing school located in Hulhumale'. Their website is

This website is also a very simple website. At the top of the home page, there is a banner pinned to the top. On the banner, there is a menu which will come from the left when clicked on. Then there is their name. I believe it is a bit too long. Then there is a call now option and a get direction button which will show their location on google maps. At the beginning of the page there is the name of the company, their opening time and phone number. Next there is a big picture of sea. After that, they have some articles like a blog.

Some include events from the company's Facebook page and others were just some pictures and a video Then, there is some reviews from previous customers and an option to write a review yourself. This can be a nice way to attract more customers. Below the reviews, is a gallery followed by a map showing their location and finally the contact numbers and their business hours from Mon-Sun.

This website has only the Home page. All the other things just redirect you to other pages like google maps, their Facebook page and google reviews. Overall, this website is nice and simple. There is not much and the content are not too congested and easy to look at. Color theme of the website is a simple purple and white which does match for a water sport related website. However, I think their name could be a bit shorter [8].

C. Maafushi Dive & Water Sports

K.Maafushi is one of the first islands to get into the local tourism business. Maafushi is already very popular among guests and some resorts even include trips to Maafushi. Maafushi is known for the nice diving spots and beautiful beaches and reef. Maafushi Dive & Water Sports is a dive and watersports center in Maafushi. This website has a lot of pages compared to the other two websites. This website looks more professional compared to the other two. As there are also other activities offered in the website, I am only going to highlight the parts about water sports. As for their Home page, the top includes links to other pages in the website like about page, booking page, contact page and activities like water sports and diving page. In the top center there is the website name with a link to home page.

However, this part is not pinned to the top and as the home page is a little long it is not ideal to not pin the banner to the top. Next in the home page, there is a short video of fishes played on loop and it is followed by the Maafushi Dive Logo and some introduction about the island and the company including who they are and their mission and a map indicating their location. Then there is a choice to subscribe to their newsletter. After that, there is a gallery showing some nice pictures of the water sports and dive center and of the water life. Also, at the end of the home page, there is another set of unrelated pictures

which are not very professional. The next page is the water sports page. It starts with a link to their water sports menu. It then redirects to another page showing their advertisement brochure containing the activities that are offered and the prices for the activities. The rest of the page has some details about the activities and related photos in three columns spread out neat and nicely.

Each column has a photo and details about an activity and has a link to the water sports menu and a link to their Facebook page which they can use to make bookings. One feature that stands out in this website is the chat now option. Which is a cool feature that allows customers to chat with the company in real time. All these pages have some cool features. The first two were very simple and easy to use. The last one looks very professional and have many contents on the website compared to the other two. However, there are some things that are missing but could make the website better. These websites have been an inspiration in making my website about Kihaadhoo Water Sports [9].

III. METHODOLOGY

In this chapter, there is going to be a deeper explanation into the methodology that is used in the project. The project methodology will go into detail about the techniques used and the requirements that were needed to make this project a successful project.

A. Introduction

This project methodology is the collection of rules, methods, processes, procedures and techniques that were used in this project management. These rules, methods, processes, procedures and techniques will be monitored and implemented throughout the phases of this project's life cycle. From the initiation phase to the closing phase, to make sure the project is successfully completed, the project methodology must be followed. So, the purpose of the project methodology is to direct and guide the creation of the project effectively and make sure the project is successful by allowing more effective decision making and problem solving. As for this project, the main problem in need of solving is the low exposure of the island.

There are ways and methods to develop attractive and engaging websites. Easy to follow practical guidance can be found from many sites such as [10, 16].

The website for a water sports Center in B.Kihaadhoo that was developed will advertise the island and the water sports center and give more exposure. The methodology used in this project is a guide to achieve the goal. Fig 1 shows the stages of the methodology.

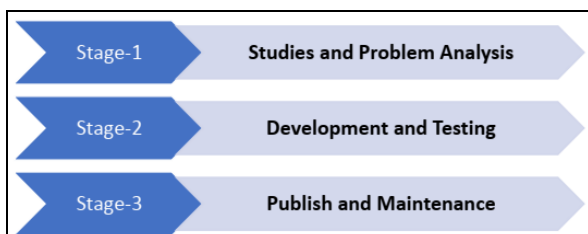


Fig.1 Methodology

B. System Analysis

System analysis of this project collects data, interprets the data collected, and identify the problems in the system. As for this project, the main objective of Kihaadhoo Water Sports website is to provide a simple and easy interface for the user that gives relevant and useful information about the business. Therefore, to understand the needs and requirements of customers and to make this website a relevant and easy to use, many analyses were run on the website. The website currently consists of five pages which can be easily navigated. In every page, the top section is banner which have links to the pages. For example, "Home" for home page, "About" for about page. With this, it will be very easy for users to navigate back and forth between the pages. Other researches have also been done from my side in order to include other useful features in the website that the user can find appealing and easy.

C. System Feasibility

A feasibility study was carried out in order to establish whether the website is worth building or not. The purpose of feasibility study is to understand every aspect of the project and be mindful of problems that could occur in the future in the implementation phase. After a thorough feasibility study, here are some advantageous factors of the website and some disadvantageous factors that needs improvement in future versions.

Advantages:

- User-centric and light user interface.
- Attractive and usable feature of UI.
- Added most important information.
- Open access for all users.
- Ignored less important features gathering.

Needed Features:

- Available only in English, no translation yet.
- Cannot book or make reservations through the website have to contact the number or through social media.

D. System Design

System design represents a system or application's internal architecture and behavior which includes Use Case Diagram, Flow Chart, etc. The system design was proposed using the following stages, these stages represent the Kihaadhoo Water Sports Website:

- Flow chart
- Use-Case diagram
- Website Map Diagram
- Gantt Timeline Chart

1. Flow Chart

This flowchart represents workflow or process of the website. Boxes of various kinds represents the steps, and their order by connecting the boxes with arrows.

IV. RESULTS AND DISCUSSION

This chapter shows the results obtained after developing the website and the design of each graphical user interface.

A. Home Page

Fig 5 shows the Home Page. The home page is the default page of the website. The home page contains a little drone video of the island.

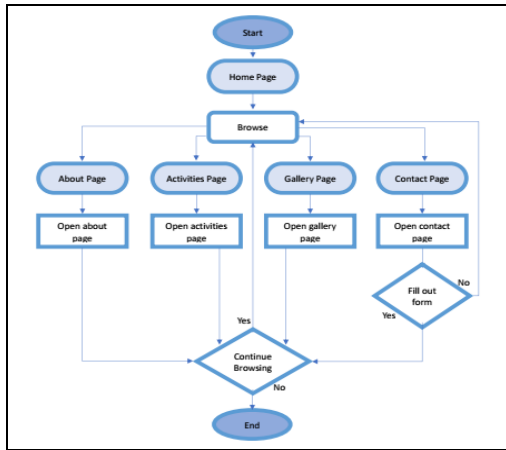


Fig. 2 Flow Chart

2. Use-Case Diagram

This use case diagram, shown in Fig. 3, graphically represents the expected user interaction with the system and shows the relationship between the user and the different use cases in which the user is involved.



Fig.3 Case Diagram

3. Website Map and System Structure

The system structure of this website is shown in Fig 4. The squares exemplify the different modules in the system. The website map and system structure illustrate how the user navigations are performed in the Kihaadhoo Water Sports website.

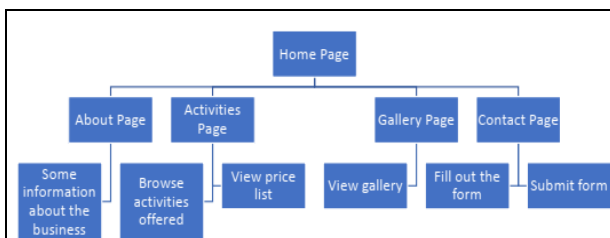


Fig. 4 Website Map and System Structure

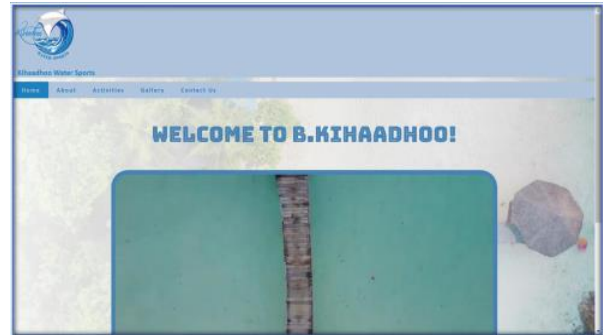


Fig. 5 Home Page

B. About Page

The 'About' page, shown in Fig. 6, gives a little introduction and history about the business. It also has a very brief information that highlights some offered activities with a link referring to the activities page.



Fig. 6 About page

C. Activities Page

Activities Page, shown in Fig. 7 and goes into the details of the activities that are offered. Each activity is shown with a picture and a brief explanation about each of the activity.

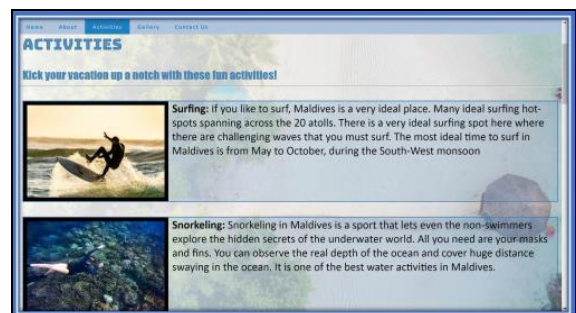


Fig. 7 Activities page

The next part in the activities page is the price list, is shown in Fig. 8. The price list contains the activities and the prices

Activities	Price	Minutes
Surfing	\$85	10 Minutes / per person
Snorkeling	\$85	120 Minutes / per person
Kayaking	\$90	120 Minutes / per person
Jet Skiing	\$100	20 Minutes / per person
Parasailing	\$90	10 Minutes / per person
Flyboarding	\$80	15 Minutes / per person
Fun-Tubing	\$130	20 Minutes / for 2 person
Game Fishing	\$90	10 Minutes / per person

Fig. 8 Activities Price List

A. Gallery Page

Gallery Page, shown in Fig. 9, is page which has some nice pictures from the island. This is to attract more customers to the island. You can click on any image and can zoom and download the images.



Fig. 9 Gallery Page

B. Contact Us Page

Contact Us Page, shown in Fig. 10, is a way for customers to contact us. The page has a form where customers are prompted to write their names, email and a message.

Fig. 10 Contact Us Page

V. CONCLUSION AND FURTHER WORK

A. Conclusion

Kihaadhoo Water Sports is a website about a water sports centre in B.Kihaadhoo. This website allows tourists and locals alike to get information about Kihaadhoo Water Sports and know about the activities offered. This website is very simple and easy to use. Users can get access to all the pages from the menu at the top of every page. So, it is expected to be easy to navigate back and forth from and to the web pages. The goal of this website has been achieved, which is to develop a web application for a water sports Center in B.Kihaadhoo and attract more tourists and for tourists to gather the needed information about Kihaadhoo Water Sports in one place. After testing, to successfully achieve the goal, this website has all the necessary information that you need to know about Kihaadhoo Water Sports.

B. Further Work

This project has covered the basic requirements to achieve the objective of exposing Kihaadhoo Water Sports. However, there are always room for improvement. As the business gets more attraction it would be a good idea to create a way to make the bookings through website and not only by contacting us. Another thing that could add to the website in the future is collaborating with the guesthouses in B.Kihaadhoo and put a list of guesthouses on the website.

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