

Effective Web-based Information System for Most Beautiful Beaches in Myanmar

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Abstract—

The major benefit of web-based management information system is that the system supported in one place can be used by thousands of learners all over the world. This paper objective is how to effective using web-based information system for attraction beaches in Myanmar. Myanmar is yet to become as popular a beach destination as Bali in Southeast Asia. Web-based learning has a particular advantage over traditional media because student's action can be captured as the student language learning through the materials. This system is to provide a convenient way for users to visit for discovering famous beaches and other places in Myanmar. This system shows the beautiful beaches and can support good information for users. Myanmar an e-commerce strategy for hotels and other famous places located in Myanmar to achieve strategic advantages in web-based tourism promotion.

Keywords— *Effective, Web-based, Information system, Beaches, Myanmar.*

I. INTRODUCTION

Myanmar is yet to become as popular a beach destination as Bali in Southeast Asia. There are some unbelievably beautiful Myanmar beaches, many of which stay hidden even today. These beaches in Myanmar are known for their gorgeous pearl sands, crystal clear waters, and budget accommodation options. There are Ngapali, Chaungtha, NgweSaung, Maugmagan, Setse, and so on. This project states the details information of beaches (Location, Address, Map, Cuisine, Meals, Restaurant features, Good for and Open hour). Therefore, visitors (locals and foreigners) can search and view the details information of beaches. This system is to provide a convenient way for users to visit for discovering famous beaches and other places in Myanmar. This system shows the famous restaurants, with the variety of food and drink information for users.

Two thousand kilometers of coastline -- much of it long stretches of white sand -- put Myanmar in the running to be Asia's next super-popular beach destination. Many of Myanmar's beaches are unspoiled and undiscovered, reminiscent of Thailand's beaches 20 years ago. The best ones are along the shores of the Bay of Bengal and the Andaman Sea. These beaches face west, virtually guaranteeing great sunsets. Briton Stephen Barker first visited Myanmar in 1995 and has made more than 10 trips since, usually staying several months at a time. "Given that accommodation is so expensive these days, I think we'll see more people camping on the beach, it could really take off," says Barker, who has made it his mission to explore all the country's beaches.[1]

An information system (IS) is an organized system for the collection, organization, storage and communication of information. More specifically, it is the study of complementary networks that people and organizations use to collect, filter, process, create and distribute data. Further, "[a]n information system (IS) is a group of components that interact to produce information. It focuses on the internal rather than the external." Information system can also be described as a combination of hardware, software, data, business process and functions which can be used to increase efficiency and management of an organization. Information Systems is the expression used to describe an Automated System (which may be referred to as a Computerized Information System), be it manual, which covers people, machines or organized methods to collect, process, transmit and disseminate data representing information for the user or client. [2]

A computer information system is a system that a branch of Science composed of people and computers that processes or interprets information. The term is also sometimes used in more restricted senses to refer to only the software used to run a computerized database or to refer to only a computer system.

Information Systems is an academic study of systems with a specific reference to information and the complementary networks of hardware and software that people and organizations use to collect, filter, process, create and also distribute data. An emphasis is placed on an information system having a definitive boundary, users, processors, storage, inputs, outputs and the aforementioned communication networks.

II. LITERATURE REVIEW

Any specific information system aims to support operations, management and decision-making. An information system is the information and communication technology (ICT) that an organization uses, and also the way in which people interact with this technology in support of business processes. Some authors make a clear distinction between information systems, computer systems, and business processes. Information systems typically include an ICT component but are not purely concerned with ICT, focusing instead on the end use of information technology. Information systems are also different from business processes. Information systems help to control the performance of business processes.

Alter argues for advantages of viewing an information system as a special type of work system. A work system is a system in which humans or machines perform processes and activities using resources to produce specific products or services for customers. An information system is a work system whose activities are devoted to capturing, transmitting, storing, retrieving, manipulating and displaying information.

As such, information systems inter-relate with data systems on the one hand and activity systems on the other. An information system is a form of communication system in which data represent and are processed as a form of social memory. An information system can also be considered a semi-formal language which supports human decision making and action.[2]

III. TYPE OF INFORMATION SYSTEM

The "classic" view of Information systems found in the textbooks in the 1980s was a pyramid of systems that reflected the hierarchy of the organization, usually transaction processing systems at the bottom of the pyramid, followed by management information systems, decision support systems, and ending with executive information systems at the top. Although the pyramid model remains useful since it was first formulated, a number of new technologies have been developed and new categories of information systems have emerged, some of which no longer fit easily into the original pyramid model. Some examples of such systems are:

- data warehouses
- enterprise resource planning
- enterprise systems
- expert systems
- search engines
- geographic information system
- global information system
- office automation.

A compute based information system is essentially an IS using computer technology to carry out some or all of its planned tasks. The basic components of computer-based information systems are:

- *Hardware*- these are the devices like the monitor, processor, printer and keyboard, all of which work together to accept, process, show data and information.
- *Software*- are the programs that allow the hardware to process the data.
- *Databases*- are the gathering of associated files or tables containing related data.
- *Networks*- are a connecting system that allows diverse computers to distribute resources.
- *Procedures*- are the commands for combining the components above to process information and produce the preferred output.

The first four components (hardware, software, database, and network) make up what is known as the information technology platform. Information technology workers could then use these components to create information systems that watch over safety measures, risk and the management of data. These actions are known as information technology services.

Certain information systems support parts of organizations, others support entire organizations, and still others, support groups of organizations. Recall that each department or functional area within an organization has its own collection of application programs or information systems. These functional area information systems (FAIS) are supporting pillars for more general IS namely, business intelligence systems and dashboards. As the name suggest, each FAIS support a particular function within the organization, e.g.: accounting IS, finance IS, production-operation management (POM) IS, marketing IS, and human resources IS. In finance and accounting, managers use IT systems to forecast revenues and business activity, to determine the best sources and uses of funds, and to perform audits to ensure that the organization is fundamentally sound and that all financial reports and documents are accurate. Other types of organizational information systems are FAIS, Transaction processing systems, enterprise resource planning, office automation system, management information system, decision support system, expert system, executive dashboard, supply chain management system, and electronic commerce system. Dashboards are a special form of IS that support all managers of the organization. They provide rapid access to timely information and direct access to structured information in the form of reports. Expert systems attempt to duplicate the work of human experts by applying reasoning capabilities, knowledge, and expertise within a specific domain. [2]

IV. PROJECT OBJECTIVES

The system we are going to develop will give remedies for the problems that are currently facing by our client. Shifting to our system can acquire advantages such as saving of time, man hours, and space wastage. This will increase the efficiency in hotel daily activities. The objectives of this paper are:

- To know details information system of famous beaches.
- To provide customers with the variety of hotel, foods and drink.
- To support the user to search beaches information for customers.
- To save time, human work energy and money of customers.
- To achieve Customers satisfaction.

V. MOST BEAUTIFUL BEACHES IN MYANMAR

Myanmar is not only known as a land of gilded pagodas, but also a country of beautiful landscapes. Furthermore, it features more than 2,000 km of coastline along the Gulf of Bengal and Andaman Sea which draws ways of tourists coming to enjoy the relaxing and exciting moments on the breath – taking stretches of white soft sand and turquoise water. Here are five of the most stunning and wonderful beaches in Myanmar.[3]

1. Ngapali Beach, Rakhine State

Ngapali Beach is one of the most beautiful pure white sand stretches in Myanmar. This beach is always listed in the top amazing beaches in Asia and in the world in general. Ngapali Beach contains many standard hotels and resorts standing on the seashore and also its vicinity. It takes tourists about 45 minutes flight from Yangon to Ngapali Beach. In peak season, travelers should choose and book the hotel in advance. There are so many options for the you to choose among the most enjoyable and convenient accomodations such as Sandoway Resort, Amata Resort and Thandwe Beach Hotel.

At Ngapali Beach, tourists can experience numerous water – based activities like swimming, diving, rowing boat, kayaking, golfing, cycling. However, they should be sure that they can play and manage these above activities properly within their ability allowance. Besides, visitors can enjoy themselves in one of the amazing restaurants of the beach with the freshest and most delicious seafoods, wonderful drinks while watching the spectacular sun sinking in the horizon.

Moreover, hiking and cycling activities are also available in the areas for adventurous spirits. If you want to have slice of local life, there is no better options than a visit to the fishing villages.



Figure 1. Ngapali Beach

2. Mergui Archipelago

Mergui Archipelago locates in the southernmost part of Myanmar, blessing with long white beaches stretching for kilometers without a footprint in the sand. There are about 800 small and large islands with variety kinds of flora and fauna. You can also have a great opportunity to observe the amazing biology under the clear blue water such as scenic reefs, fascinating topography, prolific fish and marine life. While walking on the seashore, travelers will see many monkeys sitting on the beach finding some crabs to eat. It's a wonderful scenery and unforgettable experience in mind. For those interested, Myanmar yacht charters are also available for private holiday in Mergui.

On 16th February yearly, Salone Festival on Mergui Archipelago Beach is held to show salone people special ways of life in swimming and diving skill which attracts many tourists as well as operates marine eco-adventure trips on this beach. As you know, observation is the best teacher, let join now our Myanmar Beach Holidays to indulge in these jaw – dropping stretches.



Figure 2. Mergui Archipelago

3. Ngwe Saung Beach, Ayeyarwady Region

Located in the south of Ngapali Beach, Ngwe Saung stretch takes shorter time to fly from Yangon, approximately 35 minutes. Ngwe Saung Beach is bordered by tall, green palms swaying in the breeze.

This beach is known as a new destination for relaxing and exploring. Aureum Palace, Myanmar Treasure Resort and Ngwe Saung Yacht Club & Marina are the recommended accommodations.

One more wonderful thing that tourists can do is lying down and having sunbathe on the white soft sand or walking along the seashore to enjoy peaceful atmosphere. What is more, if visitors get up early in the morning, they can see the return of the fishermen after a hard working night with the full baskets of fresh fish, shrimps, crabs, lobsters and squids. Tourists can also visit Ngwe Saung Village which is located near the north end of the beach to experience the local life. Here, you can choose for yourself mementos or gifts for your loved ones. Some restaurants can be found around the beach which offer delicious seafood and local meals with a reasonable price. Here is the list of 10 best restaurants in Ngwe Saung Beach that you should try.



Figure 3. Ngwe Saung beach

4. *Chaung Tha Beach, Ayeyarwady Division*

It takes about 6 hours to drive from Yangon to Chaung Tha Beach. This beach is affordable for most people to come. Chaung Tha Beach impresses travelers with its outstanding offshore islands. In peak tourist season, the stretch is crowded with many visitors from all over the world. They enjoy hiring a boat and explore everything about the islands surrounding, and even diving to discover all kinds of fish in the ocean. To the south end of the beach, visitors can go to some beer stations, tea houses and souvenir shops. They can also ride a horse or a bicycle to explore around the beach.



Figure 4. Chaung Thar beach

5. *Kanthaya Beach, Rakhine State*

Kanthaya Beach takes 8 hour to drive from Yangon over forested mountain roads. This beach charms tourists with its yellow sand mixed gravel and clean blue water which makes a great escape from the hustle and bustle life. Coming here, you can enjoy this pristine and stunning natural masterpiece without tourist in sight. At Kanthaya Beach, visitors will have a chance to see a wide range of tropical birds on the seashore, especially, parrots and also the hand-woven mat hanging on the wall of many local houses.

In addition, visitors can find accommodations and restaurants located on the main roads. Enjoying food and drinking beer at the station on the south end of the beach, you will have a panoramic view of palm tree-lined white sand beach and sweet taste of coastal life.



Figure 5. KanTharya Beach

VI. CONCLUSIONS

The actual quality of the information is an important consideration in ensuring the effectiveness of a tourism Website. Training for staff and IT introduction programs to top management are the next critical requirements for the successful introduction and implementation of new IS/IT strategy. Social media, online forums and portals of merged tourism information (including with booking services) are very popular these days. It would be useful if managers would consider incorporating these kinds of tools and services within their strategy. The major benefit of web-based management information system is that the system supported in one place can be used by thousands of learners all over the world. This system shows the beautiful beaches and can support good information for users. Myanmar an e-commerce strategy for hotels and other famous places located in Myanmar to achieve strategic advantages in web-based tourism promotion.

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