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VA401 PROJECT PROPOSAL

Project Definition

This is an interactive project that aims to advise people about which holiday destination is appropriate for their personality. There will be a web site for a tour company, which asks their clients some questions about their personality and give suggestions for their holiday destinations. Questions will be prepared by using database from academic researches about personality and holiday preferences. There will be also an interface design for an I-pad application.

Objectives & Goals

The main goal of my project will be to look for the relationship between Personality and Holiday Preferences and to provide clients to select the right holiday destinations according to their personality aspects. My objective is to make people know that there are many features about our personality that can affect our holiday preferences. While giving knowledge about their holiday personality profile, people should have fun and could use these informations for their other vacations.

Target Audience

Target audience for this project will be the people who likes to travel and who wants to have a different holiday experience by selecting their holiday according to their personality. Also the project has no age limitations, everyone who wants to know about their holiday personality profile and suitable destination for their personality can participate the questionnaire and enjoy the project.

Background Information

I was thinking to do something about tourism sector for my final project because knowing about new culture and new places always attracted me. While I was doing my research, I found many studies about personality and holiday preferences. This topic is caught my attention because there are no tour operators that use this technique to sell their holiday packet by using clients' psychology aspects. I wanted to create a corporate identity system for a tour company, which offers their clients on their web sites an questionnaire to give them accurate information about their holiday profile and some special locations for their holiday preferences. In the questionnaire, there will be some simple questions about their personality and the items in the personality test are statements in the first person singular and scale ranging from 'strongly agree' to 'strongly disagree'. According to client's answers, database will figure out their holiday personality profile and it will provide them some special holiday destinations.

My biggest challenge will be to create combinations with questionnaire questions and to create a system for calculating results accurately to show holiday profile of the clients. To realize this system I will have to overcome with coding. The second challenge of my project is to find some special destinations for holiday profiles, because there will be so many

alternative locations that I can put for my clients but I have to select the special places to be a different from other tour operators. For this reason, I have to make many researches about locations. I will try to find the best places for every personality aspects and I will explain why I am advising this location for that holiday profile.

By working on this project, I will learn detailed process of doing a web site based on questionnaire system and doing an I-pad interface design. Today, people research and plan their trips using both print and online materials. For this reason my project will be based on a both print and online tools. In addition to web site and I-pad interface design, I would like to do a brochure for clients as a print material. This project will be a good practice for me to going into interactive tools because today everything is based on technology and interactive solutions.

There are many test questions on internet about to select an appropriate holiday for your personality but no one is based on academic researches and there isn't any tour operator that use this technique to help you to select your holiday destination. There is just one tour operator that I found on Internet. Mondius tour company is using some information about their clients to organize their individual tour program but it is also not based on some questionnaire but some special sessions to getting to know clients personality better. Here you can find their web site: <http://www.mondius.de>

Another example of my project is <http://www.appiholidays.com>. It is a free application for the iPhone or iPod Touch. You can choose all kinds of holidays (Sun&Beach, Tours, Ski, Adventure, etc.) and you can do reservations. It helps you also to eliminate holiday preferences by giving you some tips according to your needs; eg. Kids club, wi-fi, golf, etc.

Detailed Project Description

My project will be based on a web site that will advise people some appropriate holiday destinations according to their personality. It will be displayed as a web site on Internet and there will be also a brochure as a print material.

In this project there will be several groups of tourist profile and their holiday preferences. Tourist profiles will be show up according to the personality test. The test will be includes some questions to analyse person's psychology and personality. I will use the **Five Factor Personality Test**, which is approved by academical researches about human psychology. By using personality test, I will find out, clients holiday profile and holiday preferences like: Adventurous preference, Beach preference, Cultural preference, Indulgent preference. According to these information, web site will offer people some holiday destinations. Enjoyable part of the project will come after that, because this imaginary tour company will provide clients suitable holiday destinations according to results of this test. Step-by-step client will eliminate places and at the end client will have their information about their holiday personality and some destinations that offer this tour company.

There won't be any suggestion for accommodation but it will include some general activities that people can participate and see about this location. In other words, it doesn't include any commercial scope but it will be an adviser web site for who want to experience and see their holiday destination, which is appropriate to his/her holiday personality profile. .

To examine the correlations between Personality and Holiday Preferences, I will use academic researches. To measure Personality, I will use the items which are free available from the IPIP homepage and to measure Holiday Preferences I will use Eachus' Holiday Preference Scale.

Required Know-How and Resources

For creating a web site, firstly, I should know about computer language like coding with unity, coding with html and css. I will take this information about some tutorials on the Internet and to do some arrangements I will use Dreamweaver. Secondly, I will take information about how to prepare questionnaire questions from International Personality Item Pool (IPIP) (<http://ipip.ori.org>) for analysing personality. The IPIP items are free, and the authors allow to use them in any one wants. I will also use some software to create visual parts of my project; like Photoshop CS6, Illustrator CS6 and InDesign CS6.

Scope of the Project

This project will make it possible:

- To look for differences in the personality of tourists, which prefer different kinds of holidays.
- To help people who want to select the right holiday destinations to their aspects before buying it in a tour company.
- To match the personal aspects of clients and the destinations.
- To create a unique travel experience.

This project will NOT make it possible:

- To provide clients accommodation or any services.
- To have any commercial scope for tour company.

Difficulties & Risks

During the work in progress period of this project, there are a lot of things to do and learn. I have to do many researches about personality tests and I have to combine them correctly with holiday preferences and holiday destinations. Creating a web site on it's own will be a very difficult for me since I haven't got any background to use coding. I am expecting to face several difficulties while I will do my web site. I will need to watch many tutorials and doing researches on Internet to create a web site, which is based on questionnaire system. I will need to give importance equally for every single detail in my project in order to make it work all the system.

Criteria of Success:

The criteria to the judge the success of the project:

- If all coding in the web site will work correspondingly.
- If questionnaire system will work

Phases of the Project:

- Research about personality test and holiday preferences scale.
- Decide locations that will offer tour company by giving reasons to clients.
- At this point, I will have all information about this imaginary tour company and I will have to choose a name for it.
- Once I have chosen the name, I will start to create its corporate identity system and design the logo of the brand.
- After designing the logo, I will start to do my web site and interface design for an I-pad carefully considering what is needed and what will make it interesting.
- Once the design is complete, I will need to buy a domain name and start to code it.
- As my final step, I will do a brochure as a print material for clients to show locations and give some information about academical researches about personality and holiday preferences.

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