



PERFECT HOLIDAY TRAVELS

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ABSTRACT: -

Consumers have been drawn to internet portals because they can buy consumer products directly online or via cash on delivery (COD) with a buyback offer at competitive rates. Since the mid-1990s, the tourism industry has witnessed changes as a result of information technology, which has opened the way for travel automation. As a result, airlines have created websites/webpages to provide competitive fares and offers to passengers directly. Many online travel portals (OTP) such as MakeMyTrip (MMT), Yatra.com, ClearMyTrip, Goibibo, Travelocity, and Expedia, to mention a few, are thriving in the online travel industry. These OTPs offer a variety of travel options on one website, as well as a variety of hot bargains. New business opportunities in e-commerce are tailoring marketing with spot payment, and rebates. Traditional travel middlemen's business has been impacted by e-commerce or online travel enterprises using OTPs. Despite the tight economic circumstances and constraints in implementing e-commerce company, online travel portals and transactions continue to grow. Previously, Web services were utilized for information gathering, but now they are used to acquire travel services directly from vendors without the need of middlemen. In light of these circumstances, this article is a case study on PHT, a prominent ONLINE TRAVEL PORTAL, and its acceptability and impact in the travel industry.

Key-Words:- OTP, e-commerce, retail, internet, tourism services are some of the key words.

INTRODUCTION

Tourism is a smokeless sector since it helps to enhance the economy all around the world. Tourism is one of the most important industries in terms of job creation, infrastructural development, foreign exchange earnings, and contribution to the national economy and GDP. In the last century, the tourism industry has seen consistent expansion and demand. Travel booking and services, transportation services, hotel accommodations, eating with a variety of cuisines, tour packages, travel documents facilitation, services of local English speaking guides, tour escorts, and all other travel linked services are all part of the tourism sector. The most important factors that aid tourism growth are

- State-wise involvement for coordination and cooperation
- Strategic planning with application of Technology
- Advertising with innovative ideas
- Consumer awareness programs

The aforementioned are just a few of the numerous other elements at play. Over the years, tourism has gained a lot of experience. Expansion combined with extensive diversity to become one of the world's fastest growing economic sectors. By providing good employment and money to the national GDP, tourism is both a cause and a consequence of economic development. Tourism has a lot of promise because of the interdisciplinary approach that leads to a lot of connections. Tourism has been dubbed a vital river for socioeconomic advancement as a result of these dynamics. Tourism's contribution to economic well-being is determined by the quality and money it generates. The UNWTO assists the tourist industry in promoting tourism in both national and international markets in a sustainable manner. It also emphasizes the benefits that poor countries might expect from sustainable tourism.

II. PROBLEM FORMULATION

The study's goals are as follows:

1. To determine the utility and user-friendliness of an ONLINE TRAVEL PORTAL for the general public.
2. To determine the advantages and disadvantages of using an ONLINE TRAVEL PORTAL in the travel and tourist business.
3. The content of OTP and its applicability to the general public/target market.
4. The key obstacles that the tourism industry faces in implementing OTP

If we look at how the bus reservation system works, we can see that there are a lot of procedures that have to be done manually. It takes a long time and results in several errors. As a result, they may have a lot of issues and have to deal with a lot of consumer conflicts. With a manual bus reservation system, bus scheduling, driver assignment, ticketing, seat distribution, daily income calculation, and so on are all very time-consuming tasks. There was a need for a computerized system for bus scheduling and ticketing to tackle the above problem, as well as to keep track of items, bus schedules, customer seat availability, price per seat, bill generation, and other things.

5. Provide a software solution for a more efficient bus and staff timetable.

6. Provide a solution for a more efficient ticket sales process.

7. To calculate and create daily sales revenue.

8. Generate required report output in order to provide information to employees and management.

9. To provide a computerized system that is quick, easy to use, and error-free.

III. LITERATURE REVIEW

In research, a review of the literature is critical since it provides the researcher with a broad overview of prior studies. It aids in the avoidance of errors that have been made in prior studies. This section of the report includes a mixture of different sources of literature, such as books, journals, e-books, and newspaper articles, all of which are relevant to online travel portals as this topic of study.

1. According to Angelo Rossini, a contributing analyst at Euro Monitor International, the rise of digital (i.e. computers and mobile devices that enable the internet and online portals) has seriously impacted the travel agent industry. Traditional travel distribution, in which high-street travel agents dominated, has been revolutionized, with internet travel firms gaining a vital role in direct distribution through airline and hotel websites.

2. According to Rossini, low-cost carriers and online travel portals have benefited greatly from travel automation since it has changed the way people plan and book vacations in the twenty-first century. Tour companies have been hit hard by the rise of independent travel and are now adopting online and mobile channels to stay competitive.

3. Mr. Graham Cook, Head of Digital Operations for the Group Thomas Cook explains, "As part of our Omni-channel strategy, Thomas Cook has recognised the need to ensure that their consumers may be served in a smooth manner through any channel they desire – online via mobile, tablet, or desktop, or offline in a shop or over the phone."

"There is a worldwide impact owing to the Digital revolution," says James McClure, Country Manager UK & Ireland at Airbnb. Because of technology, tradition has become mainstream at Airbnb. The notion of a home stay is not new to the tourism business, but technology has made it more accessible in the worldwide market.

4. Mr. & Mrs. Smith's Lohan says, "We transitioned from a hotel directory to become an online travel agent just as the internet started to become a place consumers could finally trust with their credit cards." She goes on to say that the internet has transformed business patterns and encourages online bookings, even though few clients still prefer online chat or the services of call center representatives in handling online services.

5. According to Stephan Croix, vice president of marketing at Starwood Hotels and Resorts, "digital technology has altered the way we communicate with guests, creating a 24/7 relationship in and out of stay." It's also revolutionizing every aspect of hospitality, from booking a hotel to checking in, unlocking your door, and customizing your stay. Travelers expect to utilize their mobile devices to enhance their travel experiences since travel is intrinsically mobile, according to Croix.

6. Despite difficult economic conditions, e-commerce in the travel and tourist industries continues to grow. According to them, B2B (business to business) and B2C (business to consumer) applications are being used in this market (business to consumer). Other businesses are still using old methods of doing business, such as e-commerce via the web and other online transaction software, however this industry has switched to a modern method. Consumer behavior is changing as well, since they are becoming less loyal and spending less time picking and consuming tourism items as a result of the internet. Mr. Werthner H., Ricci F.

7. said E-commerce is a big step forward in the travel and tourist industry as it transitions from a traditional to a technological model, but there are a number of challenges that travel and tourism organizations must overcome in order to implement E-commerce in their operations. Kim stated (2004).

8. Make My Trip is one of India's most well-known and well-established e-commerce enterprises. MMT is no longer considered a start-up because it is listed on the Nasdaq. Perfect vacation trips has been open to a lot of experimentation, within restrictions, for the past year, according to Bapna. NDTV 9 quoted Mr. Anshuman Bapna (chief product officer of Make My Trip). People who book through offline channels such as travel agents or after arriving at their locations will account for a large portion of our growth. It is far more convenient to book over the phone nowadays. Mr. Rajesh Magow, CEO and Co-Founder, India, stated, "We are certain that online penetration in hotel bookings would rise from 20% to 40-50% in the next three or four years." Make my journey a Business-class experience.

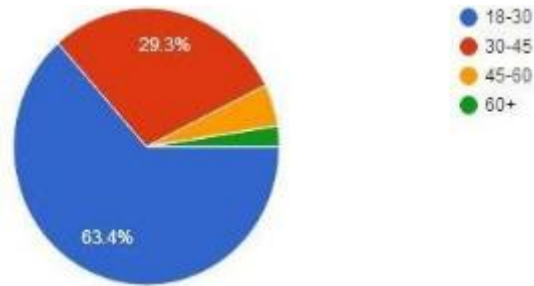
IV. METHODOLOGY

Method of Data Collection Interviewing will be used to obtain information, verify information, define requirements, and collect thoughts and opinions. The problem that happened will be simple to remedy using this strategy.

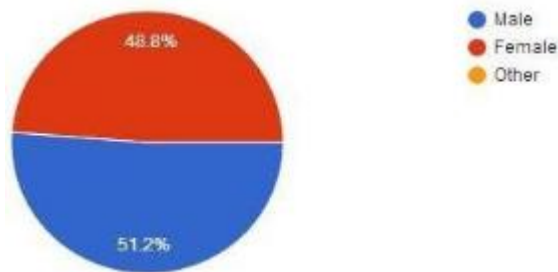
For system development, use the waterfall model. The System Creation Life Cycle is the project approach that was employed in the development of the system (SDLC). System Analysis, Design, Coding, and Testing are the four steps of the SDLC. The Waterfall Model is the approach utilized in the system development methodology. This is the step-by-step integration of SDLC into the system development approach.

We're in charge of data analysis and interpretation. The research provides graphical representations and interpretations of data from the survey. The survey was based on the general public's knowledge of online travel portals and their preference for them.

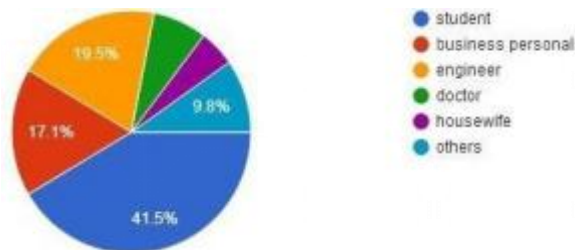
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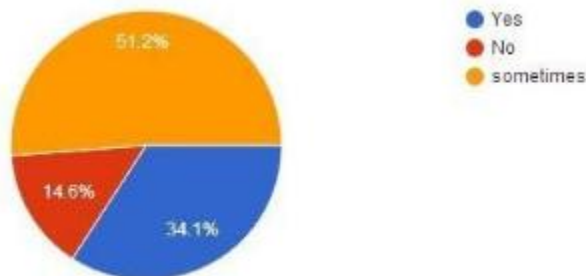
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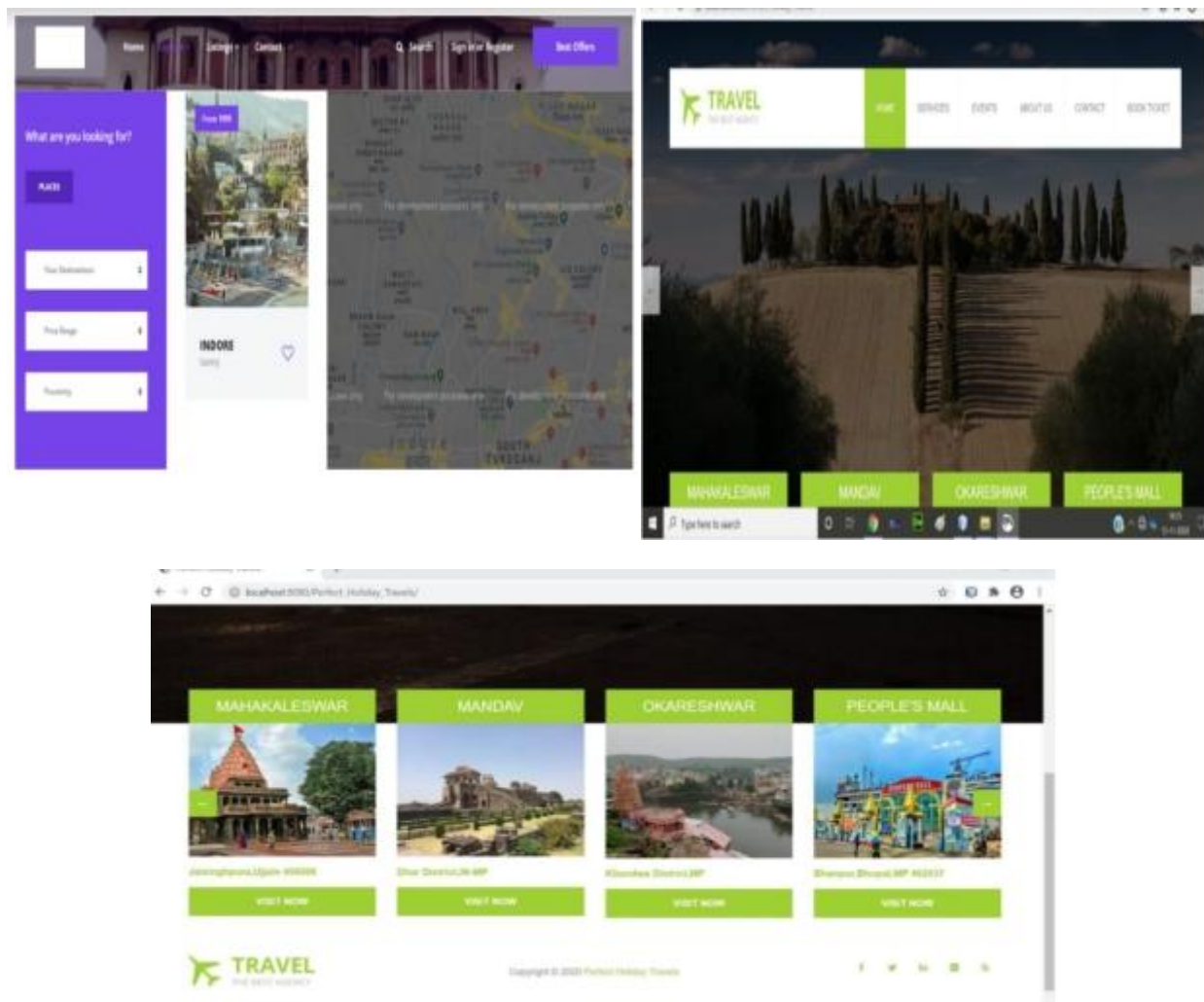
GENDER



OCCUPATION



Preference of online Travel portal over travel agency



Figure

V.RESULT & DISCUSSIONS

We can deduce from the graphical representations above that some of the respondents do not utilize online web sites because of issues they may have encountered or heard about, such as

- The payment procedure
- Refund process Misleading information/outdated information/expired offers, etc. Prices fluctuate a lot.
- Overlapping difficulties (for example, a seat being taken while you are paying) Some official websites infect the system with viruses.

PERFECT HOLIDAY TRAVELS has effectively built a very informative and easy to use website, taking into account all of the above elements. The website enables one-click access to all processes and procedures, as well as rapid assistance with payment procedures. For instance, we can see in the image that they have an option named "TRIPS," which gives assistance with all booking, payment, and return processes.

- Printing the e-ticket that was purchased.
- Procedure for canceling tickets that have been purchased.
- Procedures for rescheduling tickets that have been booked.
- Details on the refund status
- Procedures for submitting a payment.

VI.CONCLUSION

The study examines the content, utility, and significance of online travel portals, with a particular focus on Perfect holiday travels.com. This study shows that the use of online travel portals is growing with time, and that it will soon have its own platform in the tourist industry.

Traditional travel firms are now offering internet portal services in order to expand their consumer base. We are one of the first portals in this category, and despite their flaws and shortcomings, they have been very successful because they continue to focus on customer relations and have a thorough understanding of their target market's preferences.

It is critical to remember that customer happiness can be harmed by even little faults; as a result, a service provider should ensure that all glitches in the portal are resolved in order to avoid such a situation and deliver complete client pleasure.

Technology-based applications play a significant role in the daily lives of the younger generation. Online travel portals offer a lot of room for growth, with a lot of potential to grow their customer base and extend their sales and services. Companies will also improve their portals on a regular basis with a user-friendly approach in order to save time and impress clients who want to use their services.

In Nepal, a potential solution is the Bus Ticket Reservation System. It is quite useful and beneficial in India's transportation system, as this type of buy bus ticket mechanism is not commonly used. It facilitates the booking and payment of bus tickets for both customers and bus companies. As part of my project, I will make every attempt to complete the assignment to the best of my ability. I will finish and turn in the job on time.

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