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## TRAFEA – Travelling Feedback Application

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### ABSTRACT:

The goal of this project is to develop a generalized platform for travel agencies that enables companies to register and receive feedback from their users and employees. By doing so, travel agencies can gain valuable insights into the satisfaction levels of their customers and employees, which can help them make informed decisions about how to improve their services and operations. The platform will include features such as user registration and authentication, feedback submission, data analysis and reporting, a notification system, and user management. The outcomes of this project are numerous and significant. First, travel agencies will be able to use the platform to monitor and evaluate their performance based on feedback from their customers and employees. This will help them identify areas where improvements are needed and take appropriate action to address any issues.

Second, the platform will enable travel agencies to make data-driven decisions that are based on actual feedback from their users and employees, rather than relying on assumptions or guesses. This will help them optimize their operations and services to better meet the needs and preferences of their customers.

### Introduction:

Trafea is the best platform where it gives the information to the companies about the feedback given by the users. It includes all the pros and cons given by the users. This Trafea platform can improve the companies by showing the problems faced by the users. This will help the companies more by this travel agency. This agency can make the companies in a better way that will be helpful to the customers by solving . They already had some ideas about the problems their visitors were facing and the questions they needed to answer. But they didn't want to rely on speculating and assumptions. Real data and facts were needed to verify their ideas. Feedback forms were deployed on different website pages to see if these problems actually existed and where these problems popped up. They deployed feedback forms that measure the Goal Completion Rate and the Customer Effort Score. This helped them get a clear picture of whether a goal was completed and how much effort it took, or whether a goal was not completed and the reason for that

### Literature review

These literature references provide insights into the various techniques and methodologies used for analyzing feedback given by users in the travel agency domain. They offer valuable perspectives on sentiment analysis, topic modeling, and customer satisfaction enhancement through feedback analysis. Reading these articles can provide a deeper understanding of the topic and guide future research or implementation efforts in the travel agency sector.

### LIMITATIONS

- i) **Cost :-** Developing and maintaining a fully fledged platform can be expensive.
- ii) **Technical Challenges :-** Technical challenges such as integration with other systems, database management, and scalability may arise during the development process.
- iii) **Data Privacy and Security Concerns:-** Collecting and storing feedback data from users and employees raises concerns about data privacy and security.

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## HARDWARE REQUIREMENT

- i) **Server:** You will need a server to host your feedback platform and store feedback data.
- ii) **Backup system:** To ensure data integrity and prevent data loss in case of hardware failure, you will need a backup system.
- iii) **Workstations:** Your team will need workstations to design, develop, and

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## EXISTING SYSTEM

The existing systems for the feedback application include user and company registration, feedback collection from users and employees, percentile and graphical representation of feedbacks ( good, average, bad).

### Disadvantages:

- i. Lack of Transparency
- ii. Inefficiency

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## PROPOSED SYSTEM

The additional features that can be included are **social** media Integration, Mobile App, Multilingual support, Chat box and API integration.

Advantages are Enhanced Scope and Personalized response.

### 3. Problem Statement:

Analysing User Feedback to Enhance Customer Experience in a Travel Agency. The objective of this problem statement is to leverage user feedback data to improve the customer experience provided by a travel agency.

By analysing and extracting insights from the feedback given by users, the travel agency aims to identify areas of improvement, address customer concerns, and enhance overall customer satisfaction. The problem statement can be defined as follows:

1. **Input:** User feedback data: Text-based feedback provided by customers who have utilized the travel agency's services. This feedback may include reviews, ratings, comments, or any other textual format.
2. **Output:** Actionable insights and recommendations based on the analysis of user feedback. - Improved customer experience through addressing concerns, enhancing services, and optimizing offerings.
3. **Objectives:** Understand the sentiment expressed in user feedback to assess overall satisfaction levels and identify positive and negative experiences. - Identify key topics, themes, and trends in the feedback data to gain insights into customer preferences, pain points, and pinpointing specific issues and concerns raised by expectations.- Discover areas of improvement by Generate actionable recommendations to address identified areas of improvement and enhance the customer experience. - Monitor changes in feedback patterns over time to changes in feedback patterns over time to track the effectiveness of implemented improvements.
4. **Approach:** Collect and pre-process user feedback data, including cleaning, normalization, and structuring. - Perform sentiment analysis to classify feedback into positive, negative, or neutral sentiments. - Apply topic modelling techniques to uncover key topics and themes discussed in the feedback. - Conduct detailed analysis of sentiment and topics to identify specific issues, concerns, and areas of improvement. Generate actionable insights and recommendations based on the analysis. - Implement improvements based on the identified recommendations. - Continuously monitor and analyse user feedback to assess the impact of implemented changes and iterate on the enhancements.
5. **Outcomes:** Enhanced customer experience and satisfaction. - Improved services and offerings based on customer preferences and expectations. - Addressing customer concerns and resolving issues promptly. - Increased customer loyalty and positive brand perception. - Proactive decision-making driven by data-driven insights.By addressing the problem statement, the travel agency aims to leverage user feedback as a valuable resource for driving improvements, tailoring services to customer needs, and establishing a customer-centric approach. Through systematic analysis and action based on the insights gained from user feedback, the travel agency strives to provide an

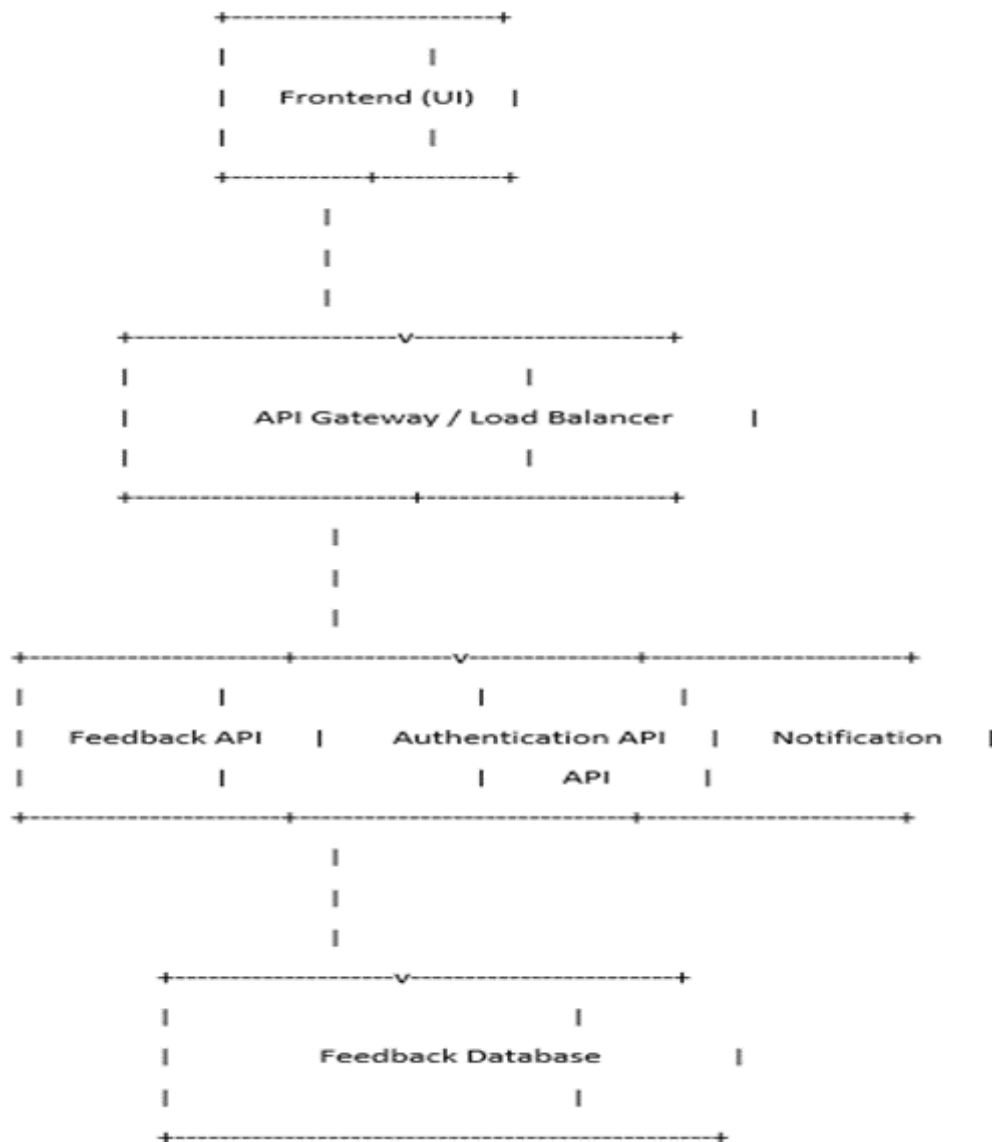
### Modules

**Web Framework:** You can use a web framework like Django or Flask to create the platform's webinterface and databasck backend.

- ii) **Database:** You can use a database management system like MySQL or PostgreSQL to store and manage feedback data.
- iii) **Data Analysis:** You can use Python libraries like NumPy, Pandas, and Matplotlib for data analysis and visualization.
- iv) **Security:** You can use authentication and authorization libraries such as Django Authentication or Flask-Login to ensure that your application is secure.

- v) **Front-end Frameworks:** You can use front-end frameworks like Bootstrap or Materialize to create a modern, responsive user interface.
- vi) **API Integration:** You can use Python libraries like Flask-RESTful, Django REST framework, or Fast API to create APIs that allow other travel-related companies and services to integrate with the platform.
- vii) **Social Media Integration:** You can use Python modules like Tweepy, Facebook SDK, and Instagram API to integrate social media platform with
- viii) **Chatbot:** You can use Python libraries like ChatterBot, Rasa, or BotStar to build a chatbot and integrate it with the platform.
- ix) **Machine Learning:** You can use Python libraries like Scikit-learn, TensorFlow, and Keras to implement machine learning algorithms for data analysis.

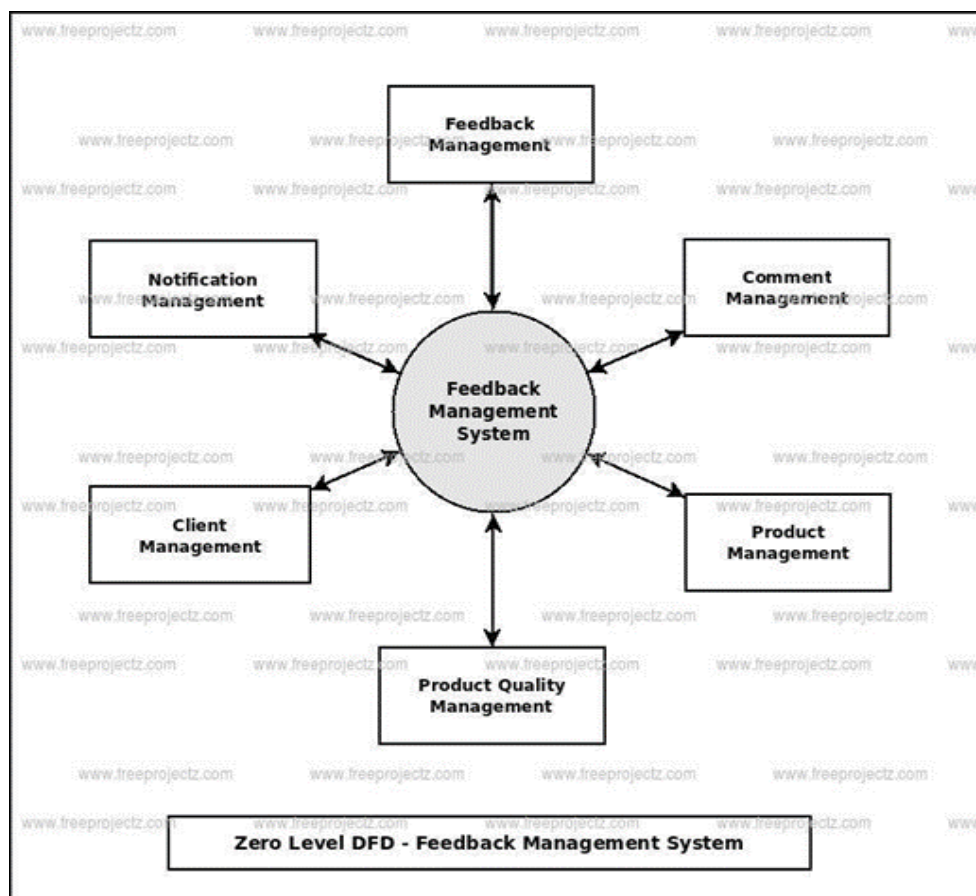
## Architecture



1. **Frontend (UI):** This component provides user interface that allows users to provide feedback about their travel experiences.
2. **API Gateway / Load Balancer:** This component is responsible for routing requests from the frontend to the appropriate backend services. It also balances the load across multiple instances of each backend service.
3. **Feedback API:** This component handles requests related to feedback, such as submitting feedback and retrieving feedback data.
4. **Authentication API:** This component handles user authentication and authorization, ensuring that only authorized users can submit feedback.
5. **Notification API:** This component handles sending notifications to travel agency staff about new feedback submissions.

6. **Feedback Database:** This component stores the feedback data submitted by users.

## DESIGN



## CONCLUSION

- This project is helpful to create the travelling feedback application
- It is for developing the new review system for travelling agencies which are facing hurdles in collecting the feedback from it's users
- TRAFEA is helpful in collecting the feedbacks from the respected travelling agencies.
- TRAFEA can offer benefits to both travel agencies and also customers.
- Travel agencies can use the platform to track customer feedback, identify areas of improvement, and improve their services.
- Customers, on the other hand, can use the platform to provide feedback and suggestions, which can help travel agencies to improve their services and

## Future enhancement

The future of travelling feedback application is likely to see continued innovation and development, with new technologies and features being introduced to improve the customer experience and provide travel agencies with more valuable insights into customer feedback. Here are some potential enhancements that we might see in the future:

- **Artificial intelligence:** Artificial intelligence (AI) has the potential to transform the travelling feedback application by providing more accurate and detailed insights into customer feedback. For example, AI-powered sentiment analysis could help travel agencies to identify the emotions behind customer feedback, and use this information to improve their services.
- **Augmented reality:** Augmented reality (AR) could be used to provide customers with a more immersive and engaging feedback experience. For example, customers could use AR to leave feedback on a virtual map of their trip, or to provide feedback on specific aspects of their experience using interactive visualizations.

- Integration with other systems: Travelling feedback applications could be integrated with other systems, such as booking and reservation systems, to provide a more seamless and integrated experience for customers. For example, customers could leave feedback directly within their booking or reservation confirmation email.

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**References:**

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Building a Travel Feedback Application with Node.js, React, and GitHub" by Caleb Oki, published on Dev.to (<https://dev.to/caleboki/building-a-travel-feedback-application-with-node-js-react-and-github-5318>).

Django Official Documentation for this platform: It provides detailed explanations, tutorials, and examples to help you understand and utilize Django effectively. <https://docs.djangoproject.com/>

HTML and CSS: (<https://developer.mozilla.org/en-US/docs/Web/HTML>) and W3Schools (<https://www.w3schools.com/html/>) .

SQL and Databases: (<https://www.w3schools.com/sql/>) and SQLZoo (<https://sqlzoo.net/>) offer tutorials and interactive exercises to learn SQL.