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## BUSINESS ORIENTED TRAVEL AGENCY

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**Abstract:** Travel agencies have a very important role in the Travel and Tourism market. Travel agencies contribute a result of the role that they have in tourist traffic and travel facilitation. They appear as mediators between tourists that require a range of services and business entities that provide those services[1]. It provides insight into alternative strategies for travel agencies in a matured travel market with a high internet penetration[2]. To analyze the perceptions of tourists travelling from eastern Uttar Pradesh who had not only used traditional methods of tourism but also booked their itinerary through at least one travel website and Web Portals which can relate their experience in using these websites and their opinion upon disintermediation. The study will determine preference of tourists in choosing their services in accordance to their length of stay, demographic and socio-economic characteristics upon their purchasing behaviour[3]. We are aiming at the improving the service quality of the online travel agencies to the user with some extra features which are beneficial to the user while booking his/her dream destination to travel.

**Index Terms-** Travel Agencies, Quality, Services.

### I. INTRODUCTION

A travel agency is a private who provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to offer different kinds of travelling packages for each destination. Travel agencies can provide outdoor recreation activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, package tours, insurance, guide books, VIP airport lounge access, arranging logistics for luggage and medical items delivery for travelers upon request, public transport timetables, car rentals services. Travel agencies can also serve as general sales agents for airlines that do not have offices in a specific region. A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier [2].

There is not such a starting date for the Online travel industry, but we can say that over the past five years, the views and trends of the customers have been changing towards travel bookings. The traditional "brick and mortar" was changing into the online travel booking. The travelers wanted to book and view their trip plan themselves rather than hiring an agent. The travelers wanted to view the rates themselves. It's very easy for travelers to update or cancel online booking, many sites providing bookings with no cancellation fees, free online changes[3].

### II. LITERATURE SURVEY

1. Dragana Ilic, Lukrecija Djeri, Predrag Stamenkovic, Snezana Milicevic, published a research paper titled as "Service Quality As Travel Agencies Business Improvement factor Quality And Competitiveness in Tourism and Hospitality Industry". The need and importance of improvement in the quality of services of travel agencies is the synopsis of the given paper. Maintaining the competitive advantage of travel agencies in the market is a high quality of services which provides tourist satisfaction.
2. Sara Dolnicar published an article named "Travel Agency Marketing Strategy: Insights from Switzerland" in Journal of Travel Research. It provided alternative strategies for travel agencies in a matured travel market with a high internet penetration. Reduced dependency on travel agents will result in unconstrained time and place.
3. Sujay Vikram Singh, Rajeev Ranjan issued an article on "Online Travel Portal And Their Effect On Travel Agency: A Study On Outbound Visitors Of Varanasi." Summa being that internet revolution has changed the scenario of travel industry through easy access to travel product virtually, thus such type of online travel portal covers large area as well as virtual tourists from different nations.
4. Apurva Agarwal, Kamal Choudhary, Rutika Ganvir, Sudhaamshu M S, Sabyasachi Senapati, Pratik Shinde published a research paper on "Marketing Research in Online Travel Agency Space". As Online Travel Agency Business is expected to be one of the largest business in upcoming business field it will increase the job opportunities in online sector and will help to join and develop online and offline travel market.
5. Evangelos Christou posted a paper on "A qualitative analysis of consumer attitudes on adoption of online travel services." This paper explores consumer experiences with technology associated services. In-depth interviews were conducted to explore more about consumers' opinion on services.

6. Anton Bogdanovych, Helmut Berger, Simeon Simoff and Carles Sierra circulated a research paper on “Travel Agents vs. Online Booking: Tackling the Shortcomings of Nowadays Online Tourism Portals”. It aim for identifying the reasons that let many people still rely on traditional travel agents instead of booking their trips online.

### III. EXISTING SYSTEM

The role travel agencies are a result that they have contribution in tourist traffic and travel facilitation. They acts as mediators between business entities that provide those services and tourists that require a range of services. Their main task is, therefore, to connect a large number of subjects on the tourism demand side and a number of entities (public and private sector) on the supply side[3]. One of the key factors in achieving and maintaining the competitive advantage of travel agencies in the market is a high quality of services which provided tourist satisfaction[5]. Travel agencies can achieve a competitive advantage by providing complete and continuous quality of service[1]. Only those travel agencies that meet the expectations and demands of tourists in terms of the quality of services will be able to retain the existing and attract new tourists[2]. Now-a-days, the quality is a key factor for the survival of travel agencies in the market. The aim of existing system was to emphasize the importance of quality of services for the improvement of the overall business operations of travel agencies[1].

### IV. PROPOSED SYSTEM

Our website is based on a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to unique travelling packages for each destination. Our objective is to offer a variety of travel services that are sure to match all priorities of our customers. Our objective is to make strong relationship with customers so that they can enjoy their holiday of their dreams.

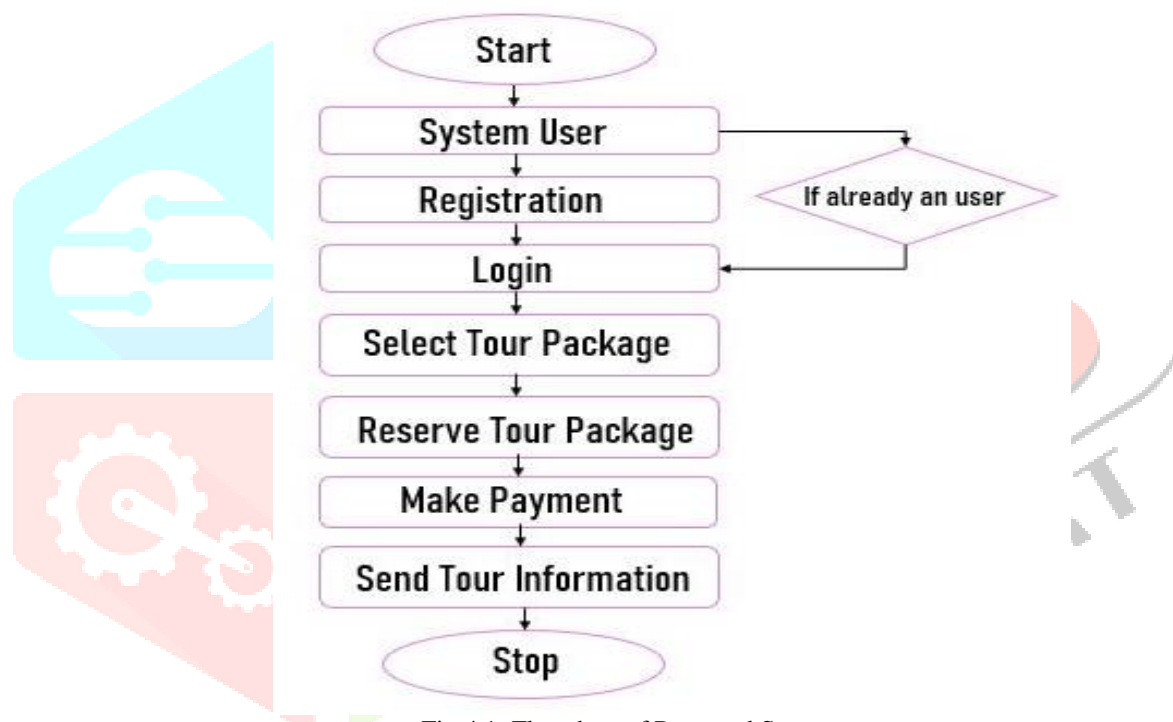


Fig 4.1: Flowchart of Proposed System

#### Working :

- Step 1: Firstly, user has to create an account on the log in page of website. If user has already Registered the account than go for login step.
- Step 2: Now, authorized user can view all available tour packages in the website provided by the admin.
- Step 3: User can search and select the tour package and move to reservation step to reserve the tour packages.
- Step 4: After making payment, user will receive all information related to booking on his registered E-mail.
- Step 5: Here comes the role of administrative or staff. After sign-in to the administrative dashboard, staff will receive all the reserved package details.
- Step 6: The last step is to receive customer and provide services according to the booking.

## V. RESULT

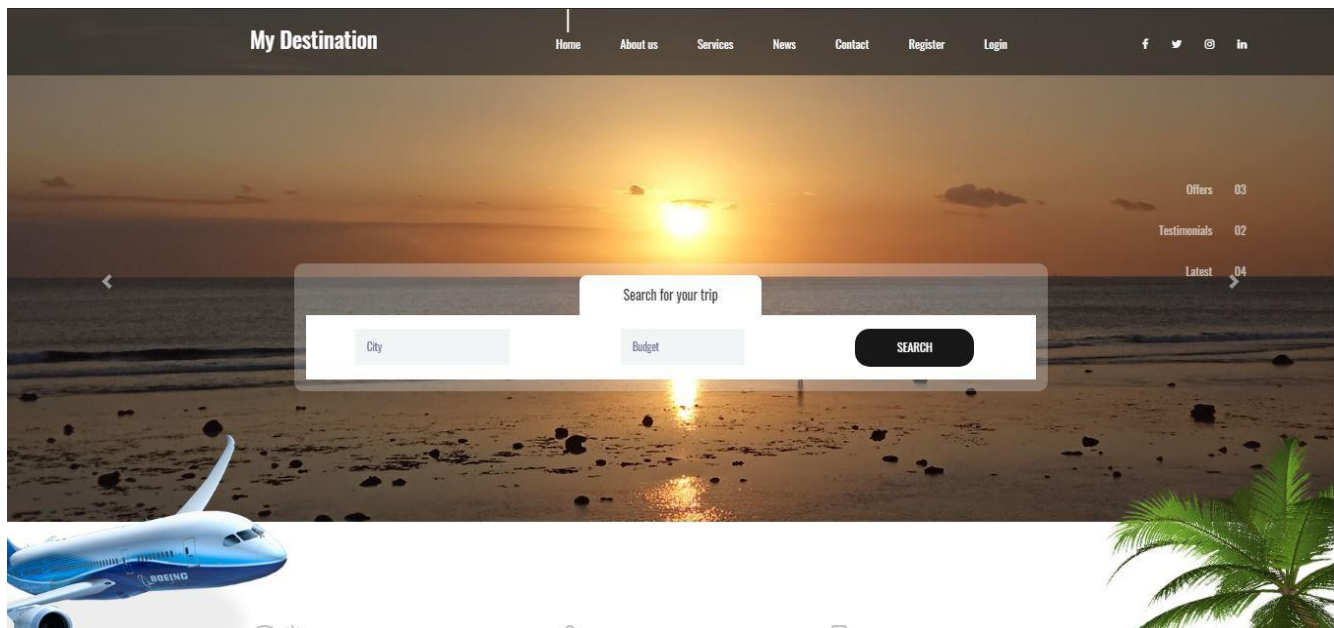


Fig 5.1: Home Page

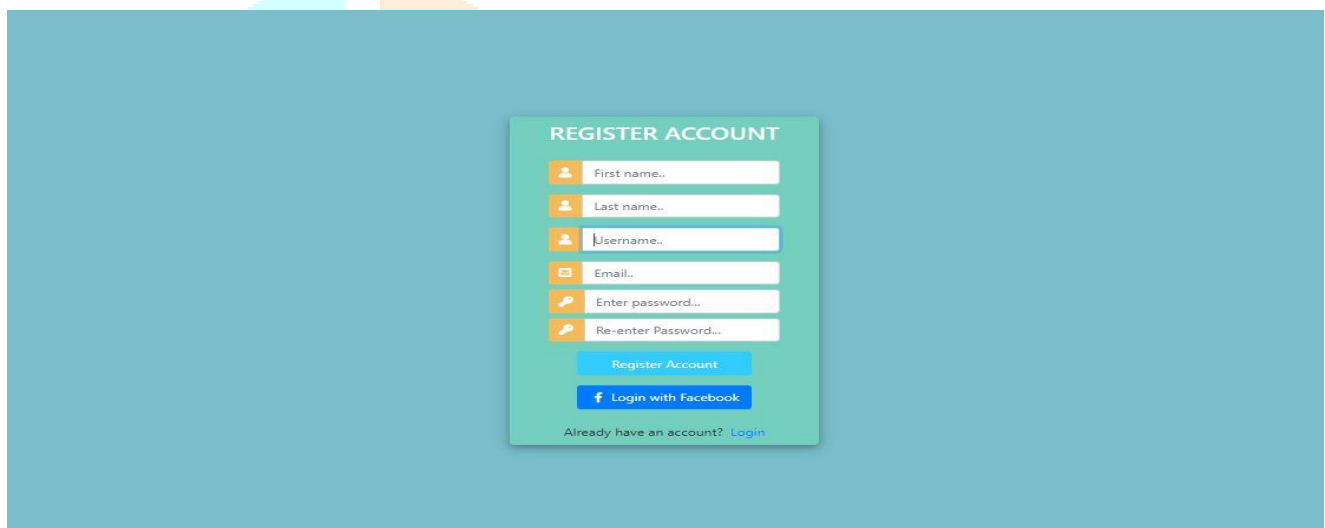


Fig 5.2: New Registration Page

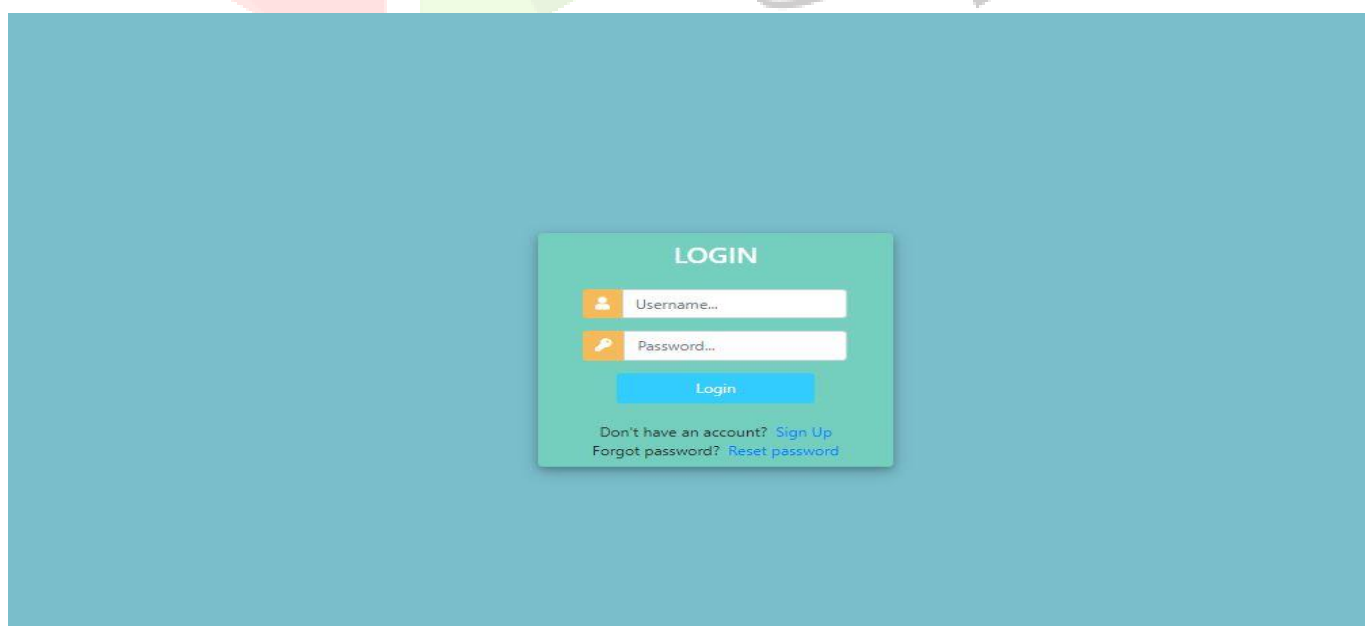


Fig 5.3: Login Page



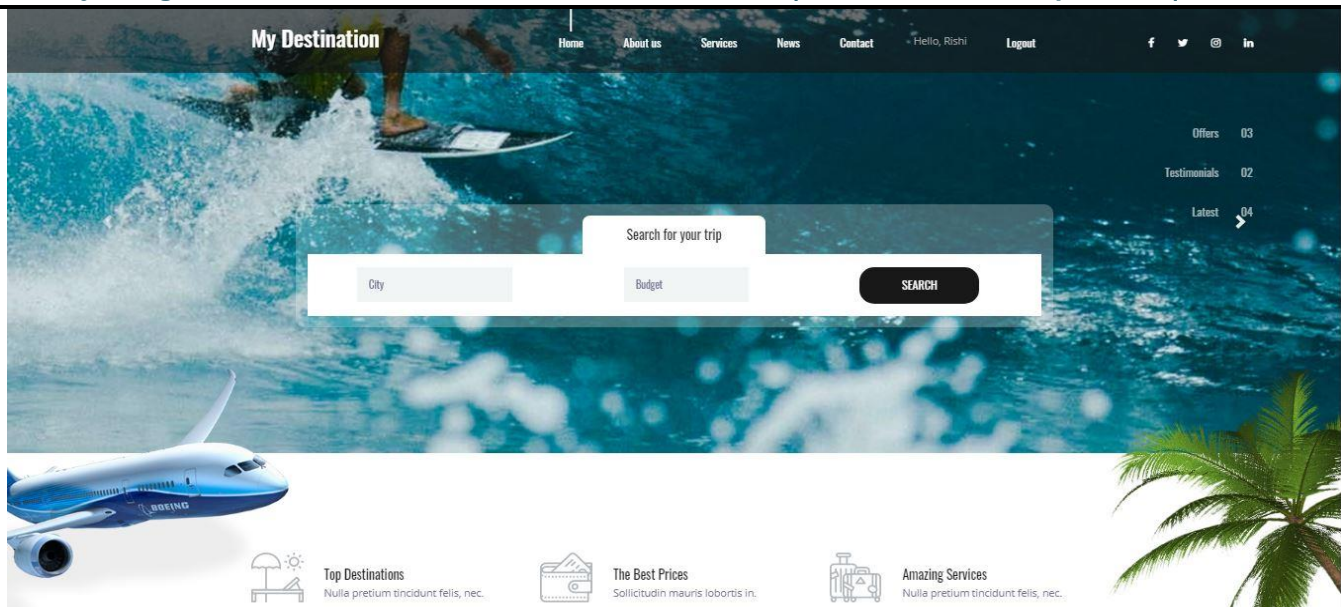


Fig 5.4: Home Page after sign in

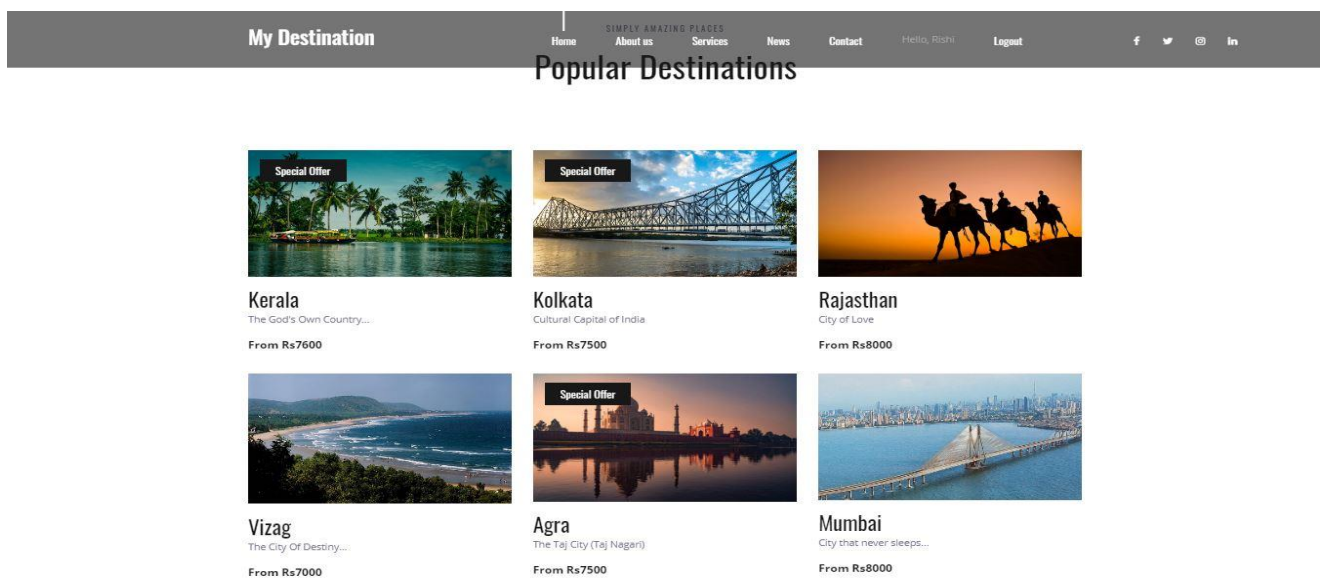


Fig 5.4.1: Home Page after sign in

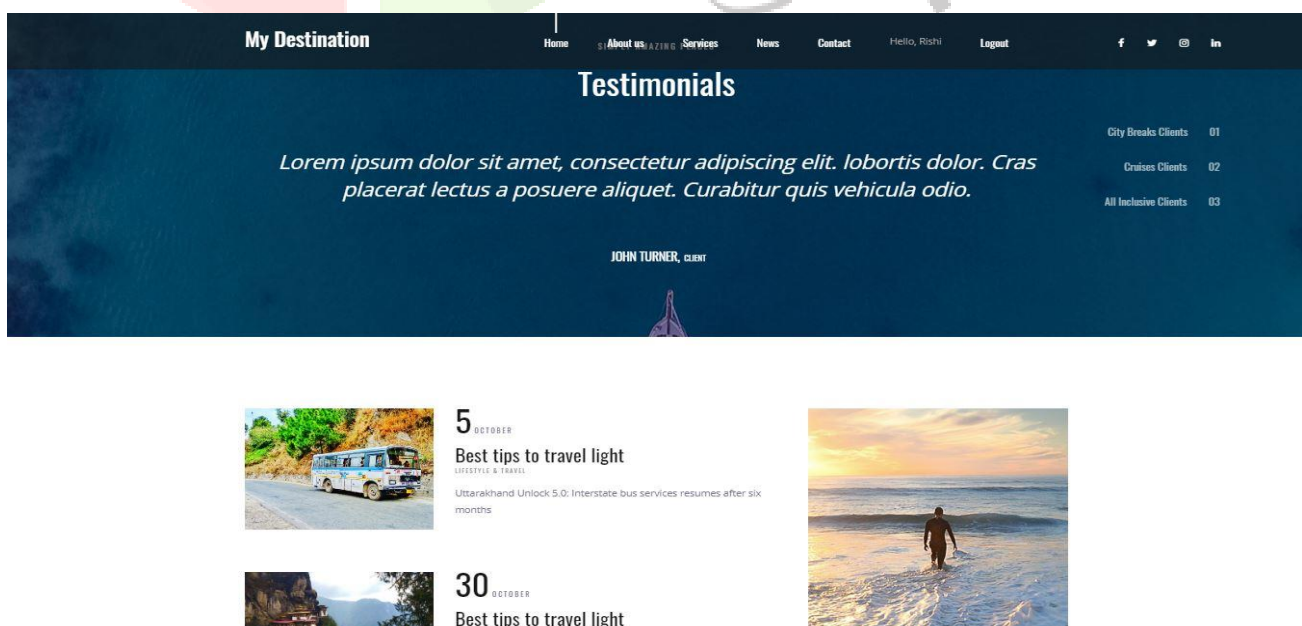


Fig 5.5: Testimonials and Latest News

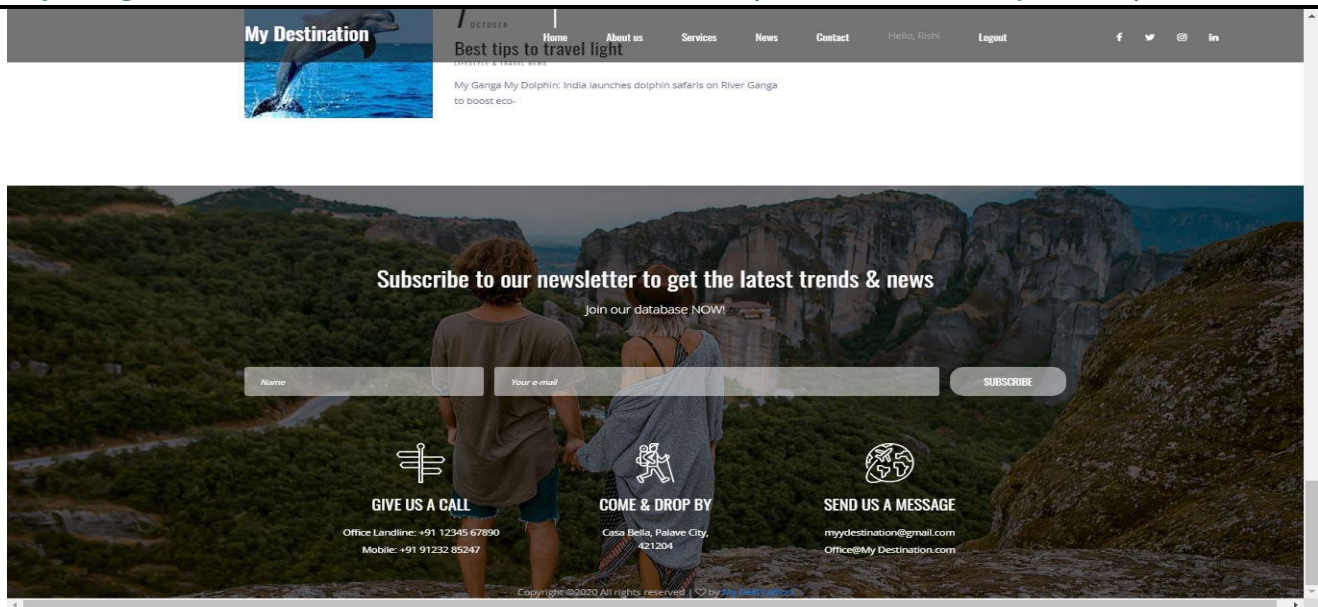


Fig 5.6: Footer

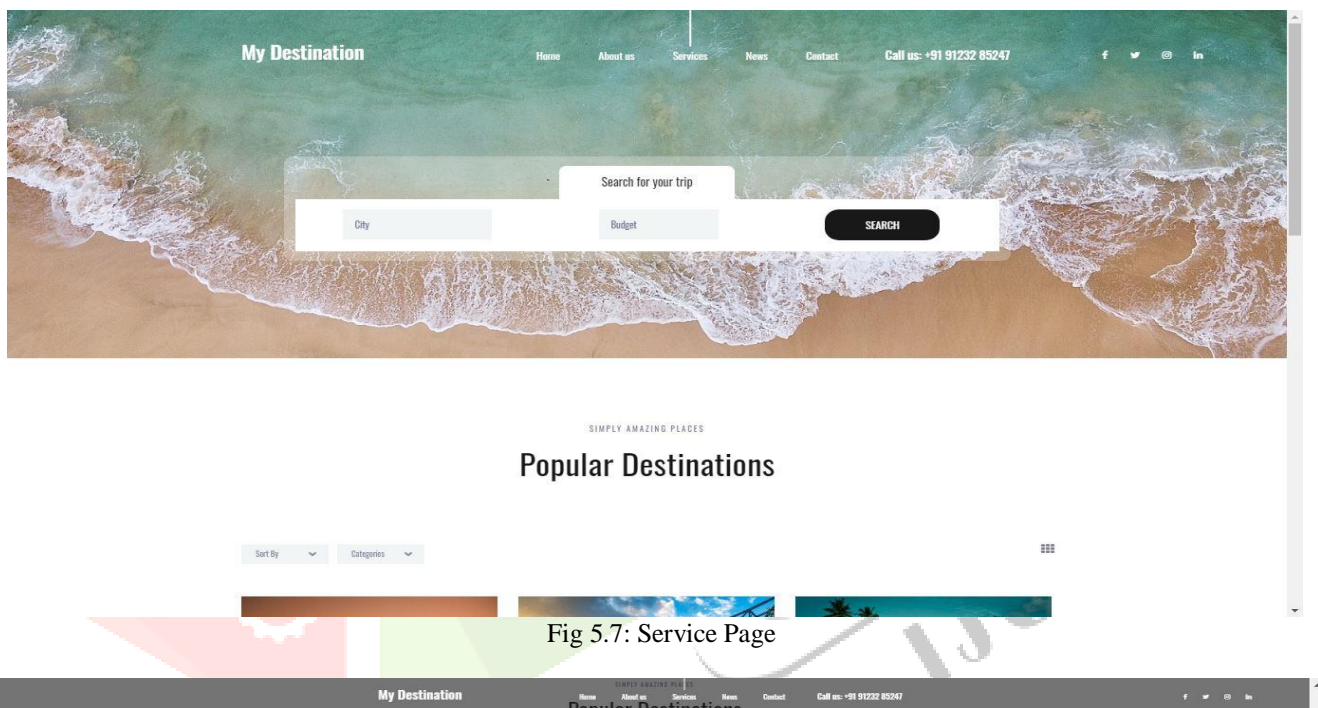


Fig 5.7: Service Page

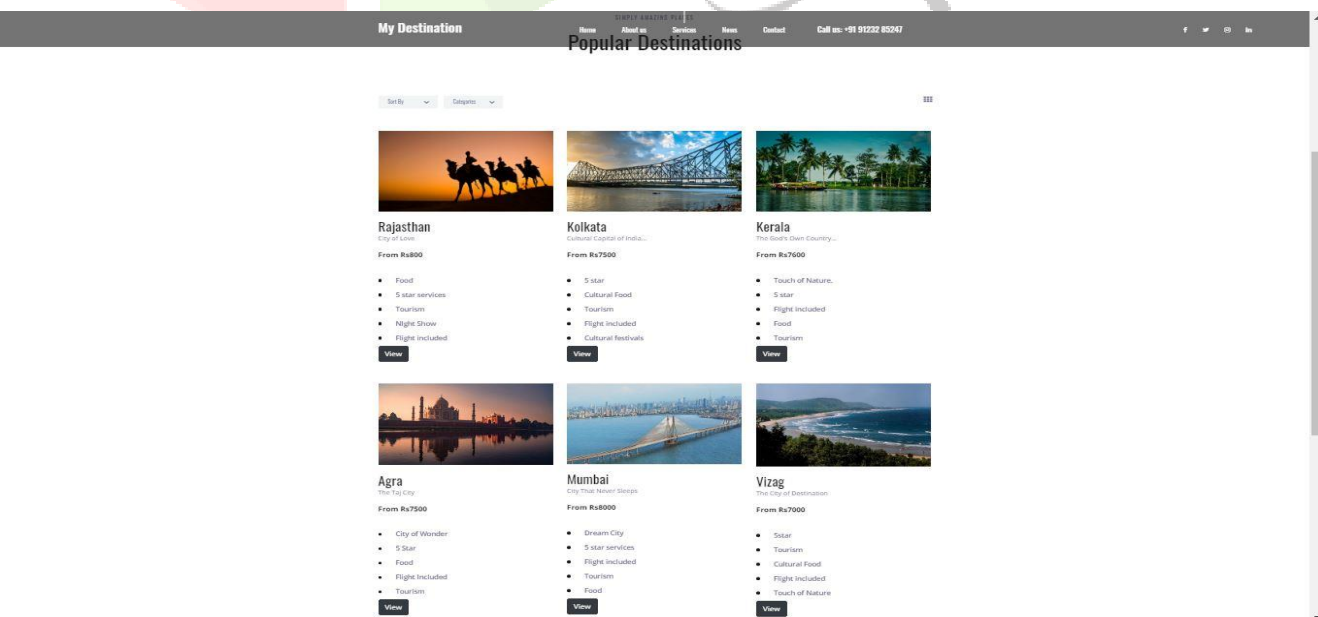


Fig 5.8: Packages preview



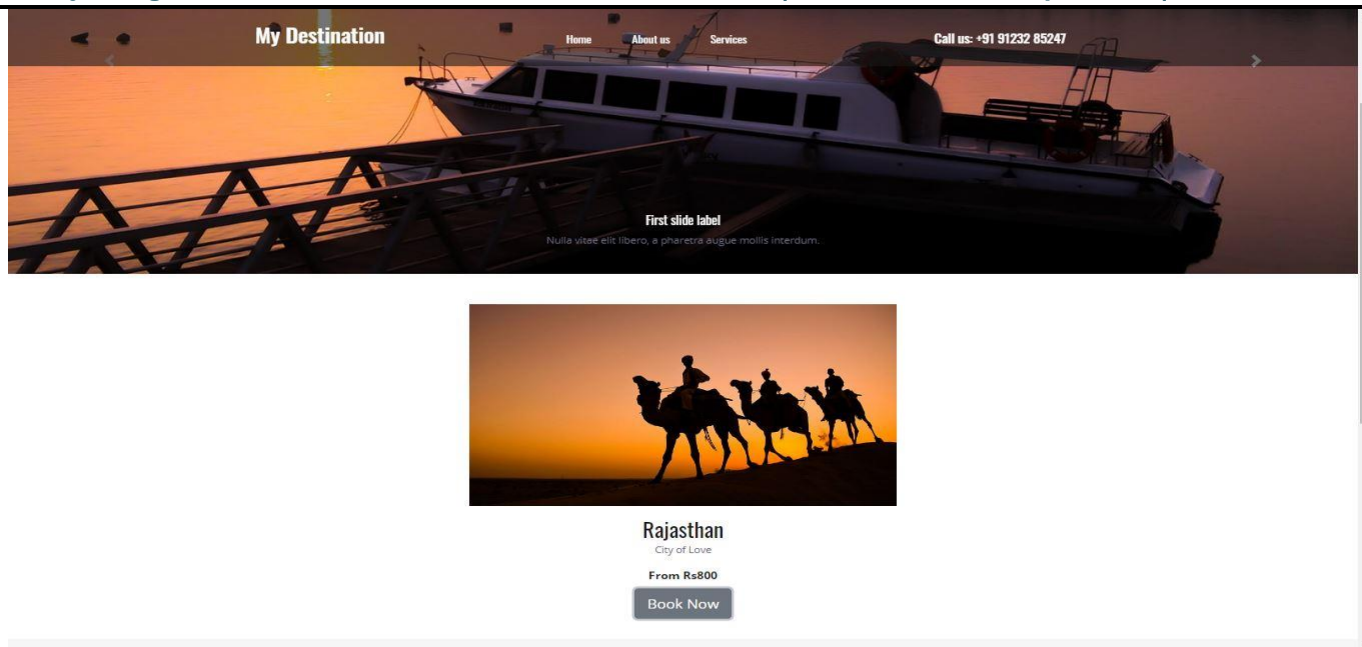


Fig 5.9: Package detail, View Page

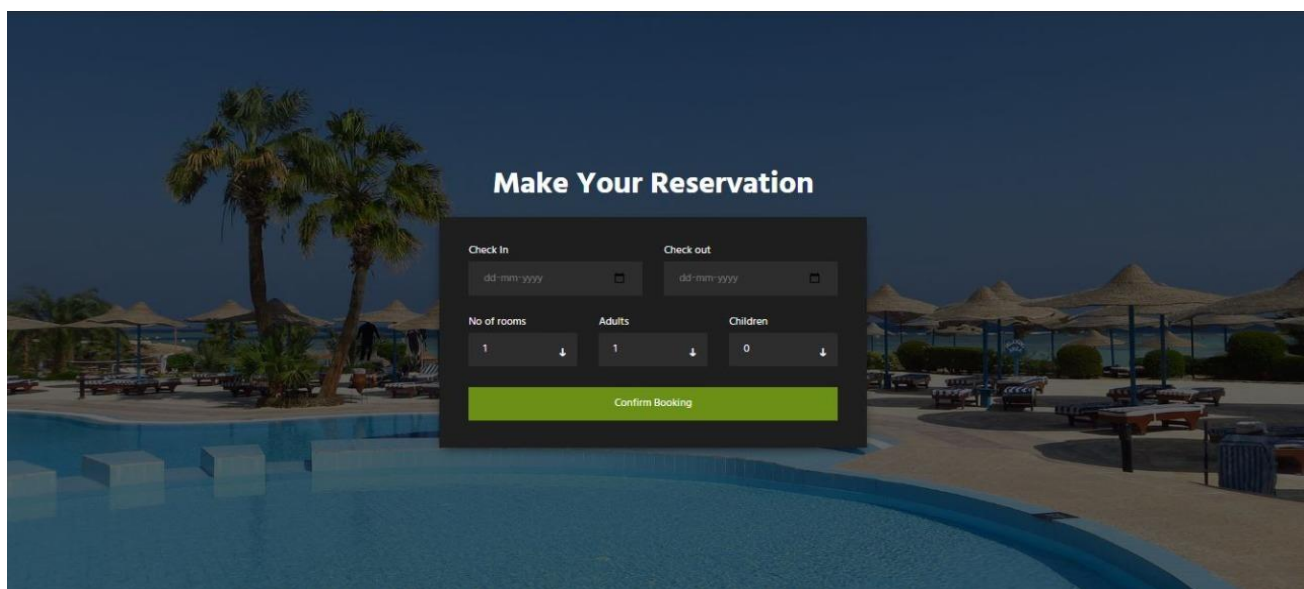
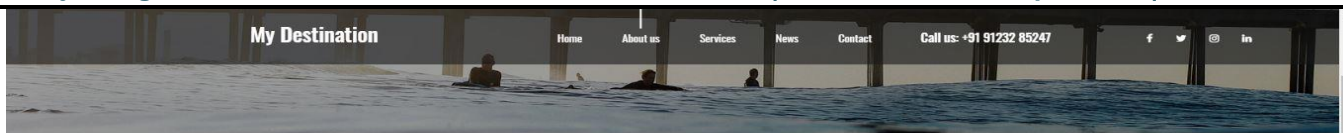


Fig 5.9.1: Reservation Page

Billing Address		Payment		Date dd/mm/yy - dd/mm/yy	
<p><b>Full Name</b></p> <input type="text"/>		<p><b>Accepted Cards</b></p>		<p><a href="#">No. of rooms</a> Rs xx</p>	
<p><b>Email</b></p> <input type="text"/>		<p><b>Name on Card</b></p> <input type="text"/>		<p><a href="#">Adult</a> Rs xx</p>	
<p><b>Address</b></p> <input type="text"/>		<p><b>Credit card number</b></p> <input type="text"/>		<p><a href="#">Children</a> Rs xx</p>	
<p><b>City</b></p> <input type="text"/>		<p><b>Exp Month</b></p> <input type="text"/>		<p><b>Total</b> <b>Rs xx</b></p>	
<p><b>State</b></p> <input type="text"/>	<p><b>Zip</b></p> <input type="text"/>	<p><b>Exp Year</b></p> <input type="text"/>	<p><b>CVV</b></p> <input type="text"/>		
<p><a href="#">Continue to checkout</a></p>					

Fig 5.9.2: Payment Page



My Destination

Home

About us

Services

News

Contact

Call us: +91 91232 85247

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@

in

SIMPLY AMAZING PLACES

## A few words about us

Founded in January 2020 as MyDestination.com, an online travel platform, the company boosted as a private limited in the year 2020 and has emerged as the "Best Upcoming Inbound Tour Operators in India". It has been awarded in the category of "Excellence in the Tourism Industry" by World Tourism Brand Academy.

The Mumbai based company, with a strong presence in inbound travel trade and corporate segment, today has excelled its branches over Mumbai, Delhi, Agra, Jaipur, Haridwar, Rishikesh & Badrinath. The company with its professionally managed travel engine specializes mainly in organizing Adventure, Cultural, Religious, hill station & wildlife tours in India through a sprawling network. It offers 24 X 7 hours services that include travel planning, itinerary design, hotel bookings, ticket reservations and transport facilities. It also provides holiday packages, customized as per client's need and budget.



Fig 5.10: About us info. Page

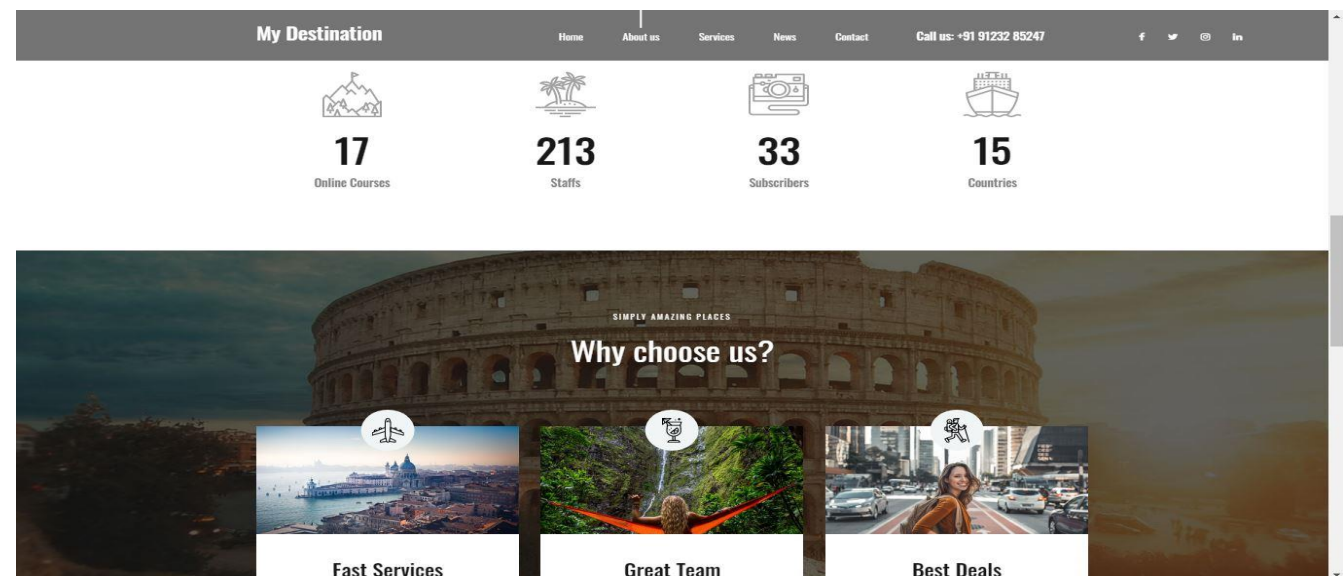


Fig 5.10.1: About us info. Page

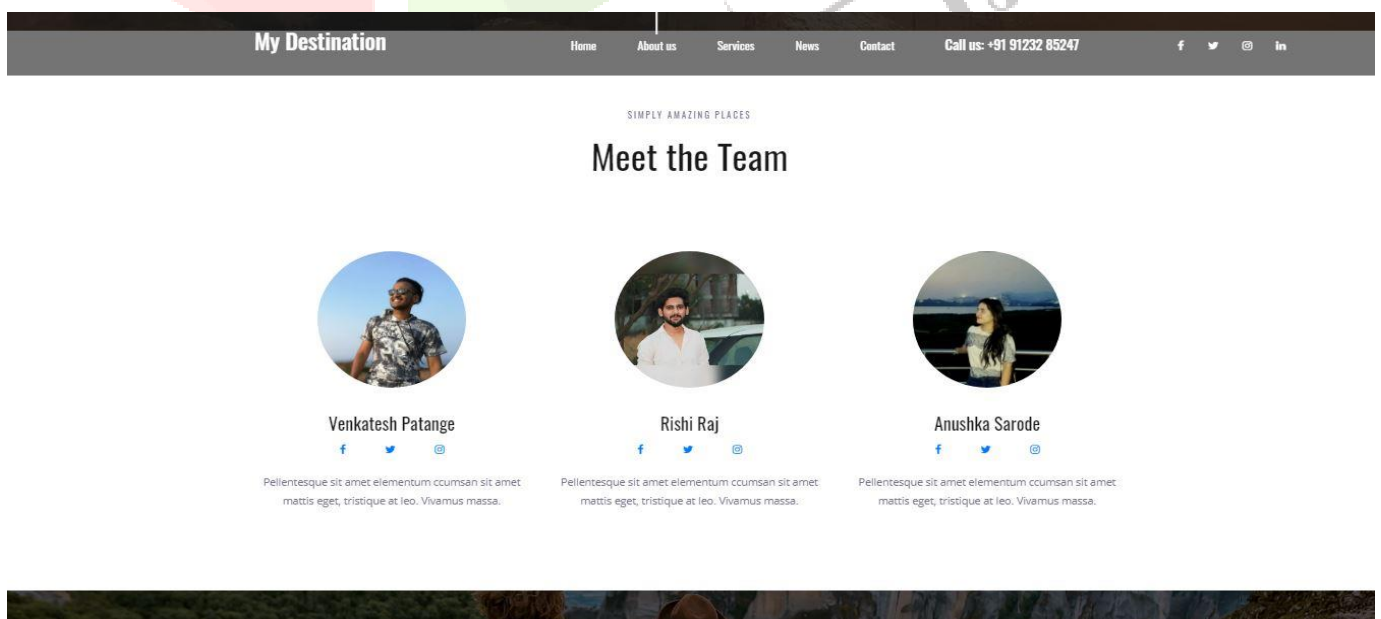


Fig 5.10.2: About us info. Page



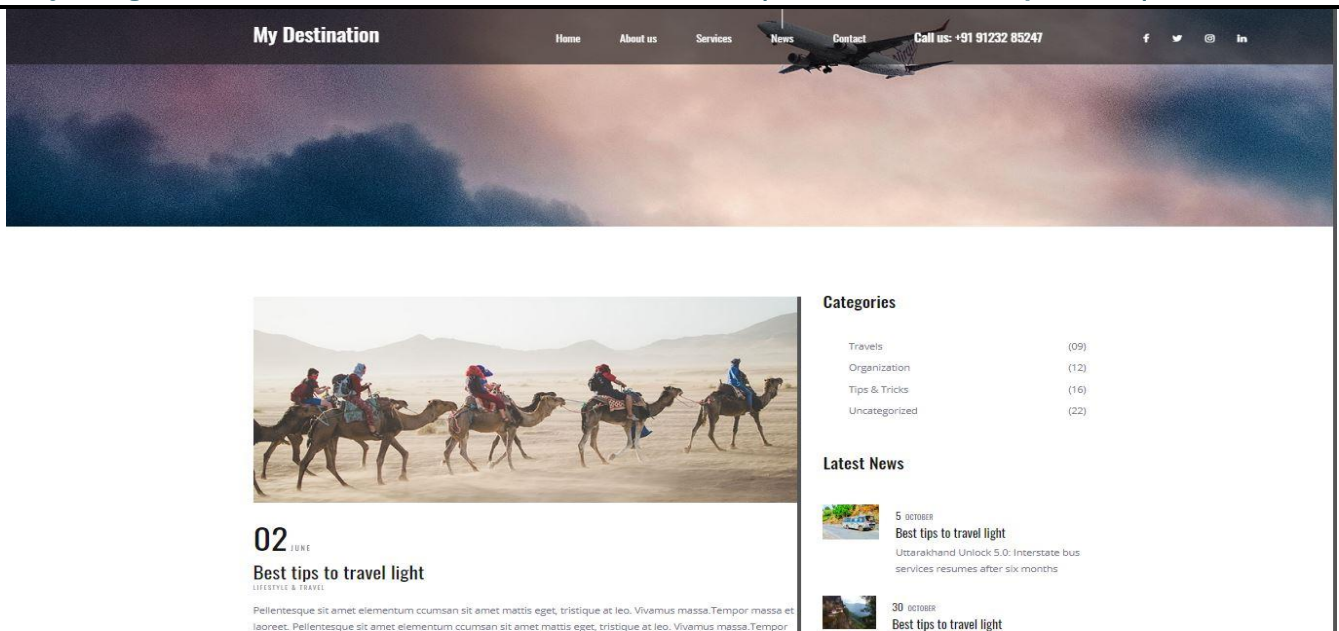


Fig 5.11: News Blogs Page

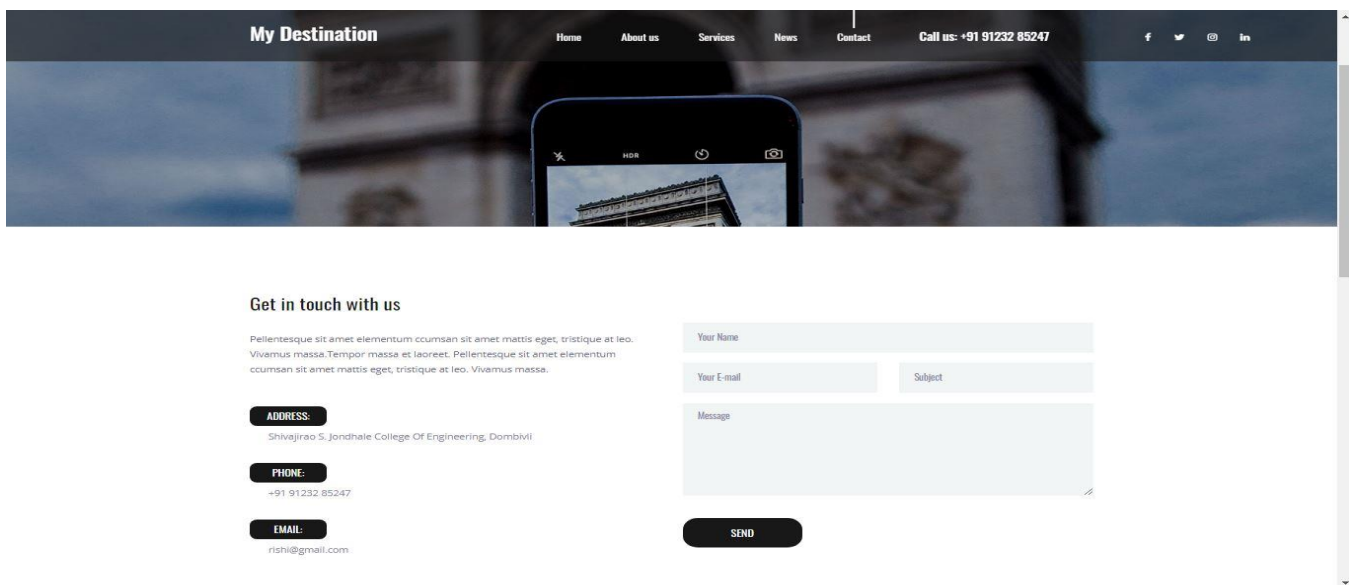


Fig 5.12: Contact us and Feedback Page

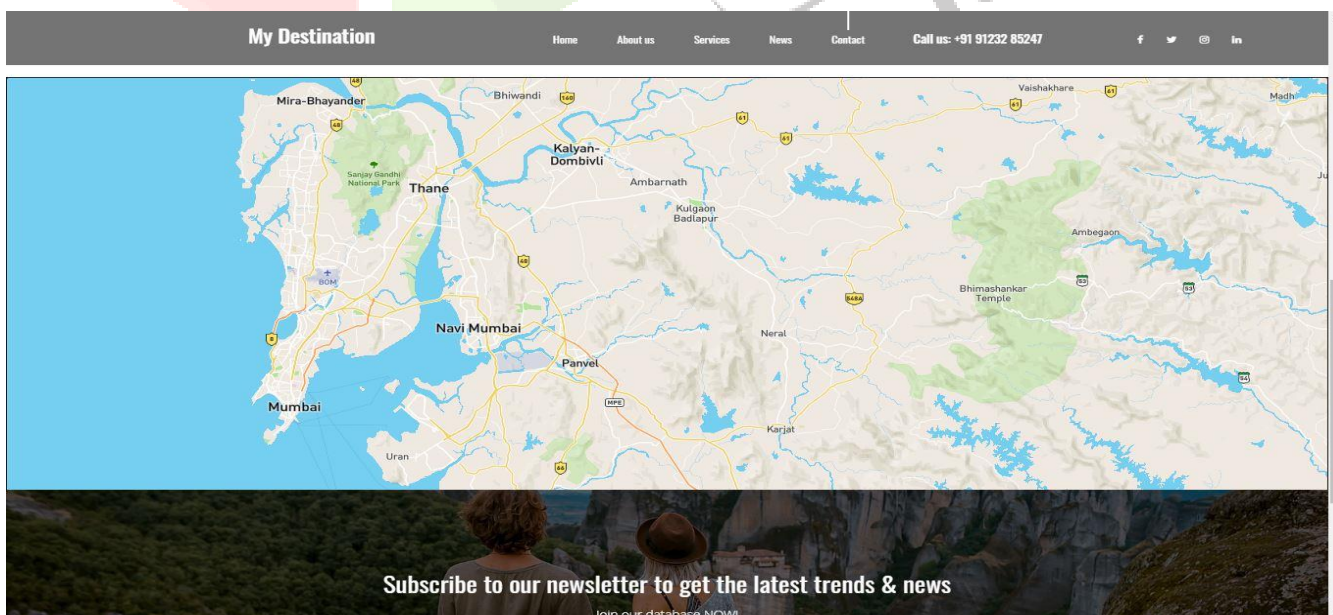


Fig 5.13: Live Map



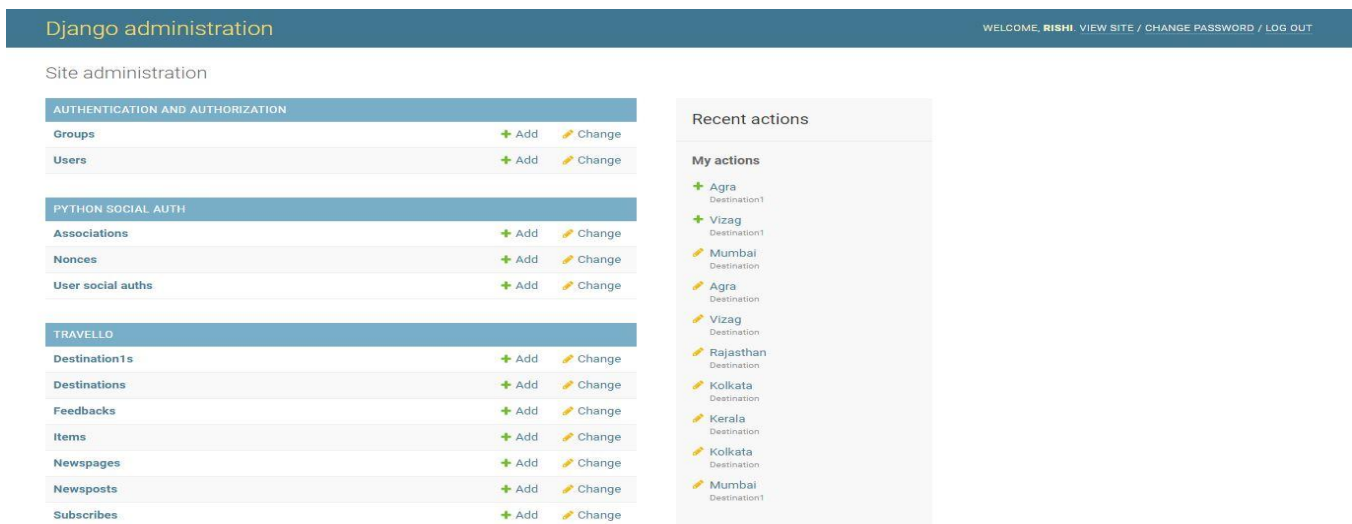


Django administration

Username:

Password:

Fig 5.14: Admin Login Page



Django administration

WELCOME, RISHI | [VIEW SITE](#) / [CHANGE PASSWORD](#) / [LOG OUT](#)

Site administration

AUTHENTICATION AND AUTHORIZATION	
Groups	<a href="#">+ Add</a> <a href="#">Change</a>
Users	<a href="#">+ Add</a> <a href="#">Change</a>

PYTHON SOCIAL AUTH	
Associations	<a href="#">+ Add</a> <a href="#">Change</a>
Nonces	<a href="#">+ Add</a> <a href="#">Change</a>
User social auths	<a href="#">+ Add</a> <a href="#">Change</a>

TRAVELLO	
Destination1s	<a href="#">+ Add</a> <a href="#">Change</a>
Destinations	<a href="#">+ Add</a> <a href="#">Change</a>
Feedbacks	<a href="#">+ Add</a> <a href="#">Change</a>
Items	<a href="#">+ Add</a> <a href="#">Change</a>
Newspages	<a href="#">+ Add</a> <a href="#">Change</a>
Newsposts	<a href="#">+ Add</a> <a href="#">Change</a>
Subscribes	<a href="#">+ Add</a> <a href="#">Change</a>

Recent actions

My actions

- [+ Agra](#) Destination1
- [+ Vizag](#) Destination1
- [Mumbai](#) Destination
- [Agra](#) Destination
- [Vizag](#) Destination
- [Rajasthan](#) Destination
- [Kolkata](#) Destination
- [Kerala](#) Destination
- [Kolkata](#) Destination
- [Mumbai](#) Destination1

Fig 5.15: Admin Dashboard

## VI. CONCLUSION

Thus, our developed system as a whole got benefits such as User-Friendly Interface and a Menu-Driven logic. It also provides knowledge about the latest technology used in developing web enabled application and client server technology that is in a great demand today.

## VII. FUTURE SCOPE

Our system can be modified by adding Bank Gateway to add online payment directly through this website. This website can be easily implemented under various situations. An agent can recharge his account with use of credit card. This will provide better opportunities and guidance in future in developing projects independently.

## VIII. REFERENCES

- [1.] Dragana Ilic, Lukrecija Djeri, Predrag Stamenkovic, Snezana Milicevic, "Service Quality As Travel Agencies Business Improvement factor Quality and Competitiveness in Tourism and Hospitality Industry".
- [2.] Sara Dolnicar, "Travel Agency Marketing Strategy: Insights from Switzerland".
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