

Developing Travel Tales of Arise

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Abstract - Travel and tourist websites are influenced in different aspects of websites and its searching cookies on a particular basis of web searching. In India, it is very common to get confused on searching travel websites with current location and specific landmarks which creates a bit of hepatic un-identity of providing specific information related to specific destination which tourists or hoteliers are getting uncomfortable with this rigid kind of systems. There are numerous travel websites but the travel website on which this paper is apprehended, we as a group, created this Travel website to provide information in a local basis where small cottage hotels and lodges and homestays can provide sufficient logistics and resourceful data and facility to apprehend social commendation and sufficient reliability for everyone who were getting used to such old school travel vlogs and websites which we as a consumer always getting things out of our hands specially when we are out of our comfort zone. We software engineers are always getting busy maintaining virtual code of ethics and practical observation which the system of providing travel and tourism entrepreneurship is totally lied upon. Our website covers information and fundamental data related to website which are hyperlinked with multitude disciplinary logos of information which any customer regarding of whatever their suitability lies, provides a generic information about performing any hoteling functions which customers are always lack sometimes get dissatisfied which their sustainability and income are profound, we are also considering such factors on a large, medium and local scale. The scope of this paper is in initial stage so we are considering only the local phase here with the help of fundamental data and logistical

information which is exactly needed for this paper. Several data and algorithms are provided in this report, which gives us a keen sense of idea how we will put on this paper on a local scale. The fundamental way which we have consideration of providing a general idea of creating this paper by the help of JavaScript, HTML, CSS and Bootstrap 4.0 using the Visual Studio Code Platform.

Keywords: - JavaScript, HTML, CSS, Bootstrap 4.0, Hotel Booking, Economically sustainable and finding hotels, Local Economy Boosting, Special Performa.

1. Introduction

1.1 Background: The purpose of this Web Development paper is to try to provide an ease to the travelers or tourists to go through our newly built website and have a smooth journey experience.

1.2 Purpose of the Paper: Tourism and travel services represent one of the ever growing sector of economic generation. The arrival of internet and its widespread facility provides a global economic impact regarding preparation of travel blogs, travel websites, travel search generators and hotelier confederation. Despite a global economic crisis that lasts during Covid pandemic situation, the economic stagnation of these industries have suffer a terrible growth. But network business pillar to connect different sectors which are involved directly or indirectly

are again gaining a good amount of acceleration of economic flooding. More individuals are joining on this upcoming market sectors which provides a good amount of competition regarding of whatever the field they are facing. Still this industries is a promising sector to provide multiple aspect of money transaction and providing a useful data of how much people are getting pluralized on the field of tourism and travels. A popularity of online transaction is increasing day by day which surge a better opportunity to adapt such industries with a whole dependency on software curriculums.

The internet is mainly responsible for enumerating such industries and It also provides an intelligent field of constructing a large example of cultivation of tourism market. This market was fledged only a limited scale of just providing simple and outsourcing data's which are only needed to identify a small sector, but now things are getting changed and we are connecting multiple industries with multiple diversity with passion lovers and business entrepreneurs with production facilitators and last but not the least with growing crowd of online consumers which helps bombastically growing this industry in a large, wide and global scale.

In 2009 the tourisms & travel industry employed more than 237 million people (around 8.2) of total worldwide employment) and generated 94% of world GDP which forecasted the growth percentage 0.2 in between 2010 and 2020. To sustain such digital outcome, Organism of business asset formed a coalition body digital marketing organization. Digital Marketing origination or digital marketing affiliation is a combined source of information and marketers who are responsible for providing marketing facilities through online mode. Such market plane are generally considered when business origination set up a large scale marketing policy(connecting globally through some adherent facilities) on such special occasions Digital marketing originations are functionalized by simply adjusting online curriculums into a wide scale network of marketing affiliations and whole scale organization. Our tourism travelling agencies are directly dependent on the agent of affiliation and online publication. So, Digital marketing organization are useful asset to

provide an engineering method to solve complex & integral method to carry out digital function of marketing in a better understandable algorithm.

1.3 Problem Statement: To design and implement the Web Development paper and to fix the issues faced by many users during Travelling or a Tour. The requirements of the tourists are clearly mentioned in our newly built website where we have included the Homestays, Food & Lodges, 24*7 Hospitality and Emergency contact to co-operate up with the travelers.

1.4 Objective: Destination website homepage (i.e. first page presented when entering a website) is the unit of analysis because destination websites have a varying source of information, navigation structure and depth. The homepage is the most consistent part of any inter website unit. So, such destination websites, homepages are generally coded for enlisting content analysis. After reviewing relevant literature and conducting experimental analysis of considering different sites number around 78, we can explain some subsequent analysis how a general website can be designed on the basis of such methodological ideas and premises.

Primary focus of this paper clearly mentions the important idea about providing general information regarding tourist attraction spots, Food and logistic service of restaurants, hoteling and management facilities, destination to and fro services, hospitality management systems, easily accessible orientable data and last but not the least a general satisfactory knowledge and idea about getting things solely economic and affordable aspirate cohesion.

Websites may be coded for social media tools and other travel aids (e.g. City map, Weather information, event calendar, hotel booking service).

2. Literature Review

Travel planners seeking online information about a destination may choose one of the following strategies: (1) to formulate a query by entering destination-related keywords in a search engine (e.g. Google), or (2) to access directly the destination website by typing previously determined web address. In the absence of previous knowledge about the destination, most

travel planners opt for the former alternative and perform an online information search. Online information search proceeds in three stages: search, primacy, and elaboration (Kim & Fesenmaier, 2008). During the search stage, people use their knowledge and expertise to identify keywords for retrieving information with a search engine. After receiving the first page of search engine hits, people enter the primacy stage, during which they select and visit promising web-sites. Based on first impressions created by a homepage, visitors either explore or depart websites during the elaboration stage. Visitors who encounter an unhelpful or suspect website are likely to exit it, return to their search engine results, and follow subsequently listed hyperlinks until they obtain desired information. People often develop an initial impression of an object or person within two to seven seconds (Kim, Hwang, & Fesenmaier, 2005) and can assess a website's visual appeal within 50 ms (Lindgaard, Fernandes, Dudek, & Brown, 2006). Because visitors form website impressions within several seconds, destination websites should 'evoke a favorable initial impression at the moment when information searchers access it, because they can easily leave the site through one-time click to find another potentially more persuasive website' (Kim & Fesenmaier, 2008 (8). A positive first impression can desensitize visitors to deficient secondary elements (e.g. links to internal or external items), thus boosting total assessments (Lingard et al., 2006).

In contrast, recapturing the attention of visitors who formed a negative first impression is problematic. First impression and halo effect (i.e. the tendency to transfer the positive/negative evaluations of one or more characteristics of the website to other, possibly unrelated, attributes of the same website) are related, as first impressions influence overall judgments of objects and people (Tetlock, 1983). Clearly, the multimedia elements (i.e. image, audio, animation, and video) of homepages influence first impressions of websites, as they provide rich cues that facilitate information retention, can attract attention, and encourage website exploration (Lim, Benbasat, & Ward, 2000). Such elements encourage visitors to believe that they can make more informed travel decisions because they received information that is original, unambiguous, and

consistent with the destination's attributes.

3. Methodology

HTML5 and BOOTSTRAP 4.0 is used in the Front End part of our paper of web development. In this paper, there are five main sections i.e. Home, About, Services, Contact us, Login. We provide the services i.e. Hotels, Restaurants, Hospitality and Emergency at any time.

Using HTML5, we have added images, hyperlinks, carousel timer to our website. We can also add hover effect to our images. The hover effect is a very preferable effect which increases the beauty of any webpage. We have located the navigation bar and its items and aligned using the margin and the padding method. Using row and column effect, we have attached the footer to our website. We have added timer carousel which helps in presentation of sliding images using timer effect in HTML. Also, using the box element, we have designed the Hotels, Restaurants and Hospitals Page. In each box, we have added the Respective images with their respective location which allows the users and makes it easy for them to locate the places. Using hyperlinks, we have interconnected our HTML pages with each other, which brings you to the required page on a single click.

Using Bootstrap 4.0, we have designed the Services and Registration Page. We have made the Registration form using the col-sm attributes. Additionally we have added the text, number, email and password inputs respectively to create the form. Again using Bootstrap 4.0 we have designed the services page where we have different boxes each describing its specialty. Using the col division method we have designs the team members section of our paper.

CSS has played a very important role in designing and rendering images and elements in our web page. Using CSS, we have provided the respective color, timer, transition, hiver effects, shadows, etc.

Using JavaScript, we have dealt with the timer of the images presentation.

3.1 Introduction: Websites of such online curriculums are totally based on the aspects of fundamentals of software and applications on which website designs are allocated. Here, HTML5, CSS, Bootstrap 4.0, JavaScript and Visual Studio Code are included in this multi

diversified paper. So, identification of each fundamental functions are important to get habituated about the work which is needed to be conducted.

3.2 Technologies used in this website development paper:

HTML 5– Stands for Hypertext maker up language it is basically use for the designing of web pages according to user need. We can say, HTML acts as a skeleton of any webpage. It is used widely for its ease as it is platform independent. We can add image, audio, video, and hyperlink. In this paper, we have used HTML5 which is a recent version of HTML. Using HTML5, Web developer gain more control on their website.

CSS – Stands for Cascading style sheets. It is basically used for rendering the elements on a webpage. We can say that CSS is used for the beautification and designing of a webpage. Most importantly, CSS place an important role in the versions and layout for different devices as well as screen sizes. We use CSS to provide consistency in design and formatting options.

BOOTSTRAP 4.0 – It is mainly a front end framework which helps for quick and easier development of webpages. We can include many templates for example search buttons, Navbar, forms, tables, etc. According to user need. In the model world it is most famous used framework using BOOTSTRAPS, a websites phase's very limited number of bugs. It is highly customs framework for which it is so much preferable by the developers.

JAVASCRIPT – also used in the Front End. It is very much popular used programming language by most worldwide.

VISUAL STUDIO CODE – Commonly known as VS code. Is a recent tool used by most of the developers. It provides a user the need of instant code- build- debugs –cycle. It has a robust architecture. The languages which are used in this platform are HTML5, CSS, BOOTSTRAP 4.0 and JavaScript.

4. Result and Output



Figure 4.1: Main Page

- We used the 'hover' effect and the 'color' changing effect in the navbar.
- We used the 'unordered list' and the 'position' & 'float' elements to create the navigation bar and its rendering of the elements.
- We displayed the image presentation using 'timer' effect in which each image will change over a specific period of time.

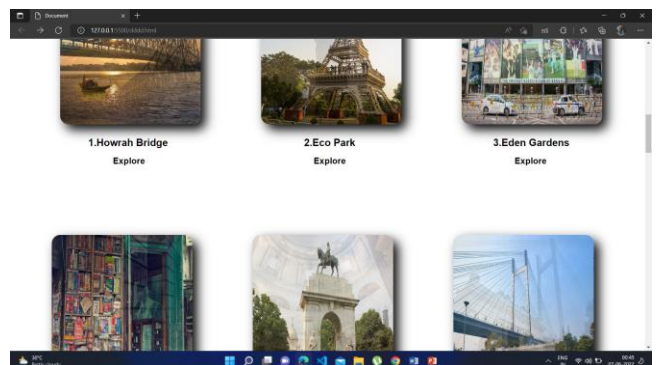


Figure 4.2: Places of Visit

- We have designed the 'Places of Visit' and the presentation of one to three images is done using the 'transition timer' effect.
- We have linked each of the Places with their respective maps with the help of 'anchor' tag.
- We have placed and designed the position of the images using 'margin' element.

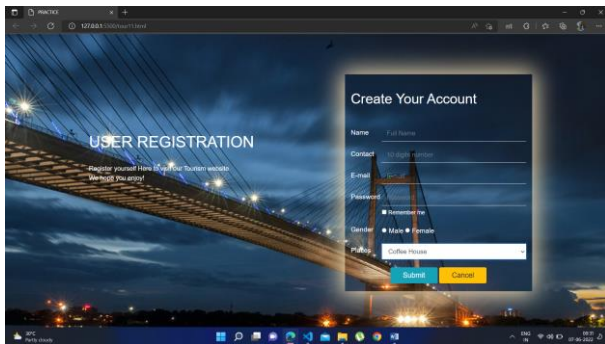


Figure 4.3: Registration Form

- We have used 'column division' method of Bootstrap 4.0 to design this main division of the page.
- We have also added the inputs of number, email, password, etc. to provide the inputs in the Form. Dropdown is used for choosing the 'Places' in the Form.
- We used the 'button' attribute like primary and warning to design the color of the 'submit' and 'cancel' button respectively.

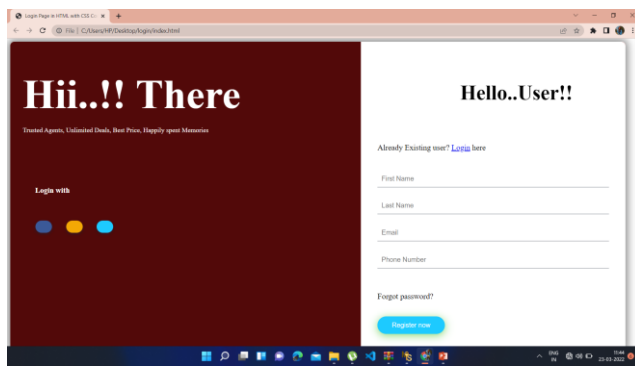


Figure 4.4: Login Form

- We have added the 'fa' element for 'Font Awesome' icons in place of Facebook, Twitter and Google.
- We have created a Form using HTML using 'input' and 'label' attributes.
- We have designed the boxes using 'margin' and 'border' tag in CSS by setting its Border radius and box shadow accordingly.

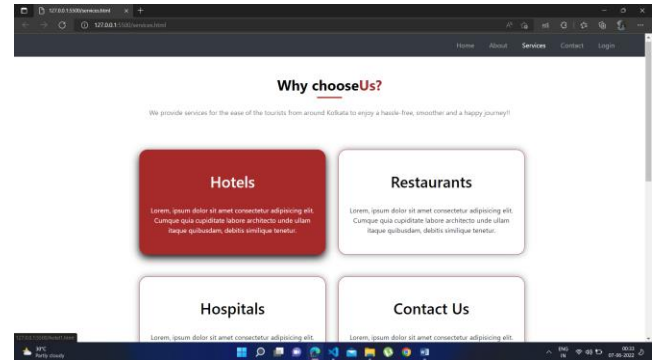


Figure 4.5: Services

- We have used the 'navbar' attribute to design the navigation bar. Using 'col-sm' method, we have set the elements in a perfect alignment and 'sticky' method to fix it at top.
- Using the 'hover' tag, we have put a CSS using which the text color changes and glows up whenever the mouse is hovered upon any box.
- We have connected each of these services 'Hotels', 'Restaurants', 'Hospitals' and 'Contact Us' which their individual designed webpages with the help of 'anchor' tag.

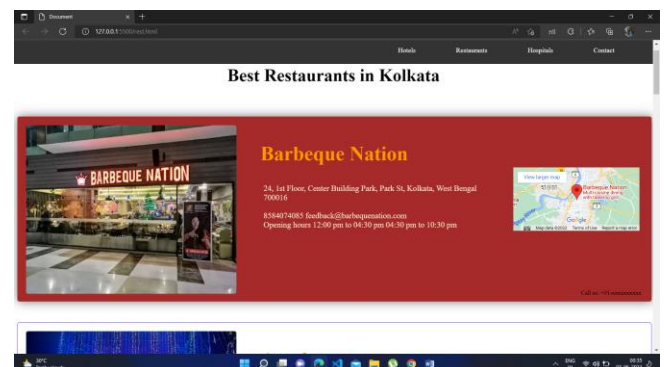


Figure 4.6: Restaurants

- We have used the 'ul' tag to form the navbar.
- Also, we have used the 'margin' and 'float' elements to design the navbar accordingly.
- We gave CSS in the box on which when hovered gives an effect of color changing and box shadow.

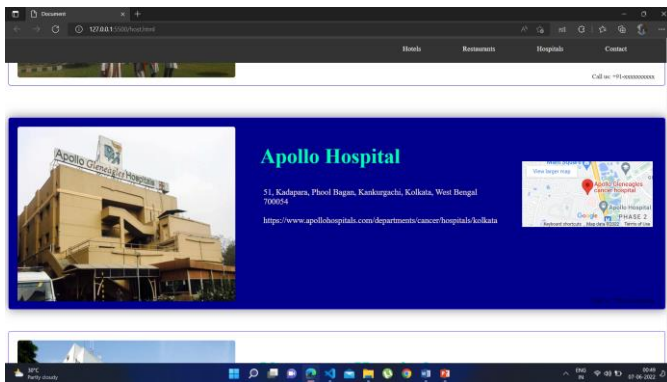


Figure 4.7: Hospitals

- We have used the 'ul' tag to form the navbar and 'float' and 'margin' elements to render the lists accordingly.
- Also, we have used the 'margin' and 'border' to set the radius of the boxes.
- Using 'anchor' tag, we have provided a location guide for each Hospitals.

5. Conclusions

Research on the characteristics of destination websites are found to be in a scarcity of information. Furthermore most studies have been focused upon top class websites of developing countries where resource management, fundamental ethics and information guidance are abundant. Thus overlooking website solely including Kolkata city in West Bengal, India needs a further more research for providing appropriate information with delegation of vendors, providing a ground report of what they can provide on promises of what they may have. Such information are a ground to ground site investigation and data collection which is also very scarce in nature of this field. So, DMOs are an ideal background of providing such comprehensive methods to delegate natural enthusiasm over fundamental ideas of business covering all assets of online mode and sweet and easy understanding of connections among software engineers, vendors and customers. The implication of this research is diverse in nature of this field and there are more similarities in differences than design among websites and global vendor associating websites. The focus of this paper is a computer based software on a priority of website promulgation service. This

total area of research is based on a content of visually appealing multimedia elements and a balance between information content and commercial transaction, with a moderate use of banner ads, is an emerging standard in a rapid grow success in web based technologies. Newer features continue to be added in an evidence by increasing the use of social media and multimedia applications. Other findings suggest several practices of DMO websites should be functional, simple and aesthetically correct. Thinking about like a website visitor we should also provide a simple goal of gathering information related to destination, site design, time and effort and last but not the least, a user friendly application.

Our study suggests that destination websites should be considered in a proper way of providing information and knowledge remuneration that should be easy to understand not just for the vendors but also for the customers who generally want to connect social media in an apprehended way. So our current analysis summarize us to use our subjective knowledge on a prior genesis of addressing different areas of professional fields with a quick accessible data and a summoning way of providing physical information related to easy understandable website designing methodologies.

It is also taken to be as a consideration that websites should not be complicated and proper information of validate members should be enlisted in a proper stage of preparing a good and ample amount of sources which we need to collect on a site to site visiting gesture. This work of research is a promising area and we should not conclude this idea on a small scale, more practical analysis are needed to be added so that everyone can understand this paper in a very easy and understandable way.

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