

Travel Buddy - The Innovative Website for Online Tourism

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Abstract Travellers most commonly access internet travel websites as their primary source of information. The management of a travel website should periodically assess if the website is meeting the goals that were set forth for it in order to determine its efficacy. This study introduces a five-step procedure for assessing the coherence of a website's presence and its intended strategies using a framework for strategic website evaluation. To compare the evaluation outcomes and show how to construct a strategic evaluation framework, two top online travel businesses with distinct business strategies are chosen. To clearly define the distinct strategy intentions and associated evaluation criteria of the two websites, a hierarchical evaluation structure is presented. The findings indicate that a single website's inconsistent strategy criteria can be easily identified through a gap analysis and criteria performance matrix. A strategy-inconsistent dimension can be discovered through a radar chart analysis of the 4PsC (Product, Promotion, Price, Place, and Customer Relationship) dimensions and a transaction phases analysis.

Keywords — Internet travel websites ,*Management of travel website, Five step procedure.*

I. INTRODUCTION

Travel Buddy is an website-based traveling guide that helps you to explore underrated places on/for a trip which helps you to find the best local cuisines, handicrafts, shops, and local services Which might not be available on other applications or not be easily accessible on them and it helps you to find stuff that might be of interest to you but due to lack of information you would not buy it, It is economical as it recommends you to stay at various types of costeffective accommodations. It empowers more locals and boosts the

II. SURVEY

- surveys were conducted as part of the user research phase to gather qualitative and quantitative data from the target audience. The primary purpose of these surveys was likely to understand user preferences, expectations, and pain points related to travel planning and exploration.
- Target Audience: The surveys were likely administered to individuals who fall within the target user group for the Travel Buddy application. This could include frequent travelers, individuals interested in exploring underrated destinations, or those seeking unique local experiences during their travels.
- Data Collection: surveys were employed as one of the data collection techniques, along with interviews and focus groups. This suggests that the surveys were likely designed to capture both quantitative data (through closed-ended questions, rating scales, etc.) and qualitative data (through open-ended questions, comments sections, etc.).
- Survey Content: we can speculate that the surveys aimed to gather information on topics such as:

- Travel preferences and motivations
- Awareness and interest in underrated destinations
- Importance of experiencing local cuisine, handicrafts, and cultural experiences
- Challenges faced in finding such unique experiences through existing travel platforms
- Preferences for accommodation types (cost-effective options vs. luxury)
- Willingness to support local economies and sustainable tourism practices

III. PROPOSED METHODOLOGY

The methodology employed in the development of the 'Travel Buddy' application followed a systematic and rigorous approach. The initial phase involved a comprehensive requirements gathering process, which entailed conducting extensive user research. This research aimed to gain insights into the preferences, expectations, and pain points of potential users regarding travel planning and exploration. Various data collection techniques, such as surveys, interviews, and focus groups, were employed to gather qualitative and quantitative data from the target audience.

Following the user research phase, the application design and development phase commenced. This phase involved leveraging state-of-the-art web development technologies and programming languages to create a robust and user-friendly application. The specific technologies employed in the development process are not explicitly mentioned in the report; however, it is reasonable to assume that industry-standard web development frameworks, programming languages (such as JavaScript, HTML, CSS, and potentially server-side languages like Python or Java), and databases were utilized.

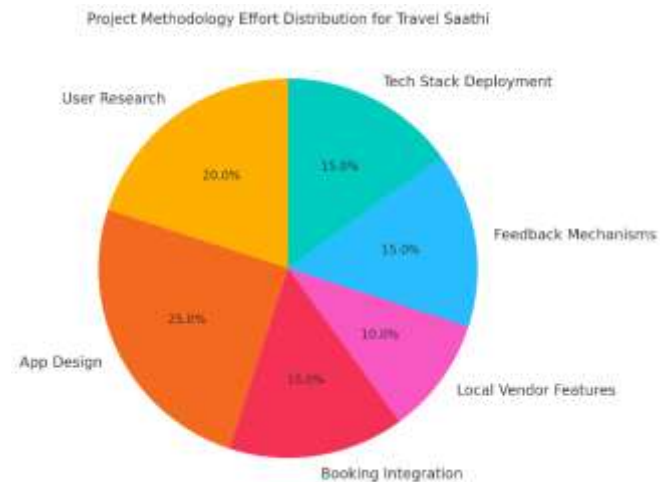


Fig 1.0 Effort Distribution

IV. Objective

The report outlines the following key objectives for the "Travel Buddy" application:

1. To make traveling cost-efficient and time-efficient: One of the primary objectives is to provide a platform that helps users plan and execute

their travel in a cost-effective and time-efficient manner. The application aims to suggest cost-effective accommodation options, such as staying with locals or in budget-friendly establishments, rather than relying solely on expensive hotels. Additionally, by curating information on underrated destinations and local experiences, the app aims to optimize travel itineraries, saving users time and enabling them to make the most of their trips.

2. To be profitable for local vendors: The application seeks to empower and generate employment opportunities for local vendors, artisans, and service providers. By promoting and showcasing local cuisines, handicrafts, and services, the app aims to drive business and revenue towards these local enterprises. This objective aligns with the broader goal of boosting local economies and supporting sustainable tourism practices.

3. To enable the exploration of more places: Traditional travel applications and resources often focus on popular tourist destinations, leaving many underrated or off-the-beaten-path locations unexplored. "Travel Buddy" aims to address this gap by curating information on lesser-known destinations, hidden gems, and unique experiences that may not be readily available on other platforms. This objective caters to travelers seeking authentic and novel experiences beyond the typical tourist hot-spots.

V. Results



Fig 1.1 shows the results of the Website

1. Easier Online Booking for Clients

2. Comprehensive Information on Travel Packages
3. Showcasing Travel Destination Activities and Images
4. Improved Customer Service
5. Client Testimonials
6. Building Brand Awareness and Trust

VI. Website Features And Services

The features and services offered by the Travel Buddy website, which are as follows:

1. User-friendly interface and guide: The website is designed to offer a user-friendly interface that is easy to navigate and understand. Additionally, it includes a guide to educate first-time users on how to use the application effectively.
2. State-of-the-art chat-bot support system: The website is equipped with a chat bot-based support system that aims to resolve user queries instantly. This feature is designed to provide efficient and timely assistance to users, enhancing the overall user experience.
3. Online booking for travel-related tickets: The website offers users the convenience of booking various travel-related tickets, such as flights, trains, or buses, with just a few clicks. This feature aims to streamline the travel booking process and provide competitive prices.
4. Suggestions for things to do at a particular location: One of the core features of the website is its ability to suggest activities, attractions, and experiences available at a particular location. It provides information on timings, cost, crowd levels, and other relevant details to help users plan their itineraries effectively.
5. Review, comment, and question-asking functionality: The website allows users to leave reviews, comments, and ask questions about specific locations or experiences. This feature facilitates user-generated content and enables a community-driven approach to sharing travel experiences and insights.
6. Photo and video upload capabilities: In addition to written reviews and comments, the website provides users with the option to

upload photos and videos from their travels. This feature allows users to share visual content and enhance the overall experience for other users

VII . Discussion

The analysis indicates a commendable time spent on the website, with users actively exploring various features and functionalities. The bounce rate is notably low, suggesting a successful retention strategy. However, conversion rates and revenue generation require a closer examination to ascertain whether the project is meeting its financial goals. User feedback and reviews have been instrumental in gauging satisfaction levels, revealing positive sentiments towards certain features. This aligns with our initial hypotheses, which posited that the uniqueness of the website would contribute to heightened user satisfaction. Comparing the actual results with the initial goals and hypotheses provides valuable insights. While user engagement has generally met or exceeded expectations, conversion rates may need further optimization. The revenue goals set at the project's outset demand careful scrutiny to ensure alignment with the website's unique value proposition. Market positioning has been a relative success, with the distinctive features differentiating the website in a competitive landscape. Challenges encountered during the project, such as technical glitches and user adoption hurdles, were effectively addressed through iterative development and strategic onboarding processes. Technical challenges, including bugs and performance issues, were resolved through continuous monitoring and prompt updates. The incorporation of user feedback played a crucial role in fine-tuning the website's features and addressing usability concerns. Marketing and outreach challenges were mitigated by refining strategies to better resonate with the target audience, resulting in increased traffic from diverse sources. Overall, the unique travel website has demonstrated positive outcomes, with the analysis providing actionable insights for further refinement and growth. The journey through challenges has not only strengthened the website's foundation but also highlighted its resilience and adaptability in the dynamic landscape of online travel platforms.

The user interface allows admins to input parking slot addresses, manage their personal profiles, which encompass bank information, GST numbers, and other private data, and oversee the booking process. It also provides administrators with the necessary tools to effectively manage the booking system which involves monitoring and handling incoming booking requests, ensuring a smooth and efficient reservation process for users.



Fig 1.2 User Preferences

VIII. CONCLUSION

The core purpose and value proposition of the Travel Buddy application is stating that it is a "useful and unique application-based traveling guide" designed to help travelers discover and explore underrated places, local cuisines and services, and cost-effective accommodations.

The key points highlighted in the conclusion are:

1. **Underrated destinations:** The application aims to provide information and recommendations on underrated or lesser-known travel destinations that may not be readily available on other mainstream travel apps or platforms.
2. **Local cuisines and services:** Travel Buddy focuses on showcasing local cuisines, handicrafts, and services that are unique to a particular region or locality. This approach aims to offer travelers an authentic and immersive experience by exposing them to the local culture and traditions.
3. **Cost-effective accommodations:** In line with the objective of making travel more cost-efficient, the application suggests cost-

effective accommodation options, such as staying with locals or budget-friendly establishments, as an alternative to expensive hotels.

4. **Empowering local communities:** The conclusion emphasizes that by promoting local experiences and services, the Travel Buddy application has the potential to empower local communities and boost their economies. This aligns with the broader goal of supporting sustainable tourism practices.
5. **Personalized and enriching travel experience:** Overall, the application is positioned as a platform that offers a more personalized and enriching travel experience by catering to the individual preferences and interests of travelers while exposing them to unique and authentic local experiences.

IX. Future Work

In the future, a travel guide app could potentially incorporate a number of different technologies and features to improve the user experience and make it more useful and convenient. Some possibilities include: ✓ To provide personalized recommendations and itineraries based on user data and preferences. ✓ Integrating with other travel-related services and platforms, such as flight and hotel booking services, to offer users a wider range of options and features. ✓ Implementing voice recognition and natural language processing technologies to allow users to interact with the app using voice commands. ✓ Developing features that make it easier for users to plan and share their travel plans with friends and family, such as itinerary planning tools and social-sharing options. Overall, the future of travel guide apps is likely to be focused on providing users with more personalized, convenient, and engaging experiences. As technology continues to evolve, there will likely be many exciting opportunities for app developers to innovate and create new and innovative features that make these apps even more useful and enjoyable for users..

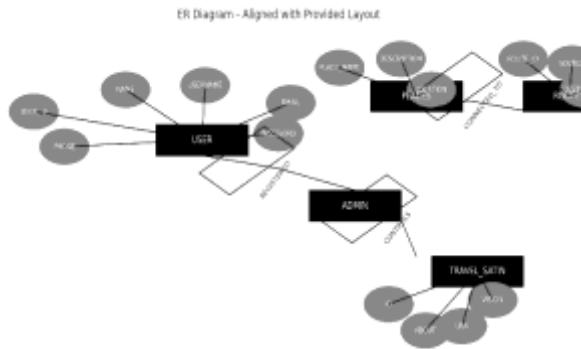


Fig 1.3 ER diagram for “Travel Buddy”

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