

## TOUR AND TRAVELS

Ayush Vikram Singh<sup>1</sup>, Aryan Togariya<sup>1</sup>, Aishwary Tripathi<sup>1</sup>, Adarsh Singh<sup>1</sup>, Ravi Gupta<sup>2</sup>

<sup>1</sup>UG Student, IMS Engineering College, Ghaziabad

<sup>2</sup>Faculty of IT Department, IMS Engineering College, Ghaziabad

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**ABSTRACT:** Tourism is important in many ways- it can be for leisure, business, education, culture and for fun; it is very happiest part of the life. Tourism industry is a fast developing sector for the economy worldwide. Tourism has become a popular global leisure activity.

**Keywords** website: HTML, CSS, java, database.

### 1. INTRODUCTION

“Tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movement for all purposes, as well as day visit or excursions”.

As the name suggests, this feature provides the opportunity to the user to explore his trip on his computer. On a Google map showing all major cities, the user clicks on his starting city. Then by providing his interest, and the range of his travelling he will get all the cities, which matches both criteria, on a Google Map centered on his starting city. Now with just only a click he can explore any city for its rating, main attractions and experiences of the 4 past travelers to that city. Along these things, a slide show of the photos of that city searched from tour and travels.

### 2. WORKING

**The proposed system work as follows:**

The Tour and Travels is the part of the sample application that provides customers with online Tour and Travels. Through a Web browser, a customer can quick register on tour and travels websites and then Employee fill up the quick registration form completely or the send login detail user name or password by email from customer.

And customer sign in (login) to a user account, and select the packages, Hotel cart contents by booking an order. After placing an order for selected items a user can make payment with through a credit card or through cash by hand.

There is no need to wait in long queue for purchase. Customer can select tours and package or booking Hotels.

### 3. METHODOLOGY

#### 3.1 Front End development

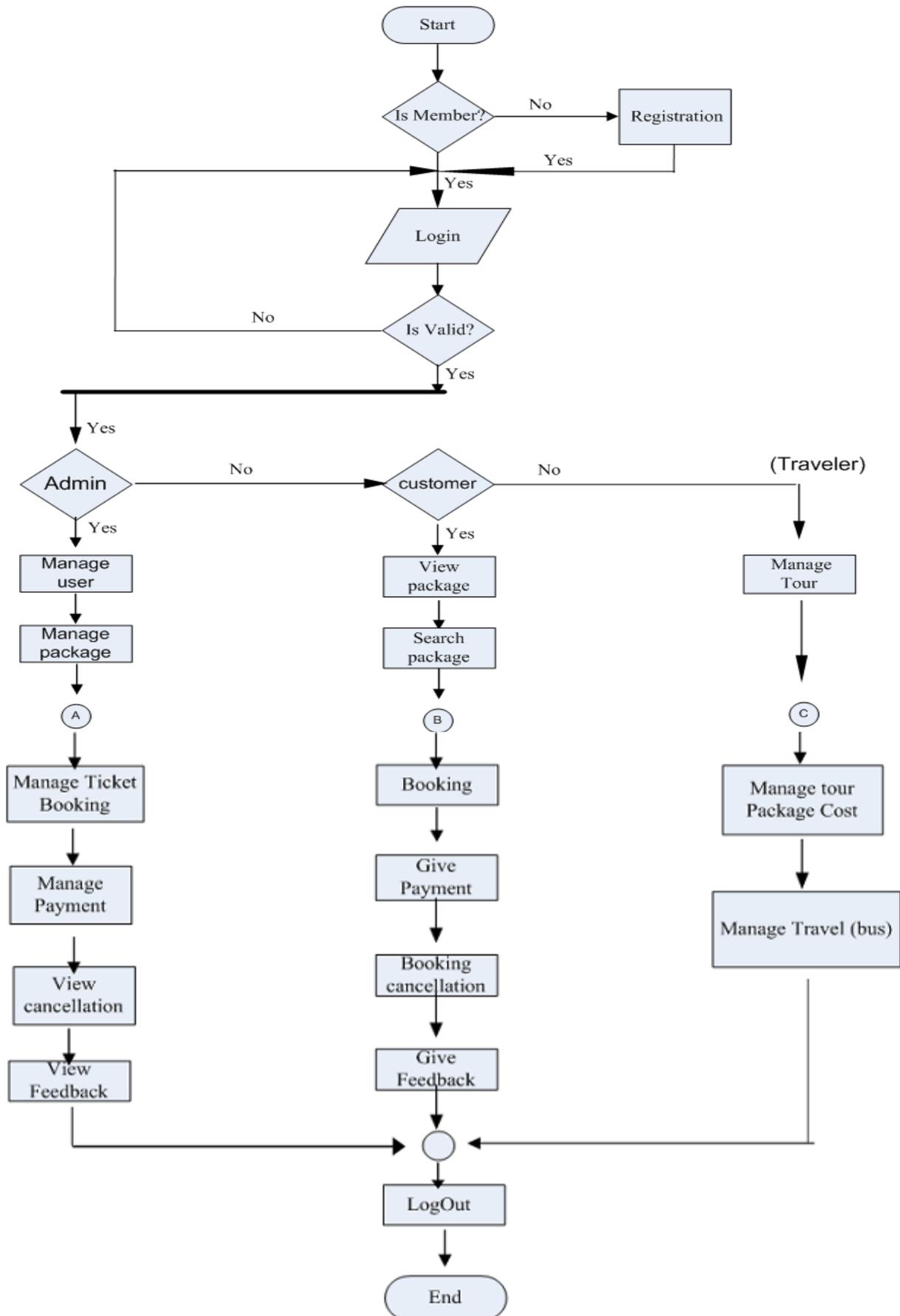
The front end has been developed using HTML, CSS, PHP, JavaScript, and Bootstrap. We have made it highly user friendly so that any one is able to use it. We have displayed a helpline number in case anyone is facing any issue in booking a trip. We have created many modules one for admin another one for employee next for package another one for hotel and last for customer.

#### 3.2 Back End development

The back end of the project is coded in Java. The major features of the back end of the project can be illustrated as under.

- No actual queries are used. Any database operation whatsoever is performed using SQL Data Source. Using them gives an added advantage of security, as the issues related with non-use of parameterized queries is already taken care of.
- Use of MY SQL tables instead of Data Grid Views so as to endure more firsthand exposure to manual binding of data to controls.
- Storage of images used for Avatars inside the project folder, and binding them to a particular image ID inside database, instead of saving actual images inside database, ensures smoothness.

4. FLOWCHART



## 5. LITERATURE REVIEW

A large body of literature on tourism brand promotion, destination branding and tourism marketing were referred to frame the conceptual background on the subject.

### 5.1 SEARCH PROCESS

Detailed literature survey was carried out during the research process in order to acquire more conceptual clarity and to facilitate problem formulation. Initially, a review of research abstracts was done with the help of PROQUEST, provided by American Business Information Corporation.

### 5.2 THEORETICAL LITERATURE

The theoretical literature was reviewed for providing a basis for empirical review. Various theories and models relating to tourism, tourism system, tourism marketing and destination branding were reviewed.

1. Tourism is a temporary movement of people to, and their stay in, various destinations.

2. It is a leisure activity in which money earned in one's domicile is spent in the places visited.

3. It is an activity involving a complex mixture of material and psychological element.

#### 5.2.1 BRAND STRATEGY MODEL

The Brand Box Model developed by Chernatony and McWilliams<sup>13</sup> explains the two key dimensions that could clarify the strength of the brand: representationally and functionality.

The first dimension promotes the idea that consumers use brands to help them to express something about themselves. It is defined as a set of consistent beliefs and meaning held by their purchasers and users, which are with the products or service.

## 6. CHALLENGES AND LIMITATIONS

There are still many challenges as well as the limitations in the proposed system. It is difficult to get a result with 100% accuracy since it is difficult to spread awareness among people about the website. Other problems are:

It would be difficult for people who are not computer literate.

Though readily coded and structured as per basic requirements, the project still has limitations on some grounds. Few of them are as mentioned below:

1. The project doesn't take care of server load, i.e. the outcome of multiple simultaneous editing transactions is still unknown.

2. An essential feature of modern sites, of instant asynchronous connection to database, refreshing parts of pages without refreshing the whole page, through AJAX isn't present in the project.

3. One cannot look for a particular id with the help of keywords, on the project/site.

4. Unlike usual blogs, one cannot change the theme of his/her id.

## 7. EXPECTED RESULT

- The system can be used as Tour and travels in real life. Anyone who wants to visit the Web app online or wants to build online booking packages and hotel, he/she can use this application for their use.
- Uses of new controls of JSP into this website and fully responsive website.

## 8. CONCLUSION

Though still in its primal stage, Online Tour and Travels is a fully functional blog management tool running at full scale and maximum database support. Over time updates like use of java extension of responsiveness to smaller devices, and addition of theme module to bring it more close to Word Press will be provided, so as to enhance the project.

Also this is one of the rarest project to do, as it hadn't been done before as on the internet. The project focuses on implementing interaction platform from the basic scratches and not from a template.

Overall, the industrial training proved to be helpful in enhancing the trainee's practical skills, and a wonderful stimulus for extension of theoretical knowledge to real world applications.

## 9. ACKNOWLEDGEMENT

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