



# TRIPADVISOR E- MANAGEMENT

AN OVERVIEW OF ONLINE TRAVEL PLATFORM MANAGEMENT

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# WHAT IS TRIPADVISOR?

- TripAdvisor is a leading online travel platform that provides users with travel reviews, recommendations, and booking options for accommodations, restaurants, and attractions worldwide. It enables businesses to connect with millions of travelers and manage their online presence effectively.



# FEATURES OF TRIPADVISOR E-MANAGEMENT

- User-generated reviews and ratings
- Detailed business listings
- Management response tools
- Analytics and insights for businesses
- Advertising and promotional options
- Booking integration with third-party systems



# ADVANTAGES OF TRIPADVISOR E-MANAGEMENT

Increased visibility  
for businesses

Access to a global  
audience

Valuable customer  
feedback

Enhanced brand  
reputation through  
positive reviews

Data-driven  
decision-making  
with analytics

Convenient  
booking options for  
travelers



# DISADVANTAGES OF TRIPADVISOR E-MANAGEMENT

Potential for fake or biased reviews

High competition among listed businesses

Dependence on platform policies

Fees for advertising and premium features

Risk of negative reviews affecting reputation

# HOW TO OPTIMIZE YOUR PRESENCE ON TRIPADVISOR

1

Ensure your business profile is complete and accurate

2

Actively respond to customer reviews

3

Encourage satisfied customers to leave positive reviews

4

Use analytics to identify trends and improve services

5

Leverage promotional tools to stand out

CODE FOR THIS  
ABSTRACT

```
// Apex Trigger Handler
public class FoodOptionTriggerHandler {

    public static void updateHotelInformation(Set<Id> hotelIds) {
        if (hotelIds.isEmpty()) return;

        // Query hotels and their related food options count
        List<Hotel__c> hotelsToUpdate = [
            SELECT Id, Name, TotalFoodOptions__c,
                (SELECT Id FROM Food_Options__r)
            FROM Hotel__c
            WHERE Id IN :hotelIds
        ];

        for (Hotel__c hotel : hotelsToUpdate) {
            hotel.TotalFoodOptions__c =
            hotel.Food_Options__r.size();
        }

        // Update hotels with the recalculated food options count
        update hotelsToUpdate;
    }
}
```

```
// Apex Trigger
trigger FoodOptionTrigger on Food_Option__c {

    Set<Id> hotelIds = new Set<Id>();

    // Collect affected hotel IDs
    if (Trigger.isInsert || Trigger.isUpdate) {
        for (Food_Option__c foodOption : Trigger.new) {
            hotelIds.add(foodOption.Hotel__c);
        }
    }
    if (Trigger.isDelete) {
        for (Food_Option__c foodOption : Trigger.old) {
            hotelIds.add(foodOption.Hotel__c);
        }
    }

    // Update hotel information
    FoodOptionTriggerHandler.updateHotelInformation
}
```



```
public class FlightReminderScheduledJob implements Schedulable {
```

```
    public void execute(SchedulableContext sc) {
```

```
        sendFlightReminders();
```

```
    }
```

```
    private void sendFlightReminders() {
```

```
        // Query for flights departing within the next 24 hours
```

```
        List<Flight_c> upcomingFlights =  
            [SELECT Id, Name, DepartureDateTime  
            FROM Flight_c
```

```
            WHERE DepartureDateTime__c >= :DateTime.now()
```

```
                AND DepartureDateTime__c <= :  
                DateTime.now().addDays(1)];
```

```
        for (Flight__c flight : upcomingFlights) {
```

```
            // Example: Send email using  
            Messaging.SingleEmailMessage
```

```
            Messaging.SingleEmailMessage email = new  
            Messaging.SingleEmailMessage();
```

```
            email.setToAddresses(new List<String>{  
            flight.ContactEmail__c });
```

```
            email.setSubject('Flight Reminder:  
                               ' + flight.Name);
```

```
            email.setPlainTextBody('This is a reminder for your  
            upcoming flight ' + flight.Name +
```

```
                               ' departing on ' +  
            flight.DepartureDateTime__c);
```

```
            Messaging.sendEmail(new  
            List<Messaging.SingleEmailMessage>{ email });
```

```
        }
```

# CONCLUSION

- We have Created this Customization process for the proper flow of the business if TripAdvisor where they can easily access the Hotel requirement then food options and also the ease for the customers with the preferable discount with there Amount limits this process helps to save time from multiple manual processes.

THANK YOU

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