Phase 3: Data Modeling & Relationships

Travel & Tourism Management System

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1. Standard & Custom Objects

Standard Objects Used:

- Contact: Represents customers who book travel packages.

- User: Travel agents and system users managing the bookings.

- Lead: Potential customers.

- Account: Travel agencies, vendors, partners.
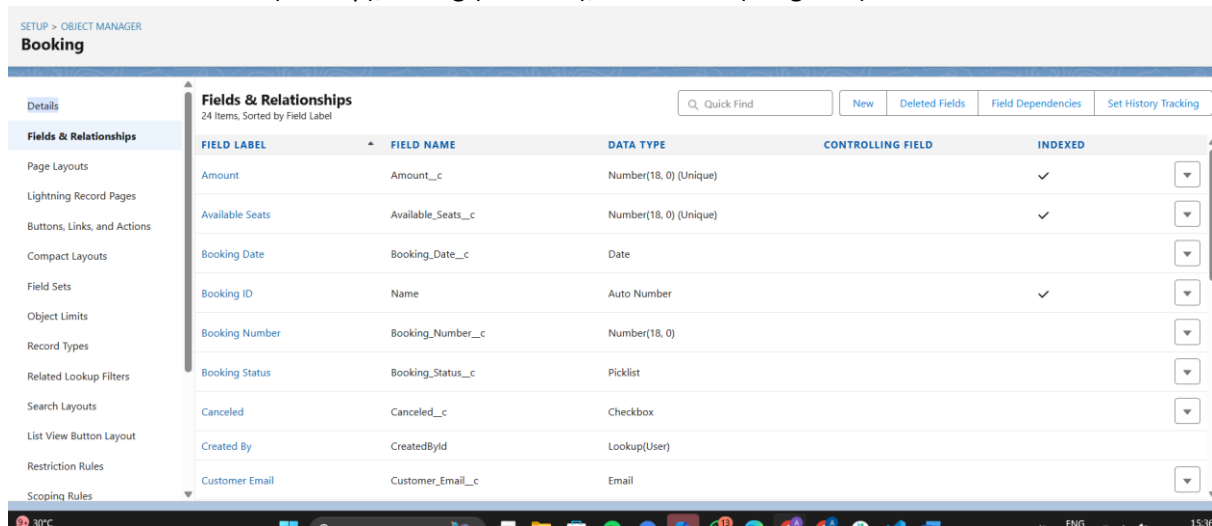

Custom Objects Created:

- Tour Package: Stores details of travel packages including destinations, pricing, availability.

- Booking: Central object recording customer reservations and booking details.

- Payment: Tracks payments linked to bookings.

- Review: Stores customer feedback and ratings for tours.
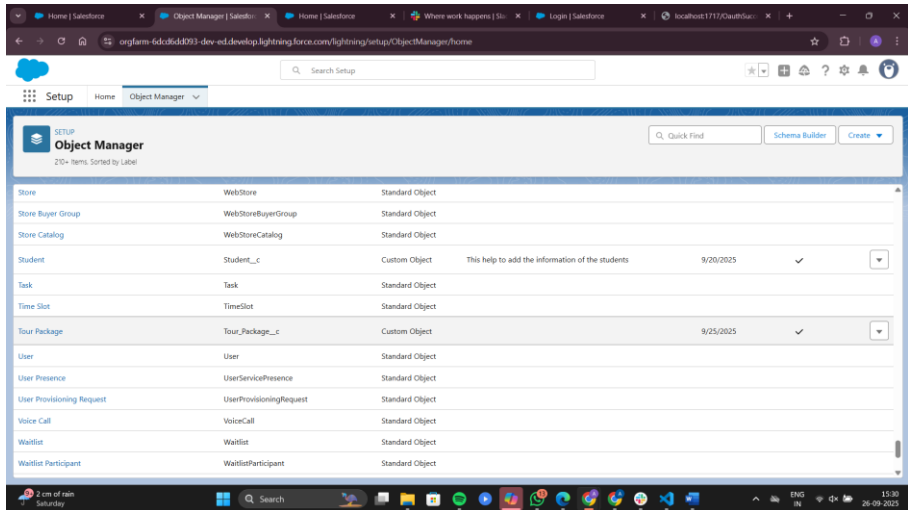
2. Fields

- Each object has carefully defined fields with appropriate data types.

- Examples:

  - On Tour Package: Package Name (Text), Destination (Text), Price (Currency), Duration (Number).

  - On Booking: Customer Name (Text), Travel Package (Lookup), Travel Date (Date), Status (Picklist).

  - On Payment: Booking (Master-Detail), Payment Amount (Currency), Payment Status (Picklist).

  - On Review: Customer (Lookup), Rating (Number), Comments (Long Text).

3. Record Types & Page Layouts

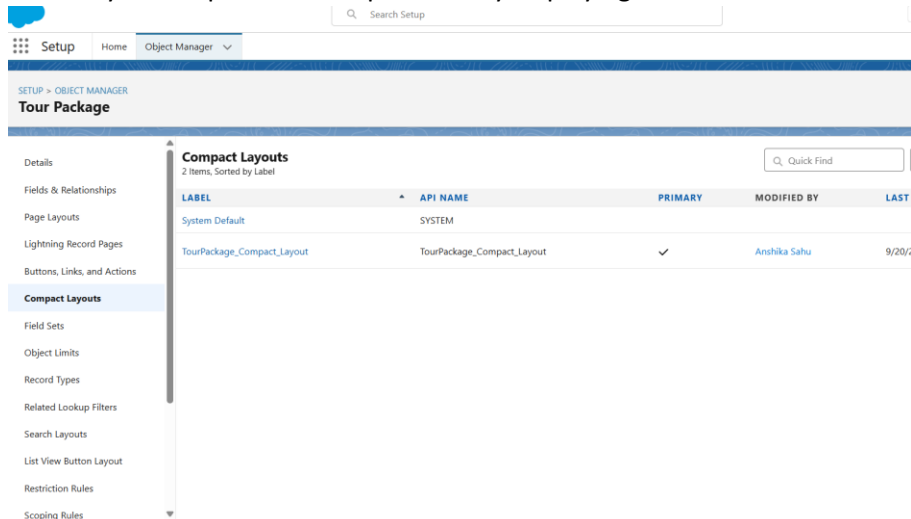- Multiple record types created for Tour Packages to separate Domestic, International, and Adventure tours with customized page layouts for each.

- Booking object includes record types for Individual and Group bookings, each with specialized page layouts.
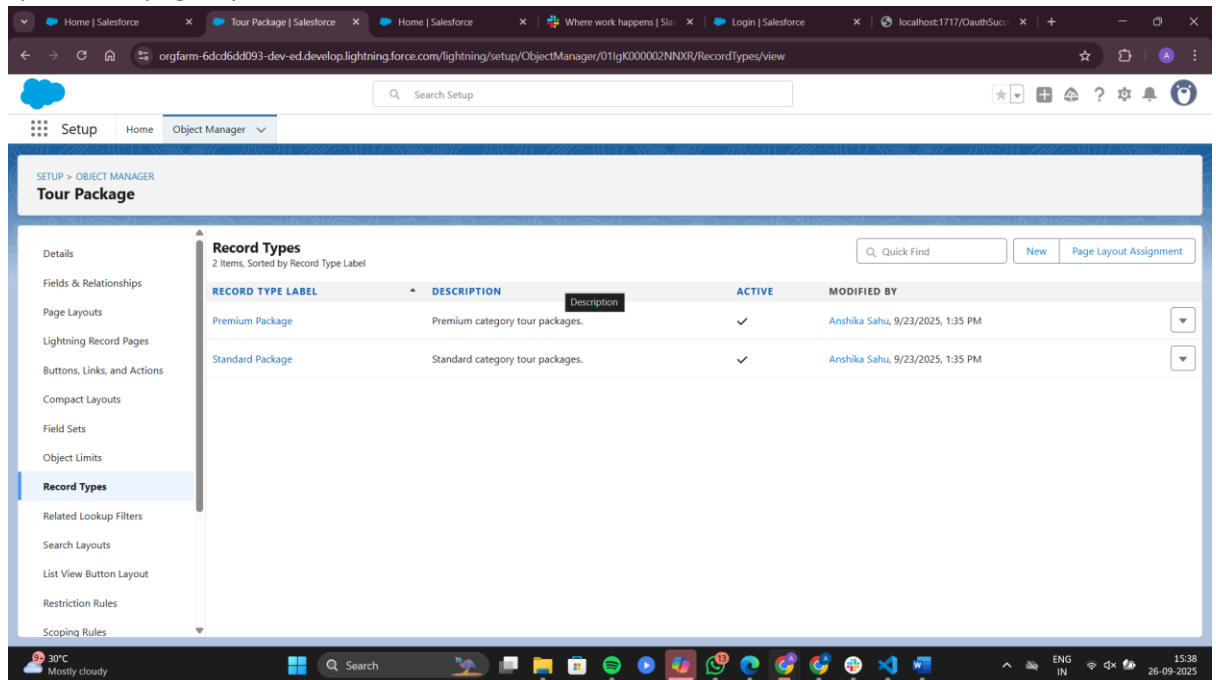
4. Compact Layouts

- Created compact layouts for Contact, Tour Package, and Booking objects to highlight key fields (e.g., Name, Email for Contact; Package Name, Price for Tour Package).

- These layouts improve user experience by displaying essential information succinctly.

5. Schema Builder

- Used Schema Builder to visualize the complete data model.

- Verified relationships among objects: Lookups and Master-Detail connections.

- Diagram documents the overall architecture to aid understanding.

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6. Relationships & Junction Objects

- Lookup Relationships:

  - Booking to Tour Package

  - Review to Customer (Contact) and Tour Package

- Master-Detail Relationships:

  - Payment to Booking for financial integrity and roll-up summary capability.

  - Booking Line Items tied to Booking for detailed components.

- Hierarchical Relationship:

  - Tour Package categories for grouping.

- Junction Objects:

  - Customer Preferences (many-to-many between Customers and Destinations).

  - Booking Travelers for group reservations tracking.

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7. External Objects

- Conceptual integration with external systems like hotel booking, flight info, and weather via External Objects.

- Allows real-time access to external data without duplication.

- Setup includes configuring external data sources and relationships.

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8. Data Model Best Practices

- Use Lookup when child records should not be deleted with parent.

- Use Master-Detail for dependent child records with roll-ups.

- Adopt junction objects for many-to-many relationships.

- Consider performance and system limits when designing relationships.

- Align sharing and security model with data relationships.

Implementation Summary

- Standard & custom objects defined.

- Fields created with business requirements in mind.

- Record types and layouts customized for user experience.

- Relationships built to provide 360-degree views.

- External objects conceptually planned for integrations.

- Data model documented and visualized for clarity.