

COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

DEFINE PROBLEM/ PROBLEM
UNDERSTANDING

Specify the Business Problem:

- One hardly likes to divulge learning travel difficulties when they plan a trip overseas.
- However, it is important to be prepared and aware of things that may go wrong.
- One way to secure yourself is by investing in a comprehensive travel insurance plan that will take care of a host of contingency situations.
- Along with this, every traveller must also acquaint themselves with some of the most common tourist problems.
- However, before we look at some common problems in travelling it must also be known that even the biggest travel problems have a solution.

Business Requirements:

- Given the amount of time that business travellers often spend on the road, to ensure their wellness and longevity it's best to structure your business travel management program in a way that meets their needs.
- Broadly, the needs of business travellers are connectivity, privacy and space, convenience, efficiency, comfort, and reliability.
- Many travellers work while en-route and in other places beyond their office – they may work from the plane, the airport, their taxi or their hotel room and they need the proper resources in order to do so effectively.

Literature Survey:

- Review of literature is a written overview of major writings and other sources on a selected topic.
- This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies.

Social Or Business Impact:

- Social impact travel is a growing trend in the travel industry that aims to support local economies and make a positive impact in host communities.
- This new trend centers on discovering local cultures and respecting the cultural, economic, and ecological environment.
- Takedown request