An Agile Way to Select Places to Visit for Vacation

Introduction

What is Vacation?

- Vacation involves spending time away from home. It may involve local or international travel. It could be for a few days or more.

- Regardless of the length of time, vacation should be built to serve its purpose – relax or do nothing, learn something new or experience a new location, or take a holiday job.

- Proper planning helps to make vacation worthwhile, irrespective of the purpose of the vacation. The plan should be drawn prior to commencing the holiday.

- So while it is fun to go somewhere, it is more important to make plans for an enjoyable holiday in order for it to create memorable experiences.

Introduction – Vacation Planning

Planning a Vacation

- Proper planning helps to increase the possibility of having an exciting and worthwhile vacation.

- However, the process of planning a vacation can be exhausting, leading to unfulfilled vacations.

- A common problem with planning a vacation is how to choose the places to visit since the advertised options are as varied as they are many

- This problem cause anxieties because there are many uncertainties for which the answers are not be readily available.

- For a vacation that is meant to be recreational and fun, planning it may be its doom because the vacation may eventually be postponed, cancelled or poorly planned

Introduction – Scenario

Scenario

- Jones, a staff of an organisation was exceptional in the delivery of services during the past 12 months amidst the pandemic.

- The company decided to reward him with a 14-day family vacation from Leeds, UK to Winnipeg, Canada.

- The vacation is scheduled for August 15 to August 29 at Holiday Inn.

- Jones excitedly announced the trip to his family (partner and two children), and everyone was ecstatic about the summer trip to Canada – a country they had hoped to visit as a family.

- The discussion each day was about the recreational activities to engage in and places to visit.
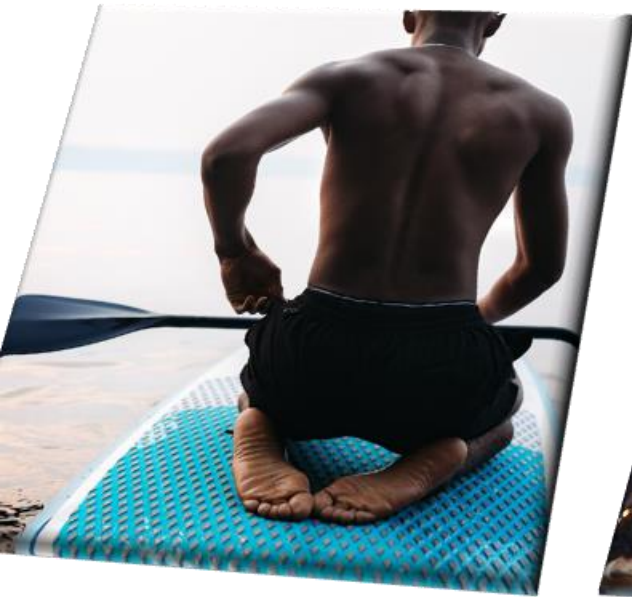
Introduction – Problem

Problem

- Jones noticed that divergence in the preferences and needed a way to harmonise all their different choices.

- He approached his friend, Keitha - a data scientist, who offered to help with planning the recreational activities and places to visit.

- Jones supplied Keitha with a combined list of recreational activities and interesting places that each of his family members like.

- Keitha intends to write a programme that would juxtapose all the individual preferences with the venues and activities available around the Holiday Inn.

Objectives

To design a programme that will

- streamline the process of searching available venues at a particular location and produce a list of preferred venues with acceptable attributes

- increase the ease and speed of getting required venue information, thereby reducing turnaround times in creating a plan for visiting many holiday venue's locations

- make it easy to modify the itinerary for a vacation in the event of an unexpected occurrence

Target

The target of this programme are

Target Market
- Trip/Vacation Planners
- Tourism Industry

Target Audience
- Holidaymakers
- Protocol Officers
- Travel Agencies

Application

This programme can be used in two broad ways to provide sensational experiences during vacations and tours.

- **General Application**

  o It provides information on locations and venues

  o It provides specific information the is used when creating itinerary for a vacation or trip

- **Specialised Application**

  o Its deployment gives insight into locations and venues of interest in real time

  o Improves marketing value for venues and tour packages

  o It increases efficiency and effectiveness when responding to clients' trip-planning requests

General Application

- To get information about a location before visiting the place

- To obtain information required to create a shortlist of venues of special interest

- To get information about the facilities available at a venue

- To get details about venues and locations that would influence activities to engage in

- To compare locations to improve decision-making when choosing a location to visit

- To identify venues on a map in real-time

- To identify popular venues in a location

- To get recommendations about different venues that will aid decision-making about places to visit

- To assess locations to confirm that places that are personally of interest are available

- To get information that will be used to plan recreational activities of interest by determining venues that offer the recreational activities

- To plan itinerary for the vacation by determining the distance between venues, parking availability, etc

- To be able to interact knowledgeably with others using the information garnered about a location prior to visiting the place

- To plan a trip that is flexible and can accommodate unscheduled activities or events

Specialised Application – Real-time Information

Real-time Features

- To obtain recent photos of venues

- To get recommendations about venues

- To get venue ratings

- To get the address of venues

- To get real-time information to aid research of venues at a location or multiple locations

- To obtain user-generated content about venues obtained during actual visits by users

Improve Response Time

- To improve the time-to-response each client's requests, thereby creating a positive effect on the rating of the trip planner or travel agency

- To increase the turnaround time for each client's request making it possible to attend to more clients' requests within the same time frame with a positive resultant effect in the revenue generated within the same a specific timeframe

- To get recent data that will give clients vivid insight about venues which improves client's time-to-response to options provided

Compare locations and venues

- To compare interesting places of attraction in different locations to increase venues options and aid decision-making

- To compare venues within the same category to streamline venue options

Specialised Application – Packages and Itinerary

Custom-built tour packages

- To create special vacation packages that will incorporate places of interest for a tour group or vacationers

- To create custom-built vacation to meet unique needs of clients by specifying client's preferences and requirements

- To discover interesting venues that are near a particular reference point

- To identify attributes of venues that will be used to select venue when planning trips and tours

Itinerary creation

- To aid creating best-fit itinerary for each client

- To create itinerary for group tours such as students' excursion, cultural heritage tours, etc

- To identify and showcase different itinerary possibilities to clients with reference to a location

Itinerary modification

- To increase flexibility in the itinerary service provided to clients to accommodate changes in the client's circumstance by using real-time information and recommendations about venues

Marketing tour services

- To create seasonal and customized tour packages for clients

Application – Broad Usage

This programme can be used to

- plan family outings

- arrange reunion getaway activities for friends and alumni

- identify venues for corporate team building activities

- create itineraries for excursions

- design general and specialised tour packages

To achieve this, the programme will be used to

- obtain data about venues in a locality

- search for places of interest (POI) around a location

- get venue ratings and recommendations

- get the distance between venues

- identify venues of personal interest that are within a vicinity

- identify venues on a map in real-time

Application – Featured Example

The Sponsored Vacation: Solution for Jones' Family

- Information supplied to Keitha by Jones are
  - the accommodation is Holiday Inn, Winnipeg, Canada
  - preferred venues of individual interest are 'Gym', 'Food Court', 'Restaurant', 'Pizza Place', 'Art Gallery', 'Coffee Shop', 'Theater', 'Juice Bar'

- The programme written by Keitha would
  - make a request data to Foursquare to supply a list of all venues close to Holiday Inn, Winnipeg
  - generate a map to visualise the venues in relation to Holiday Inn
  - filter the venue data supplied by Foursquare to confirm that the preferred venues supplied by The Jones' are available in that vicinity

  - confirm venue ratings and recommendations of each filtered venues. The venues with the best ratings and recommendations will be identified
  - segment the venues that are near each other and identify the popular venues among the filtered venues
  - create clusters from the segmented venues to determine the most common venues within each venue segment
  - obtain trending venues in real time and display on a map

- The program's runtime is less than two (2) minutes

Application – Example Solution

Solution proffered by Keitha to Jones family's vacation needs

- The venue data from Foursquare is recent and supplied by venue users

- The list of venues supplied by the programme are shortlisted based on the individual preferences garnered from Jones' family members

- The programme displays venue results on a map in real time

- The venue ratings and recommendations obtained are supplied by users that recently visited the venues

- The time-to-finish quick making it easy to check for multiple venue search requests within a short time

The programme supplies venue data, venue tip and recommendations, popular venues and most common venues in real time.