Project Design Phase-I
Proposed Solution Template

Date	18 May 2023
Team ID	PBL-NT-GP-10533-1682762877
Project Name	Competitive analysis of leading travel aggregators

Proposed Solution Template:

S.NO	Parameter	Description
1.	Problem Statement (Problem to be solved)	Tourism is an intangible & experiential good; that is, a sample test or prior assessment of standard is extremely difficult without actual experience of real purchase. This gives rise to the high risk involved in decision making , leading to extensive search for information.
2.	Idea / Solution description	Technology has facilitated the access for tourism. Travellers opt for interactive choice, product and service quality and sufficient necessary information to help them deciding faster.
3.	Novelty / Uniqueness	The first step of AHP is that of formulating the problem and stating the objective. The second step is that of identifying the criteria that contribute to the objective. The third step is that of performing pairwise comparisons between the criteria, and between the alternatives under each of the criteria
4.	Social Impact / Customer Satisfaction	Handling customer complaints is one of the crucial elements to retain customers. It is observed that users prefer online travel agencies in their purchasing behaviour for reasons such as price advantages, efficiency, system quality, speed and ease of us
5.	Business Model (Revenue Model)	The aggregator business model is basically a network notion that connects a big number of unorganized merchants to a single major site with a unique corporate image. This platform connects providers with their customers but under a particular firm.
6.	Scalability of the Solution	Many experts in the travel industry agree that there are certain tasks which a travel agent simply must handle themselves. Your travel business needs to learn how to successfully delegate certain tasks to other individuals