

## Project Design Phase-I Solution Architecture

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

### Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Tourism has been revolutionised with the emergence of tourism aggregators, i.e. web-based portals that provide travellers with services such as travel, accommodation, and tour planning and booking.
- The tourism aggregators have reduced information search costs, and have increased the awareness of tourists of potential destinations.
- The objective of the study is to compare the competitiveness of Indian tourism aggregators using the Analytic Hierarchy Process(AHP).

### Solution Architecture Diagram:

