**CHAPTER 3**

**PROBLEM STATEMENT**

**Existing System**

Traditional travel planning systems and websites like MakeMyTrip, Yatra, Expedia, and TripAdvisor offer basic functionalities such as flight/hotel booking, itinerary suggestions, and user reviews. These platforms largely depend on manual user inputs and static content. Recommendation systems in these platforms are mostly rule-based or rely on limited personalization based on past bookings or browser cookies.

Some applications use Google Maps APIs or third-party data sources to provide travel routes and points of interest. However, the interaction is often not dynamic, and AI-based automation is minimal.

These systems also lack real-time customization features such as mood-based or goal-based (e.g., budget trip, adventure trip) suggestions, intelligent chatbot interactions, or admin-level oversight of user activity and content management.

**Disadvantages of the Existing System**

**Lack of Personalization:**

Most systems offer generic suggestions that do not adapt well to individual preferences, travel history, or contextual data like season or budget.

**Manual Effort Required:**

Users need to enter detailed inputs and compare different options themselves, which is time-consuming and overwhelming, especially for new travelers.

**Limited Use of AI:**

Existing platforms don’t leverage artificial intelligence to recommend trips based on user sentiment, real-time trends, or collaborative filtering from other users with similar profiles.

**No Real-Time Feedback Loop:**

There is a lack of feedback-based learning to improve future recommendations automatically.

**Admin Control is Minimal:**

Most systems don't provide a backend dashboard for administrators to track user activity, monitor system usage, or manage content efficiently.

**Not Built for Rapid Development:**

Platforms are often built on complex, heavy frameworks which delay the prototyping and deployment of new AI features.