

# **TRAVEL TRACKS AND TOURISM**

## **1.INTRODUCTION**

### **1.1. Overview :**

The concept of travel and tourism are very closely linked and the travel and tourism industries overlap significantly.

### **1.2. Purpose :**

Many leisure tourism trips are taken where the main purpose is relaxation rest and enjoyment.

## **2.PROBLEM :**

Major challenge facing the tourism sector in India is the lack of skilled manpower.

Brainstorming map :



### Says

What have we heard them say?  
What can we imagine them saying?

benefits to  
travellers

good  
service

goods offer



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

my places

appy  
feelings

many  
information



### Persona's name

Short summary of  
the persona



### Does

What behavior have we observed?  
What can we imagine them doing?

again  
arrange the  
same tur  
plan

refers to  
them

enjoyment



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

good

benefits

[See an example](#)

Empathy map :



### 3.RESULT OF THE PROJECT

Profit and loss account:

**ABC**  
**Profit and Loss**  
Basis: Accrual  
From 01/10/2023 To 31/10/2023

Account	Account Code	Total
<b>Operating Income</b>		
Sales		16,90,000.00
<b>Total for Operating Income</b>		<b>16,90,000.00</b>
<b>Cost of Goods Sold</b>		
Cost of Goods Sold		11,00,000.00
<b>Total for Cost of Goods Sold</b>		<b>11,00,000.00</b>
<b>Gross Profit</b>		<b>5,90,000.00</b>
<b>Operating Expense</b>		
Other Expenses		5,000.00
Rent Expense		1,00,000.00
Salaries and Employee Wages		1,00,000.00
Tax Paid Expense		54,000.00
<b>Total for Operating Expense</b>		<b>2,59,000.00</b>
<b>Operating Profit</b>		<b>3,31,000.00</b>
<b>Non Operating Income</b>		
<b>Total for Non Operating Income</b>		<b>0.00</b>
<b>Non Operating Expense</b>		
<b>Total for Non Operating Expense</b>		<b>0.00</b>
<b>Net Profit/Loss</b>		<b>3,31,000.00</b>

Balance sheet :

**ABC**  
**Balance Sheet**  
Basis: Accrual  
As of 17/10/2023

Account	Account Code	Total
<b>Assets</b>		
<b>Current Assets</b>		
<b>Cash</b>		
Petty Cash		-5,15,000.00
<b>Total for Cash</b>		<b>-5,15,000.00</b>
<b>Bank</b>		
Icici bank _001		-1,08,000.00
<b>Total for Bank</b>		<b>-1,08,000.00</b>
Accounts Receivable		19,94,200.00
<b>Other current assets</b>		
Input Tax Credits		0.00
Input IGST		72,000.00
<b>Total for Input Tax Credits</b>		<b>72,000.00</b>
<b>Total for Other current assets</b>		<b>72,000.00</b>
<b>Total for Current Assets</b>		<b>14,43,200.00</b>
<b>Total for Assets</b>		<b>14,43,200.00</b>
<b>Liabilities &amp; Equities</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Unearned Revenue		7,08,000.00
GST Payable		0.00
Output IGST		3,04,200.00
<b>Total for GST Payable</b>		<b>3,04,200.00</b>
<b>Total for Current Liabilities</b>		<b>10,12,200.00</b>
<b>Total for Liabilities</b>		<b>10,12,200.00</b>
<b>Equities</b>		
Owner's Equity		1,00,000.00
Current Year Earnings		3,31,000.00
<b>Total for Equities</b>		<b>4,31,000.00</b>

#### 4.ADVANTAGE OF TRAVEL AND TOURISM :

- Economic growth
- The development of a country
- Employment creation
- Unification of various societies

#### DISADVANTAGES OF TRAVEL AND TOURISM :

- Tourists Negligence of the Environment
- Exploitation of local culture
- Tourists lack of compliance
- Lack of job security / seasonal only

#### 5.APPLICATION :

Some people have fantastic spatial awareness others not so much but most people have got lost at least once in their life.

#### 6.CONCLUSION :

From personal growth and rejuvenation to professional development and networking ,travel can provide us with an array of benefits that can enhance our lives in countless ways.

#### 7.FUTURE SCOPE :

Endless job opportunities that candidates can avail in both public and private sectors after pursuing travel and tourism covers.