**VARDHAMAN COLLEGE OF ENGINEERING**

(AUTONOMOUS)

Affiliated to **JNTUH**, Approved by **AICTE**, Accredited by **NAAC** with **A++** Grade, **ISO 9001:2015** Certified

Kacharam, Shamshabad, Hyderabad-501218, Telangana, India

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**III B. TECH II SEMESTER CSE-A**

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| **BATCH**  **2020-24** | **MINI PROJECT**  **2022-23** | **ACADEMIC YEAR**  **2022-23** |

**Batch Id :** 20MPCS-C8

**Title of the Project : Tourism management**

**TEAM MEMBERS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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**GUIDE DETAILS**

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| **Name of the Guide** | : | MR A.RAMESH |
| **Designation** | : | ASSISTANT PROFESSOR |
| **Department** | : | Computer Science & Engineering |
| **Mail Id** | : |  |
| **Contact Number** | : | 9912564253 |
| **Area of interest** | : | Data Base Management Systems, Server Side Programming, Graphical User Interface, Web technologies. |

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| ***Signature of the***  ***Projects In charge*** | ***Signature of the***  ***Guide with Date*** | ***Signature of the***  ***Project Coordinator*** |

**Batch Id :**20MPCS-C8

**Title of the Project : Tourism management**

**Objectives**

**1. To create a GUI(website) that provides the user wide range of categories that he can choose from.**

**2. To create an admin interface that allows the admin to deal with a wide range of data and perform analysis based on it.**

**Outcomes**

**1. Provide a wide range of categories based on preferences.**

**2. Provides data to perform analysis.**

**ABSTRACT**

Tourism has become one of the fastest-growing Industries in the world and digitalization has ignited the growth of the tourism industry further. Electronic marketing is seen as an effective tool for tourism sector marketing which includes hotels, airlines, tour operators, cab operators, booking tickets for scuba diving Bungee jumping, etc. This study meets the theme of UNWTO for the year 2018, "Tourism and digital transformation." The objective of this study is to find the influence of electronic market tourists’ decision-making on visiting places and selecting hotels for booking online. The study was made using secondary data resources. The business generated through various tourism booking websites like makemytrip.com, cleartrip.com, and other websites is analyzed in the study to know the stakeholder's business volume generated through these sites. The transformation of web technology from 3.0 to 4.0, which is a schematic web concept, has created a more delightful experience for tourists who want to make bookings. User-generated content (UGC) marketing is also playing a major role in Tourism marketing. Our website Travelers Hub is a website that markets user-generated content through experiences, reviews, etc., and photos. Hence it provides a good look and field website to the user to do many activities at a particular tourism place and also it contains an admin interface where the admin can analyze the data generated over one week and can do changes for next week based on tourists' preferences. The findings of this study will be useful for tourism industry marketing purposes.

**REFERENCES:**

**1.https://www.researchgate.net/publication/343670820\_Influence\_of\_online\_tourism\_websites\_on\_tourists\_decision\_making\_and\_Hotel\_business\_Marketing**

**Date of Submission:**

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| --- | --- | --- |
| ***Signature of the Guide with Date*** |  | ***Signature of the***  ***HOD, CSE*** |