

# Tour data feeds & tour database

Living Adventure to engage a third party contractor to assist Louise in the import of tour data from various suppliers and the creation of the tour database. Louise will use the database developed by the third party to integrate into website for the search engine and itinerary manager.

**Note:**

The contents of this information is disclosed on the mutual agreement to keep confidential certain proprietary information during the course of the interaction.

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## 1.0 XML Tour feeds

The tour feeds are from 9 different suppliers:

1. [www.urbanadventures.com](http://www.urbanadventures.com)
2. [www.acacia-africa.com](http://www.acacia-africa.com)
3. [www.peregrineadventures.com](http://www.peregrineadventures.com)
4. [www.geckosadventures.com](http://www.geckosadventures.com)
5. [www.intrepidtravel.com](http://www.intrepidtravel.com)
6. [www.jenmansafaris.com](http://www.jenmansafaris.com)
7. [www.sundownersoverland.com](http://www.sundownersoverland.com)
8. [www.nexusholidays.com.au](http://www.nexusholidays.com.au) (Chinese and English speaking tours)
9. [www.gadventures.com](http://www.gadventures.com)

The Content for the tours from each supplier is mapped according to the keywords for a Living Adventure tour style.

The content for each tour is saved to a row. Each row contains dissected information in columns as inputs for the database.

The Content Ingestion System for each supplier are as follows:

1. Parse supplier (XML/ API / HTML) feed and remove references of URLs and supplier brand in data.
2. Map supplier feed to a [single Living Adventure data schema](#)
3. Results are written to a CSV file

The CSV file is used to populate the database; one CSV file for each supplier.

A program is required to use the csv files to produce SQL import/update statements.

Ad hoc content can also be added to the system by producing correctly formatted csv files.

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Set up a cron job to update the database twice daily - midnight at the source (eg London time) and midnight (EST) in Australia.

Below is an example of a XML feed for your perusal.

(for 18-30 something tab only selected)- <http://www.sundownersoverland.com/journeys/rss/...>

Silk Road/Central Asia and India - <http://www.sundownersoverland.com/journeys/rss/...>

Trans Siberian/Mongolian - <http://www.sundownersoverland.com/journeys/rss/...>

Overland all trips - <http://www.sundownersoverland.com/journeys/rss/...>

Fully Escorted Trans Siberian/Mongolian - <http://www.sundownersoverland.com/journeys/rss/...>

Fully Escorted Trans Siberian/Mongolian (Premium and Deluxe) - <http://www.sundownersoverland.com/journeys/rss/...>

Overland Fully Escorted Central Asia/Silk Road and India - <http://www.sundownersoverland.com/journeys/rss/...>

## 2.0 Mapping Tour Styles

Tour data from each supplier feed is mapped according to hits of the keywords below.

TOUR STYLES	Keywords
Overland Adventure	Overland, truck, touring vehicle, participation camping, bush, camping,
18 - 30 something	teenage, backpack, honcho, gap year
Urban Adventure	Independent, chill out, short break, short breaks, city stay,
Train Adventure	Train, berth, railway,
Active Adventure	trekking, walk, kayaking, canoe, walking, hiking, bicycle, rafting, swimming, fishing, Snorkelling, cycle, cycling, skiing, hot air balloon, Marine, motorbike, motorcycle,
Small Group Adventure	small group
Gourmet Adventure	Cooking class, drink, food, gourmet, gastronomic, wine-tasting, wine, Michelin, chef
Self-Drive Adventure	Self Drive, motorbike safaris
Coach Tours	Coach, private van, private vehicle
Cultural Adventure	Local, Cooking class, homestay, local culture, culture, history, sanctuary, temple, castle, festivals, festival, UNESCO, jungle, discovery, mosque, cathedral
Antarctic Adventure	Antarctica, South Pole, zodiac, Ice breaker, ice strengthen, Ushuaia, Falklands, South Georgia
Arctic Adventure	Arctic, North Pole, Polar Bear, Yukon, Spitsbergen, Iceland, Greenland, Svalbard
In style Adventure	Escorted, upgraded, Comfort, yacht, skipper, lodge, conceirge, luxury, expensive, 5 star, michelin, chef, marine, sailing, vineyards, chateau, hot air balloon, fly in,
Family Adventure	family, children, school
Expedition Adventure	Felucca, Excursion, jungle, Bedouin, unique destinations, Zodiac, River, Gorilla Trek, Lares trek, Machu Picchu, mountain, expedition, boat, Galapagos, charity, motorcycle, Camping,
Volunteer Adventure	Volunteer, orphanage
Safari Adventure	safari, 4x4, lion, elephant, big 5, big five, leopard, game reserve, rhino, buffalo, White rhinoceros, Black rhinoceros
Wildlife Adventure	Wildlife, nature, photography, orangutan, Galapagos, Borneo, national park, sanctuary

# Tour data feeds & tour database

## 3.0 Tour database

The related data is stored in a structured format within a database. The tour database is an inventory tracking system that uses tables, not necessarily many databases.

The tour database is organised in a manner that is easy to view the data in different ways and to share the data with other modules for the website.

Supplier	Date Created	Tour Code	Supplier Code	Categories	Tour Styles	Region	Introduction	Start Dates	End Dates	Valid to
Name of the supplier	Time Stamp of import	Unique tour code from supplier	The id which is unique and a last modified date which can be used for selectively updating the information	Tag for multiple <u>Tour Styles</u> that the tour has been linked to	Map the tour according to mapping rule	Tag the continents linked to the tour from countries visited	Summary of the tour	The start date of the tour	The end date of the tour	Season of the tour

Title	Countries	Duration	Locations	Day	Itinerary	Description	Comment	Images	Map	Disclaimer
Name for the itinerary	Countries	The number days for the itinerary, from the start date to end date	Tag of departures linked to the tour	Description of the day's activities	Encloses a set of days, outlines the daily description for each location / Bullet point key selling points for the tour	Long description of the tour (Detailed Itinerary)	Any comments that customers should be presented with, but that are not key selling points, often contains warnings about fitness and statements about what to look out for.	Points to a url or display generic images from local library if images from feed is unavailable or broken link.	image of map for the itinerary or google map	Terms and Conditions

# Tour data feeds & tour database

Transport	Group Size	Meals	Accommodation	Tour Staff	AdultPrice	ChildPrice	LocalCurrency	SingleRoom	Inclusions	Exclusions
Description of the transport used on the itinerary	Textual description of the likely group size	Number of meals calculated from the itinerary (B,L,D)	Description of accommodation used on the tour	Textual description of the staff that will be accompanying the group on the itinerary	The price of the tour for one adult in the currency specified by the country code	The price of the tour for one child in the currency specified by the country code	The currency of the prices	The cost of a single room in the currency specified by the country code	Any other inclusions	Extra costs not included such as spending money

What to Bring	Health Advice	Visa Requirements	Description of Categories	Description of Categories	Description of Tour Styles	Country code	Description of Tour Styles	Availability Indicator
Pre tour Information	Living Adventure cannot provide health advice.	Visa advice to countries visited	Adhoc Categories	Adhoc Categories	See Mapping Rules and definition of each tour style	Country Code displays the appropriate local Currency		Description of the availability status of the tour

## Search for Tours

Start your search for the perfect African holiday here

Select a Country

All

Select a Duration

All

Browse by Tour Style

All

Search by highlighting

Comma separate keywords

Sh

Or: Search by tour code

**Have a question?**

ZA +27 21 556 1157

UK +44 20 7706 4700

AU +61 2 8011 3686

E info@acacia-africa.com


Skype

Acacia	Total	mapped to:	Total
Acacia Overland		18-30 something	
Use keywords		Active Adventure	
Not Applicable		Antarctica Adventure	
Not Applicable		Arctic Adventure	
Not Applicable		Coach Tours	
Use Keywords		Cultural Adventure	
Use Keywords		Expedition Adventure	
Use Keywords		Family Adventure	
Not Applicable		Gourmet Adventure	
Use Keywords		In Style Adventure	
ALL		Overland Adventure	
Short Safaris and Treks		Safari Adventure	

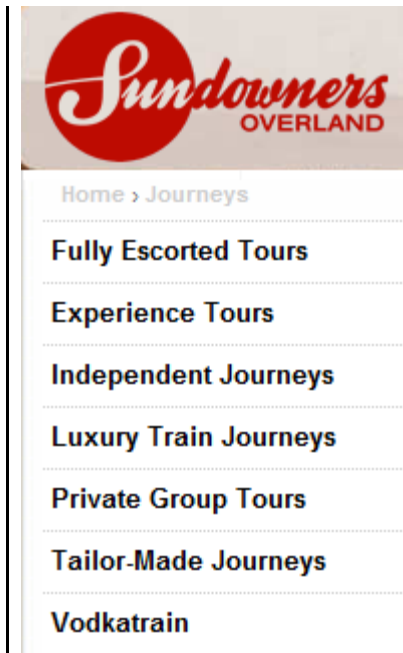
# Tour data feeds & tour database

	ALL		Small Group Adventure	
	Not Applicable		Train Adventure	
	Short Safaris and Treks		Urban Adventure	
	Use Keywords		Wildlife Adventure	
	Acacia Voluntours		Volunteer	
	Xml feed		Specials	
	Xml feed		Last minute	
	Urban Adventure	Total	mapped to:	Total
	Not Applicable		18-30 something	
	Use keywords		Active Adventure	
	Not Applicable		Antarctica Adventure	
	Not Applicable		Arctic Adventure	
	Not Applicable		Coach Tours	
	Use keywords		Cultural Adventure	
	Use keywords		Expedition Adventure	
	Use keywords		Family Adventure	
	Beer tours		Gourmet Adventure	
	Use keywords		In Style Adventure	
			Overland Adventure	
	Use keywords		Safari Adventure	
			Small Group Adventure	
	ALL		Train Adventure	
	Use keywords		Urban Adventure	
	ALL		Volunteer	
	Use keywords		Wildlife Adventure	
	Use keywords		Specials	
	Xml feed			

# Tour data feeds & tour database

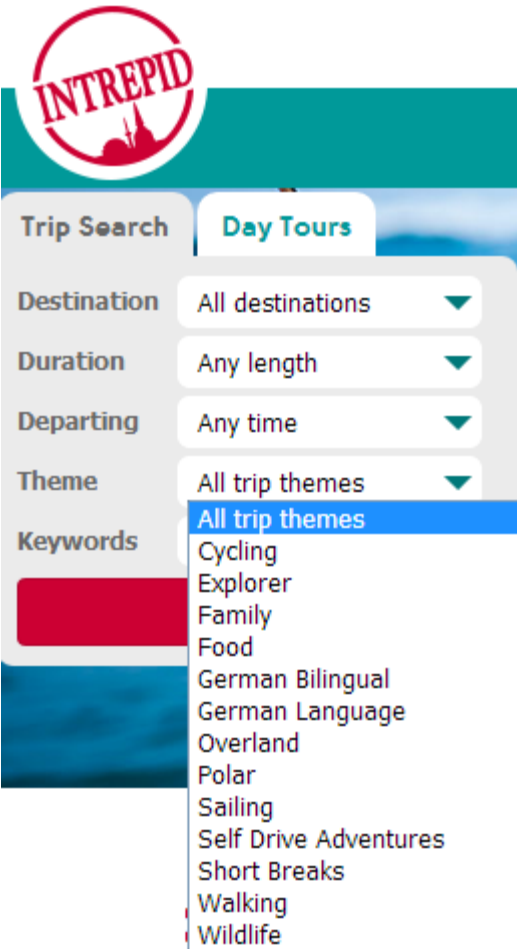
	Xml feed		Last minute	
	<b>Peregrine</b>	Total	mapped to:	Total
	Not Applicable		18-30 something	
	Cycling, Mountaineering, Walking, Trekking		Active Adventure	
	Use Keywords		Antarctica Adventure	
	Use Keywords		Arctic Adventure	
	Use keywords		Coach Tours	
	Culture		Cultural Adventure	
	Use Keywords		Expedition Adventure	
	Use Keywords		Family Adventure	
			Gourmet Adventure	
	Culinary		In Style Adventure	
	Use Keywords		Overland Adventure	
	Use Keywords		Safari Adventure	
	Use Keywords		Small Group Adventure	
	Self-guided		Train Adventure	
	Use keywords		Urban Adventure	
	Use keywords		Volunteer	
	wildlife		Wildlife Adventure	
	Xml feed		Specials	
	Xml feed		Last minute	

# Tour data feeds & tour database



Sundowners	Total	mapped to:	Total
Vodka Train		18-30 something	
Use Keywords		Active Adventure	
Not Applicable		Antarctica Adventure	
Not Applicable		Arctic Adventure	
Not Applicable		Coach Tours	
Experience train		Cultural Adventure	
Use Keywords		Expedition Adventure	
Use Keywords		Family Adventure	
Use Keywords		Gourmet Adventure	
Use Keywords		In Style Adventure	
Not Applicable		Overland Adventure	
Not Applicable		Safari Adventure	
ALL		Small Group Adventure	
ALL		Train Adventure	
Use Keywords		Urban Adventure	
Use Keywords		Volunteer	
Use Keywords		Wildlife Adventure	
Xml feed		Specials	
Xml feed		Last minute	

# Tour data feeds & tour database



**INTREPID**

Trip Search **Day Tours**

Destination All destinations ▼

Duration Any length ▼

Departing Any time ▼

Theme All trip themes ▼


Keywords

- All trip themes
- Cycling
- Explorer
- Family
- Food
- German Bilingual
- German Language
- Overland
- Polar
- Sailing
- Self Drive Adventures
- Short Breaks
- Walking
- Wildlife

Intrepid	Total	mapped to:	Total
Not Applicable		18-30 something	
Use keywords		Active Adventure	
Use keywords		Antarctica Adventure	
Use keywords		Arctic Adventure	
Use keywords		Coach Tours	
Use keywords		Cultural Adventure	
Explorer, Sailing		Expedition Adventure	
Family		Family Adventure	
Food		Gourmet Adventure	
Use keywords		In Style Adventure	
Overland		Overland Adventure	
Use keywords		Safari Adventure	
		Small Group Adventure	
Use keywords		Train Adventure	
Short breaks		Urban Adventure	
Use keywords		Volunteer	
Use keywords, wildlife		Wildlife Adventure	
Self Drive adventures		Self Drive Adventure	
Xml feed		Specials, promotions	
Xml feed		Last minute	



# Tour data feeds & tour database



Q SEARCH FOR TRIPS

DEPART

MONTH ▼

REGION ▼

COUNTRY ▼

Geckos	Total	mapped to:	Total
ALL		18-30 something	
Use keywords		Active Adventure	
Use keywords		Antarctica Adventure	
Use keywords		Arctic Adventure	
Use keywords		Coach Tours	
Use keywords		Cultural Adventure	
Use keywords		Expedition Adventure	
Use keywords		Family Adventure	
Use keywords		Gourmet Adventure	
Use keywords		In Style Adventure	
Use keywords		Overland Adventure	
Use keywords		Safari Adventure	
		Small Group Adventure	
Use keywords		Train Adventure	
Use keywords		Urban Adventure	
Use keywords		Volunteer	
Use keywords		Wildlife Adventure	
Not Applicable		Self Drive Adventure	
Xml feed		Specials, promotions	
Xml feed		Last minute	

# Tour data feeds & tour database



**ACTIVE**

There are plenty of great places to take things slow on this amazing planet of ours, but what if you want to go a little faster? Take an Active trip.

[Find out more about our Active tours](#)



**Marine**

Take to the seas and rivers with us and encounter a side of your planet you'd otherwise never see.

[Find out more about our Marine tours](#)



**CLASSIC**

G Adventures' Classic trips provide meaningful small-group travel experiences to curious travellers eager to interact with the world as it truly is.

[Find out more about our Classic tours](#)



**COMFORT**

These trips offer upgraded accommodations and more inclusions while still delivering plenty of freedom to pursue spontaneous situations on your own.

[Find out more about our Comfort tours](#)



**family**

Just because you've settled down and had kids doesn't mean you have to stop having adventures. Wanderlust is genetic, so bring the kids along for the ride!

[Find out more about our Family tours](#)



**LOCAL LIVING**

Always dreamed of renting a villa or cottage somewhere but thought you couldn't afford to? You can now.

[Find out more about our Local Living tours](#)



**yolo**

You're only young once, but you can be young-at-heart forever. That's the ethos that powers our Yolo trips, fast-paced and affordable trips designed with the 18-to-thirty-something traveller in mind.

[Find out more about our Yolo tours](#)



**PRIVATE GROUPS**

Looking to share an adventure with a group of 8 or more? We can help. You pick the destination and the lucky friends or family members you want to bring and we'll do the rest.


[Find out more about private groups](#)

Gadventures	Total	mapped to:	Total
Yolo		18-30 something	
Active		Active Adventure	
Use keywords		Antarctica Adventure	
Use keywords		Arctic Adventure	
Use keywords		Coach Tours	
Use keywords		Cultural Adventure	
Use keywords		Expedition Adventure	
family		Family Adventure	
Local Living, use keywords		Gourmet Adventure	
Comfort		In Style Adventure	
Use keywords		Overland Adventure	
Use keywords		Safari Adventure	
		Small Group Adventure	
Classic		Train Adventure	
Use keywords		Urban Adventure	
Use keywords		Volunteer	
Use keywords		Wildlife Adventure	
		Self Drive Adventure	
Use keywords		Specials, promotions	
Xml feed		Last minute	
Xml feed			

Manually import Chinese speaking tours

CHINESE TOURS	Total	mapped to:	Total
Not Applicable		18-30 something	
Use keywords		Active Adventure	
Use keywords		Antarctica Adventure	
Use keywords		Arctic Adventure	
Use keywords		Coach Tours	
Use keywords		Cultural Adventure	

# Tour data feeds & tour database

	Use keywords		Expedition Adventure	
	Use keywords		Family Adventure	
	Use keywords		Gourmet Adventure	
	Use keywords		In Style Adventure	
	Use keywords		Overland Adventure	
	Use keywords		Safari Adventure	
			Small Group Adventure	
	Use keywords		Train Adventure	
	Use keywords		Urban Adventure	
	Use keywords		Volunteer	
	Use keywords		Wildlife Adventure	
	Not Applicable		Self Drive Adventure	
	Xml feed		Specials, promotions	
	Xml feed		Last minute	
<div>  <div> <p>Choose a safari type ▾</p> <p>Choose a safari type...</p> <ul style="list-style-type: none"> <li>Camping</li> <li>Lodge</li> <li>Self Drive</li> <li>Day Trips</li> <li>Special Interest</li> <li>Luxury</li> </ul> </div> </div> <div> <p><b>Safari Selection</b></p> <ul style="list-style-type: none"> <li>» Adventure Safaris</li> <li>» Lodge Safaris</li> <li>» Tailor Made Safaris</li> <li>» Luxury African Safaris</li> <li>» Fly-In Safaris</li> <li>» Walking Safaris</li> <li>» Motor Bike Safaris</li> <li>» Mountain Bike Trips</li> <li>» Self-Drive Safaris</li> <li>» Family Safaris</li> <li>» Day Trips</li> <li>» Safari Types</li> <li>» Safari Discounts</li> <li>» Charity Challenges</li> </ul> </div>				
	<b>JENMAN</b>	Total	mapped to:	Total
	Not Applicable		18-30 something	
	Use keywords		Active Adventure	
	Use keywords		Antarctica Adventure	
	Use keywords		Arctic Adventure	
	Use keywords		Coach Tours	
	Use keywords		Cultural Adventure	
	Use keywords		Expedition Adventure	
	Use keywords		Family Adventure	
	Use keywords		Gourmet Adventure	
	Fly in Safaris, Luxury African Safaris		In Style Adventure	
	Use keywords		Overland Adventure	

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	Use keywords		Safari Adventure	
			Small Group Adventure	
	Use keywords		Train Adventure	
	Day Trips		Urban Adventure	
	Use keywords, Charity Challenges		Volunteer	
	Use keywords		Wildlife Adventure	
	Self Drive Safaris, Motorbike Safaris		Self Drive Adventure	
	Xml feed		Specials, promotions	
	Xml feed		Last minute	

Monday, 3 November 2014