

Final year Project Proposal

**SAFARI ADVENTURE: A Tourism Website**



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# Abstract

The need for tourism management related systems that can help to manage tourism information with ease is sought after by most of the tourism companies. This project is mainly focused towards automating the whole process of booking for a Tourist and adventure clubs can post their trip on the website to get traffic after approval from the admin. Our project is designed using HTML Tailwind CSS and Vue.Js. The backend we used is Firebase 9. “Safari Adventure” provide option for adventure clubs to register themselves and the post trips by providing necessary trip details. On the other hand, Users can select any tour and chat with the agent directly and book the trip. It is one of the easiest platforms for travelers.

# Undertaking

We certify that the project “Safari Adventures” is our own work. The work has not been presented elsewhere for assessment. Where material has been used from other sources it has been properly referred.

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## Acknowledgment

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# **Chapter 1**

## **Introduction**

The tourism business has been one of the most important businesses that contribute to the economy of the countries throughout the past recent years. Tourism industry contains a lot of benefits including tangible and intangible. Tangible tourism elements include the accommodation, transportation, etc., and intangible tourism benefits include the motivation, opportunity to meet new people, experiencing the cultures of others, and opportunity to go to new places and have some adventure. Tourism also contributes to the production of new jobs for the people. Main problem was that tourists faced difficulties while booking tour and getting any information manually by visiting the physical offices of tourism industry. So, there was need to make easy to use online web portal from where users can get information regarding different places of Pakistan. SAFARI ADVENTURES portal includes the various exercise related to the tourism like centralizing the focus on the visit objectives, setting out the visit or tour, and providing the convenience to the tourists. It will help the tourists or agents to get attracted towards various upcoming tours by showcasing the upmost tours.

Tourism is one of the most beneficial and financially attractive business components. Tourism has become the main source of durable economic prosperity in many countries. The main objective of tourism is to visit the different areas without causing the potential harm to the environment and locals. Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes. The quantity of foreign visitors visiting Pakistan has risen decisively lately, regardless of safety worries in the country. The quantity of foreign visitor visiting Pakistan grew by 6.5% in 2019, this has increased the demand for increase in tourism business.

In the present day and age individuals frequently need a break from their bustling lives to invest some energy with family and friends or essentially travel for their own motivation yet never get good lodgings, transport offices and objective handout. This propelled us to make a tourism portal the executive's framework which assists the explorers to get better experience of travelling. A Web based portal to be known as 'SAFARI ADVENTURES', for boosting the tourism sector of our country. We are building the portal to make it a productive asset for our nation. SAFARI ADVENTURE will be a tourist portal, where international and local tourists can get information about popular or hidden beautiful locations of Pakistan. Secondly, the portal would be able to provide information about food points, hotel accommodation, and local tourist spots of a city. For example, Naran kaghan valley is a good point for tourists, but is there any specific local tourist spot? Yes, there is! One of them is '**Babusar Top**'.

Pakistan is a country that Allah Almighty has given a divergent geography and divergent climate. Pakistan is blessed with beautiful places including historical points and religious sites where tourists from different cities of Pakistan and from abroad visit in large numbers. Pakistan is well equipped with diverse landscapes, and we often ignore them because of less knowledge about landscape of Pakistan. So, 'SAFARI ADVENTURE' web portal will give detailed info about places, with images, content, food, and tourists review based suggestions to people.

In the aspect of tourism, Internet and web technologies have more readily available information on tourists' locations, food, transportation etc. which improves the tourism experience. Our goal is to design and implement such web portal that will aids tourists to have access to information on tourist locations in Pakistan. This website will be able to respond to the queries submitted by the customers without any delay. One of the important aspects of 'SAFARI ADVENTURE' is to enroll **adventure clubs** with it. The adventure clubs, that book people and carry them to the beautiful places of Pakistan. These clubs can register with 'SAFARI ADVENTURE' and can upload their events, so that people can book their seats in currently active event and enjoy tour with friends and family.

## 1.1 Project Goal

The objective of our task is to develop such system which provide information about trips to different tourist places in Pakistan to the local or international tourists. By using this platform users will be able to choose their travel destination where packages will be mentioned. Moreover, it will guide and help the tourists to do complete verification including every other requirement with safety and security.

The goals for 'SAFARI ADVENTURE' are divided into two categories:

1. The short-term goals of project include, achievement of desired project functionality, usability, efficiency, marketing of project, and simplicity.
2. The long-term goal of 'SAFARI ADVENTURE' is concerned with promotion of tourism across Pakistan and on international level, as well.

## 1.2 Aims & Objectives

The aims and objectives of 'SAFARI ADVENTURE' can be explained in terms of scope, time, cost, etc. These objectives are

*Table 1: Aim & Objective*

	Scope	Time	Cost	Others
<b>Aims and Objectives</b>	<ol style="list-style-type: none"> <li>1. Nation-wide promotion of tourism</li> <li>2. Focus on international tourists</li> <li>3. Providing knowledge and facility accommodation to a tourist</li> <li>4. Involvement of adventure clubs, so as to help them and the people to arrange trip easily.</li> <li>5. The portal will make it easy to know anything about Pakistan's</li> </ol>	<ol style="list-style-type: none"> <li>1. Estimated time for completion of project must not be exceeded more than 4 months</li> <li>2. Launching the web portal within the given time limit</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost associated with project development will not increase more than \$300</li> </ol>	<ol style="list-style-type: none"> <li>1. All the features of 'SAFARI ADVENTURE' must be according to the requirements as discussed with stakeholders</li> </ol>

	different attracting places.			
<b>Success criteria for project</b>	<p>All the requirements and features should be fulfilled along with the specified deliverables. Other than that Performance and efficiency of the system should also be met.</p>	<p>Project's progress should be tracked on weekly basis, and it should be according to the planned duration.</p>	<ol style="list-style-type: none"> <li>1. Project completion should be within specified cost constraints .</li> <li>2. The project should pay or itself within one year of implementation.</li> </ol>	<p>Agreed or specified project functionality .</p>

## 1.3 Deliverables

### Phase 1

- In first phase, complete SRS document is delivered that will show all the requirements of the project, the work formula and the brief overview of the project functionality with the help of essential diagrammatic representation of system like sequence, class, usecase and activity diagrams.

### Phase 2

- In the phase 2, the web portal will be launched that will be in conformance to the agreed set of requirements after thorough testing and a robust server would be purchased with a domain, the website will be live and can be accessed from anywhere, anytime.

### Phase 3

- The third phase will be concerned with maintenance of the portal. The additional functionality will be added to the portal according to the needs and demands of the people using our services.

## Chapter 2

### 2. Literature Review

The literary review of 'SAFARI ADVENTURE' will be discussed in this section:

#### 2.1 Literature Survey

Tourism is often difficult to define because it is sometimes a complex concept. The tourism industry or business is information rigorous industry, and all the participants involve in this business heavily rely on proper information for felicitous marketing and management of this business. Websites are the fundamental and leading source for providing the information in this business. Our work on the tourism research has shown that websites play an important role in helping the tourists when they sit and plan for some travel itinerary. That's why the significance of tourism website in tourism business is a crucial element.

As according to the recent reports and surveys, the tourism in our country is increasing. The tourism industry is one of the interesting and growing industries of Pakistan. Our country is extremely diverse both ethnically and geographically and a vast number of cultural heritage and historical sites are present all across the country. The boost in tourism has been aided significantly by the Government of Pakistan's recent decision that was primarily based on

**"No Objection Certificates"** for tourists that visit from different areas of the world.

Literature survey show that the proper design, correct content, layout, web dimensions all these are necessary things in developing the website. So, following the study and keeping in my mind that travelers come from diverse areas and different cultures we have developed such web portal that is able to accommodate the cultural differences and have adequate understanding of tourists needs. SAFARI ADVENTURE is such a portal that

will help tourists to know about different beautiful areas of Pakistan and they will be able to book their trip to their desired destination. Different travel agents will also be able to create their own package on our website.

By doing research we come to know that Our country can improve the stability economically, by the aid of boost in tourism industry of our country and that is one of the prime factors, that will answer to the question, why have we chosen to work on this topic? Furthermore, these are some of the references from the surveys or the articles that are highlighting the importance of tourism for Pakistan:

- Recently, Pakistan was ranked as “The best holiday Destination ‘for the year 2020 by one of the famous and the leading travel magazines [1]
- Pakistan was also ranked as the ‘Third Highest Potential Destination’ of the world [1]
- In the year 2018, Pakistan was given a title of ‘World’s Top Adventure Travel Destination’ by the ‘British Backpacker Society’ [2]
- In the year 2019, Pakistan was ranked by ‘Forbes’ as ‘Coolest Places’ in the world to visit [3].

## 2.2 Market Survey

While doing the market research we found a lot of our competitor’s tourism websites that are providing tourism services to the people. By keeping in mind all the trends and needs of the growing interest of people in tourism sector we established such portal that will aid tourists in selecting their desired destination and booking the trip for that .We made comparison of our website with others tourism websites of Pakistan like [www.pakadvantures.pk](http://www.pakadvantures.pk). [4] Our website is easy to use and Unique feature of our website that make it different from all other competitors is that along with the tourists it will allow the agents to plan a trip and create a tour package.



Other than the comparison of our website with our competitors we also analyze the market trends of tourism industry of Pakistan, following are the statistics of the conducted surveys

- The tourism's industry's direct contribution to GDP of the country was approximately  
US\$7.6 billion i.e. (PKR 793 billion) in the year 2016 [4]
- The tourism's industry's direct contribution to GDP of the country was approximately  
US\$19.7 billion million in the year 2019 [5].

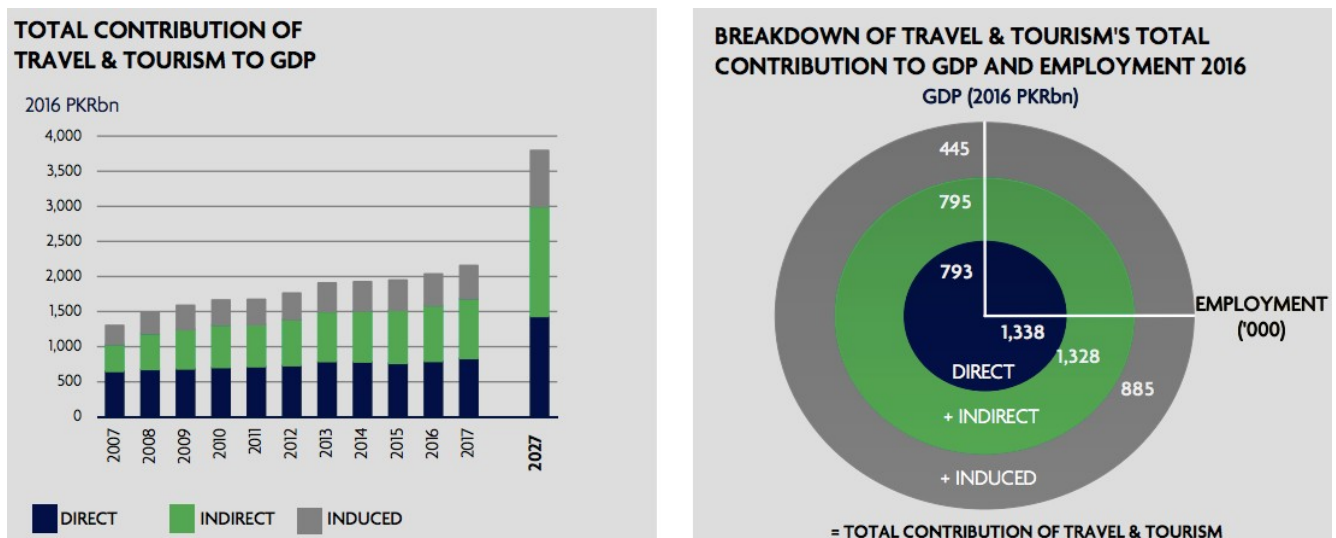


Figure 1: Market Survey

According to the recent statements made by PM Imran Khan, he said that tourism industry has seen an enormous amount of boost in the recent few years, so the protection of tourist sites is necessary, programs titled as eco-tourism are also started for enhancement of tourism across the country while of course, keeping an eye on the tourist sites [6]. So, we can predict that sufficient amount of aid is provided by tourism to the economy of the country. Moreover, it is being said that the tourism industry of Pakistan can grow US \$39.8 billion within a decade (WTO) as shown in the figure 2.2.2.

Hence, according to all of these research, promotion of tourism is a big need of today, and hence we are working on this portal to provide an aid to the tourism industry of Pakistan and hence making it a valuable asset for the country and the people.



*Figure 2: Pakistan Tourism*

# Chapter 3

## 3. Methodology

### 3.1 Detailed Methodology Used with Block and Flow Diagrams

We are going to use Firebase framework for back-end and VUE framework for front-end.

In our website, we will be using Agile Development methodology. It is the most available for developing and testing the software in the iterative manner. The main reason behind using the agile model is that if any defect or fault is found at any stage we can go back to that stage and can correct it. Other than that, it also decreases the delivery process duration significantly and product can be delivered on time according to the latest business needs of the market.

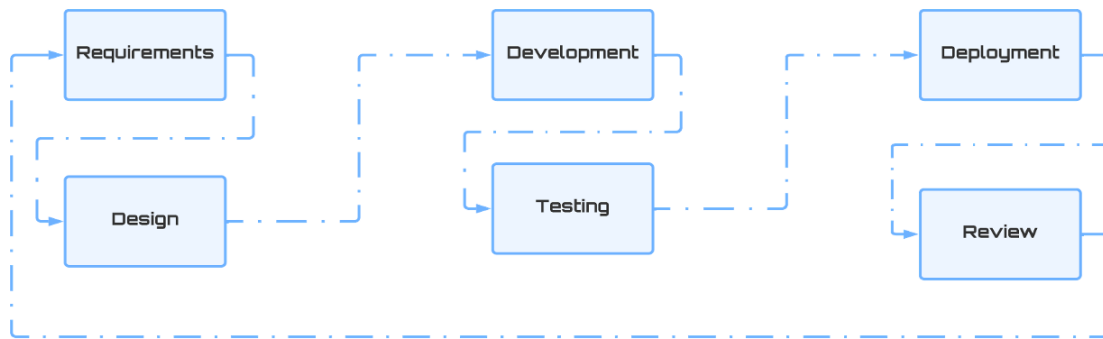


Figure 4: Agile Methodology

Various phases of Agile model:

#### Concept:

In the very first phase, project owner or the manager communicates with the desired client and decides the things like the initial scope of the project and the crucial functionality of the system. At this stage the budget and time constraints for the project are also discussed and decided. The project analysis at this phase decides whether it is feasible to build that project or not.

In our project we met with the client i.e tourists or tour agent to decide which is the key functionality and what are the total budget and constraints of our project. On the given requirements analysis was done.

### **Inception:**

The second phase includes the designing and scheduling part. The product owner is responsible for scheduling all tasks of the project and assigning them to the different members of the project as per their availability and it's also the project manager responsibility to provide the members with other necessary tools. After that team starts designing the project. This phase includes a lot of the input from the client as they are the ones who decide what kind of system they want or desire for.

In our system at this phase we made the work break down structure (WBS) using tools like Ms project and then outlined all of the phases and assign them to the respective people and also assigned them the resources.

### **Iteration:**

The third phase is actually the development phase of the project. In its first iteration most basic functionality of the project is considered to code .After that in other iterative different other relevant functionalities and advancements are considered to code.

Since our project is firebase framework based. So using this framework we developed the our web portal that includes realtime database, cloud firestore and the travel agent authentication.

### **Release:**

The fourth phase of agile model is release phase. At this phase product is ready to be released but before releasing the product the agile team must test it for defects or bugs. If any errors are found these errors are fixed as early as possible. At the end of this phase product is launched to the general users of the system.

In our case we tested our website using different tools like selenium and had done different testing for front end and back end.

## Maintenance

The maintenance phase of the model includes the maintenance of the product. This phase includes the improving system by adding new functionalities in order to meet the changing demands of the target people

In our case, our development team will provide the maintenance for total of two years after the release of our website.

Following is the class diagram of our project. In this diagram, we show that how different classes interact with each other. Admin can interact with Agent and with user. User can interact with booking and contact us.

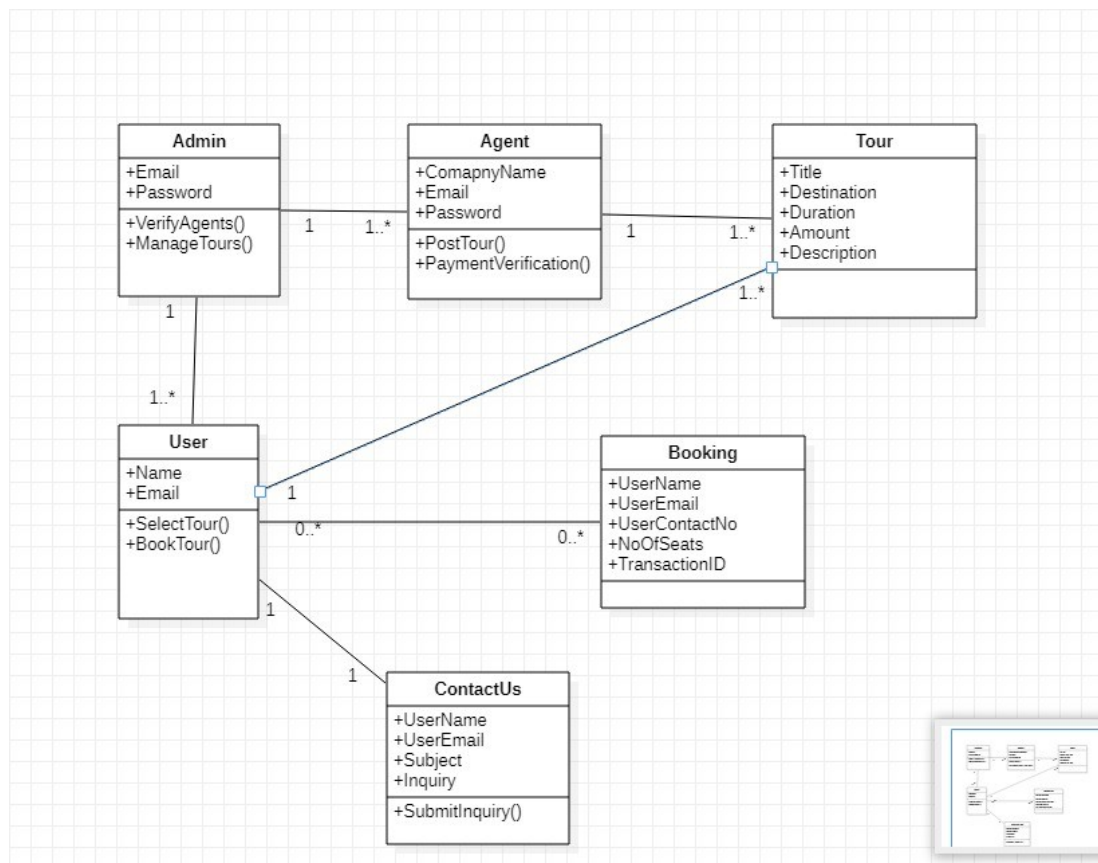


Figure 5:Class Diagram

### 3.1.1 Use Case Diagrams

Following is the use case diagram. In the diagram we have demonstrated the two end users and admin and their interaction with system.

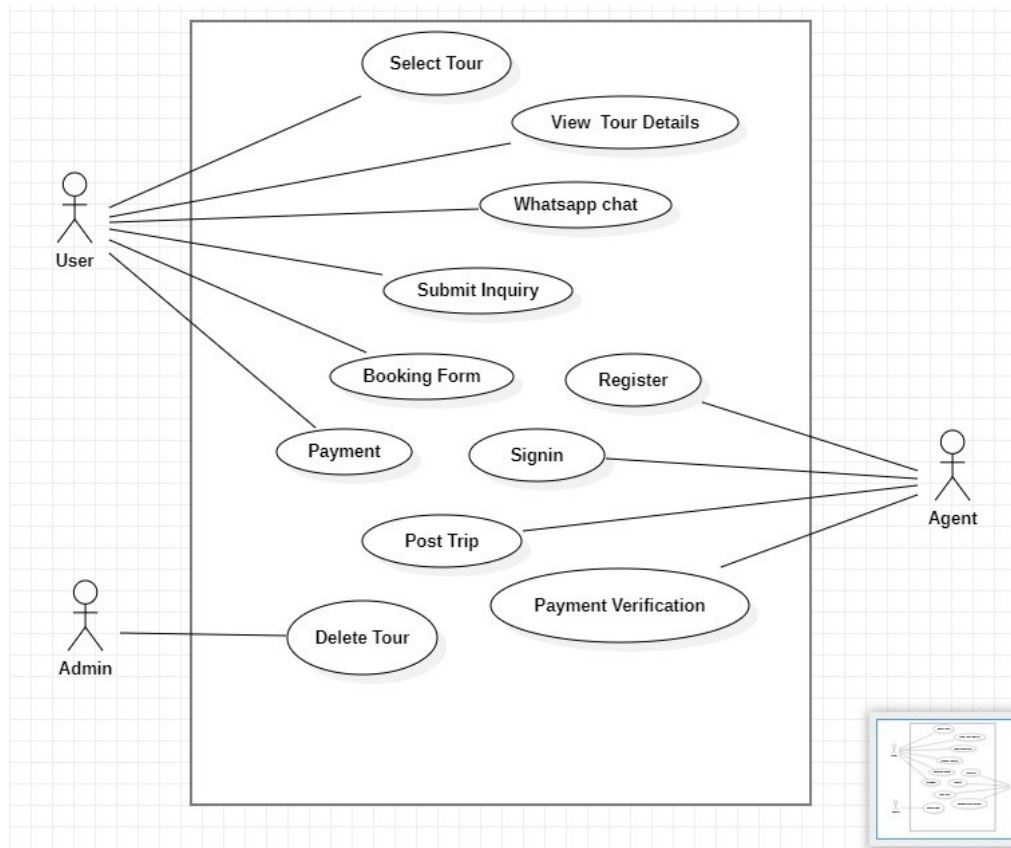


Figure 6: Use case Diagram

### 3.1.2 Flowchart

Following diagram shows the flow of the web app.

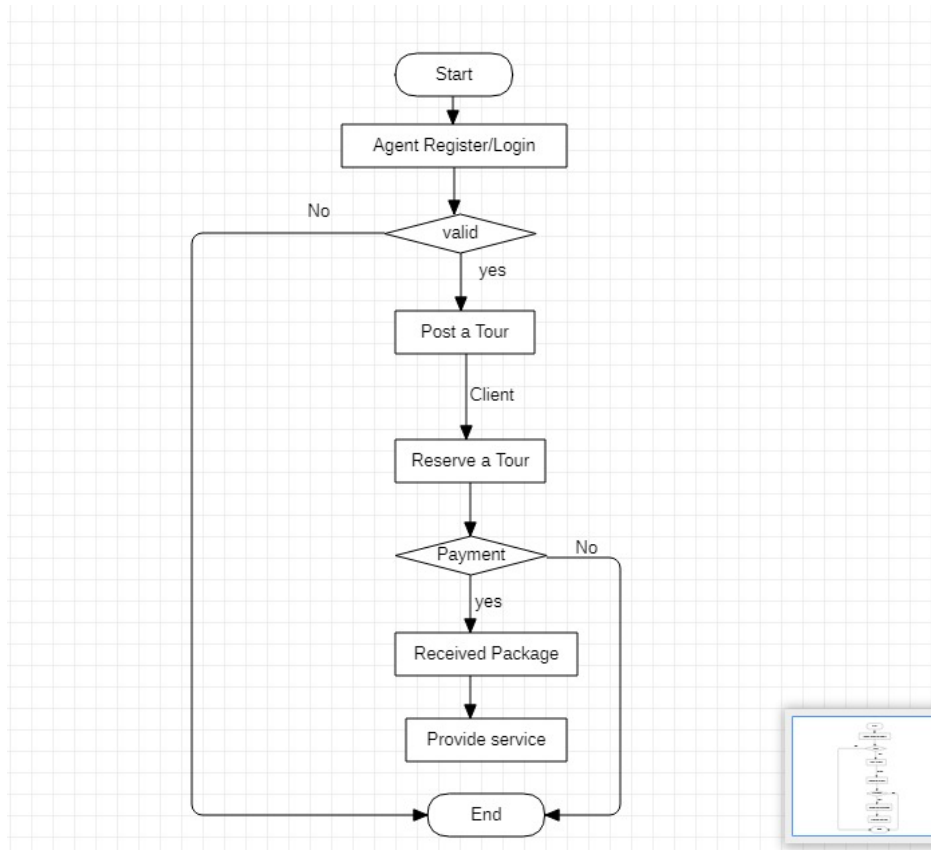


Figure 7: Flowchart Diagram

### 3.2 Project timeline

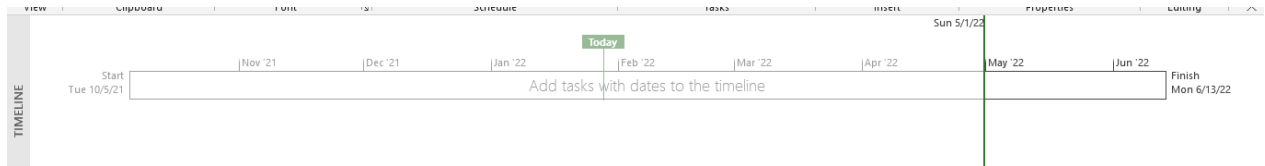
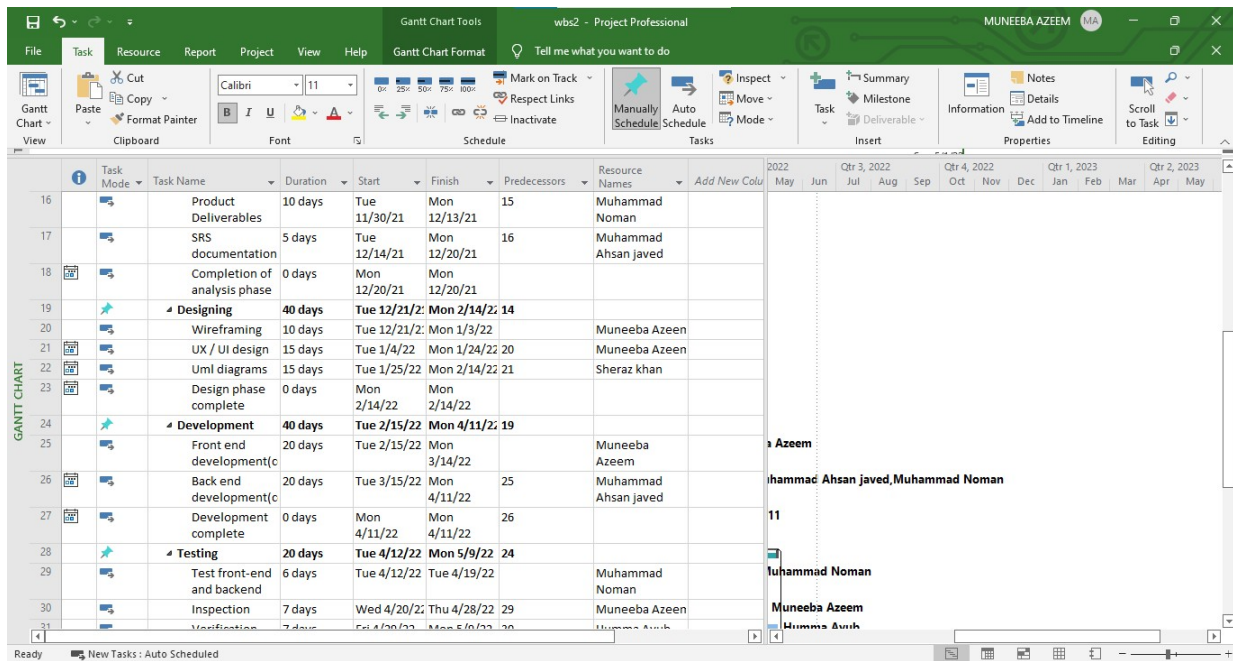
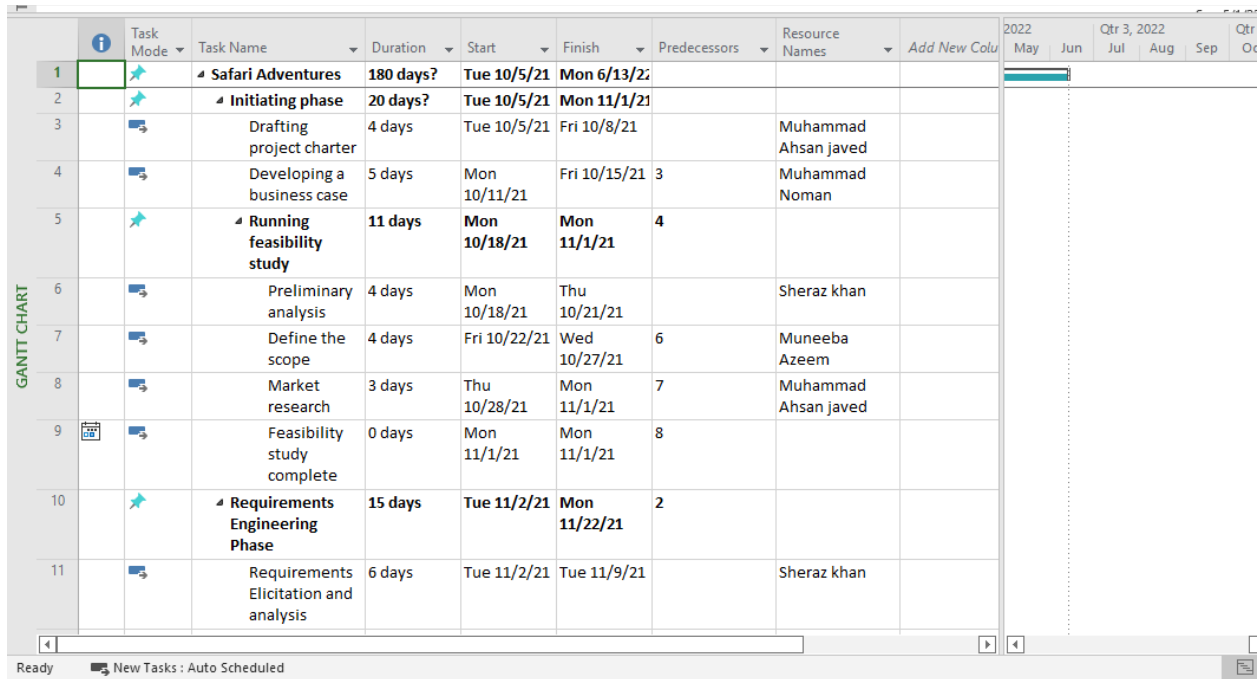


Figure 8: Project Timeline

## Gantt Chart View

[illegible]





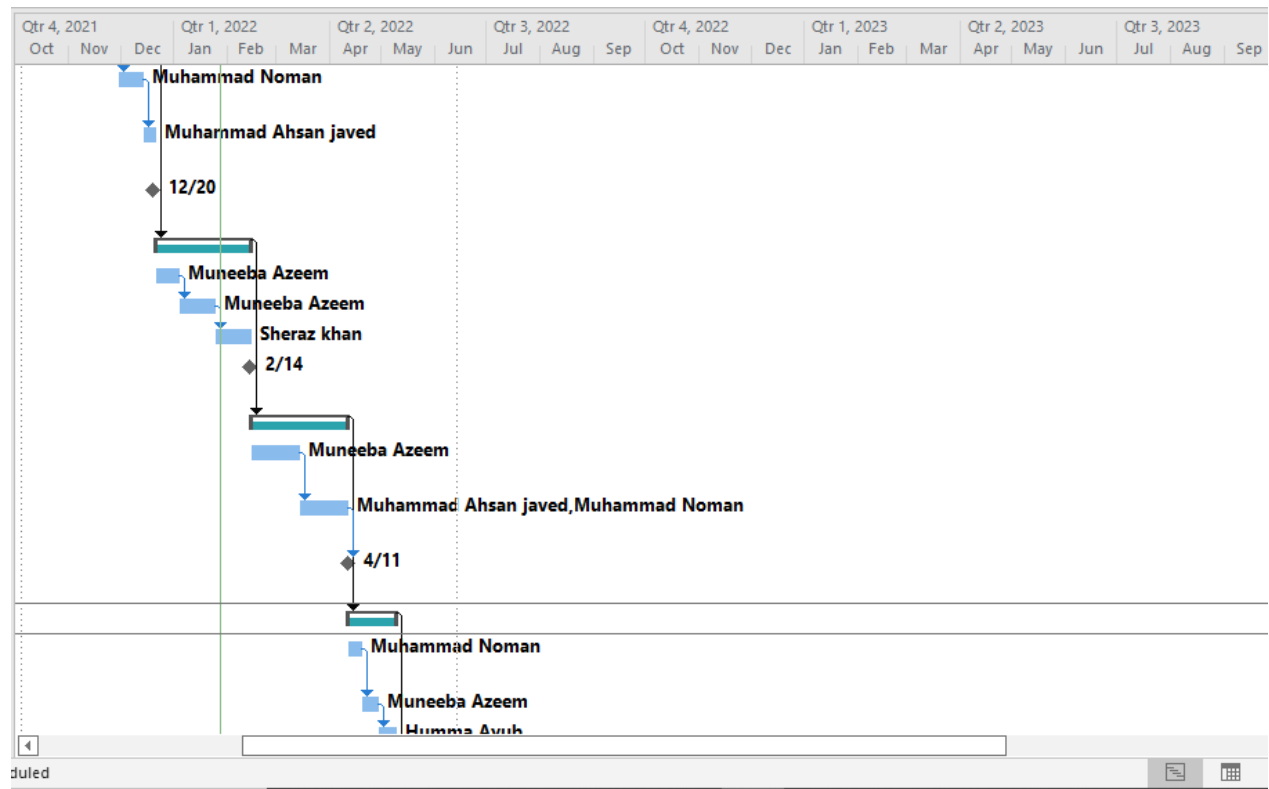


Figure 9 : Gantt Chart View

### 3.3 Experimental/ Simulation Setup

The Experimental setup is comprised of both hardware and software.

- For the development of a simulation model, we require some simulation instruments and for simulation we utilize Visual Studio code software, and we use firebase framework for our backend task. We require node JS for the proper functioning of Vue JS. Along with that we install NPM to run the project.
- StarUML for designing Use Case, Sequence, Class diagrams.
- Hardware components that we use include Laptops that aids us in the for the development of project and also help in documentation, and printers are going to be used for printing stuff related to documentation that we must submit.

### 3.4 Work packages completed/milestones achieved

Following is the list of work that has been achieved:

#### ➤ **Web App**

- **Featured Places**

Some of the places are displayed on the home page these are the featured places, these are shown based on rating, places having high rating are displayed on home page.

- **Agent Registration**

If any user wants to register his clubs and events with SAFARI ADVENTURE, he will have to be registered on the website. He can create account here and add clubs and events.

- **Agent Sign in**

After registration, the agent can login to the website and post certain trips with Duration of trip, Package price, Name of tour and description of the tour.

- **Admin Sign in**

Admin can sign into the portal where he will be redirected to new page where he can delete the tour

- **Featured Events**

Some events are shown on the home page, these are shown on the approval of admin, if he wants, he can show any of the events on home page as featured. In ongoing events, user can view all the events that are taking place or that are registered in SAFARI ADVENTURE website, all events will be shown with their information such as start and end date and option to contact on WhatsApp.

- **Forgot Password**

If any user forgets his password, there is a feature to recover his account, he will have to write his email and based on email, a link will be sent to him from which he can set a new password for his account.

- **Manage Events**

Admin can also manage his club events, if he is registered and want to add a new event for his club, he can add that, also he can modify the existing events such as changing the end date for any event.

### **3.5 Evaluation parameters**

Following are the parameters for our project evaluation:

#### **Ease of System**

The framework ought to be simple and it should be easy to use and could be expected under the circumstances.

#### **Responsiveness:**

It should be responsive, and it will show the content according to the specified screen.

#### **Efficiency:**

The portal ought to support its users in performing their tasks. All the features should be working perfectly.

**Data-Security:**

There should be the security of data given by the user. As information security is critical point in any design.

**Budget Constraint:**

Project should be within budget.

**Timelimit:**

Project should be completed within time constraint.

**Acceptance Testing:**

Acceptance testing should be satisfied. It ought to meet end user's approval. All the project requirements should be fulfilled

# Chapter 4

## 4. Results and Discussion

### 4.1 Simulation Results

Our home page contains functionalities which agent can perform like agent login/signup and agent can post tour. And contact us page contains form where we can get data from the users. And about us page contain data about our tourism business.

Following are given all the simulation results:

#### 4.1.1 Website Testing

We have done various testing techniques to test our website. Which includes:

- **Cross Browser Testing**

Tested the website on different browsers like Chrome and Internet explorer and check the behavior of website. No design or functionality issue raised during all of this.

- **Responsiveness**

Tested the website responsiveness by changing the screen size from Desktop to Tablet and Mobile. No design issue raised.

- **Reliability Testing**

Tested website reliability and it was reliable to all users.

- **Speed Testing**

Tested speed of website which gave awesome results.

- **Availability Testing**

When a greater number of users logged into the website, the website was available to all of them.

## 4.2 Product Demo

The following screens are the landing pages of our website with both dark and light mode which include navigation bar.

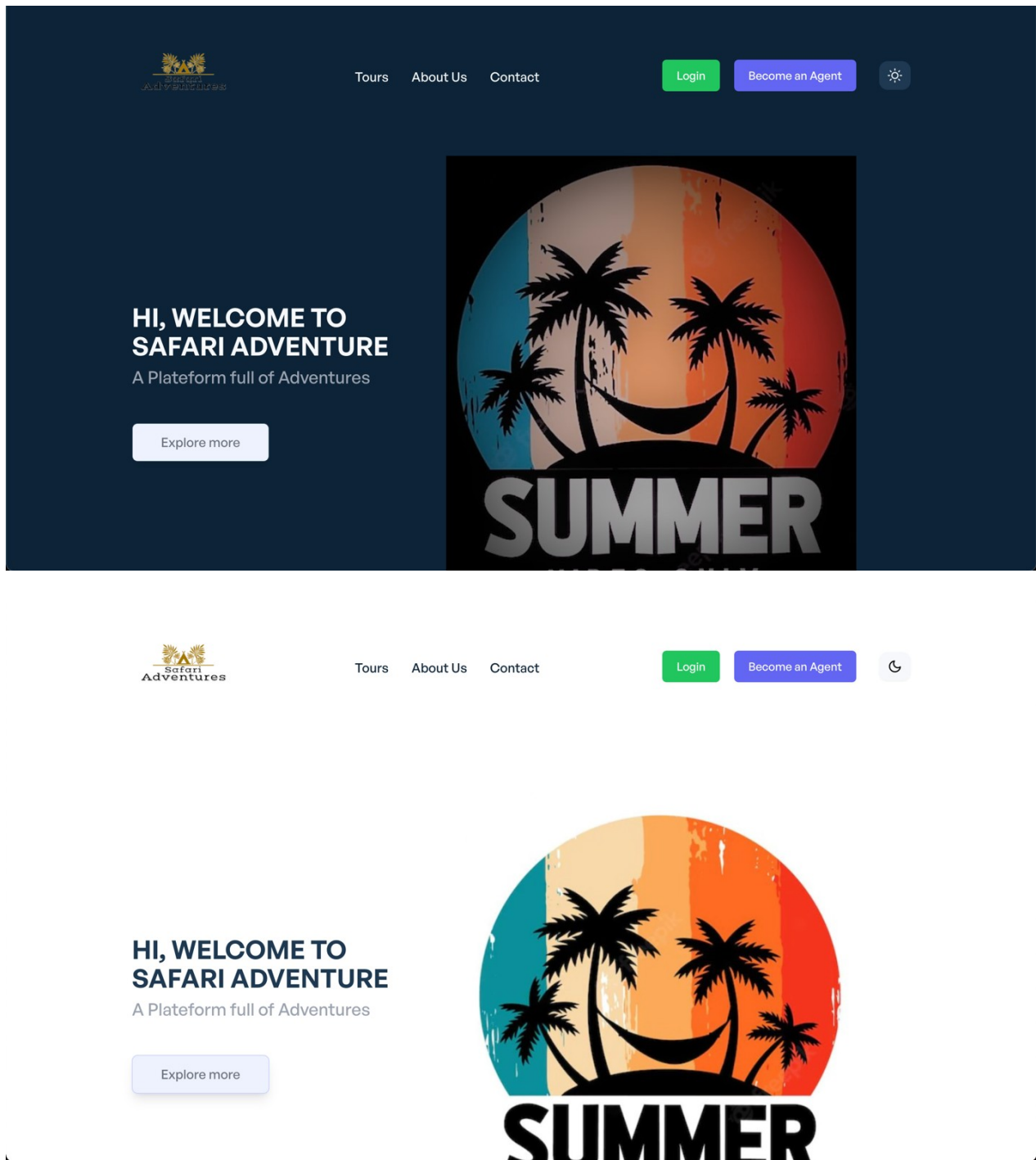
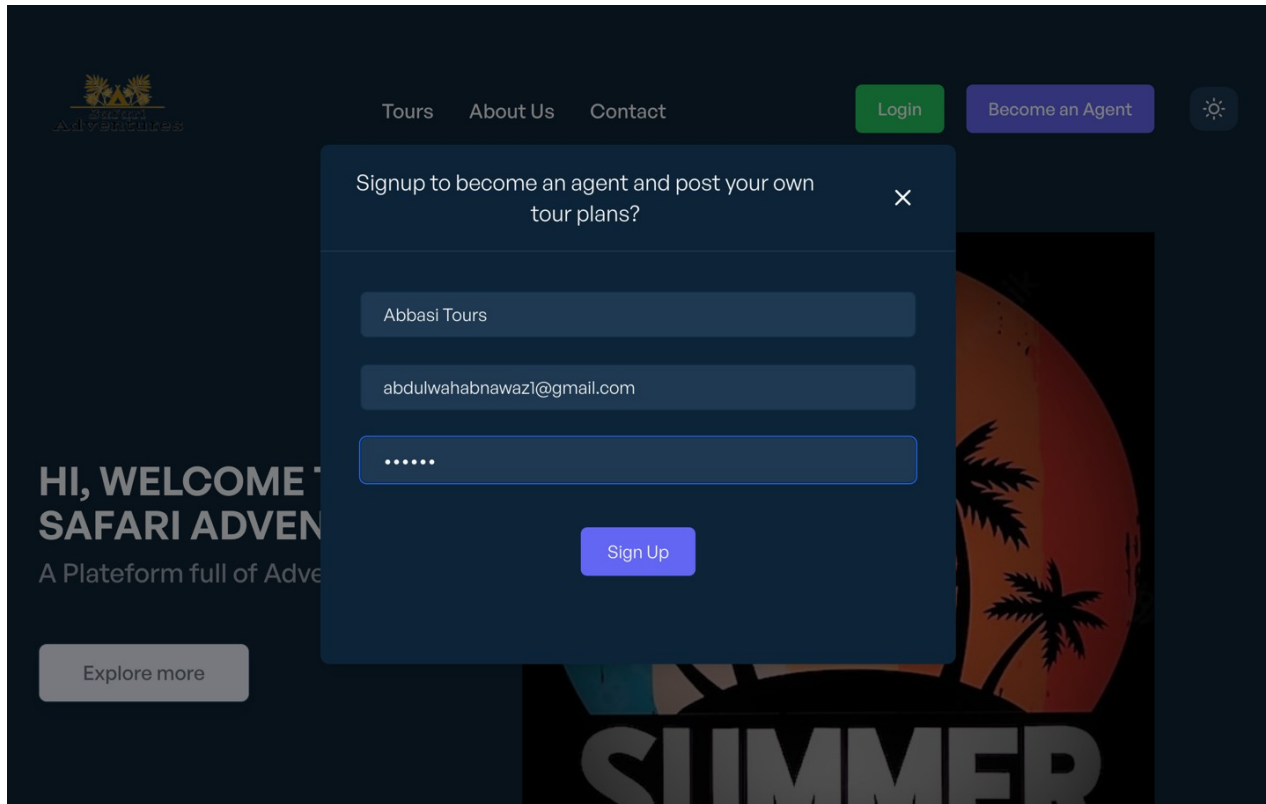


Figure 10: Home Page UI

Following screen is for signup where agent will provide email name and password for registration.

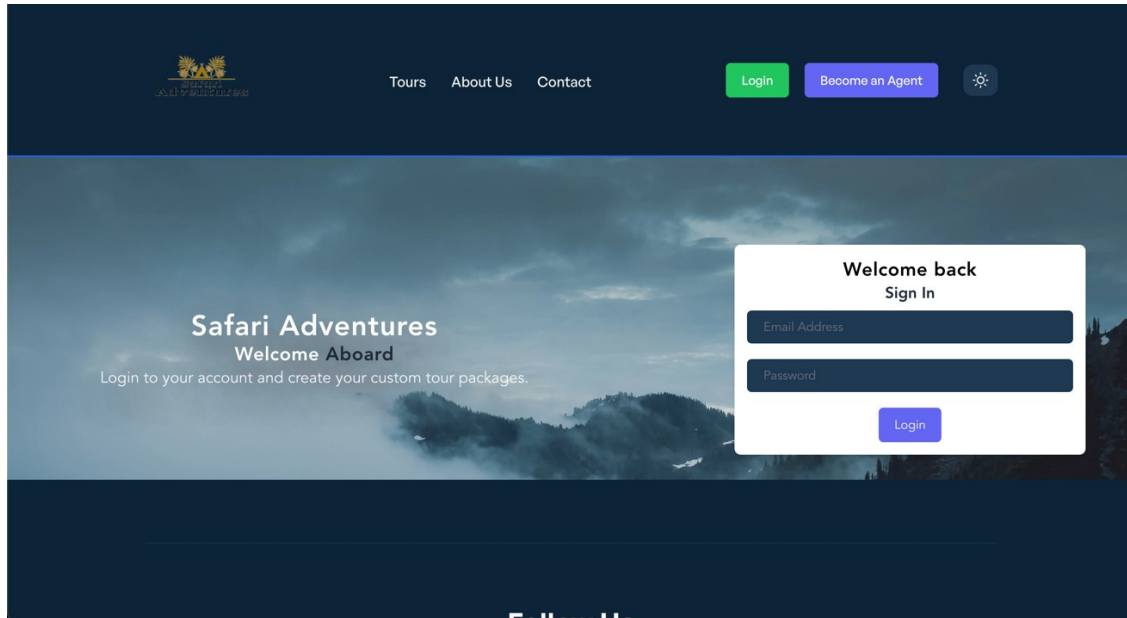


The image shows a dark-themed website for "Safari Adventures". At the top, there is a navigation bar with links for "Tours", "About Us", and "Contact". To the right of these links are two buttons: a green "Login" button and a purple "Become an Agent" button. A small sun icon is also visible in the top right corner. The main content area features a large, stylized background image of a sunset over a beach with palm trees. Overlaid on this is a dark blue modal window titled "Signup to become an agent and post your own tour plans?". The modal contains three input fields: the first is labeled "Abbasi Tours", the second contains the email address "abdulwahabnawaz1@gmail.com", and the third is a password field represented by six dots. Below the input fields is a purple "Sign Up" button. In the background, to the left of the modal, there is a large text overlay that reads "HI, WELCOME TO SAFARI ADVENTURES" and "A Platform full of Adventure". Below this text is a grey button labeled "Explore more".

Figure 11: Signup Model UI



Login form for agent where he can login into his account and then can create tours



The screenshot shows the Safari Adventures website's login interface. The header features the Safari Adventures logo, navigation links for 'Tours', 'About Us', and 'Contact', and buttons for 'Login' (green) and 'Become an Agent' (purple). A settings icon is also present. The main content area has a dark blue background with a misty mountain landscape. On the left, the text reads 'Safari Adventures Welcome Aboard' and 'Login to your account and create your custom tour packages.' On the right, a white login form is displayed with the title 'Welcome back Sign In'. It contains two input fields: 'Email Address' and 'Password', followed by a purple 'Login' button.

Figure 12: Login Form

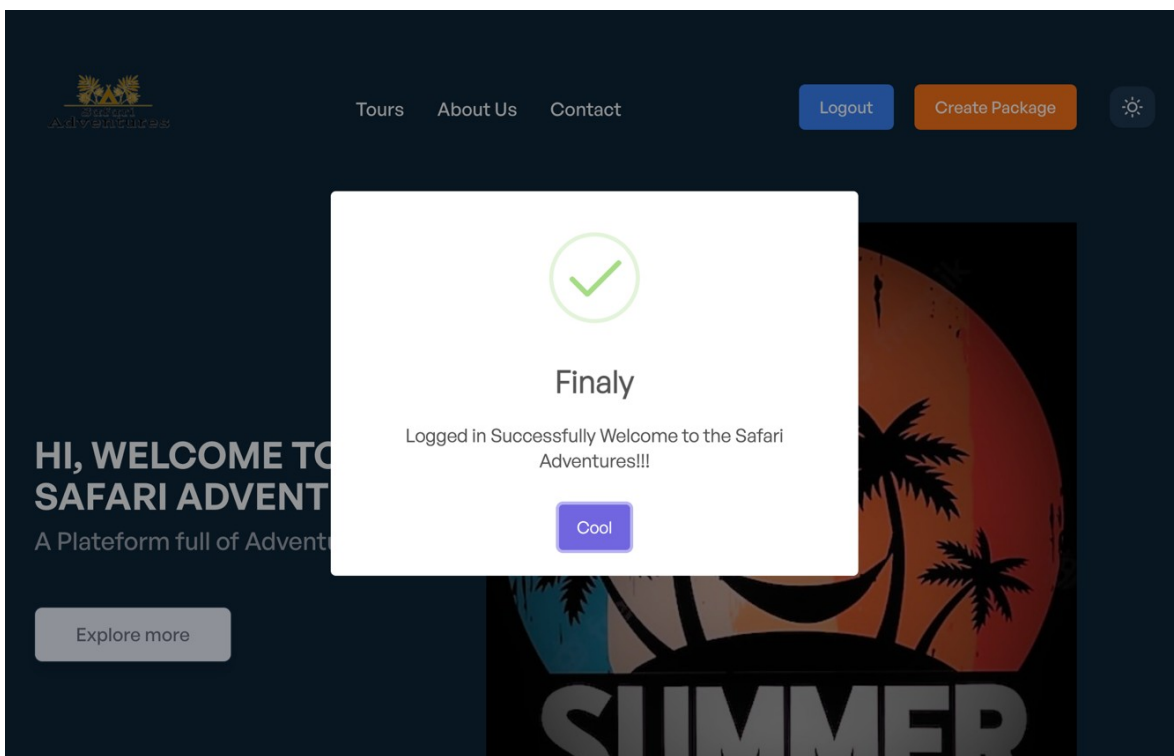


Figure 13: Login success

Screen for agent where he can create tours by providing necessary details.

The screenshot shows a mobile application interface for 'Safari Adventures'. A modal form titled 'Create your own Package by adding the information' is displayed. The form includes the following fields: 'Type the Package Name here' (with a 'Please fill in this field.' error message), 'Upload file' (with a 'Choose file' button and 'No file chosen' text), 'Progress: 0%' with a progress bar, 'Duration', 'Price per head', 'Destination', 'Type the agent Number', and 'Type the Bank Account'. In the background, a banner reads 'HI, WELCOME TO SAFARI ADVENTURES A Platform full of Adventure' with an 'Explore more' button. A 'Create Package' button is visible in the top right corner of the app.

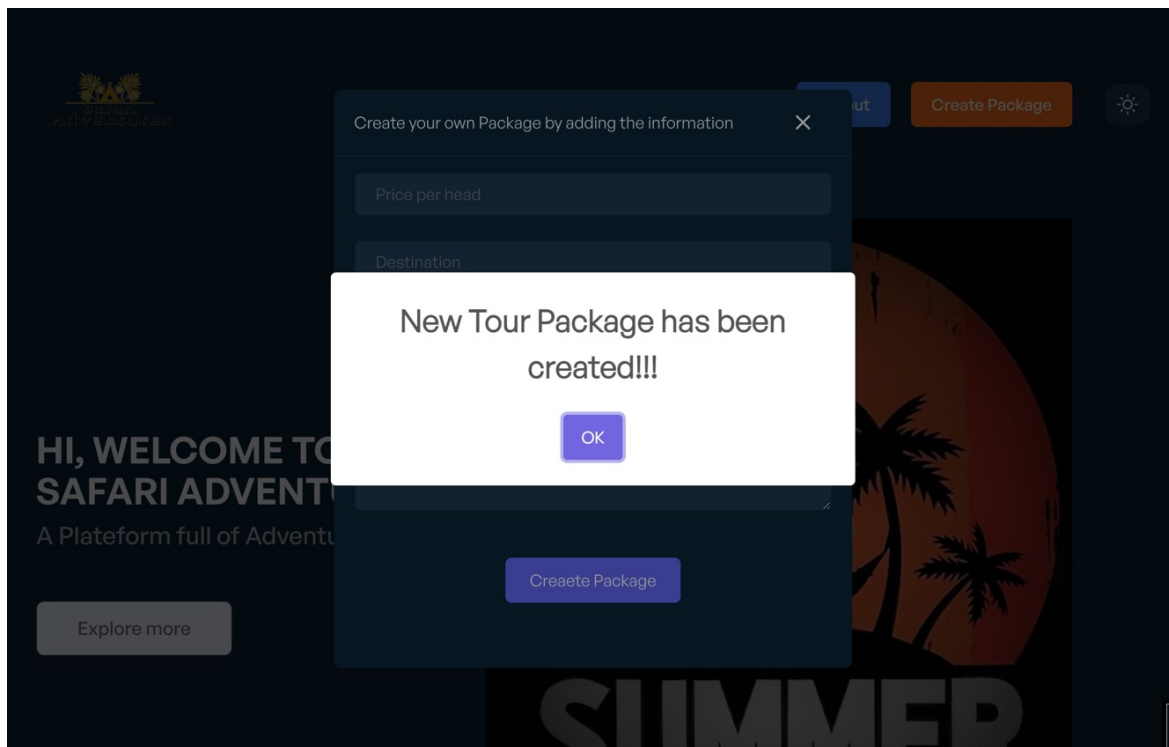


Figure 14: Create a tour Package

List of tour packages created by agent

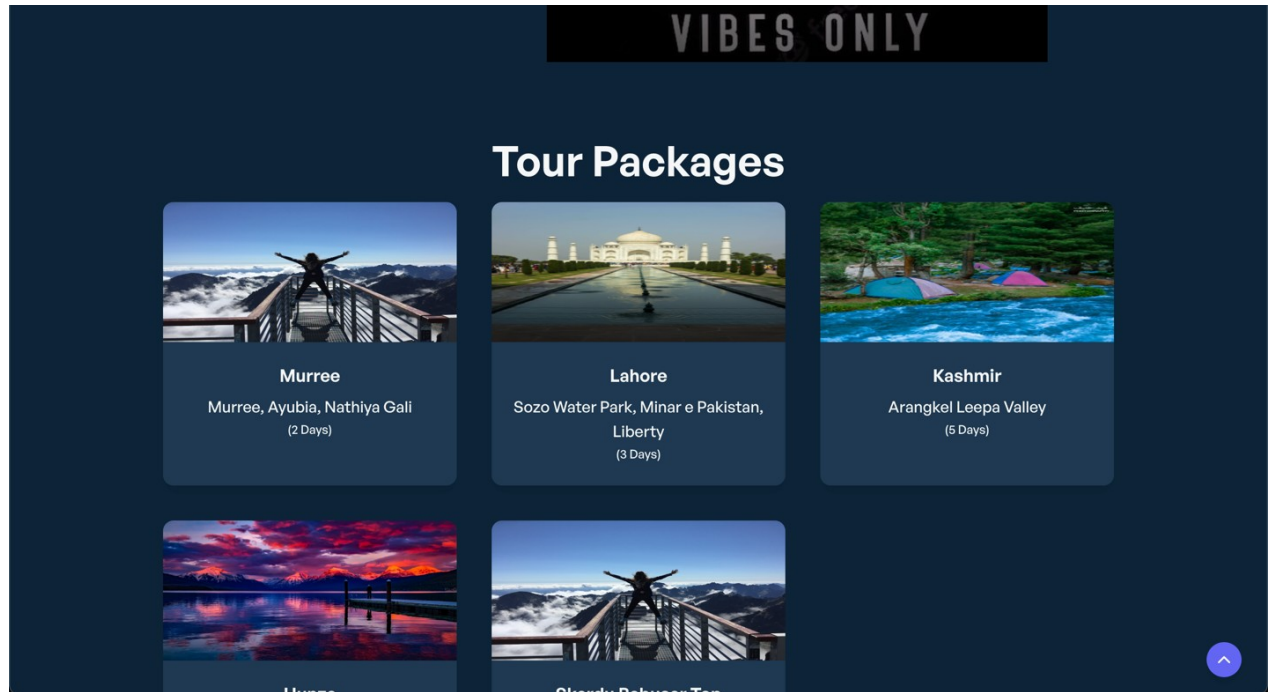


Figure 15: Tour List view

This screen demonstrates the tour detail page with agent information and description of the tour.

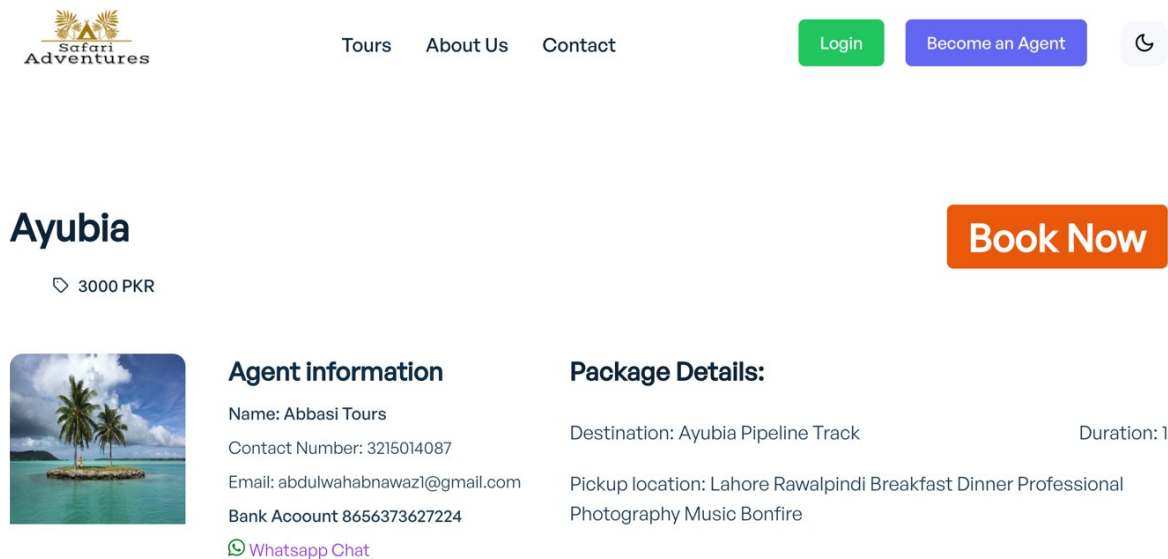
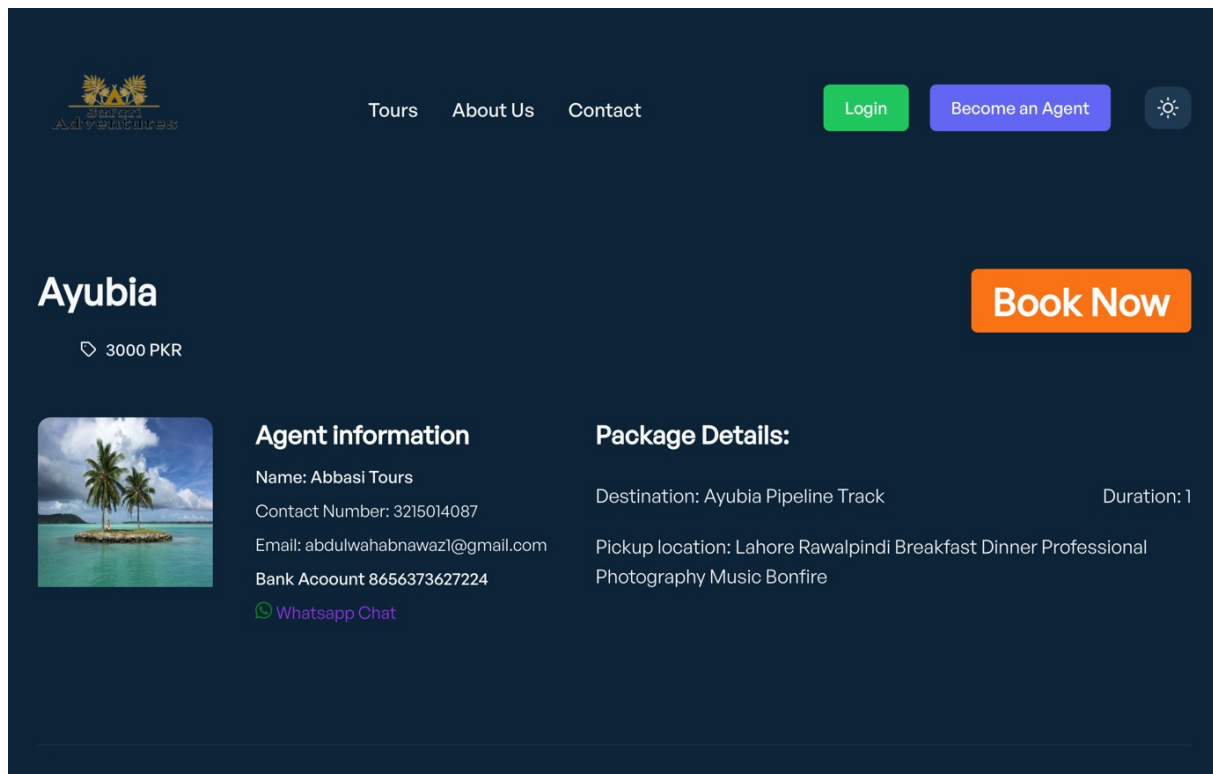


Figure 16: Tour detail screen

Following interface is for BOOKING tour for the user where he will provide the details

The screenshot shows a dark-themed user interface for a travel agency. On the left, there's a profile for 'Ayubia' with a price of '3000 PKR' and a scenic image of palm trees. A modal window titled 'Book this tour Package by adding the information below' is centered, containing several input fields: 'Full Name', 'Contact Number' (with a 'Please fill in this field.' error message), 'Email', 'Number of Persons', 'Payment Id', and a text area for 'Write your includings and services here.'. To the right of the modal, there's a 'Book Now' button and some tour details like 'Duration: 1' and 'Breakfast Dinner Professional'. At the bottom of the modal, another 'Book Now' button is visible.

Figure 17: Booking Form

WhatsApp chat feature added in for the user where he can discuss with chat with certain agent

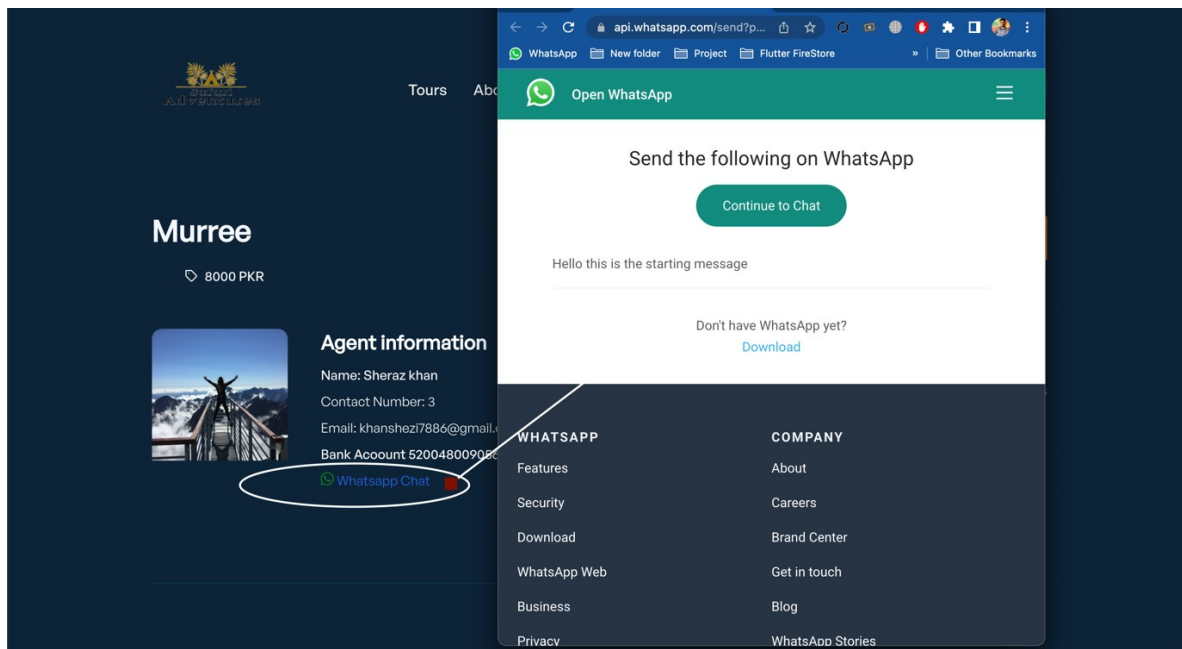


Figure 18: Chat sceeen

## Information about our company and

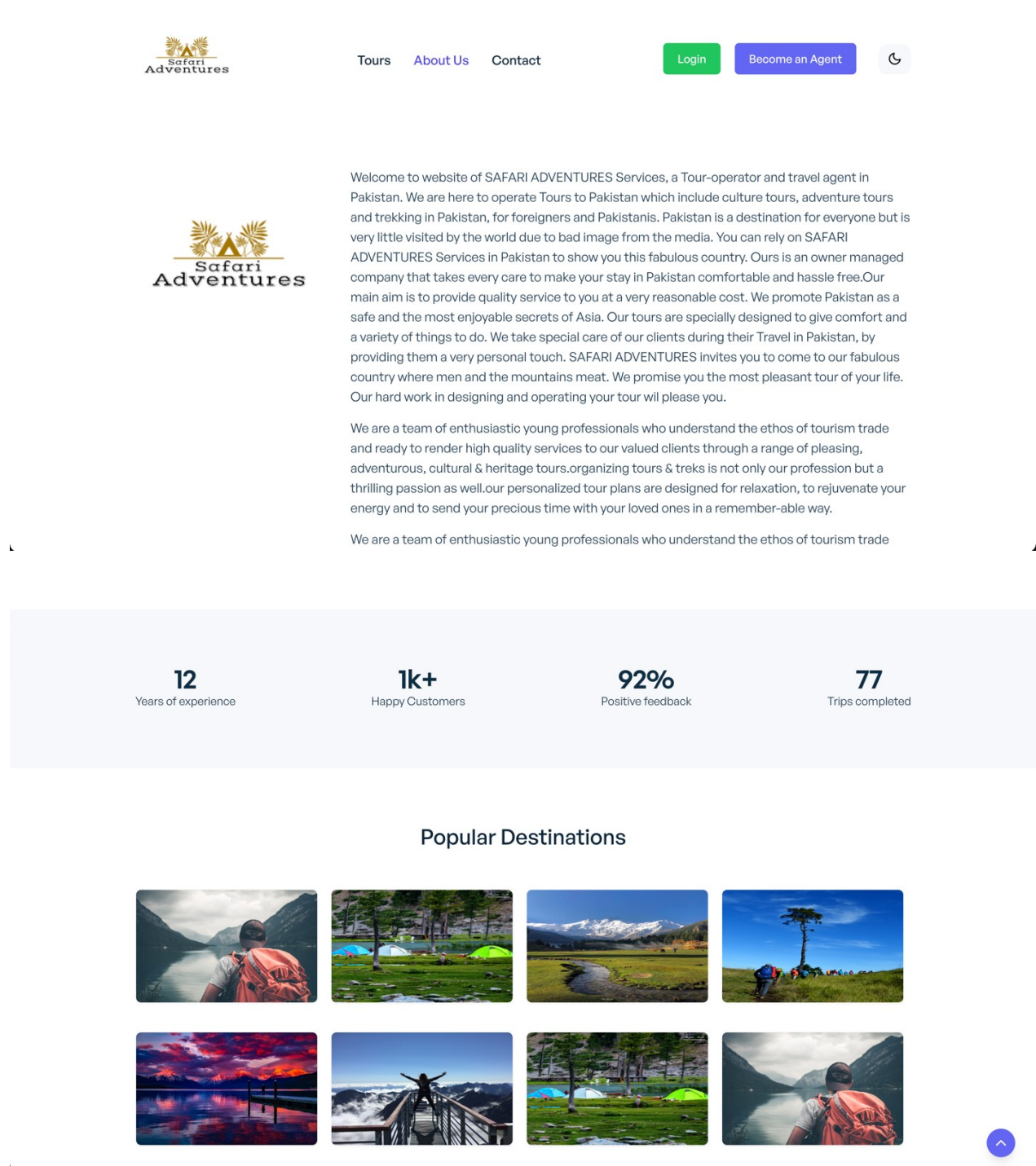


Figure 19:About Us

Inquiry form for the users where he can contact the admin

### Contact Form

Full Name


Email


Subject

Message

Send Message

### Contact details

 Your Address, Your City, Your Country

 email@domain.com




 555 8888 888

Figure 20:Contact Us

Screen where admin can manage the tours through his side and can delete tours



[Tours](#) [About Us](#) [Contact](#)

[Login](#) [Become an Agent](#) 

## Tour Packages From Agents

Delete

**Murree**  
Murree, Ayubia, Nathiya Gali  
(2 Days)

Delete

**Lahore**  
Sozo Water Park, Minar e Pakistan, Liberty  
(3 Days)

Delete

**Kashmir**  
Arangkel Leepa Valley  
(5 Days)

Delete

**Hunza**  
Passu cones Baltit Fort Altit fort  
(7 Days)

Delete

**Skardu Babusar Top**  
sarfaranga desert kachura  
(7 days)

Figure 21:Admin Panal



### 4.3 Results Discussion

In SAFARI ADVENTURE, as there are two parts of web site, talking about the first one which is for the visitors of website or users who are willing for booking of trip. The user who is visiting the site can see the trips posted on the website with details like duration of trip, Price of trip, Name, and destination of trip. When user will click on certain tour then he can see the details of tour which will be mentioned already. He can also contact the agent who has posted that specific trip on the website via WhatsApp chat. Then after chatting with the agent user can book the trip by clicking on the button available **BOOK NOW**. He must fill a form where certain information will be asked from him along with Transaction id which will be approved later by Agent.

In the second part, Adventure club owner can sign up to the website. The he will verify the mail by a link that will land in his inbox. After verification the agent will login and create events for his club. User can get complete information regarding the events conducted by these adventure clubs including their start date and end date. Agent will provide the details of tours through a form, and it will be shown on his tour page on the website.

### 4.4 Utilization (End users/Beneficiaries)

The **SAFARI ADVENTURE** web application is for Visitors and Adventure clubs/ Agents.

Users will be provided with essential information about the destination, route maps, weather conditions, and other relevant information.

Users who want to travel with an adventure club would be provided an option to register themselves and then book themselves for the trip.

- **Agent Sign Up/Sign In**

The businesses that want to register their adventure clubs with us would be required to register themselves, after registration they can create their Adventure clubs in the SAFARI ADVENTURE web application and create events that travelers can book.



- **User booking**

The people who want to go with an adventure club would book the trip the process to book is:

- a) Direct message to club WhatsApp handles
- b) Make payment to the given details and then fill booking form where they will provide the Transaction id. and other details.

- **User Privacy**

There is a big concern of users that if they login with their social media how are they so sure that their data is not manipulated, to cover this concern of users we would buy a dedicated server just for the SAFARI ADVENTURE web application and would include **SSL certification** to make out login and sessions transparent.

#### **4.5 Budget Used**

We have developed a plan to market the SAFARI ADVENTURE web application for public traffic once the website is ready and live.

- **Promotional Campaigns:**

We have developed a project marketing strategy to put Paid promotional campaigns on social media channels.

We will create new pages for the SAFARI ADVENTURE web application and also put its promotional posts on our existing pages (Aaasan learning, Bawa party, DataTines).

Other than our assets we will put paid promotions on Facebook and Instagram for immense traffic on the website.

- **Dedicated server**

We plan to buy a dedicated server for the SAFARI ADVENTURE web application, the purpose is to keep user login and registration transparency using SSL and for that, we need a dedicated server. So, we would also have to buy a server through the budget.

- **Domain**

[www.SAFARI ADVENTURE.com](http://www.SAFARI ADVENTURE.com)

[www.SAFARI ADVENTUREPak.com](http://www.SAFARI ADVENTUREPak.com)

Any of the domains with the specification of word SAFARI ADVENTURE would also be bought to point to our server.

#### **4.6 Market forecasting**

Pakistan has been blessed with all territories sating from the mighty Himalayas to deserts of thar and thal, dry mountainous Baluchistan and forever green pothwar plateau.

The Prime Minister of Pakistan Mr. Imran khan himself pays deep heed to tourism in Pakistan because he knows the potential in the revenue that can be generated through tourism in Pakistan.

The Pakistani tourism industry had total revenues of \$302.9bn in 2018, that represent an annual growth rate (CAGR) of 7.4% between 2014 and 2018.

The Travel and tourism segment was the industry's most profitable in 2018, with total revenues of \$291.2bn, that is equal to 96.1% of the overall value of industry.

According to the research the revenue in the tourism industry is expected to show an annual growth rate of 10.57%, that will be resulted in a 3,699\$ market volume.

Pakistan is home to several UNESCO world heritage sites; some of the main tourist destinations in the country include Hunza Valley, Saiful Muluk Lake, and Naltar Valley.

Pakistan was ranked as the third highest potential adventure destination in the world for 2022 and was ranked "The Best Holiday Destination for 2022. As security in the country improves, tourism increases; in two years, it has increased by more than 300%. The Pakistani government has launched online visa services for 175 countries and 50 countries were offered visas on arrival, visiting Pakistan easier. The country received an influx of travel vloggers, who showed the beauty of the country, especially the northern areas Hunza and Skardu.



# **Chapter 5**

## **5.1 Conclusion**

Our tourism website will help all the tourists from Pakistan and around the globe to discover beautiful and hidden tourist spots in Pakistan that are rarely known, they can get all the information about those places including their location and guide to reach there. This will attract more tourists towards Pakistan as they have the problem of finding different spots or destinations because there is no active website in Pakistan that helps tourists to have information about most fantastic places in Pakistan. In this way we can promote tourism which is a great financial asset for our country.

## **5.2 Prospects**

We can buy a domain for SAFARI ADVENTURE and deploy it in future. We can add more features in the existing website and collaborate with google AdSense so that it can be a great source of income for us and for our country by attracting more tourists in Pakistan. Further we can also extend this idea by developing a mobile application for SAFARI ADVENTURE that would be great and handier for the users. Further we can allow the users to add blogs so that they can share their experiences with all other users of SAFARI ADVENTURE. Moreover, we can add functionality for the adventure clubs to handle their payments in SAFARI ADVENTURE by adding payment gateways. There is a lot of scope of such a website in Pakistan.

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