

# Ideation Report

Project Title: Tralpen

## 1. Introduction

As a country I am living in, Switzerland is one of the only well-known countries in the world with its touristic places. Tourists visiting the country have many natural beauties to see, and they have also many different types of activities.

For example, the Alps will add a whole lot of excitement after the snow falls. It gives an amazing feeling while one skis from the skirts of the mountains to the untouched nature of the wilderness. Or unforgettable walking trails with many rare plants and lakes hidden in the foothills of the Alps.

The site I want to create for this homework will try to present a different approach to the customers in the tourism field. The noble purpose of the site, is to create special packages from a lot of tourist facilities for visitors to choose and purchase.

In its most basic form, in fact, we will build the site, will perform the holiday agency duty. Some of the packages are standard holiday packages, and the other is the most important part, holiday packages can be created dynamically according to the wishes of the customer.

## 2. Expected List of Features

Our site will have the following features:

- Standard holiday packages can be created
- Vacation packages can be dynamically created by the user.
- Packages can be bought as a group or as an individual
- Dynamically created groups will be able to register on other packages over the site.
- Additionally, the site will enable users to leave comments about their trip.

## 3. Market Survey

- <https://www.boutiquestyle.com.tr/>
- <https://isvicrehberi.com/>
- <http://www.festtravel.com/>
- <http://www.pastoraltour.com/>
- <http://www.bukla.com/>

While many of the other sites are organizing tours in the world, our site will be exclusive for Switzerland only. Focusing only on the beauty of the country, there will be different excitement for the customers.

On our site, special tour packages will be arranged by the requests of the customers. This is one of the most important factors that differentiate our site from the others.

#### 4. References

- [http://www.liaa.gov.lv/files/liaa/attachments/turisms/petijumi/OECD\\_Tourism\\_innovation\\_growth.pdf](http://www.liaa.gov.lv/files/liaa/attachments/turisms/petijumi/OECD_Tourism_innovation_growth.pdf)
- [https://en.wikipedia.org/wiki/The\\_Experience\\_Economy](https://en.wikipedia.org/wiki/The_Experience_Economy)