**Yatra**

**Online travel agencies A brief introduction**

The role of an online travel agency (OTA) is becoming increasingly important in the accommodation industry as they provide a convenient way for travelers to arrange their stay. From the comfort of their home, travelers can compare hotel prices and book them over the internet.

An online travel agency (OTA) arranges and sells accommodations, tours, transportation and trips on an online platform for travelers. They are third parties who sell services on behalf of other companies .Usually, these OTAs offer many benefits with added convenience with more of a self-service approach. They also include a built-in booking system which allows instant bookings. How Do Online Travel Agencies Work?

1. Merchant Model In this model, hotels sell rooms to OTAs at a discounted or wholesale price. Then, the OTA sells them to the customer at a markup price

2. Agency Model This is a commission-based model where OTAs acts as a distribution partner. OTAs receive full commission after the stay has taken place.

The hotel directly receives the payment from the end customer and does not wait for the payment transfer from third-party distributors. What Are the Benefits of Partnering with Online Travel Agencies? In one word – exposure

**Advantages Of Online Travel Agents**

Low-cost method of selling accommodation services Reduced online marketing spend as OTAs invest in advertising to attract potential customers Impartial reviews give customers the confidence to book Users can easily compare various accommodation costs at one place Digital marketing packages - how to build one !

**Disadvantages Of Online Travel Agents**

Commission rates are charged on every sale. It can range between 10-15% of the gross cost Restrictive cancellation terms Even if accommodation businesses use OTAs, the need for their own website and booking engine does not go away Investment in a balanced multi-channel strategy may be needed to boost sales Online tarvel industry

**the techniques**

On this site, you can use the techniques and applications that I will mention now

Initially, I used trello to divide tasks and determine my progress on this project, and I was always updating it continuously to meet the deadline for delivery.

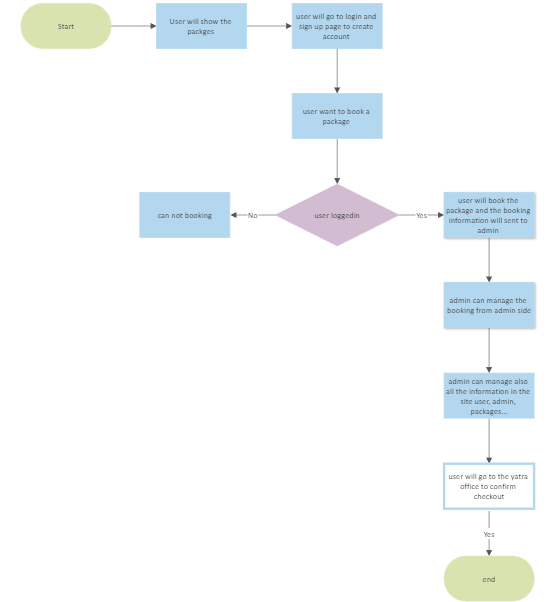
I also used figma to make a mockup & wireframe for my website

GitHub I used it to back up the site to not lose my progress and to ensure that my coaches followed up on my progress on this project.

Many of the techniques I used on the site were the most prominent and the basis for this site is Laravel and I also used Bootstrap in designing this site

I also used XAMPP to run and check this site and also to access the data stored in mysql

**Finally this is my Flowchart to my website**

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