A TRAVELLING WEBSITE

By:

Mohsin Ilyas (10258)

Instructor: Sir Suleman khan

PROGRAM: BS-SE(5TH)

SECTION: B

SUBJECT: SOFTWARE CONCSTRUCTION & DEVELOPMENT

18/01/2024

Contents

Journey Unveiled: Navigating Adventures and Insights on kashmirtravels.com

(Mohsin Ilyas)

Abstract:

In the last two decades, there's been a growing interest in the evolution of Information and Communication Technologies (ICTs) and their impact on both the tourism industry and the way people approach travel. Despite this, research on the factors influencing consumers to make online travel purchases has been somewhat scattered. To gain a deeper insight into the behaviors driving online travel buying, this report delves into articles from prominent tourism and hospitality journals, ENTER proceedings, and various peer-reviewed journals available on major academic databases [1]. The study categorizes the influencers of online travel shopping into three main groups: Consumer Characteristics, Perceived Channel Characteristics, and Website and Product Characteristics. Lastly, the report highlights existing gaps in research and offers guidance for future investigations in this field. Thanks to this technological advancement, customers are no longer passive consumers; instead, they have become active participants in shaping their travel experiences.

Introduction:

Esteemed readers, welcome to the comprehensive documentation of Kashmir Travels. This repository of information delves into the raison to be behind our travel website, elucidates its conceptualization, articulates the motivational impetus propelling its creation, elucidates the scope of the project, and provides a detailed exposition on the operational methodologies, tools, and programming languages employed.

It emerges as a dynamic digital platform designed to transcend the conventional paradigms of travel websites. It serves as an integrated resource, fostering exploration, itinerary planning, and reservation processes tailored to the distinct topography and cultural richness of the Kashmir region. This platform accommodates a spectrum of traveler profiles, offering both seasoned voyagers and novices an immersive and personalized experience.

The genesis of Kashmir Travels emanates from an intrinsic motivation to bridge the perceptual and logistical chasm between wanderlust and its realization. The primary objective is to usher users into a realm where the quintessence of Kashmir is rendered accessible, with the overarching goal of facilitating unparalleled and indelible travel experiences.

The motivation underlying the initiation of this project emanates from an impassioned commitment to the promotion of sustainable and responsible tourism in Kashmir. Simultaneously, the scope of the endeavor extends beyond the conventional purview of travel websites, encapsulating an amalgamation of curated travel packages, educational destination guides, and a collaborative community-driven ethos. The collective aspiration is to contribute

substantively to the burgeoning tourism sector in Kashmir while concurrently affording users an enriched and personalized sojourn.

Kashmir Travels adopts an agile development methodology, fostering iterative development cycles and responsive adaptations to user feedback. The integration of continuous integration and continuous deployment (CI/CD) practices ensures a streamlined and efficient developmental trajectory. Visual Studio Code (VS Code) serves as the preeminent integrated development environment (IDE) for coding and project management. It is a distributed version control system, orchestrates collaborative development efforts and facilitates judicious code versioning.HTML and CSS constitute the foundational languages, contributing to the development of a responsive and aesthetically coherent user interface.

Literature Review:

Recently, there's been a wealth of insightful articles delving into the evaluation of tourism websites. In a notable review, Morrison, Taylor, and Douglas (2004) took a deep dive into the application of the Balanced Scorecard (BSC) method for assessing tourism websites [2]. Not stopping there, they even proposed a tweaked BSC method for future evaluations in the dynamic realm of tourism and hospitality websites. As if that wasn't intriguing enough, the authors foresaw benchmarking emerging as a pivotal approach in upcoming research. So, what exactly is benchmarking? It's a holistic method that blends user perspectives with website performance, enabling owners to pinpoint the strengths and weaknesses of their own sites, compare them with competitors, and draw inspiration from the industry's shining examples.

In recent years, there's been a growing interest in understanding the role of website service quality in the realm of travel and consumer behavior. Numerous studies emphasize the need for empirical investigations into how website service quality influences purchase intentions in the travel and tourism sector. Traditionally, service quality dimensions were associated with physical interactions, but with the rise of online services, frameworks like SERVQUAL became prevalent. Originally comprising tangibility, responsiveness, reliability, assurance, and empathy, these dimensions were found to be less applicable to online services. Consequently, various studies introduced new constructs and scales tailored for the digital landscape.

Researchers, such as Yoo & Donthu (2001), expanded measurement tools like SITEQUAL, incorporating ease of use, aesthetic design, processing speed, and security [3]. Madu and Madu (2002) introduced e-quality, encompassing comprehensive dimensions like performance, features, structure, reliability, security, system integrity, differentiation, customization, policies, empathy, and assurance. Further dimensions, such as information, interaction, design and response time, visual and emotional appeal, innovation, process, and substitutability, were identified by Loiacono, Watson, and Goodhue (2002) [4].

Beyond these dimensions, usability testing has played a crucial role in enhancing websites. Notably, IBM and the Memorial University of Newfoundland Libraries conducted usability studies, highlighting the importance of personalization and addressing user-specific concerns. However, there's a gap in literature when it comes to identifying usability issues for specific types of websites, such as travel sales websites.

Moving on to website trust, perceived security has become a focal point. Studies by Cui et al. (2018), Mohr & Walter (2019), and Ponte et al. (2015) emphasize the impact of perceived website security on trust [5]. Security measures have been proven to reduce concerns about monetary loss, positively influencing consumer trust in online retailers. Notably, the lack of security protection is a major reason for consumer distrust in online shopping.Vendors can enhance consumer trust by establishing security protection mechanisms, such as encryption and authentication, according to studies by Shin and Shin (2011) and Wingreen et al. (2019) [6]. In light of these findings, it is evident that perceived website security has a positive impact on consumers' perceptions of website trustworthiness. This sets the stage for further exploration and hypothesis development in this evolving landscape.

Methodology:

Conducting a replication study over time in this field is a challenging task. Most studies are site-centric, focusing on motivations for using or posting reviews on a specific site. However, repeating such studies later becomes difficult due to changes in the selected site, like its disappearance or alterations, making it challenging to obtain comparable samples. To address this, some studies adopt a topic-centered approach, as seen in the work by Bronner and de Hoog (2010), which serves as a basis for comparison [7].

The design basically includes the Homepage having the title as "Let's Explore Kashmir" and is basically divided into several parts like the homepage then the navigation bar is there consisting of Home, Services, Contact us and about us part. Each part has several meaning and various pages that are being associated with it. The above-mentioned parts and topics are basically created with the help of HTML (Hyper Text Markup Language) i.e., for creating those web pages HTML is being used and with the help of CSS (Cascading Style Sheets) all the web pages are being designed very beautifully so that it looks more attractive when user visits there and to make the website more interactive the Java Script language is used. The services section is the part where the customers who had already visited share their experience with us and by filtering among all we share the best content to the users. The about us part is having the details of the Tour and Travels website. It also includes some of the various features of our services and the users can explore more about our Website through this section. Contact us part contact details so that user can contact with us and share what he wants.
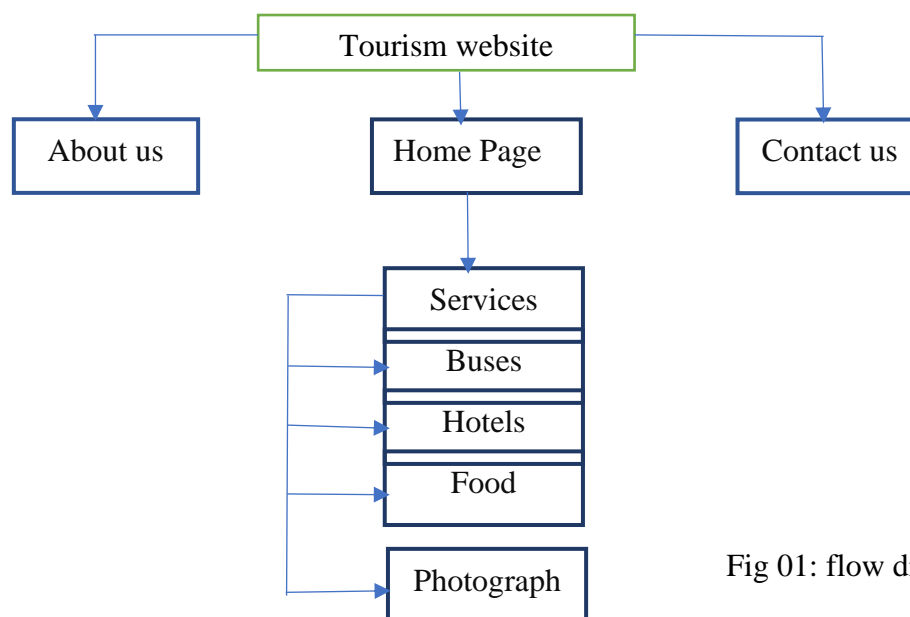

Fig 01: flow diagram

In essence, the study navigates through the complex landscape of online vacation information, highlighting shifts in behavior and the need for adaptable research methods. The human aspect lies in the changing dynamics of how people seek and engage with information, influencing their decisions about the main summer holiday.
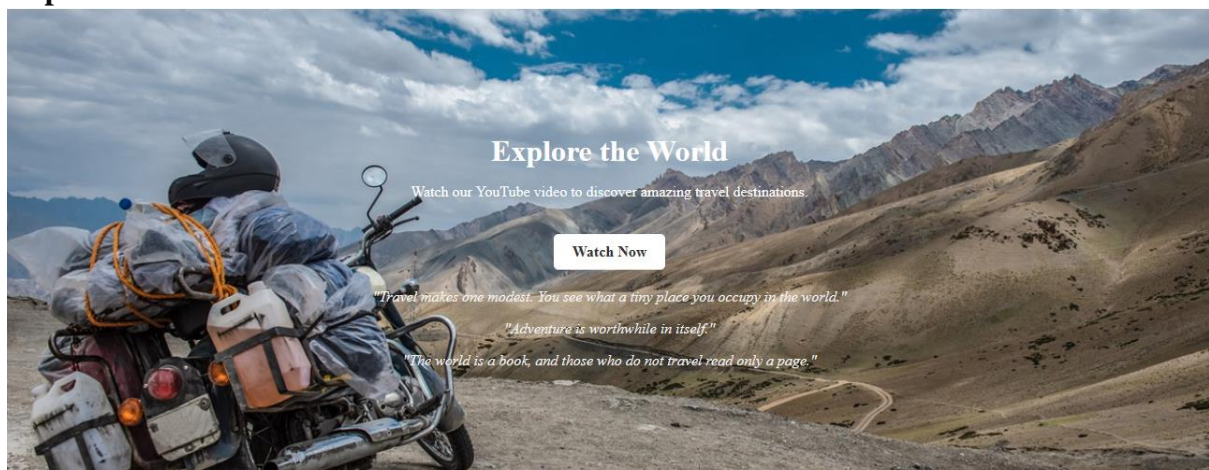
Results:

The implementation and deployment of "Kashmir Travels" have yielded tangible outcomes and positive impacts across various dimensions. This section provides a detailed overview of the key results achieved since the inception of the project.

Main Page:
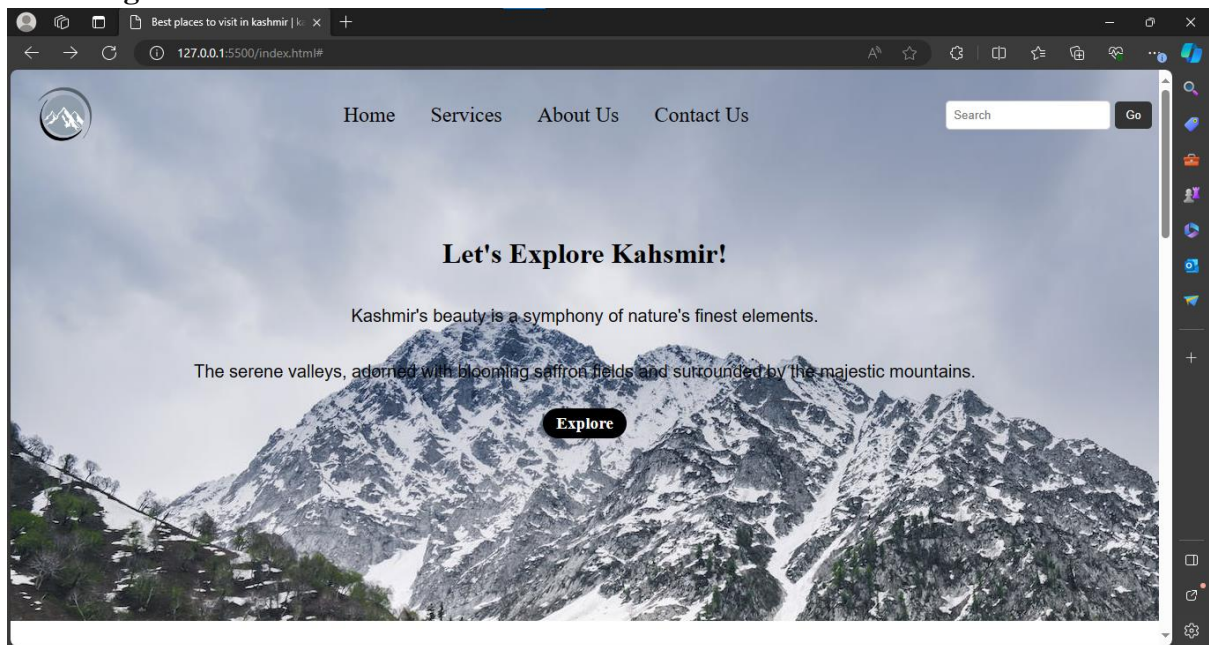
Explore:

Our services:

Quick links:

Contact us:

About us:

About Us

Welcome to KashmirTravels.com! We are a leading travel company providing a wide range of facilities across Kashmir. Our services include traveling, hiking, complimentary food, professional photography, and luxurious hotel accommodations. Our offerings are tailored to meet the diverse preferences and plans of our valued customers.

Conclusion:

The front end of the dynamic website has been successfully completed under Software construction and Development (SC&D)-Semester V. The website was successfully created for Travels and Tourism that is used to provide information of the several places. It was created using HTML (Hyper Text Markup Language) used for creating the web pages, CSS (Cascading Style Sheets) used for the designing/styling of the website. The design has been developed in such a manner that it is minimal and efficient, hence taking care of UI/UX. With help of JavaScript a powerful view has been developed and site has been made more dynamic.

References:

1. Amaro, S., & Duarte, P. (2013). Online travel purchasing: A literature review. *Journal of Travel & Tourism Marketing*, *30*(8), 755-785.

2. Law, R., Qi, S., & Buhalis, D. (2010). Progress in tourism management: A review of website evaluation in tourism research. *Tourism management*, *31*(3), 297-313.

3. Zahra, N., Qayyum, A., & Rashid, Y. (2019). Traveller's Empowerment: Travelling website service quality, attitude towards UGC and booking intentions of travellers. *Business & Economic Review*, *11*(4), 35-58.

4. Carstens, D. S., & Patterson, P. (2005). Usability study of travel websites. *Journal of Usability Studies*, *1*(1), 47-61.

5. Leung, D., & Ma, J. (2020). Antecedents and consequences of consumers' trust in hybrid travel websites. *Journal of Travel & Tourism Marketing*, *37*(6), 756-772.

6. Leung, D., & Ma, J. (2020). Antecedents and consequences of consumers' trust in hybrid travel websites. *Journal of Travel & Tourism Marketing*, *37*(6), 756-772.

7. Bronner, F., & de Hoog, R. (2016). Travel websites: Changing visits, evaluations and posts. *Annals of tourism research*, *57*, 94-112.

Appendix:

Abstract:

The abstract highlights the impact of ICTs on tourism, focusing on factors influencing online travel purchases. It categorizes influencers into Consumer Characteristics, Perceived Channel Characteristics, and Website/Product Characteristics, recognizing the active role of customers in shaping travel experiences.

Introduction:

Welcoming readers to Kashmir Travels, this section outlines the travel website's purpose, motivation, and commitment to sustainable tourism. It emphasizes the dynamic digital platform's role beyond traditional travel sites, driven by a passion to make the essence of Kashmir accessible.

Literature Review:

Exploring insightful articles, the literature review delves into the Balanced Scorecard method, benchmarking, and evolving dimensions of website service quality. It introduces frameworks like SERVQUAL and e-quality, stresses usability testing, and addresses specific usability issues for travel sales websites. The review highlights the impact of perceived website security on trust.

Methodology:

This section discusses challenges in replication studies and provides an overview of the website's design using HTML, CSS, and JavaScript. It emphasizes the role of sections like Services, About Us, and Contact Us in sharing customer experiences.

Results:

The results section outlines key outcomes of implementing Kashmir Travels, covering sections like Main Page, Explore, Services, Quick Links, Contact Us, and About Us.

Conclusion:

Summarizing the project's success, the conclusion highlights the completion of the front-end using HTML, CSS, and JavaScript. It underscores the minimal and efficient design focus, catering to UI/UX dynamics.

References:

The references list academic sources contributing to the report.