CAPSTONE PROJECT
SNOWMOUNT

The project is about making a professional and fast loading website for the company SNOWMOUNT. This website is all about booking the trips all over India, it also consists of various types of packages. It should not only look good but also provide a seamless user experience for visitors. Good website usability is about making it easy for visitors to find the information they need quickly and easily. The functionality of website is the interactive part of the site - that which allows the visitor to respond in some way, thus turning the visitor into a customer.

Tourism is an upcoming and fast growing industry in developing countries like India. Due to its newness in nature, there are some hurdles that the tourists face. This will affect the national economy and the growth of this industry may get affected. This paper focuses on identifying such problems and their intensity level. This also attempts to study whether there is any significant difference in the problem faced by respondents based on demographic factors.

Keywords: Tourists, tourists' problem, tour planning and tour arrangements

Tourism has witnessed a dramatic transformation into a multifaceted economic and social activity. Travel and tourism have been confined to a privileged few, namely the rich, at the time of independence of India. Tourism is now an industry with many facts and varied activities. It calls for a perfect co-ordination among diverse segments that go to structure this industry. Tourism has now grown to such dimensions and importance that it has become the largest industry in the world. The tourism industry is the third highest foreign exchange earner in India. This remarkable growth is not due to any particular phenomenon but only the result of evolutionary process. This upcoming industry needs focus on many dimensions such as promoting the industry, developing newness in the industry and improving the industry. This paper focuses on various problems expressed by tourists in India.

Problem statement

Tourism industry is a booming industry that enriches knowledge, brings social development and economic growth also. Service industries are of recent development in India compared to developed nations. Nowadays, tourism and medical tourism are fast growing areas. But, there are lots of problems faced by tourists during their tour due to poor facilities, uncertainties, cleanliness, safety, etc. Previously, people used to tour mainly on pilgrimage. But now, the culture has changed. In our country also, many people plan for their tour as a regular affair may be once in a year. In this growing field, it is highly important to study the major issues faced by tourists and to take necessary steps to reduce such problems. In this paper twenty exclusive tourist problems are listed and the intensity of problems is measured.

Research objectives and methodology

To examine about the various problems faced by tourists/ travellers while travelling different destinations across the India. To determine the educational qualification of respondents from different age group. To suggest corrective measures to eliminate the problems faced by tourists.

The study intended to identify the problems intensity faced by tourists; to observe whether there is any difference in the problems based on demographic factors; and to measure the impact of tour problems on tour satisfaction. This study is descriptive in nature, because, it describes whether there is any difference in the problem level due to selected demographic factors. It also measures the level of satisfaction due to these tour problems considered.

Findings

The tourists may experience problems relating to various factors such as unexpected expenses, pollution, safety and security, etc. In this study there are fifteen problems and tourists are grouped based on their problem intensity using cluster analysis. The respondents have formed three clusters based on their experience with various problems during their tour. The first group consists of respondents who have stated that they faced low intensity of problem relating to service, safety and security, poor infrastructure, unwanted expenses and arrangements. They have experienced moderate level of problems with regard to transport facility, guidance and accommodation. Comparatively high level of problems are reported pertaining to factors such as corruption, pollution, heavy rush, beggars, health care, local language and sanitary conditions. They are characterized as perfectionists. They might have well planned tours and hence the problems relating to the factors under their control are minimized. Apart from that, environmental factors are viewed as highly problematic by them. They would like to have everything perfect under the sky. The second group of respondents is characterized with low level of dissatisfaction with regard to accommodation facilities during their tour; language, beggars, guidance, pollution and health related factors. They express moderate level of dissatisfaction towards infrastructure, sanitary condition, safety and security, transport facility, arrangements, unexpected expenditure and service related factors. The highest levels of dissatisfaction have been in connection with heavy crowd. They face moderate dissatisfaction even due to factors which are under their perusal and slightly higher level of dissatisfaction relating to environmental factors. Therefore, they might behave as accommodators; they do not control what is feasible for them also.

The third group of respondents experience low level of hurdles due to accommodation, safety and security and service. They also express slightly higher dissatisfaction due to transport facility, arrangements, guidance, language, infrastructure, sanitary conditions, pollution and unexpected expenses. They have also specified moderate level of hurdles relating to crowd, health hazards, and corruption, beggars as well. They are "laissez-faire" people; correspondingly, they perceive a lower level of dissatisfaction towards all dimensions. Around 50% of the respondents are "laissez-faire" and they do not give much focus to the problems they experience.

Integrity issues frequently appear during service delivery and are primarily rooted in the unethical behavior of travel service employees or partners. Service contracts and fairness are used by customers as standards to evaluate harm caused by integrity issues. Customers attribute responsibility for these issues to the travel agency or tour operator, and not their employees. Finally, customers feel angry and disappointed when they experience an integrity issue and sometimes feel helpless.

NOVELTY:
This website will give an opportunity to the visitor to customize his own trip. It also gives a clear view that, how much it costs to every place which customer adds in the package.

Feasibility doing in University:

Similar projects have been successful in the campus as per our study. As the proposed project is website making, we have the time and also expertise to manage the project. As the time and money are available, we can complete initial work like purchasing the domain and make it available to the public in few days. As we all are from the same department and can share the work in the group, the university is the best place to complete our project and can also take help if needed.

Outcome:

• Easy to access on a single platform.

• Better UI and fast access.

• Hustle free booking.

• Secure and trusted way.

• Various plans to select.

• On-demand facilities

Literature Review

After fully realizing the importance of the Tourism sector in the social and economic development of the country, the government is taking various steps towards boosting the tourist arrivals in the country. In order to further promote the tourist arrivals in the country, the government along with various agencies is focused on finding out the problems which tourists are exposed to when they travel to India. Various authors, content writers, institutes, etc. have tried to ascertain various problems faced by tourist or travellers in India whether they are domestic tourist or foreigner tourist. Some of these commentators include inter alia Sharell Cook, an author and content writer, on 06 February, 2017, through Tripsavvy who has have spoken of nine common problems travellers can expect in India and Dr. T. Subash (2015), who has stressed various potential, challenges and opportunities related to tourism in India. Farida Rizwan, a content writer and blogger, through her blog posted on 2 February, 2014, stated that there are six major problems faced by foreigners on a daily basis while travelling in India including poor accommodation and a sense of lack of security.

An article "Why India is not so incredible for tourists" published on 3 August, 2013 in Firstpost, talks about three key problems with which India struggles in its efforts of attracting the tourists to different tourist spots across the country. These problems were lack of accommodation, poor infrastructure such as roads or a lack thereof and security concerns and a range of bureaucratic hurdles that tourists need to surmount. Dr. Rupal Patel (2012), has asserted that India's tourism industry and progress and emerging issues are critical to confront. He highlighted the problems faced by tourists which are related to poor transportation, a lack of hygienic amenities at halting points, and issues regarding security and harassment of tourists. A report by the Indian Institute of Tourism and Travel Management, 2011 entitled " Study of problems and challenges faced by medical tourist visiting India" tells about the various problems which medical tourists are exposed to while travelling in India. A key finding was that a large number of tourists travelling to India for medical procedures emanate from low GDP countries. These tourists are very cost conscious and many of them support themselves. They select India due to its comparatively lower costs for treatment but are ill-prepared for the overall cost of travel and high accommodation prices.

A useful Report by Indian Institute of Tourism & Travel Management, September 2010, helps in "analyzing the factors of slow-down in Tourist arrivals in India" which highlights the various problems faced by tourists while travelling in different locations in India. Subash (2015) states that "Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 74 amongst 140 global economies on safety and security parameters as per the World Economic Forum's Travel and Tourism Competitiveness Report 2013". Chockalingam and Ganesh (2010), note the various problems encountered by the tourists in India and includes similar issues such as problems related to infrastructure, quality of accommodation and lack of transportation. Ravi Bhushan Kumar (2009), has tried to identify the various challenges of Indian Heritage Tourism in a Chapter "Problems and Prospects of Tourism in Rajasthan", highlights the various problems of tourism by considering the various factors related to the problems faced by tourist as well as problems faced by officials of RTDC.

Technological factors

In the current era aviation technology has seen a lot of advancements. Now days the major cause of inflation in many countries is the increase in fuel prices, but it also greatly hampers the tourism sector. As the increase in the fuel prices also increase the airline ticket prices. Therefore aircraft building companies are bringing a lot of innovation to the air craft designs. Due to this reason the over all air fare is greatly reduced. Countries now pay attention to keep the best and most technologically advanced planes at their main airports so that more visitors can come in.

Infrastructure is very important factor for tourists on vacations. Tourism is considered as luxury act and tourists from across the world want the best or atleast sufficient infrastructure in the country they are about to visit. Example, Dubai is considered a famous tourist location only because it has better infrastructure than many other countries in its region. Tourists when think of Dubai, they know that it will be a place where they will have all the facilities that they might require; this is a global mind set for most of the tourists. Countries therefore must spend heavily on their infrastructure for the growth in the tourism sector.

QUESTION BY VARIOUS AUTHORS AND ANSWERS.

1) Easy access through different modes of transportation(Access)

Authors : Wan and Chan, 2011; 2013; Della Corte, 2013; Kozak and Rimmington 1998; Kozak, 2001; Vetter, 1985

For example, there will be a situation like busy areas or mountain ranges, the vehicle will be allocated to a customer based on where the customer wants to travel and on total how many members they are. In this case the customer can travel to any place in the selected region comfortably. As the company is mostly focusing on northern part of India, this should be implemented. If the customer wants to travel to Shimla and they are of 14 members, usually a 14-seater traveller is allocated, but in this case as 14-seater traveller can't travel to every place in Shimla because there are many narrow ways. So, the customer will be allocated with 2 vehicles of 7-seater, by this the customer can travel to any place in Shimla.

2) Local transport made Ease and Secure(Access)

Authors: Xia et al, 2009; Thompson and Schofield, 2007; Kozak, 2001

For example, when the customer is in a local trip in the selected region, the customer may not know where the vehicle is located, and they were also bothered with thoroughly calling to the driver. So, to avoid it GPS system will be arranged in the vehicle and the customer can easily locate the vehicle through his mobile.

3) Activities(Amenities/Ancillary services)

Authors: Bowen and Schouten, 2008; Danaher and Arweiler, 1996; Kozak, 200

For example, customer choses a Camp in Manali and they will be given with an Add on, they can either choose bonfire or DJ night. These add on's are of free of cost. Here the add on will not be available free for 365 days but they will be on some special days. Remaining days the Add on will be in the paid mode.

4) Personalized real-time location-based travel management

A personalized real-time location-based travel management method, the method including the steps of

(a) defining a departure point and a destination for multimodal travel,

(b) computing in an IT system a list of candidate routes between said departure point and said destination, based on schedule information available to said IT system;

(c) making travel information relating to a selected route available to a user's personal travel assistant or a database while traveling; and

(d) detecting in said IT system an unexpected event during said travel and computing an alternative list of candidate routes or routes segments in response to said unexpected event.

5) Maintaining a Consistent Service Standard

For tour operators to stay relevant, it is exceptionally crucial to offer a consistent experience to travelers. While it may seem simple, the task is not that easy. With a large number of taxi drivers and several cabs under one's management, it becomes hard to maintain the cab quality and regulate customer experience.

Tips to Ensure Uniform Customer Experience

- Create a structured training schedule for all drivers
- Conduct periodic check and create a checklist to evaluate cab condition
- Develop a reliable workforce with experienced drivers

6) Providing Personalized Services

In the age of increased competition, service providers all over the world, face the challenge of delighting customers. Personalized services according to customer preference is the first step to delight customers. While you might do a lot to make customers feel loved, they might not be impressed by your efforts.

Tips to Offer Personalized Services

- Gather client feedback and reviews to improve services
- Pay attention to user preferences and demands while they make a booking
- Provide multiple payment options and online booking facility

7) Collaborative Booking

In case of group trips, about 90% of participants consult with other travellers prior to booking. This shows that introducing the possibility of collaborative online booking may be very much appreciated amongst travellers and provides important evidence in favour of hypothesis H4.

8) They're specialists.

Agents have a personal understanding of your interests and insight into a specific destinations and segments of travel, like LGBT or destination weddings. A good travel agent spends time getting to know the customer and so can make recommendations tailored to what you want to do.

9) Offer insurance.

From guaranteeing your hotel is available to knowing if the excursion company is legitimate, booking through a travel agent ensures travelers will not get duped. And they provide insurance for medical emergencies and trip cancellations.

10) Question: environment issues are arising due to lots of travelling

As we all know that soil pollution is increasing due to the poly and plastics. The number of tourism is increasing and it is also affecting the environment in many ways, cutting of trees, increasing soil pollution because of the plastic which we throw and the poly which we throw anywhere.

- We as a team will work on to take care about the environment.
- "One plant to grow by every one who goes on trip"
- Every rapper should be bring back in a bag whatever you eat on the way.
- "special offers will be given on these things"

11) Limited places to visit

We as team will plan the trips as per the desire and suggest as per the occasion! Most and unvisited trip will be included. The most adventurous and most unnoticed places will be the priority trips with special offers to get into the notice of audience!

12) Insufficient Destination data

The detailed description of your destination with proper live videos (from earlier users) and live images with the experience of users and 360 deg views of hotspots of the destination that will add-up lot on information about the destination

13) Gross Accomodation is one of the major issue of many users

As per the various reports this is the main the issue that , what ever is shown in the images and videos is really different from what was the real condition of the room. The reputed hotels and restaurants will be with whom we collaborate and make sure of everything, if any discrepancy is found the immediate action will be taken to shift the hotel and will not extra charge

14) Are you feeling like you are alone or with someone who is misguiding you?

Mostly this happens with tourist those are from other countries or with those who are not good with handling those clever people, who trap you in their words. The online consultancy will be given by our own trusted team. This will make trust on the tourist that this will be trustable.

KEY THINGS IN TOUR AND TRAVEL:

- **Destination management company (DMC):** a company that creates and executes corporate travel and event packages designed for employee rewards or special retreats
- **Destination marketing organizations (DMOs):** also known as destination management organizations; includes national tourism boards, state/provincial tourism offices, and community convention and visitor bureaus
- **Familiarization tours (FAMs):** tours provided to overseas travel agents, travel agencies, RTOs, and others to provide information about a certain product at no or minimal cost to participants — the short form is pronounced like the start of the word family (not as each individual letter)
- **Fully independent traveller (FIT):** a traveller who makes his or her own arrangements for accommodations, transportation, and tour components; is independent of a group
- **Inbound tour operator:** an operator who packages products together to bring visitors from external markets to a destination
- **Online travel agent (OTA):** a service that allows the traveller to research, plan, and purchase travel without the assistance of a person, using the internet on sites such as Expedia.ca or Hotels.com
- **Outbound tour operator:** an operator who packages and sells travel products to people within a destination who want to travel abroad
- **Receptive tour operator (RTO):** someone who represents the products of tourism suppliers to tour operators in other markets in a business-to-business (B2B) relationship
- **Tour operator:** an operator who packages suppliers together (hotel + activity) or specializes in one type of activity or product
- **Tourism services:** other services that work to support the development of tourism and the delivery of guest experiences
- **Travel agency:** a business that provides a physical location for travel planning requirements
- **Travel agent:** an individual who helps the potential traveller with trip planning and booking services, often specializing in specific types of travel
- **Travel services:** under NAICS, businesses and functions that assist with the planning and reserving components of the visitor experience
- **Visitor centre:** a building within a community usually placed at the gateway to an area, providing information regarding the region, travel planning tools, and other services including washrooms and Wi-Fi.

Conclusion

The problem intensity experienced by tourists differs depending on various factors influencing tour environment. Also, the problem intensity differs significantly based on respondents' state such as gender, age, nationality, education, profession, income, geographical location, family size and frequency of tour made. The discussed situation with the intensity of problems requires more attention and policy efforts to develop tourism development. There are major hindrances during tour which are to be attended step by step based on its intensity, so as to reduce the problem during their tour. Females, elders and business people are found to be perfectionists and hence they express major problems due to corruption, pollution, heavy rush, beggars. Hence, it is suggested that they can be attracted to tourist spots mainly by focusing on pollution free, peaceful place. Accommodators adjust to various problems but this would reduce the interest on tour. This ultimately affects the growth of national touristic market. Steps are to be taken to retain such tourists by reducing the problem intensity. Social awareness is to be created to uphold the national pride by reducing the problem intensity of foreigners. Higher income group, urban people have expressed problems relating to all factors. There is much potential to attract this category by providing them with better service. It is observed that major problems are deviation in the arrangements made for their stay, visit, transport and unexpected expenses. These problems could be addressed by the supportive industry. If they address them with a service mind, this could be minimized. Reducing intensity of tour problems motivates the people to undertake frequent tours that will enable to build a better society and better national economic development than before.

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