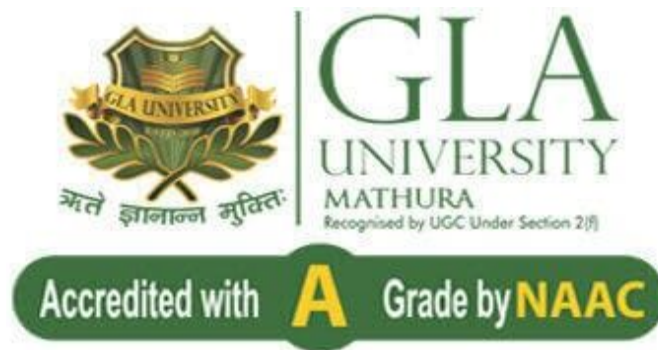# MINI PROJECT-II
(2020-2021)

TOURISM BEHAVIOUR ANALYSIS USING HADOOP
(BIG DATA ANALYSIS)

<u>SYNOPSIS</u>

Department of Computer Engineering & Applications

Institute of Engineering & Technology

Submitted By:
Abhishank Pandey
(181500011)

<u>**Supervised by/Submitted to:**</u>
Ms. Harvinder Kaur

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Name/Title of the Project

Travel and tourism analysis data of hotel using Hadoop environment system.

Problem Statement

The tourism industry faces a great challenge in the age of the information technology development. The traditional tourism distribution channel faces a threat of the emerging IT environment. Throughout years the tourism industry was dependent on the intermediaries, who enabled the interaction between the suppliers and the customers.The internet age changed the complexity of the tourism distribution, enabling the entry of the new virtual intermediaries characterized by a strong competitive advantage towards other players of the sector.

The analysis considers the financial aspects of the decision, but also the intangibles which should influence the long-term strategy for every tourism supplier (hotels, airlines, car rentals companies, cruises).

Objective of the Project

Tourism is the world's largest industry and one of the objectives of tourism development is economic gain. ... In economic terms the travel and tourism industry is able to do three key things:
1- It gives vigour to economies.
2 - It offers people jobs and career prospects.
3 - It stimulates development.

The purpose of the travel and tourism management system project is to create a system that automates travel processes and events and to build a system that enables all travel related operations to be carried out.

Introduction/Feasibility Study

According to the World Travel & Tourism Council, in 2008 travel and tourism was equivalent to 9.9% of the total world GDP. The tourism industry is growing despite all the risks faced in the recent years: terrorism, health fears related to avian flu and high oil prices. The World Tourism Organization (WTO) reports that in 2006 international tourism arrivals reached its record of 842 million: a 4.5% growth compared with the previous year (http://www.unwto.org). This number even exceeded previous long-term forecasts. For the following years the WTO predicts a constant growth, reaching 1.6 billion international arrivals in 2020.

According to the WTO, in the last four years, biggest tourism arrival growth occurred in Middle East, followed by Africa and Asia and finally Europe, while a sharp decline has been observed to the Americas. Europe, however, still accounts for the biggest market share of international arrivals.

Tourism has thus a great influence on the world economy and it is important for the European market to maintain the leader position. This can only happen if the industry will keep up with the newest technology innovations and will be able to quickly adopt them. Internet is especially relevant for the tourism industry due to its worldwide coverage, enabling direct worldwide interaction with tourists

Existing System

In the new method,the customer would contact the different agencies to find specific places and to book tickets. It takes a lot of time & commitment,too. The customer may not receive the requested information from those departments, and the customer may also be mistaken. It's tiring for a customer to schedule a single trip and get it done properly.

Proposed System(Project Idea)

The proposed framework is a web-based program that maintains a consolidated archive of all related information. The system allows one to quickly access the relevant details and to make the necessary travel plans. Users will choose which places they want to visit and make online travel and hotel reservations.

It is proposed that the system should have the following modules:

Administrator Module, Travel Module, Routes Module, Booking Module and Testimonial Module.

Administrator Module:

This module include administrator related functions. The administrator handles all details and has access rights to add, delete, edit and view the venue,ride ,route, booking,etc.

Travel Module:

This module includes information on the different travel agencies.The customer should choose the required organization based on comfort and usability.

Routes Module:

This module offers information on different routes linking origins and destinations. For each path, information such as source,destination ,fare,reservation details,pick up points,etc. is given. Only the administrator can add,erase ,change and handle the data. Users can access details only.

Reservation Module:

This module offers features that allow users to book tickets or cancel pre-booked tickets. The module keeps records of all reservations made so far and helps the administrator to confirm or deny bookings.

Testimonials Module:

Users of this application may submit their views, grievances and recommendations to the administrator on this portal and services. As a result, the administrator will take different steps to respond to concerns and recommendations.

Hardware & Software Used

Software Used:

1. HADOOP environment system that act as a tool for analysis & recommendations to tourist.
2. Technology: Java
3. Web technology: HTML, Javascript and CSS.
4. Database used : MySQL5.0

Hardware Used:

1.A portable PC or a working laptop.

2. A minimum RAM of 8GB or 32 GB hard disk drive.

3. Intel Core-i5 Processor, 8th Generation(minimum)

Future Scope

Tourism is considered to be an important aspect of economic growth and the development of a nation. According to the United Nations World Tourism Organization (UNWTO), global tourism is expected to reach 1.6 billion (in terms of international arrivals) by the year 2020. Tourism management is generally considered a bright and potential employment sector as it offers a wide variety of career opportunities in both the private and public sector.

The following points may be the future scope for this project i.e.(that is) :

- Any tourist agency can make use of it for saving customer details in database.
- Tourism group can use it for managing their location,hotel,vehicles details.
- We can add new features as when we require.

Conclusion

Consumer behavior towards the tourism depends on various factors and the main aim of this project is focused on this aspects and a detailed evaluation is done against this key aspect to understand the consumer behavior towards choosing India as the tourism destination.From the findings it is clear that, most of the tourists prefer India as the tourism destination to spend their holiday time and among these people think twice to choose India as the tourism place in terms of their financial position. Few aspects like tickets and total expenses to spend in India are considered while making their decision and from the findings it is clear that almost half of the respondents interviewed consider these aspects before visiting India. When the tourists are asked regarding the distance consideration, most of them replied that distance is not at all a factor when they are planning for a holiday trip and they always look for the hospitality and surviving conditions in India.

 Reputation of the country also plays an important role against the consumer behavior and it is proved from the findings as most of the tourists prefer India as the level of reputation in attracting the tourists is on the top level and also the accommodation provided in India is at corporate level. Cultural attraction also plays a vital role in attracting the tourists from different countries and from the findings it is clear that all most all the respondents interviewed prefer India as the culture and the activities at the tourism spots are excellent in nature and thus it can be understood that culture plays an important role in estimating the consumer behavior towards tourism. Apart from these core aspects, the key issues like security and safety also plays an important role in estimating the consumer behavior towards tourism and from the analysis of the findings it is clear that, most of the tourists think a while about their safety as India is prone to frequent terrorist attacks and thus in aspects, India is losing ample customers against their tourism. From the overall analysis it is clear that consumer behavior against the tourism is mainly affected by the factors like safety, cost of trip and the cultural attractions at the tourism destination and when these aspects are related to India, it has provided the maximum to the tourists and need to improve and refine the policies against safety measures for the tourists in future.