

Understanding Domain and Issues

October 2022

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Introduction-

"Trekking is a form of walking, undertaken with the specific purpose of exploring and enjoying the scenery. It usually takes place on trails in areas of relatively unspoiled wilderness."

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The great mountain ranges are some of the most beautiful and interesting areas of the world to visit. As they are often not served by roads, they can also be the most remote and difficult places to get to and the only real way to see them is on foot. For some people the trekking may be an end in itself, for others it is a means to enjoy the magnificent panoramas and often the peoples of the mountains with their culture, traditions and religions provide an equal interest to the scenery.

Purpose-

In our project our client is trekker (Person). So, let's understand about the trekkers/trekking.

What is trekking-

Trekking - or long-distance hiking - consists of walking for several days or several weeks and being entirely or partially self-sufficient.

Understanding the trekking

What all happens in trekking

Trekking, as the dictionary defines it, is to go on a long arduous journey, typically on foot.

What is the purpose of trekking

Trekking is an outdoor activity of walking for more than a day. It is a form of walking, undertaken with the specific purpose of exploring and enjoying the scenery.

What is the purpose and importance of trekking

One of the major benefits of trekking is that it improves your physical health immensely. Spending multiple hours on the trail, climbing around boulders, rock hopping and ascending hills gives your whole body a workout, improving your strength, agility and cardio fitness

Customers and users-

Trekkers

Issues-

Data Duplication - If your travel agency is connected to any online booking services or travel aggregator, then you have to be prepared to handle volumes of data. It is commonly found that data management is quite a challenging operation for any travel agency connected with the current digital landscape.

Reduced Online Credibility- Customers are connected to the Internet by their smartphones and mobile devices, which are prominently used to search for the best travel agency near them. In order to capture this customer base, travel agencies spend excessively to boost their online presence and become more credible in the eyes of these users. **Complexities in service requirements** - Every customer expects the travel agency to provide its services based on the specific

requirements being conveyed. Considering how an agency has to handle the travel services for dozens of customers every week, it is impossible to tailor-make these services according to the requirements specified by each customer.

Less convenient booking procedures- The most impactful challenge that every travel agency faces are the inconvenience of customers with respect to the booking procedure. Currently, a majority of travel agencies use telephone calls for booking flights, hotels, and other facilities as per customer requirements. Customers do not find this convenient and need an upgraded process, where the booking procedures could be completed over smartphones and advanced mobile technologies.

Conclusion –

By understanding these challenges, you'd be able to learn how difficult it could be to run a travel agency or manage its operations. Apart from these challenges, there are more challenges that a SG Trekkers could face, depending on its operations. The biggest challenge that every travel agency must face is to maintain cash flow while managing all these operations.

References-

<https://sgtrekkers.in/>

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