**Purpose:**

Efficient Tour Management: Automate and streamline the process of managing tours, including scheduling, bookings, itinerary planning, and resource allocation.

Enhanced Customer Experience: Improve the overall customer experience by providing a user-friendly interface for browsing tour options, making reservations, accessing tour information, and receiving updates.

Resource Optimization: Optimize resources such as vehicles, accommodations, and activities to ensure efficient utilization and cost-effectiveness.

Data Management: Centralize and manage data related to tours, customers, bookings, destinations, pricing, availability, and feedback.

Reporting and Analytics: Generate reports, analytics, and insights on tour performance, customer satisfaction, booking trends, revenue streams, and operational efficiency.

Compliance: Ensure compliance with industry regulations, safety standards, permits, insurance requirements, and environmental guidelines related to tour operations.

Scalability: Build a scalable system that can accommodate growth in tour offerings, customer base, bookings, and operational complexity.

**Scope:**

Tour Catalog: Create a catalog of tours, including descriptions, itineraries, inclusions, exclusions, pricing, availability, and photos/videos.

Booking Management: Enable customers to search for tours, view details, check availability, make bookings, pay online, receive booking confirmations, and manage reservations.

Itinerary Planning: Provide tools for designing, editing, and sharing tour itineraries with customers, including activities, timelines, transportation, meals, accommodations, and attractions.

Customer Communication: Facilitate communication between customers and support staff through messaging, notifications, alerts, and updates.

Feedback and Reviews: Collect and display customer reviews, ratings, testimonials, and feedback to improve tour quality, customer satisfaction, and marketing.

Resource Allocation: Allocate resources such as vehicles, equipment, accommodations, tickets, permits, and meals based on tour requirements and logistics.

Reporting and Analytics: Generate reports on bookings, revenue, expenses, profitability, customer demographics, popular tours, seasonal trends, and operational metrics.

Manager Dashboard: Provide manager with a dashboard for managing tours, customers, bookings, payments, promotions and reports.