

Planning a personalized travel itinerary

1. Introduction

1.1. Background

Tourism industry has witnessed a tremendous growth in past few years and it expects to grow at 3-4% on yearly basis in future. In the era of digital, most companies are focusing on hyper customers and hence tourism industry has also been focusing on customized offers for customers. This project is based on one such hypothetical tourism company named **Personal Travel Guide** (a startup), which provides complete package for personalized travel plans (Travel, accommodation and food) to customers based on their very specific requirements. It claims to provide the complete solution for the travel so that the customer need not to worry about anything during the travel and stay and can enjoy the tour at fullest.

Personal Travel Guide has got its first customers in Mr. and Mrs. Sinha. Mr. and Mrs. Sinha are going on a holiday after a long time to take a break from their busy schedule and want to enjoy their break at fullest without any stress of planning and arranging things on the spot.

1.2. Problem

The Sinhas have decided to go to New York for a five-day tour and they have approached Personal Travel Guide to plan their trip. They have mentioned few specific requirements for their trip based on which they want their trip planned-

1. 5 day stay in New York
2. Hotel should be in the central location of the city from where all the main tourist points are nearby. Hotel should have good ratings, an excellent view and should have amenities such as swimming pool, breakfast on bed, TV and a refrigerator in room.
3. A detailed plan of every day itinerary including the tourist points to cover and famous eating joints around those points.
4. Famous night clubs and Indian restaurants near the Hotel.
5. Famous places to shop near the Hotel