

**Project Design Phase-I**  
**Proposed Solution Template**

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| Date         | 26 October 2023  |
| Team ID      | NM2023TMID00901  |
| Project Name | Project – COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS |

**Proposed Solution Template:**

| S.No. | Parameter                                | Description  |
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| 1.    | Problem Statement (Problem to be solved) | The problem to be solved is the inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. ' Tourism has direct role in employment generation and poverty eradication sustainably for all segments of society'. The Government of India seems oriented in this direction.  |
| 2.    | Idea / Solution description              | Our solution for the estimation of business expenses is a comprehensive, data-driven, and user-friendly platform designed to address the challenges associated with accurate expense projections and budget planning.  |
| 3.    | Accommodation and Catering               | The growth in hotels and restaurants segment was estimated at 21.5% during 2015/16. Also, hotel and tourism ranked as one of the top ten sectors to attract the highest FDI, contributing 3% of the total inflow. Further, the introduction of GST (Goods and Services Tax) will improve the growth factor by decent points as it will replace the indirect taxes on all goods and services.   |
| 4.    | Travel Agents and Tour Operators         | They are one of the main parties in tourism business. Travel agents mainly work on fees for arranging tourism products for customers. Tours operators means any person engaged in the business of planning, scheduling, organising or arranging tours (which may include arrangements for accommodation, sightseeing or other similar services) by any mode of transport, and includes any person engaged in the business of operating tours in a tourist vehicle or a contract carriage . |
| 5.    | Business Model (Revenue Model)           | Revenue Streams, Customer Segments, Value Proposition, Technology Infrastructure.  |
| 6.    | Tourism Aggregators                      | T Aggregators refers to a web site or computer software that aggregates a specific type of information from multiple online source. In   |

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|  |  | other words Aggregator website search for deals across multiple website and shows up the results in one place |
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