

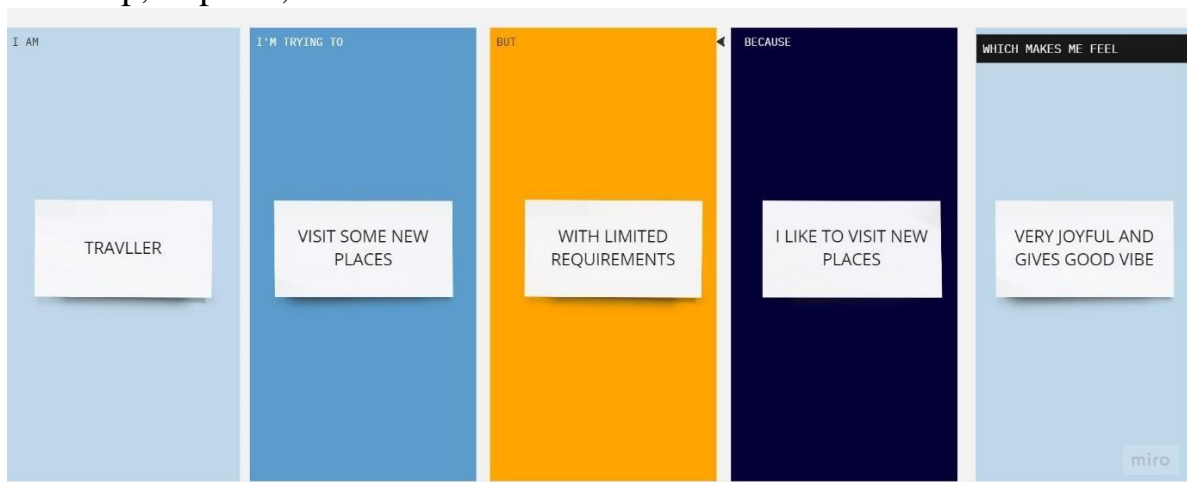
Ideation Phase

Define the Problem Statements

Date	26 October 2023
Team ID	NM2023TMID00901
Project Name	Project – COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS
Maximum Marks	2 Marks

Customer Problem Statement Template:

Tourism has been a major social phenomenon in societies all over the world. It is driven by the human desire for new experiences, and the desire to be educated and entertained. The spread of education and the technological improvements in communication have strengthened the basic human thirst for new knowledge and experience and have fostered a desire to know more about different parts of the world. Tourism has been revolutionised with the emergence of tourism aggregators, i.e. web-based portals that provide travellers with services such as travel, accommodation, and tour planning and booking. The tourism aggregators have reduced information search costs, and have increased the awareness of tourists of potential destinations. This has enabled some innovative trends in tourism, including eco-tourism, adventure tourism, heritage tourism, medical tourism, pilgrimage tourism, and so on. The objective of the study is to compare the competitiveness of Indian tourism aggregators using the Analytic Hierarchy Process (AHP). AHP is a technique that is used to structure multi-criteria decisions, allowing both quantitative and qualitative comparisons between alternatives (Saaty and Forman, 1992; Saaty, 2008). The criteria used for the study include price, process, ease of access, and customer service. The tourism aggregators selected for the study include Yatra, Makemytrip, Goibibo, Cleartrip, Expedia, and Kuoni-SOTC.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	TRAVLLER	VISIT MY LIKLYHOOD O PLACES	I facing challenges in these expenses	My business expenses doesn't allow it	Uncertain about my trip
PS-2	STUDENT	TO LEARN NEW THINGS AND NEW CULTURE	I find it challenging to do so	there are various unpredictable factors and family problems	anxious about the financial stability of my family income