# ***Ahsanullah University of Science & Technology***

Department of Computer Science & Engineering



Travel Agency Management System

CSE 3224

Information System Design & Software Engineering Lab

Submitted By:

Shawon Lodh 16.01.04.064

Somaia Afrin 16.01.04.066

Md.Ruhul Amin 16.01.04.070

Sampling Decisions:

We have undertaken target-oriented method for sampling. Our target research included Facebook, Twitter, Direct E-mail, messages, colleges, universities, and public places in Dhaka city.

Sample Design:

1. **Sample Size:** The sample size selected for the research is 36.

2. **Parameters of Interests:** The major parameter of interest is the subgroup of people having an interest in travelling & experience in any travel management system.

3. **Sampling Technique:** The sampling size selected for the research is Random sampling technique.

Data Collection Tool Used:

The data collection tool used for the research is “Questionnaires” to get the primary data for the empirical research on user preference on online travel management system.

The Questionnaire which is attached below consists of several questions printed in a definite order on a form which the respondents read.

Questionnaire onTravel Agency Management System:

(We would like to know more about what is in your mind about travelling & how you use travel agency management system. You can help us to learn more by filling out the questionnaire. We do not share your information with anyone else, so it will remain confidential. If you have any questions please ask your presenter)

Personal Information:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail Id: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographics Information:

Gender:







Age-group:









Occupation:











Monthly Income: (BDT):











Place of residence:













1. Do you have access in internet?





2. For what activities you use internet?

Social networking

Study

Shopping

Entertainment

Other.......................................................................

3. How much do you love travelling?

1 2 3 4 5

Homesick Travelling is my passion

4. Where would you like to go most often for travelling?

Hill stations

Beaches

Deserts

Historically significant places

Commercially busy cities

5. With whom do you travel most often?

Family

Friends

Colleagues

Strangers

Alone

Other........................................................

6. Have you traveled internationally?





If yes then how many times? .......................................................................

7. What is the general duration of the trip?











8. Which mode of travel you prefer most?

Bus or Coach Service

Air Travel

Railway

Personal transportation (car etc.)

9.What kind of accommodation you prefer most?

Low-priced

Comfortable

Luxurious

Hygienic

Secured

10. What kind of restaurant you prefer most?

Local

Popular

Low-priced

Medium-priced and above

Hygienic

11. Would you prefer any medical support during travelling? 



12. What should be your approximate budget for a tour?









13. Have you made a tour through any travelling agency?





If yes then how many times?









14. What factors do you consider in choosing a travel agency?

Price

Security

Service

Other.......................................................................

15. What services should be provided by a travel agency, you prefer most

Must needed Less needed Don't needed

Multiple package

Price

Quality

Transaction

Security

Customer service

Honest review

16. what do you prefer most for booking any travelling package? 



17.What are your issues regarding online travel agency management system?

No guarantee

Possibility of forgery

Charge heavy Commission

Too much Clutter

Security issue

Any other, please specify..................................................................

18. If given an option to get all facilities for travelling using an online management system, will you take this from online?





19.Do you think online travel agency management system is beneficial?





If yes, why do you think it is beneficial?

Easy to order

Varity in packages of tour

Discounts & offers

Saves time

Avoid long queues

Any other, please specify..................................................................

20. What suggestion or requirement for a travel agency management system to attract you?

..........................................................................................................................................

Present Data Analysis Graphs with necessary Illustrations:

Gender:

|  |  |  |  |
| --- | --- | --- | --- |
| Male | Female | Other | Total |
| 22 | 14 | 0 | 36 |

Illustration:

The above diagram depicts that out of the total 36 respondent 61.1% of the respondent were male since the objective was to study the consumer behavior with respect to travelling, as male respondents travel more.

Age-brackets:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Age | | | | |
| 18-24 | 25-30 | 31-40 | 40 and  above | Total |
| 21 | 10 | 3 | 2 | 36 |

Illustration:

* The 58.30 % of the respondent were among 18-24 age bracket as these respondents travel most and well known about it.
* Also 27.70% of the respondent were among 25-30 age bracket as these respondents travel second highest most.
* Other 8.30% and 5.50% of the respondent were ranging from 25-30 and 31-40 age bracket.

Occupation:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Occupation | | | | |
| Student | Govt employee | Businessman | Other | Total |
| 19 | 2 | 11 | 4 | 36 |

Illustration:

* For the research to be successful most of the respondent are working as students who are educated.
* The Second highest number of the respondent are the businessman.
* Rest of the people are such as govt employee, service holder, doctor etc.

Q: Where would you like to go most often for travelling?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hill stations | Beaches | Deserts | Historically significant places | Commercially busy cities |
| 15 | 20 | 3 | 16 | 5 |

Illustration:

* The above diagram depicts that the highest number of tourist places are beaches in accordance with maximum number of people.
* Historically significant places are the second number of place for travelling.
* The third most place for travelling is chosen for beaches along with other places like deserts and commercially busy places.

Q: What is the general duration of the trip?

Tour Duration

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1-2 days | 3-5 days | A week | A Fortnight | A month |
| 11 | 18 | 6 | 0 | 1 |

Illustration:

* The above diagram clearly depicts that most of the people prefer 3-5 days for tour.
* Some people also prefer 1-2 days tour.
* Besides a few people prefer tour with a week duration.

Q: Which mode of travel you prefer most?

People may select more than one checkbox, so percentages may add up to more than 100%.

|  |  |  |  |
| --- | --- | --- | --- |
| Bus or coach service | Air travel | Railway | Personal transportation |
| 22 | 7 | 18 | 3 |

Illustration:

* The above diagram clearly depicts that most of the people prefer Bus or Coach Services because it is the easiest way for travelling.
* Some people prefer Railway but a few people prefer Air Travel & personal Transportation for flexible moving.

Q: What kind of accommodation you prefer most?

People may select more than one checkbox, so percentages may add up to more than 100%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Low priced | Comfortable | Luxurious | Hygienic | Secured |
| 5 | 27 | 1 | 5 | 17 |

Illustration:

* The above diagram clearly depicts that highest number of people prefer the comfort zone in case of accommodation.
* They also prefer secured and hygienic accommodation because every person should be ensured security as a must for their better lives.

Q: What kind of restaurant you prefer most?

People may select more than one checkbox, so percentages may add up to more than 100%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Local | Popular | Low-priced | Medium-priced and above | Hygienic |
| 6 | 17 | 3 | 14 | 15 |

Illustration:

* The above diagram clearly depicts that most of the people prefer popular restaurant in time of travelling.
* Besides they also want medium and high priced and hygienic restaurant as a must. It proves that they prefer such a restaurant with over all a better quality.

Q: What should be your approximate budget for a tour?

Approximate Budget

|  |  |  |  |
| --- | --- | --- | --- |
| Below 5000 | 5000-10000 | 10000-20000 | Above 20000 |
| 12 | 18 | 4 | 2 |

|  |  |  |  |
| --- | --- | --- | --- |
| Below 5000 | 5000-10000 | 10000-20000 | Above 20000 |
| 12 | 18 | 4 | 2 |

|  |  |  |  |
| --- | --- | --- | --- |
| Below 5000 | 5000-10000 | 10000-20000 | Above 20000 |
| 12 | 18 | 4 | 2 |

Illustration:

* The above diagram clearly depicts that maximum people choose the amount of money ranging from 5000-10000 for their tour which is almost reasonable for any tour.
* Some people want to complete tour ranging below 5000.
* Besides a few people have a budget ranging 10000-20000 for their tour where very few people choose a big budget for their tour above 20000.

Q: Have you made a tour through any travelling agency?

|  |  |
| --- | --- |
| Yes | No |
| 6 | 30 |

If yes then how many times?

|  |  |  |  |
| --- | --- | --- | --- |
| Once a week | Twice a week | More than twice a week | Whenever I got time |
| 5 | 1 | 0 | 4 |

Illustration:

* The above diagram depicts that the highest number of people travel through a travel agency once a year.
* Few people travel twice a week and rest of the people travel whenever they got time.

Q: What factors do you consider in choosing a travel agency?

People may select more than one checkbox, so percentages may add up to more than 100%.

|  |  |  |  |
| --- | --- | --- | --- |
| Price | Security | Service | Other |
| 19 | 22 | 19 | 0 |

Illustration:

* The above diagram depicts that the highest number of people prefer security for choosing a travel agency as security is a must for any kind of system.
* The rest of the people give equal importance in price and services from travel agency.

Q: What services should be provided by a travel agency, you prefer most

|  |  |  |  |
| --- | --- | --- | --- |
|  | Must needed/Best | Less needed/Better | Don’t needed/Good |
| Multiple package | 23 | 12 | 1 |
| Price | 31 | 5 | 0 |
| Quality | 34 | 2 | 0 |
| Transaction | 29 | 7 | 0 |
| Security | 33 | 2 | 1 |
| Customer Service | 32 | 4 | 0 |
| Honest Review | 32 | 3 | 1 |

Illustration:

* The above diagram depicts that most of the people selected the service quality as a must of a travel agency.
* Besides they also gave priority to honest review, security, customer services as a must for best performance.
* Along with those, they prefer multiple packages, price, transaction must need for best performance.

Q: What are your issues regarding online travel agency management system?

People may select more than one checkbox, so percentages may add up to more than 100%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Possibility of forgery | Charge heavy Commission | Too much Clutter | Security issue | Other |
| 20 | 10 | 8 | 18 | 2 |

Illustration:

* The above diagram clearly depicts that most of the people always in fear for fake intention, forgery & security issues.
* Besides some people are irritated for the commission quantity & a few people thinks the online process as a painful thing.

Q: Do you think online travel agency management system is beneficial?

|  |  |
| --- | --- |
| Yes | No |
| 30 | 6 |

If yes, why do you think it is beneficial?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Easy to order | Varity in packages of tour | Discounts & offers | Saves time | Avoid long queues | Other |
| 10 | 16 | 18 | 28 | 22 | 0 |

Illustration:

* The above diagram clearly depicts that most of the people wants the online system for saving their valuable time & maximum people also prefer to avoid long queues.
* Besides some people wants to get a list of packages of tour in their hand at a time & also for the discounts & special offers.

Over all findings of this survey:

After completing this survey, we found some important information, a few disappointing comments, useful suggestions which makes the path a step forward movement for making the project quickly.

* In our Survey we see that maximum people want to travel in the place of Beaches, historically significant places & Hill stations & 3-5 days duration for completing tour is very preferable for maximum people.
* For Choosing the transport maximum people like the bus route for easy and reasonable price, some people like the railway route and very few people prefer air travel or personal transportation because of high amount of money.
* The survey shows that maximum people wants to comfortable accommodation for staying in the tour time, they also prefer secured & hygienic living space.
* Any traveler will not be compromised with the restaurant when he/she is in travelling, because maximum wants to get better & hygienic food quality where pricing is not a matter.
* The survey depicts that maximum people set the budget ranging 5000-10000 so that they can complete their tour with reasonable money amount.
* When we complete our survey then we see that maximum people are not familiar with travel agency management system because they always go to tour with their friends & family members.
* Some people who are familiar with the travel agency management system, maximum people consider the price, Security & Service factors.
* Many people who travel through the travel agency or not they are fear for fake intention, forgery & security issues. Besides some people are irritated for the commission quantity & a few people thinks the online process as a painful thing.
* Last of all from our survey we clearly find that all most all the people want the online system for saving their valuable time and easy access. Besides some people wants a list of multiple packages for tour in their hand at a time & also for the discounts & special offers.

Conclusion:

The interview and survey process gave us the opportunity to visit and interview different people and helped us a lot to know what users actually want from a travel agency which contains information of such things related travel. These information and data will help us to design a management system according to user choice and make our work easier.