**THE UNIVERSITY**

**OF**

**GREENWICH**

**COMP 1181**

**PROJECT**

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# Project Proposal

Title

Lodestar Travel & Tour Agency

Introduction

Lodestar Travel & Tour Agency is one of the Tour Agency in Myanmar, Organized in Yangon. Lodestar agency was started since December 2011. These Agency cater all necessary arrangement on tourism industry such as in-bound tour, out-bound tour, Visa service, Car Rental service, tourist guide service along with variety of languages etc. in the past 2 years. These Agency was opened many branches along with (3) branch offices in Yangon, (2) branch offices in Mandalay and Bagan and Taunggyi.

The Agency need a website because of they want to connect with their customer from online. Making customer booking through online is easily to get more customer. They want to show about Travel information and festivals and Tour Program and their services on their website.

The agency assumes that if they have website, they can get more Tour and social communication within their members or donors. Customers can easy to make booking and easy to know about Myanmar travels from their website. Making comments is easily way to get customer feedback. They can advertise about agency and Tour Program and about hotel in Myanmar Country. They can show their photos gallery through the website and that can make customer interest. Overviewing all process their website that they want is a kind of window application replacement website.

Key phrases

Tour Program information with relevant gallery

Tour Reservation by customer

Customers making comments/feedback on tour

Airline booking for trip

Hotel booking for trip

Transportation booking for trip

Objectives

The main object is to simply the process of travel planning for both tourists and travel agency. The main emphasis is to provide information necessary for travel planning in easy most accessible way via online.

**Tour Program information with relevant gallery**

Before the tourist makes a choice about the tour program, he can browse through the website and acquire all the necessary information about the program. The tour program gallery will be very helpful for the tourists get the idea about what the trip will looks like.

**Tour Reservation by customer**

The customer can make reservation about the tour program online and agency will take care of the rest such as airline, hotel and transportation booking for the trip. That will be really simple for the tourist since he doesn’t need to know about the details involved with reservation. The customer has to do is to choose the tour program and make reservation, the rest will be taken over by the agency.

**Customers making comments/feedback on tour**

The customer can make comments/feedback about what he felt on the tour program. That will be very help for other tourist in choosing the tour program. That will also be useful for travel agency to improve the services it provided by reviewing the comments by the customer.

**Airline booking for trip**

The travel agency makes airline reservation for the trip customer chosen. The booking may cover the whole trip or parts of the trip and return journey as well.

**Hotel booking for trip**

The travel agency makes hotel reservation for the customer to stay during his tour. The booking covers the duration of stay and costs for staying.

**Transportation booking for trip**

The travel agency makes reservation on transportation for the customer for the trip. The reservation covers car rental only.