

Hassle Free Travel

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Abstract: - Every individual in our planet is busy in his / her own world these days. The busy schedules and work preoccupations of many people hinder them from spending nominal amount of time with their families.

To address this concern, we have come up with our MACH Tours and Travels, our motto being, “Breaching the Boundaries!” which aims at not only giving its customers the best and most comfortable tour, but also an enjoyable and memorable experiences.

We differ from our competitors in various ways. For a start, we emphasize that our profit is not in the income from this business, but in the satisfaction of our customers. Added to that, we focus on improving the ease of travel, the luxury of trip, the quality of time spent and the worth of pay.

There is a variety of customers we come across: some will want their trip to be extravagant, while some require it to be cost effective; some need a long vacation, while some choose just a weekend away.

Our mission: In order to meet the desires of this large range of people and to include all the factors of a hearty holiday, we have devised our strategies and planned our processes, thus, setting us apart from the others.

Our vision: As the main priority, a year from now, we target on contenting as many customers as possible through our services.

The following sections of this document includes our roles in planning, decision making, staffing, leading and communicating in which we highlight various aspects of our organization, including the pros and cons of travelling with us.

I. INTRODUCTION

In this project, we aim to enhance the holiday experiences and vacation reminiscences for family tours, both inside India and to foreign lands. Our target is to devise assorted strategies in the most practical and feasible way so as to gratify all sorts of people.

We have analyzed each and every aspect of management we need for this business to be successful. Starting from applying Henri Fayol’s principles to our approaches, we have discussed about planning, decision making, organizing, staffing and communicating, investigating as many factors as possible and polishing them.

STEP 1: APPLYING HENRI FAYOL’S 14 PRINCIPLES OF MANAGEMENT.

1. **Division of work:** We have divided our organisation into several sectors. They are:
2. **Authority:** All sectors have skilled and proficient managers to guarantee quality effort in the stipulated time frame to meet the needs of the customer.
3. **Discipline:** We attempt to ensure that the employer – employee relationship within the enterprise is healthy.
4. **Unity of command:** Since, we have sectorial management, each sector has only one manager, thus, maintaining the unity of command.
5. **Unity of direction:** As our employees will be interacting with the public, we will ensure that they are clear about our objectives and goals.
6. **Subordination of individual interest:** Like our motto says, “Breaching the Boundaries!”, we intend our goals to be supreme.
7. **Remuneration:** Customer satisfaction is our real payment, and hence, we will ensure that we achieve it.
8. **Decentralization:** Our employees will have to cooperate between a large number of customers. Therefore, we are planning a decentralized system.
9. **Scalar chain:** We have just three hierarchies for each sector – General Manager, Regional Supervisor and Consultants. This makes our communications easier.
10. **Order:** This is a complicated factor to be fulfilled since our orders are entirely dependent on volatile factors like availability of flights, hotels, etc.
11. **Equity:** As we have to learn to be social for communicating with the customers efficiently, we will certainly adhere to equity.
12. **Stability of tenure and personnel:** While we believe that experience improves personnel, we haven’t fixed any employee – regeneration strategies.
13. **Initiative:** We feel that buoyancy among employees is the best way to accomplish our goals and thus, encourage initiative.
14. **Esprit de corps:** Unlike so many desk jobs in the world, our firm handles fresh customers day after day, safeguarding the employees from losing their spirit.

Environmental and social responsibilities and ethics:

Our establishment 'works' with people. So, the environmental issue that is utmost contributed by us will be regular power usage, which is negligible. Social issues are unlikely to arise in a place like ours, where society is the main concern.

STEP 2: PLANNING.

WHAT WE BELIEVE:

We, in our tours and travels, believe that a holiday or a vacation, should not just be about getting to see every place. But we are keen that the experience should be exactly what the customer wants, thus, making their endeavor thoroughly enjoyable.

WHAT WE DO:

We understand that every individual is unique and has a varied taste, which defines them. And we, being the pioneers in standing significantly out of the lot of our kind, encourage our customer's uniqueness too. Hence, we have a variety of custom options that lets our customers choose what they prefer.

Apart from the regular travel packages of different category, for a place, we also have individual places that a customer can choose in the "CUSTOM PACKAGE" for each destination. This is available keeping in mind that just because a place has an excellent zoo or a wonderful beach, it's no compulsion that the customer has to visit these places.

Though we already have different categories of packages, for the adventurer type, the calm type, the spirited type etc. we also know that sometimes people might feel that too much of anything is good for nothing, we let our customers hand-pick the different destinations offered for each place. This helps them get a holistic feel of enduring the different facets of a destination.

1. Experience Andamans:

- Flights Included from Ex Chennai, Bangalore
- Accommodation at Standard hotels
- Breakfast and Dinner Included
- Sightseeing and Transfers as per itinerary
- Sound & Light show at Cellular Jail
- Boat ride to Ross Island
- Snorkeling at Elephant Beach

2. Simply Andamans

- Flights Included EX Kolkata, Chennai
- Accommodation at quality hotels
- Breakfast Included
- Sightseeing and Transfers as per itinerary
- People traveling from Ahmedabad a day prior late night flight to Mumbai to connect flight to Port Blair
- Enjoy Sound & Light show at Cellular Jail
- Enjoy Boat ride to Ross Island

- Visit Corbyns Cove Beach

In order to elaborate on the benefits that can be availed while traveling with us, there is a sample of some packages that we offer for a place. A custom package has also been created with the same.

CUSTOM PACKAGE:

An example of a custom package would be

- Flights Included from Ex Chennai, Bangalore
- Accommodation at Standard hotels
- Breakfast and Dinner Included
- Sightseeing and Transfers as per itinerary
- Snorkeling at Elephant Beach
- Boat ride to Ross Island
- Enjoy Sound & Light show at Cellular Jail
- Visit Corbyns Cove Beach

STEP 3: DECISION MAKING.

To understand how a tourist can reduce the risks which go hand in hand in hand with a vacation, we must take into consideration the types of risks from a tourist's point of view:

- the operational risk, is the risk that the tourist product will not work, it will not rise to the tourist's expectations;
- the physic risk, in the situation when the tourism product can be harmful;
- the financial risk, when the product is not worth the cost, the time or the money;
- the social risk, when the choice of a cheaper or weaker product can lead to embarrassment;
- the psychological risk, when the choice of a cheaper product can affect the customer's self-esteem.

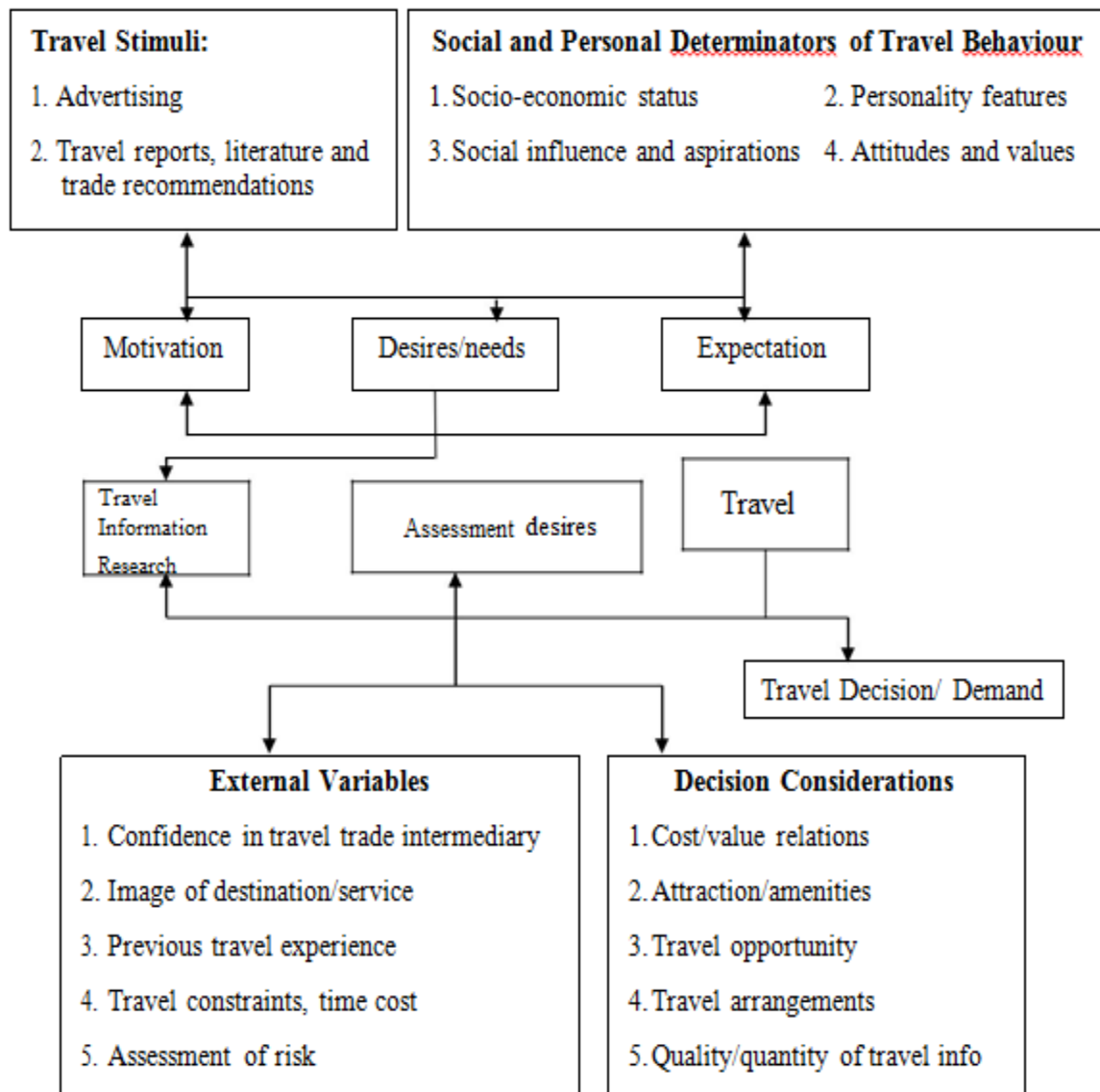
Operators in the tourism industry must take into consideration the various types of risks perceived by the tourists in order to be able to inform them correctly. When buying a product or a service, the risks will also involve product uncertainties, lack of experience in buying, the exchange rate influence and financial considerations.

Although the travel decision model refers to how individual tourists decide to travel or not, it has a direct influence on the tourism industry and its offer as well as on the number of risks affecting the tourism market.

Risks leading to loss of customers may arise from ignoring or misunderstanding individual needs in locally and nationally or globally.

In order for the risk assessment to produce the expected effects, risk variables should be studied, particularly those related to past travel behaviour as well as the whole process of learning and understanding the concepts related to travelling and vacation. These should include impersonal features and

characteristics as well as sources of information used both before and after buying the tourist product.



One specialist in strategic management in tourism (Moutinho, 2000), believes that the tourist assistance can be successful if he is suggested the following (risk reduction strategies):

- To expect less from a product or service purchased;
- To buy regularly the same product;
- To obtain tourist information;
- To buy the most expensive product;
- To have confidence in travel reports

The holiday should be scheduled and based on the cost / benefit analysis of the price paid. The tourist has in mind "the consistency" they expect from the product / service and this will play an important role in the destination chosen and sold to the tourist.

STEP 4: ORGANIZATION STRUCTURE.

There has been a global increase in Tourism in the last 60 years. The reasons for this may be, people have companies giving more paid holidays, travel becoming cheaper, the communication between holiday providers and customers becoming very easy and fast, the increasing number of airports and aircrafts making transport easier, more number of countries have become tourist destinations.

All terrains like cities, mountains and coasts are popular destination. Popular destinations include London, New York, Paris, Rome for their beautiful cities, Spain, the Caribbean and Thailand for their coasts, Alps, Rockies, Dolomites and Himalayas for their Mountains.

The factors that affect the number of tourists visiting a particular place are weather, conflict, world economy, terrorism, major events in that particular place and most important the exchange rates of currency of that place.



Other factors that define the number of tourists visiting that place is the recreational and adventurous activities like trekking, skydive, underwater walk, spa etc and also the cultural attractions at that particular place.

When the number of people visiting a place increases it might cause problems to that place like traffic congestion, erode footpaths, drop litter and also harm the farmland habitats. These problems need to be considered while organizing a travel agency.

When there is mass tourism there are both negative and positive impacts. Mass tourism is organized tourism for a large number of people. When we look at the economic impacts: It brings money into local economy, creates jobs for local people, increases the income of industries that supply tourists. The social impacts include: young people are more likely to stay in that area due to lot of jobs, improved roads, infrastructure and communications benefit the local people, income from tourism can be reinvested in local community projects etc but these jobs are mostly badly paid and seasonal, behavior of some tourists may offend the locals. The environmental impacts include: income from tourism can be reinvested in protecting the environment, but transportation leads to release of large amount of greenhouse gases causing global warming, tourism can increase litter and pollution, tourism can lead to destruction of natural habitats.

Extreme environments are becoming more popular with tourists. The reasons include: ideal settings for adventure holiday activities, lot of people enjoy an element of risk, some wildlife and scenery can be seen only in these extreme areas. But these can be damaging to both tourists and the environment.

Tourism in reality is not an industry but an activity. It is defined as an activity that takes place when people move to some other place for leisure or for business and stay at least for 24 hours.

Tourist industry may be defined as a group or cluster of small firm which deals in providing attractive and affordable holiday packages to its customers, either within a state, country or at international level. Example: Cox & King, Thomas Cook, SOTC, Incredible India.

Package Tour Formulation Process: Formulation of a package tour involves managerial approach and the process involves proper planning, itinerary preparation, designing, costing and marketing.

Research and development of firms invest time, money, experience and knowledge in the formulation of package tours. Before they are launched on full scale, marketing divisions do pilot launch and check feasibility and possible acceptance of their new package tours.

Below is a detailed sequence of steps followed in the formulation of tour packages:

Market Research: Marketing research involves study of the economy of the country to visited, foreign exchange rate, demand for the product, consumer profile, competitors in the market, studying the product components like sightseeing, transport, baggage allowance, ground service etc., sales status, channels of distribution, promotional measures.

Prepare an Itinerary: A well planned itinerary holds the key for success of a package tour. It needs to incorporate exciting places of interest and enough scope for events and activities.

Identify and decide on mode of travel, hotels, destinations, dates and capacity.

Sign contracts with principal service providers: Agreements with various service providers well in advance is important. Contracts for timely delivery of services by hotels, transportation, entry permits, ground handler etc. has to be signed.

Costing of the Package: After having signed contracts and designing of package systematic costing of the package will be done which includes cost to incurred towards all elements of a package tour are summed up and then package is given a mark-up price before a price tag is decided upon.

Preparation of Brochures and other Promotional Material: Promotion material is another important aspect in the formulation process. Both print and electronic media are widely used but brochures are integral part of it which play a major role. Hence designing and printing attractive brochures and other material is ready to used for marketing.

Marketing of the Product: In line with demand requirements of the markets right kind of marketing strategies are framed

and then the product is marketed through the above listed means of promotion material.

Documentation: This last step in formulation process includes copy of the clients itinerary, tour vouchers, travel and other entry tickets, luggage labels and other useful information for the clients.

Summary of formulation: Organized package tour is designed for customer delight and loyalty. It all depends on the formulation process to ensure the quality of tour itinerary. Tour operators launch loyalty programmes that can be possible through continuous improvement in the quality of services and places of tourism importance. Some of the package elements or services are included and excluded depending on the nature and types of package tours. Thus it needs comprehensive analysis to reduce risks and increase the possibility of reaching high breakevens, high quality product and competitive prices. Each tour operator largely follows this formulation process to prepare the competitive tour itinerary.

Business Environment of Tourism Industry: A Business environment comprises both the Internal And External Factors which affect the overall smooth running of any firm, Industry or a large Business Organization.

Internal Factors are those which are controllable and exists within the boundary of the business. They depict the strength and weakness of the organization.

External factors are those which are uncontrollable and lie beyond the boundary of an Organization. They depict the Opportunities and Threats.

A tourism industry's business environment is also affected by both internal and external factors. In order to judge the Internal factors of a Tourism Industry, a SWOT analysis has to be performed.

SWOT Analysis:

STRENGTHS:

Ideal geographical location and climate, good hospitality and image of the company.

WEAKNESS: Lack of proper marketing and advertisement, dependency on Third party, Lack of adequate Infrastructural support, Funds constraining the development of region.

OPPURTUNITY: The concept of holiday is gaining popularity in India among various classes of people, increased disposable incomes of the Indian middle class, Adventure sports and trekking, Eco-tourism is gaining popularity.

THREAT: Stiff competition among various Tourism Industry, Environmental factors also impose a threat, Exploration of new tourist spots and hubs.

External factors:

POLITICAL: It includes political harmony and good execution of law and order within the state or country, Promotion of tourism by the Government issues related to rules and regulations of the state or the country, Tax benefits and discounts provided to the various tourism industry operating therein.

ECONOMIC: Includes the overall economic status of the state or the country, whether, rich or poor, The per capita income of the individuals, their standard of living, education, disposable income, The percentage of the share which the govt. is ready to spend on tourism and recreation.

SOCIAL: Includes factors related to society and social well being of individuals living in an area, Demographic factors are taken into account such as the number of individuals living in an area, age groups, social customs, traditions, beliefs etc, Certain obligations and social responsibility need to be followed.

TECHNOLOGICAL: Lay emphasis on the use of complex and sophisticated technology in order to promote and market tourism industry. The use of mass media, internet, magazines and presentations so as to advertise the company. Providing customers with easy payment facility via online and use of credit cards and Wi-Fi facility on the go, easy recharge of mobile phones etc.

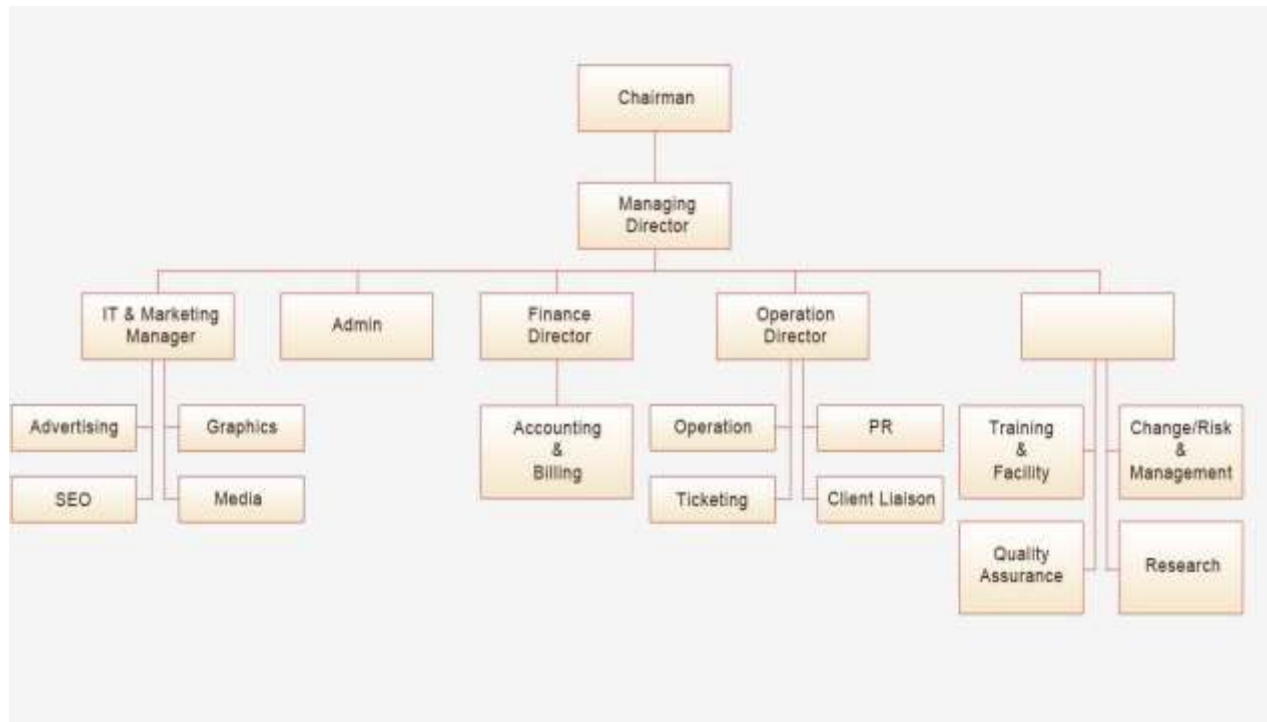
LEGAL FACTORS: Includes those factors which have to be followed strictly by the law. Issues related to conservation of environmental laws and regulations, issue of tourist visas to international customers, holding of license by the tourism company, rules and regulations etc.

ENVIRONMENTAL: The key environmental issues concerning the tourism industry are Maintaining the rich bio-diversity of the tourist spots and hubs and Pressure on Ecosystems prevailing in those geographical locations.

Scope of Tourism:

Tourism in India is the largest service industry, with a contribution of 6.23% to the National GDP and 8.78% of the total employment in India. India witnesses more than 17.9 million annual foreign tourist arrivals and 740 million domestic tourism visits. The tourism industry in India generated about 100 US\$ billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. In the year 2010 17.9 million foreign tourists visited India. Majority of foreign tourists come from USA and UK. According to the World Travel And Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. Despite short-and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% till 2017.

Organization Chart:



Financial Plan:

The financial plan shall be essential if we are to meet our objectives. The intention is to finance growth through cash flow and equity.

One of the most important factors will be the payment terms as agreed between the client or customer. We can't push our customers hard on collection days, because they are extremely sensitive and will normally judge us on our terms. Thus, there is a need to develop a permanent system of receivables financing systems mutually agreed between parties. So, in the financial plan we intend to have the following:

1. A fundamental respect for giving our customers value, and for maintaining a healthy and congenial workplace.
2. Cash flow as first priority, growth second, profits third.
3. Respect for realistic forecasts, and conservative cash flow and financial management.

The financial plan depends on important assumptions. From the beginning, we recognize that payment terms and hence collection days are critical, but not a factor we can influence easily. At least we are planning on the problem, and dealing with it. Interest rates, tax rates, and personnel burden are based on conservative assumptions. Some of the more important underlying assumptions are:

- Strong economy, without major recession.

- There are no unforeseen changes in policies to make our firm immediately obsolete.
- We assume amongst other things a 60-day average collection period, sales entirely on invoice basis except for individuals who come directly to us, expenses mainly on a net 30-day basis, 30 days on average for payment of invoices, and present-day interest rates.

Our break-even analysis will be based on running costs, that is costs we shall incur in keeping the business running, including salaries and wages, rent, vehicle and computer maintenance costs, water and electricity, insurance amongst others. Hence many fixed costs shall be included in these costs. We will thus ensure that our sales levels are running comfortably above break-even.

STEP 5: STAFFING.

Staffing is defined as filling and keeping filled the positions in the organization structure. *Recruiting* also means hiring candidates for a particular role. This means it might take longer to fill searches simply because it is necessary to be more strategic and detailed to find a person who has the proper qualifications.

For hiring candidates to attend to the customer's need and services, communication and interpersonal skills are the key skills that are looked for.

For our tours and travel, the selection process is given in the flow chart below:



The staff at higher level required to run this organization are:

- Chairman
- Managing director
- IT and Marketing Manager
- Administrator
- Finance director
- Operation director
- Advertising manager
- Graphics designer
- SEO
- Media

At a lower level candidates are required for the following chores:

- Clerical work
- Operation
- Ticketing
- Client liaison
- Training
- Risk management
- The principal **role** of the **Chairman** of the Board is to manage and to provide leadership to the Board of Directors of the Company. The **Chairman** is accountable to the Board and acts as a direct liaison

between the Board and the management of the Company, through the Managing director.

- The **managing director**/chief executive is responsible for the performance of the company, as dictated by the board's overall strategy. He or she reports to the Chair or board of **directors**.
- A **marketing manager** oversees the **marketing** department. She/he plans and coordinates **marketing** activities, such as identifying potential customers, developing **marketing** campaigns and organizing focus groups.
- The **IT manager** heads the department responsible for online communications between the company and the client.
- The **role of administrator** involves a great deal of multitasking including working with teams, overseeing the operations within the company, managing various groups, coordinating with the management and engaging in planning according to the needs of this company. It also includes managing of clerical jobs and other administrative staff.
- The **Director of Finance** contributes to the overall success of the organization by effectively managing all **financial** tasks for the organization.

- **Operational directors** have a hand in virtually every aspect of a business, and are tasked with ensuring it all runs smoothly.
- **Advertising manager and the Advertising management** addresses the whole process of the promotional campaign itself.
- **Graphic designers** create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to contribute to the advertising of the tour and travels company.
- A **SEO Executive** manages a team of copywriters, link builders, and developers in order to implement and achieve search engine optimization goals for clients.
- **Media** helps in the communication between the company and the client and also helps in the advertising of the company.

The above mentioned roles are vital for any organization. Any tour and travel company offer the following services to the customers:

- Hotels
- Buses
- Volvos
- Private taxis
- Site seeing/Travel Guides

As an addition to the previously stated departments, there are departments that takes care of the transportation of the customers, hotel stay of the customers and local tourist guides. Generally, a contract is signed with certain hotels, transportation services and local body offering tourist guides, all over the world. The tours and travels have tie-ups with those reputable transportation services, which look to the comfort and need to the customers, thereby providing a quality service. If a customer is dissatisfied with a particular service, he/she can make a complaint and the management will look to sort out the issue. If repeated complaints are made against the companies who have signed a contract with the tour and travels, then the company would consider maintaining further relations with them. The same rules hold for the hotel services. For those local companies that provide the tourist guides, the following criteria need to be met - the guides should be able to communicate in more than one language, they should have a good knowledge about the places of sightseeing and they should help their customers who want to shop, by taking them to the right shop and should not cheat on the customers.

These employees do not work within the organization structure but work externally providing the services to the customers and hence accounts for the reputation of the tour and travels company and its services.

Leadership is the action of leading employees to achieve goals. It plays an important role in employee performance and productivity. A good leader sets a clear vision by influencing employees to understand and accept the future state of the organization.

Generally, in an organization like tours and travels, the power is decentralized i.e. some of the decision making power lies in the hands of the lower level employees and their managers. Staffing is clearly linked to organization as it defines the setting up of intentional structures of roles and positions.

STEP 6: COMMUNICATION.

It has a vital role to play in any company or industry from a small to large scale. It is the most important and most used of all the skills in the tourism industry.

Tourists go through various stages, each with different communication needs. a potential tourist is an information seeker. They expect communication to be complete on relevant information, say on attractions, accessibility & amenities as a part of their trip.

Communication in a tours and travel agency through creating a website or application provide details about the trip. The information conveyed can include facts, ideas, concepts, opinions, beliefs and attitudes. In this age the best way to communicate or keep constant touch with the clients or competitors is through internet. Our managers spend the largest portion of their time in verbal or written communications with their employees or outside parties. In our travel agency, IT manager is the head of e-communication. With *85% of travelers bringing their mobile devices on their trips*, it's now become crucial for travel companies to *connect and engage* with their clients during their entire journey.

Our agency provides a comprehensive and innovative travel assistant app to engage customers *after booking, during departure, and at their destination*. While also focusing on improving *customer satisfaction and loyalty*, our agency offers beneficial opportunities that will help generate *additional revenue* on ancillaries and up sells. With *over 3 million downloads and multiple awards*, our agency has gained the trust and recognition from the travel industry.

Create a website: Create a website that includes a description of travel services, contact information and on-line booking options. Invest in computer software programs that process client bookings and payment from your website, track online marketing campaigns and captures email addresses. Testimonials of satisfied clients and interesting content that clients will find useful when planning a vacation or traveling for business are provided. Website and apps concentrate on the following:

1. Details of types of tours which include tours like family, couple, and general tours

2. Details on the date and time of departure/arrival and the tour fare are maintained.
3. Details of the period of - and the places to visit during - the tour are also maintained.
4. Details of the pick-up facilities and the drop facilities are maintained, if any.
5. Details of the hotels in which the accommodation for the customer during the tours.

Customer care unit:

This unit is under the IT manager. There is a 24x7 customer care unit in service. They can be contacted through the toll free number provided in our websites to address any issue before during after the trip. As the customer ask for the details of a particular tour, the clerk gives the details of the related place where he/she wants to go and the date and time of the tour, no. of seats available of that particular tour, fair of the tour, details of discount on a particular tour package if any.

The clerk also guides the customer by giving the details of the forthcoming tours with the probable date and time. Details of types of transport, availability of meals, station-pickup and drop facility and contact no. of the hotels are also provided by the clerks from our database on special request

Create marketing materials, such as brochures, business cards and flyers to promote is also a mode of communication. Build a client list that includes email addresses, travel preferences, past travel destinations. Send email updates of travel specials, events or other information of interest to clients. Our advertising head will supervise and address issues under marketing materials.

Public Relations: Advertising head and his team are responsible media inquiries and information requests. We aspire to maintain excellent relationship with written, TV and online media, facilitate media apparitions, interview and publish positive articles, send press releases to journalists and blogs, and organize press conferences.

II. CONCLUSION

We have underlined the key facts about our MACH Tours and Travels in the above report. We have discussed our plusses and minuses and have focused on both improving our merits and minimizing our demerits. As for those challenges we are still facing, with minimal or no solution, we hope to solve it, as we progress, with our experience, through practice.

To conclude, we believe that our business will be very successful if we continue to keep up the employees' energy levels by following all the guidelines we have put down in this document. As we said earlier, our profit doesn't lie in our paychecks, but lies on customer satisfaction!

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