

**Initial Design and Implementation of E-Tourism in
Brillante Travel Services**

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A CC13- Systems Analysis and Design Project

Submitted in Partial Fulfillment of the

Requirements for the Degree of

Bachelor of Science in Computer Science

at the

University of the Cordilleras

2019

Acknowledgement

The completion of this work would not have been made possible without the various people who inspired and motivated us to achieve what we thought was impossible.

First of all, to the Almighty Father, thank you for the guidance, and overflowing blessings throughout the making of this project.

Second, to the company Brillante Travel Services, for trusting us with their company information and documents which gave us the opportunity to gain understanding towards Travel Agencies and its industry, Specifically the Chief Executive Officer of BTS, Mrs. Minnie Brillante for the consent during our proposal . Then, to our CC13 instructor Sir Rey Benjamin Baquirin, for his expert guidance, sharing his knowledge and making suggestions during our first and final defense, continuous support to the group from the start until the end, without his persistent help this project would not have been possible. We would also like to extend our gratitude to our block mates and friends who are also part of the support system and for always having our backs. Lastly, to our family who continue to show their support no matter what problems or challenges faces us. We are immensely thankful hence, forever grateful for all the help, support, and love.

A.A.C
A.R.S
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R.G.M

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Chapter I

Introduction

Project Overview

Our chosen company is named Brillante Travel Services, which is a travel agency industry.

The role of the information system for our chosen company is to collect information efficiently, process the reservation of airlines, hotel reservation, or car rentals, cruise lines, if necessarily. Since Brillante Travel Services are the one who do all of these, it saves time and money of the Gallivanted personnel or explorers.

One Type of Information System commonly being used in travel agencies is the Management Information System (MIS) wherein the companies store its client's personal information and requested services. Additionally, the industry also makes use of Decision Support System with the help of experts to help people make their decision by directly manipulating data.

1.1 Background of the Study

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, and package tours.

(**"Introduction to travel agency", 2019**) Travel agency help travelers sort through vast amounts of information to help them make the best possible travel arrangements. They offer advice on

destinations and make arrangements for transportation, hotel accommodations, car rentals, and tours for their clients. In addition, resorts and specialty travel groups use travel agency to promote travel packages to their clients. Travel agency are also increasingly expected to know about and be able to advise travelers about their destinations, such as the weather conditions, local ordinances and customs, attractions, and exhibitions. For those traveling internationally, agents also provide information on customs regulations, required papers (passports, visas, and certificates of vaccination), travel advisories, and currency exchange rates. Travel agency uses a variety of published and computer-based sources for information on departure and arrival times, fares, quality of hotel accommodations, and group discounts. They may also visit hotels, resorts, and restaurants themselves to evaluate the comfort, cleanliness, and the quality of specific hotels and restaurants so that they can base recommendations on their own experiences or those of colleagues or clients. Travel Agency which provides travel information through online mode by own websites are known as online travel agency. As more and more people have the access to the internet nowadays, the need for travel agencies has declined as the airline companies have started to sell products directly to the customers online. As a result, many agencies have started their own website with details of the travel information. These websites use high end technology travel solutions which

help them to deal with the latest updates and details of thousands of hotels, flights and car rental services.

(Buhalis, 2003) The use of information and communication technologies (ICT) in strategic tourism management is becoming more necessary, making this book a timely and important one. The challenge, however, is that information can become rapidly obsolete because the field moves so fast. **(Buhalis and Law, 2008)** The study of IT and Tourism Management expresses that the tourism industry's success relies to a large extent on its ability of efficiently delivering accurate, relevant, and up-dated information to all its stakeholders. The developments in E-tourism have in offer now newer opportunities to mark tourism destinations. The potential is there of creating 'Virtual Co-operation', where the probable tourists can surf through websites having individual facilities in a destination as well as develop their personal experience package by visiting a destination.

(Pepper D ,1999) Services related to tourism have come up as one of the main product categories that has to be distributed and promoted to the consumer markets with the use of internet.

(Sebastia, Garcia and Guzman, 2009) e-Tourism is a tourist recommendation and planning application to assist users on the organization of a leisure and tourist agenda. First, a recommended system offers the user a list of the city places that are likely of interest to the user. This list takes into account

the user demographic classification, the user likes in former trips and the preferences for the current visit. Second, a planning module schedules the list of recommended places according to their temporal characteristics as well as the user restrictions; that is the planning system determines how and when to realize the recommended activities. Having the list of recommended activities organized as an agenda (i.e. an executable plan), is a relevant characteristic that most recommended systems lack.

(Vich-i-Martonell, 2002) Tourism is an information intensive industry which generates large quantity of information to be processed and communicated. **(Geaney, 2013)** The TPS Online Travel Reservation Systems require people wishing to plan a national or international trip, users of the system can also be participants as they can plan trips themselves (users are mainly the staff maintaining the system). The Data/Information that will be stored and ready for process are Customer details - names, ages, contacts, travel details - where, when, how, transaction details - how they will pay, what method of payment. The system will then need equipment (such as Computer, Keyboard and Mouse) and staffs with experience in Information technology that can make web based reservation forms (database) and system database. The influence of Transaction Processing System in the nature of work: Online travel reservation systems have seen a decrease in the need for travel agent jobs; however the original staff have not been put out of the job, rather have been given an

opportunity to cease a new job. Retraining of staff has seen an increase in new IT jobs maintaining and running the new travel reservation systems.

(Laudon & Laudon, 2004) There are six major types of systems in contemporary organizations, Transaction processing system (TPS) is fundamental of all these systems.

(David, 2017) A well-developed transaction processing system or payment gateway can benefit both the travel agency and its external business partners if it comes with a combination of a reservation booking engine. The agency can easily integrate and customize the reservation processing engine into the company's own website or platform and offer the customers a faster option of booking as well as securely making payment online. Customers wouldn't like to switch between pages while selecting options for their hotel booking or while making payment through various banking options. The integrated system plus payment gateway thus works best for a the agency, the external business partners as well as the customer.

1.2 Company Profile

ECT - Brillante Travel Services (ECTBTS) was founded in 2000 with its vision to be a world class one-stop business center for everyone's travel exploration.

Being a graduate of Foreign Service majoring in International Relations, travel documentation is not an easy one - it is a constant challenge for us. It is like playing chess

with Case Officers just to win a travel permit. We always face a never-ending change of embassies' / consulates' policies and complying with regulations of different government authorities. Our QUEST is to provide brilliant, transparent & compassionate travel services to our clients through our experience, efficiency and values drawn from our Christian tradition, and be the best travel agency in Baguio City.

In simple terms, the travel industry is concerned with providing services related to travel from one location to another. This includes services that are directly related to the travel itself, such as transportation, but also includes services related to catering for travellers' needs and wants after they have arrived at their destination. It is often associated with the tourism industry.

Brillante Travel Services is one that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. The Company's main function is to act as an agent, selling travel products and services on behalf of a supplier. The holiday or ticket is supplied to the agency at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission.

1.3 Objectives of the Study

The Main Goal of this study is to figure out how the Travel system of the company works, the following are the specific processes in which the Company is concerned:

- Process of maintaining security towards client's information.
- Process of arranging reservations.
- Process of the work division among the employees.
 - The Company had just started and this study will help both the researchers in Implementing possible changes or solution that helps with the Development of the Company itself. The Study will then use specified data gathering to gather information and to accomplish the following:
 - To propose solution(s) to problem(s) encountered during the information analysis process.
 - To design a new system that can enhance the Company's Work flow.
 - To be able to provide and to make suggestions in regards with work materials.

These are the 3 main objectives of the study:

1. To identify the existing processes of Reservation such as trip booking and agent billing in the Brillante Travel Services.

2. To identify the problems encountered in the Travel and Booking processes of the Brillante Travel Services.
3. To design the features of the proposed Travel, Management and a small scope of Finance system for the Brillante Travel Services.

1.4 Data Gathering Techniques

Interview (Face-to-Face) with the presence of Video Recording will be conducted as the projects Data Gathering Technique. The researchers prefer the said Technique as the Chief Executive Officer will be the actual responded. Every word and information must be gathered and analyzed.

It will be implemented after contacting Ms. Brillante (CEO) and getting an approval for a scheduled interview. Most likely, the interview will be conducted late in the afternoon for the reason that the company or its employees are busy mid-day.

1.5 Source of Data

Company Website which includes Company's Broad Information about its services and contact information. The website is still unofficial and can still be improved to make it more legitimate for clients. (brillantetravelservices.simplesite.com)

The Interview with Mrs. Minnie Brillantes will be our prior source of data.

Chapter II

Methodology

The Waterfall Model is used as the Uniform Software Development Life Cycle (SDLC) breaking down the project activities into linear sequential phases. This way is much simpler and easier to understand. The Waterfall requires a phase to phase process meaning each phase must be completed before the next phase can begin since there is no overlapping in the phases. The following are some of the Advantages of the Waterfall Model:

- Clear and Easy to understand project objectives
- Phases are completed one at a time
- The progress is measurable
- And one main reason for using the waterfall method is because this project is short.

2.1 Project Planning

- description and deliverables (WBS, Gantt Chart, PERT Chart)
 - a. Brainstorm about possible Clients
 - b. Create Letters with confirmation from Instructor
 - c. Print proposal letters which includes explanation stating possible future interviews.
 - d. Drafting of Interview Questions for CEO, plus Minor questions for employees in the form of a survey/questionnaire.
 - e. Finalize Interview and Survey Questions.
 - f. Finalize WBS, GANTT and PERT Chart

- g. Schedule an Interview (Precisely late in the afternoon as suggested by the interviewee).
- h. Proceed with the Actual Interview.
- i. Conduct Survey for the employees.

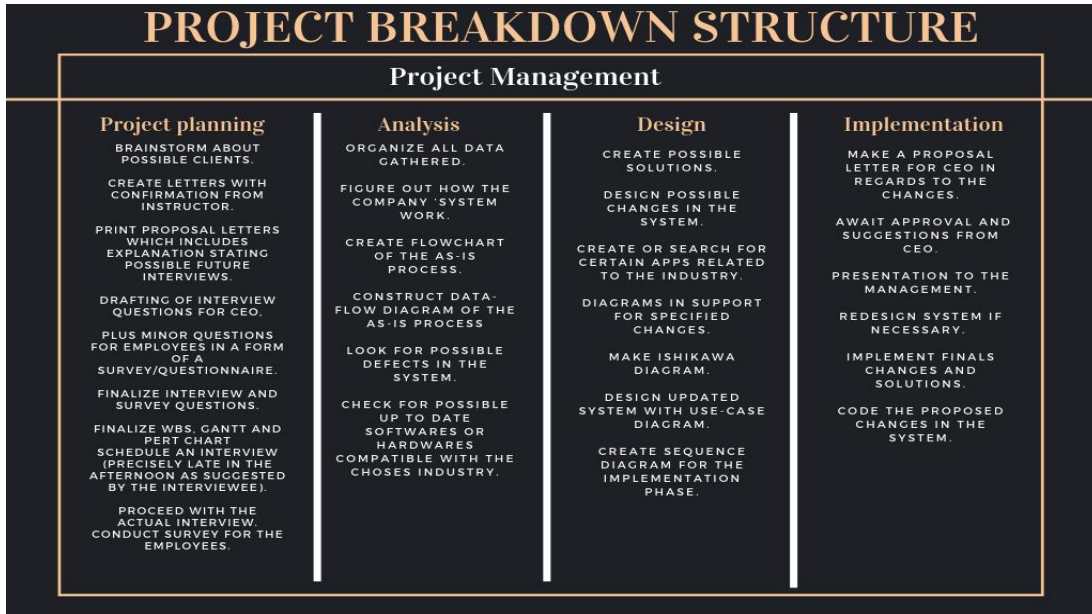


Figure above represents the Work Breakdown Structure (WBS), Since the project management methodology used and followed is the Waterfall Model it is broken down in 4 parts (Project Planning, Analysis, Design, and Implementation)

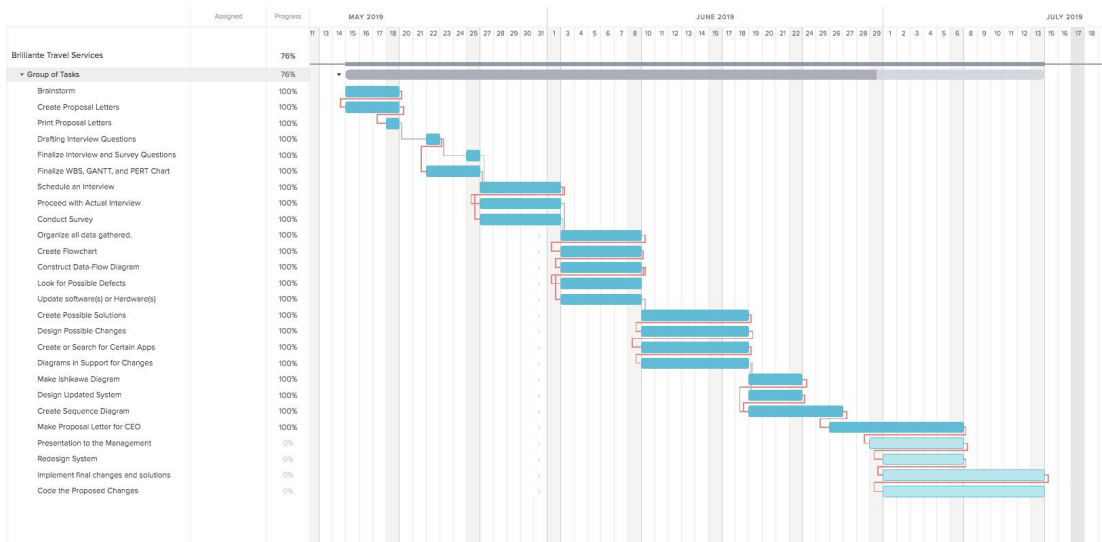


Figure above represents the Henry Gantt Chart. The researches were given about 2 months and a half to finish the project. Figure above shows the Duration of activities proposed and their specified schedule. Additionally, the GANTT Chart also gives a view on the amount of work or production the researches are done with.

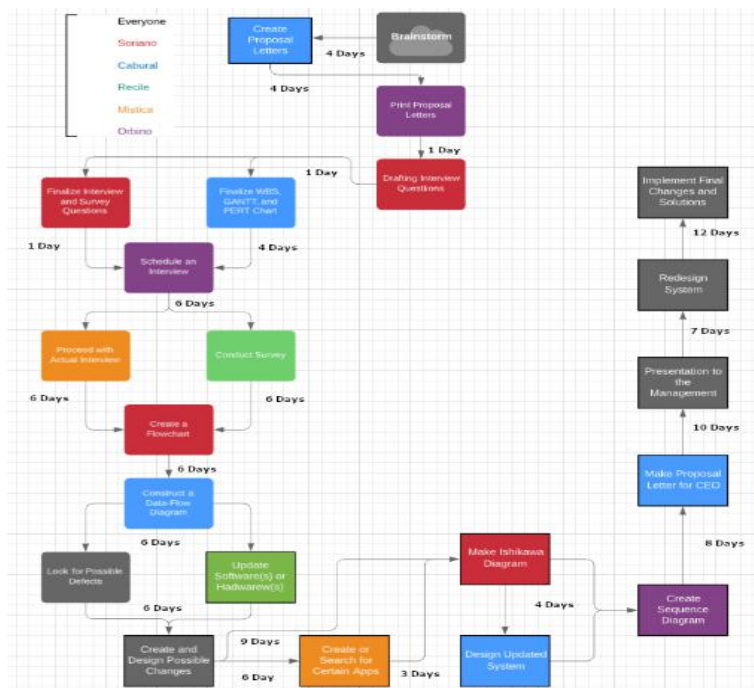


Figure above shows how the PERT Chart was used to coordinate different tasks from each member. All considering that some tasks require every analysts cooperation. Colors of the observed boxes corresponds to the person(s) responsible in accomplishing the specific task. Other than coordinating tasks, PERT Chart is a graphical representation of a project's timeline. Aligned with the arrows are the estimated number of days required in finishing the task. Overall, PERT Chart explicitly defines and makes visible dependencies between the elements stated in the WBS.

2.2 Analysis

- a. Organize all data gathered. Figure out how the company 'system work.
- i. Create a Flowchart of the as-Is process.
- ii. Construct Data-Flow Diagram of the As-Is process
- b. Look for possible defects in the system.
- c. Check for possible up to date software(s) or hardware(s) compatible with the chosen industry.

2.3 Design

- a. Create possible solutions.
- b. Design possible changes in the system.
- c. Create or Search for certain apps related to the industry.
- d. Diagrams in support for specified changes.
- i. Make Ishikawa Diagram.
- ii. Design updated system with Use-Case Diagram.
- iii. Create Sequence Diagram for the Implementation phase.

2.4 Implementation

- a. Make a proposal letter for CEO in regards to the changes.
Await approval and suggestions from CEO.
- b. Presentation to the management.
- c. Redesign system if necessary.
- d. Implement finals changes and solutions.
- i. Code the proposed changes in the system.

2.5 Scope and Delimitations of the Study

This study focuses on the marketing strategies and how Brillante Travel Services reached out to their possible clients.

The limitation of this study is the limited number of personnel who made a reservation with Brillante Travel Services, by means of walking in. And those personnel who uses web-based hotel reservation and flight reservation.

This study is designed to have a thorough knowledge of opportunities of clients who made a reservation to Brillante Travel Services. And how to solve those opportunities by being aware of E-Tourism.

2.6 Systems Analysis and Design Tools

This section the researchers expresses the value of the feasibility of the analysis and design tools where it consists of explanation and description of the following:

Use case describes how a product will be used and often helps analysts and customers refine product feature,

Flowchart is a basic concept to take a process of drawing helps describe a series of steps or decisions in visual form,

Prototypes can facilitate these issues by presenting an output or product, gathers features that work and open discussion on other features and improvements, Context Diagram shows the under consideration as a single high - level that shows the relationship that the system has with other external entities, Top-Level Diagram provides representation of a system and identifies its business partners for interaction, Swim-lane diagram provides clarity and accountability by placing process steps, Sequence Diagram shows how and in what order the objects in a system function.

Chapter III

Findings of the Study

The researchers are able to meet the objectives of the study though they are not as what was expected. Proceed to Appendix A section of the paper to see the answers given by the Company's CEO and employees. There is no assurance all of the employees were involved during the data gathering because the Company's Organizational Chart wasn't presented in the first place.

3.1 Existing Processes of the Accredited Travel Agency

The following are the identified processes:

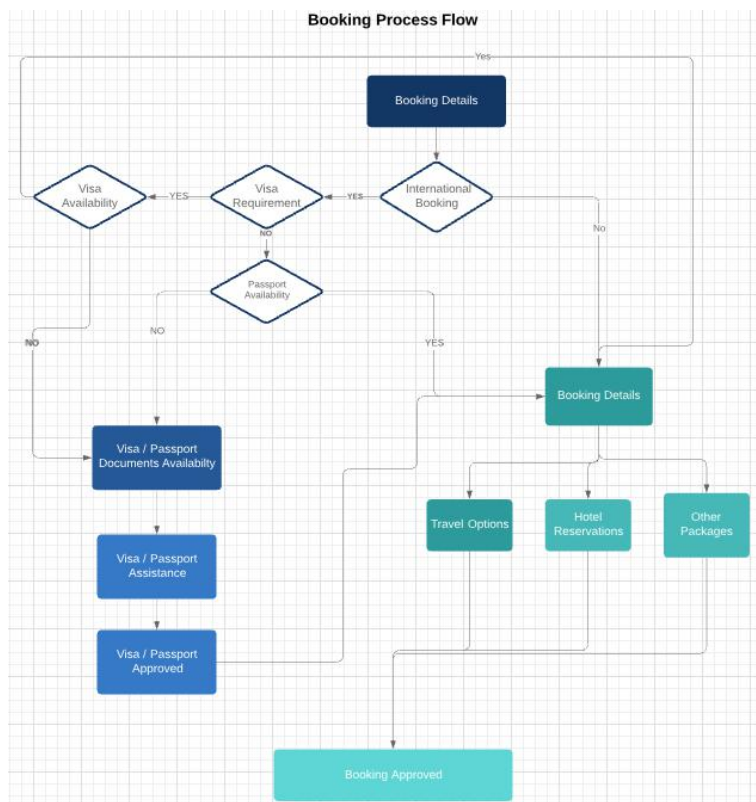
- Visa Application - the company gives assistance if the client doesn't have an available visa which is required to his/her chosen package.
- Study Programs - the company has partnerships with immigration advisers and academies internationally for clients who wants to study abroad.
- Digital Marketing - the company has the presence of a digital market who basically does all marketing of products and services using digital technologies.
- Passport Assistance - a passport is one the most important requirement when travelling especially abroad. Though acquiring passport is faster and easier now, Brillante Travel Services still provide service to those in need of assistance.

Other processes:

- Travel Booking

- Walk-in Applications

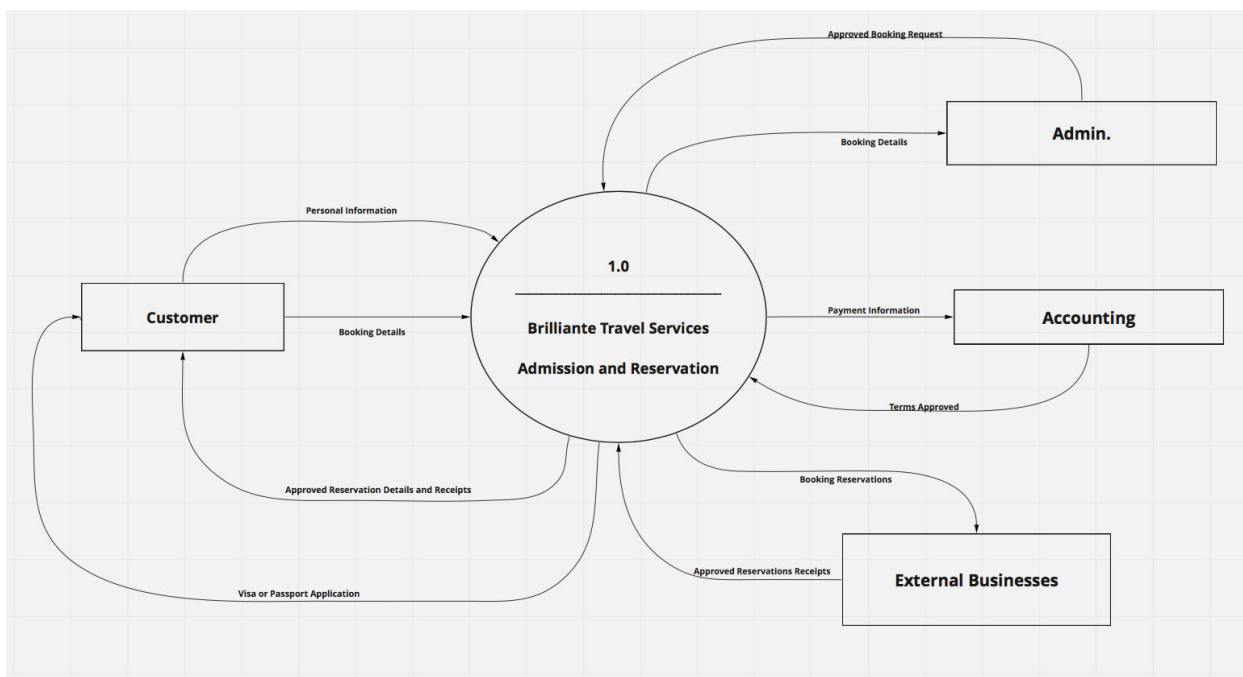
The image below is a visual representation of the company's existing process, in a swim lane DFD form. In this diagram, To start with, The customer would inquire and choose a package that they desire for reservation, after that the employee who handles the booking process or the packages of the company would check the following:



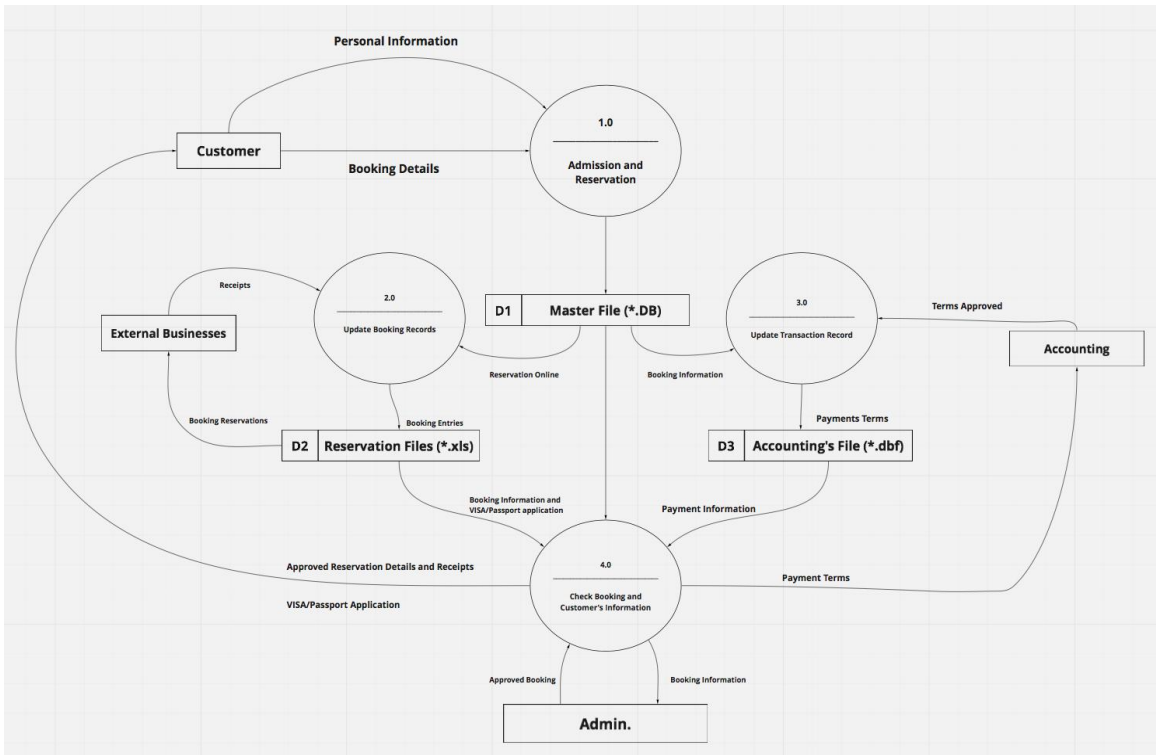
- a) If the chosen package requires a VISA/Passport documents.
 - i. The availability of the possible client, and if
 - ii. The customer does not have VISA/Passport document, and it is still required by chosen package,
 - iii. The employee will give assistance to the customer in how to get those said documents

b) If the chosen package does not requires a VISA/Passport documents.

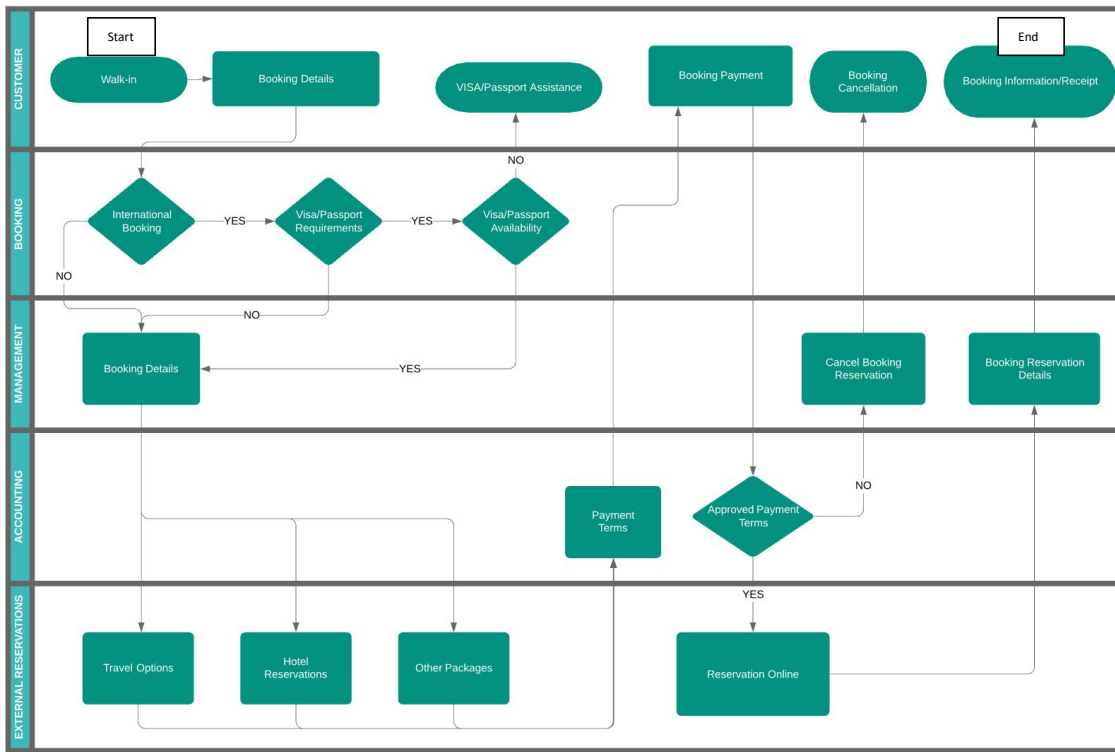
And then the employee will request for all of the necessary information of the customer that will be filed and checked by Mrs. Brillante herself or the management, Once it is checked, the assigned employee will request for all of the online reservations of the customer to their trusted website and that will be proceed to payment terms and policy of the company. When the company has received the payment they will precede with all of the necessary procedure to make the reservation. Lastly, The management will do the final screening of all of the information and reservations that they had made and give the customer all of the information regarding their chosen travel option, reservation date, hotels reservation, Transaction number, and etc.



Context Diagram



Top-Level Diagram



Narrative Swim lane Flowchart of As-Is process

3.2 Problems Encountered in the Existing Process

"Technology and Tourism are, at present and in the context of the globalization of the world economy, two of the fastest growing sectors." This trend is creating an unprecedented opportunity for the development of enterprises, institutions and tourist destinations, as well as a growing demand for trained professionals in both fields of knowledge. Tourism organizations today face the challenge of incorporating new information and communication technologies in the development of new models of management and marketing to strengthen their competitiveness. Yet the Company of Brillante Travel Services are having a hard time in coping up with today's technology. Searching for the Company online directs the interested clients to an unofficial website, this can affect the company's legitimacy. This is the first problem encountered by the researchers. Proceeding with the Interview, the study finds though Brillante has enough employees and has a diversified positions that can support the Company, the company still lacks Technically skilled employees.

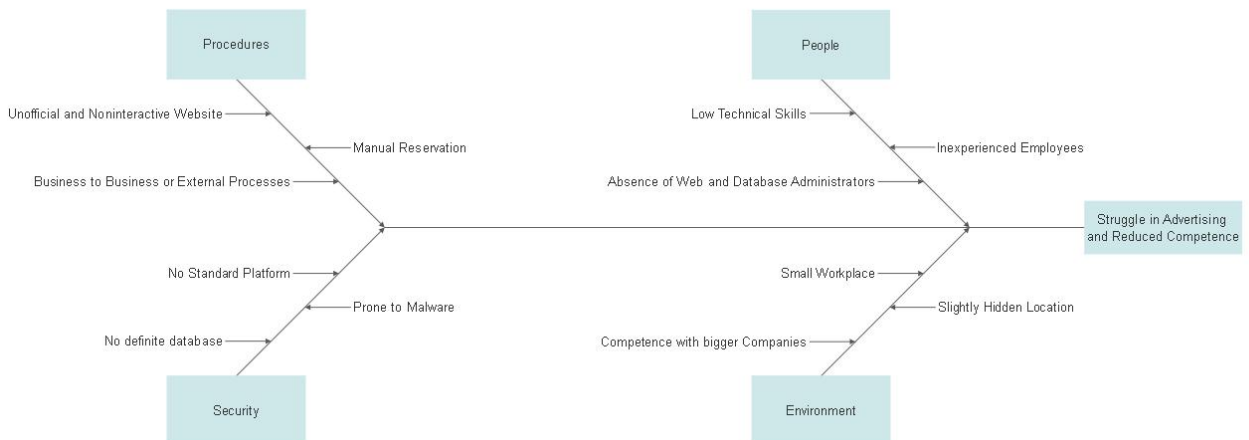
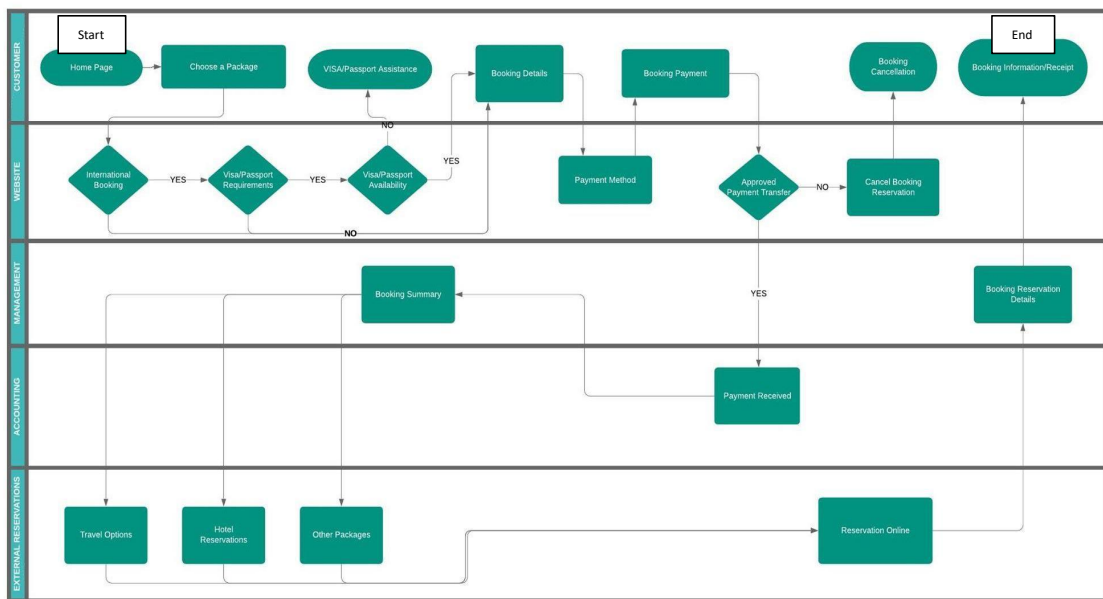


Image above reflects on the Company's main problem wherein they struggle in advertising and the reduced competence due to inefficiencies in the system.

3.3 Features of the Proposed addition in Online Reservation System

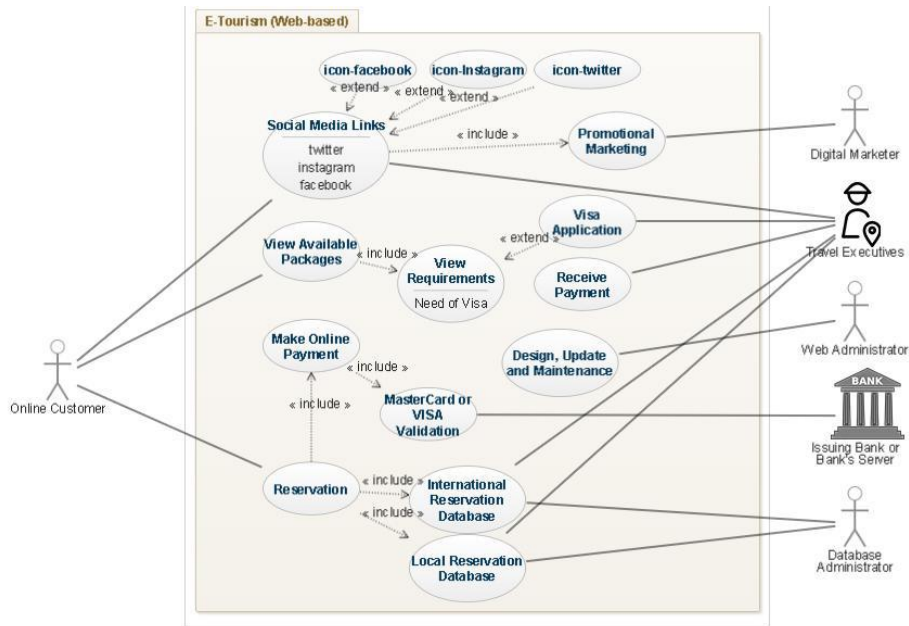
This is a visual representation of the proposed process to the company's system, in a swim lane diagram form. In this diagram, you will notice that most of the processes in their existing system are being processed virtually by the system.



Swim Lane Diagram

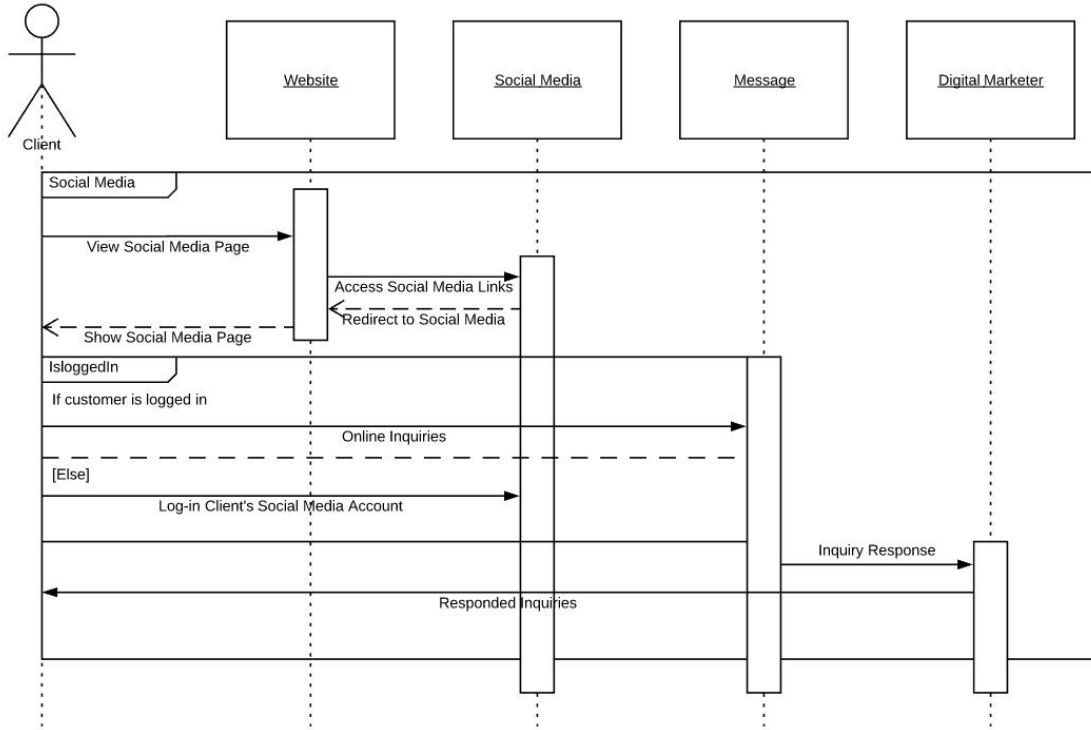
First, the customer would visit our proposed website for inquiry and for choosing a desire package for their reservation, the system will know if the chosen package requires a VISA or Passport documents or not, for international or local reservation, respectively. If ever the customer does not have any available

documents regarding their VISA or Passport they will prompt to a new page on how to get those said documents.

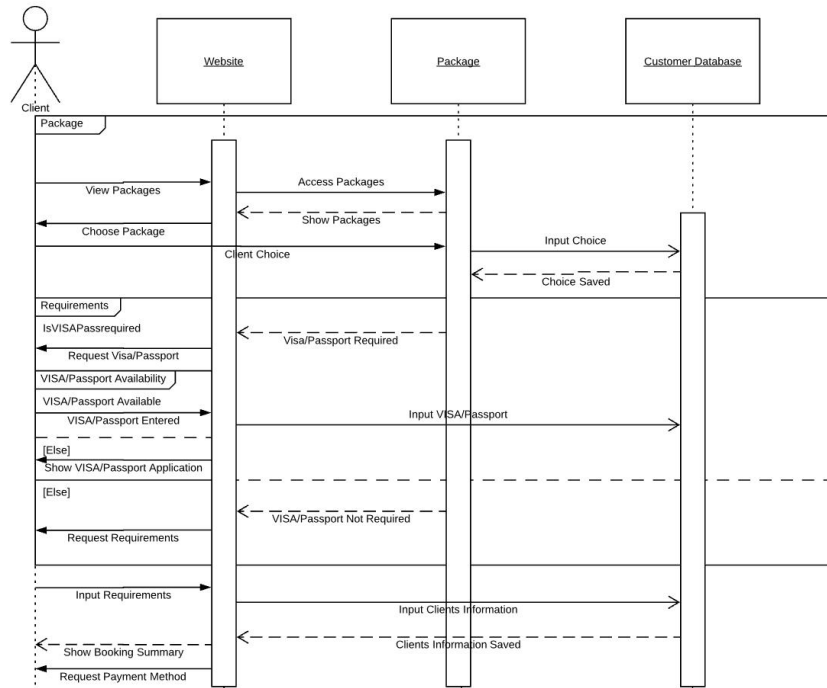


Use-Case Diagram

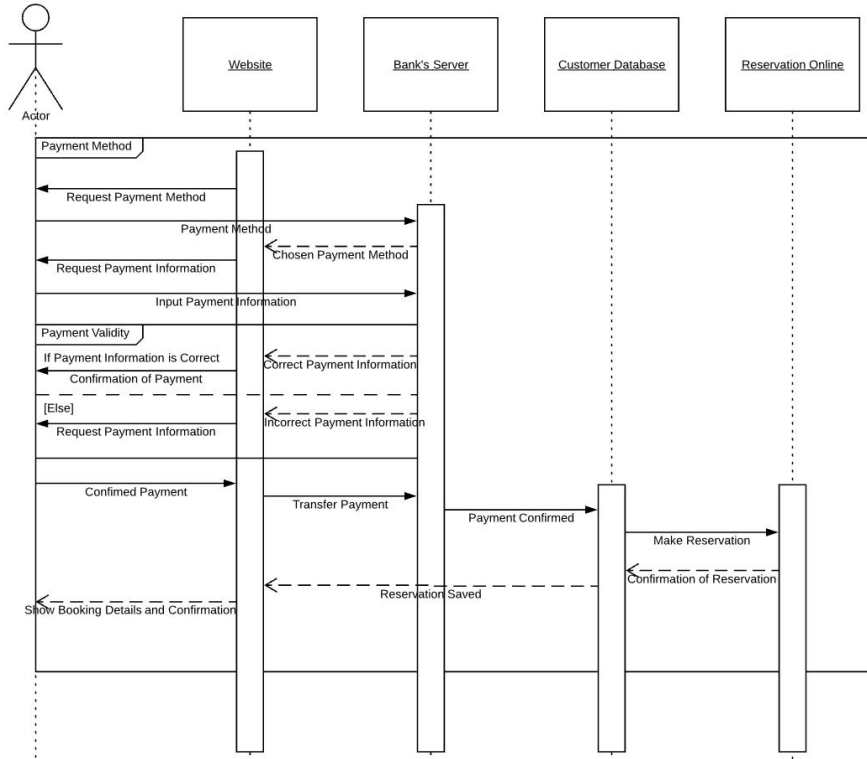
Next, the system will ask for all of the necessary information of the customer and proceed to the payment terms and policy of the company. Once the payment is approved and transferred to the accounting department will file an online booking reservation and proceed to validation of the administrator for online reservation of the company's external businesses. Lastly, when all of the reservation has been made, the customer will receive an email confirmation regarding the reservation that they had made with all of the information regarding their chosen travel option, reservation date, hotels reservation, Transaction number, and etc.



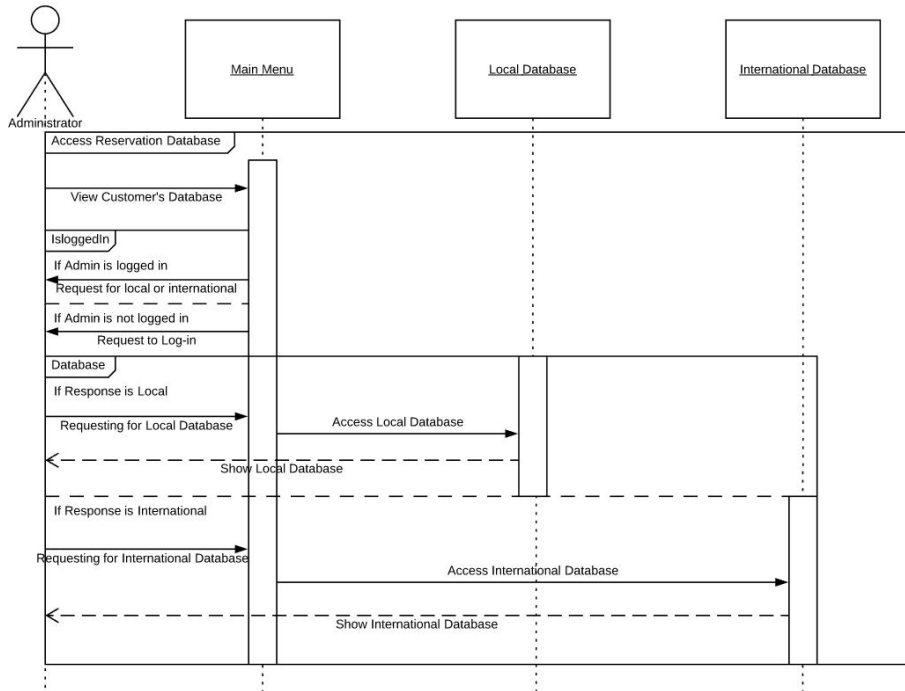
Sequence Diagram (Social Media Links)



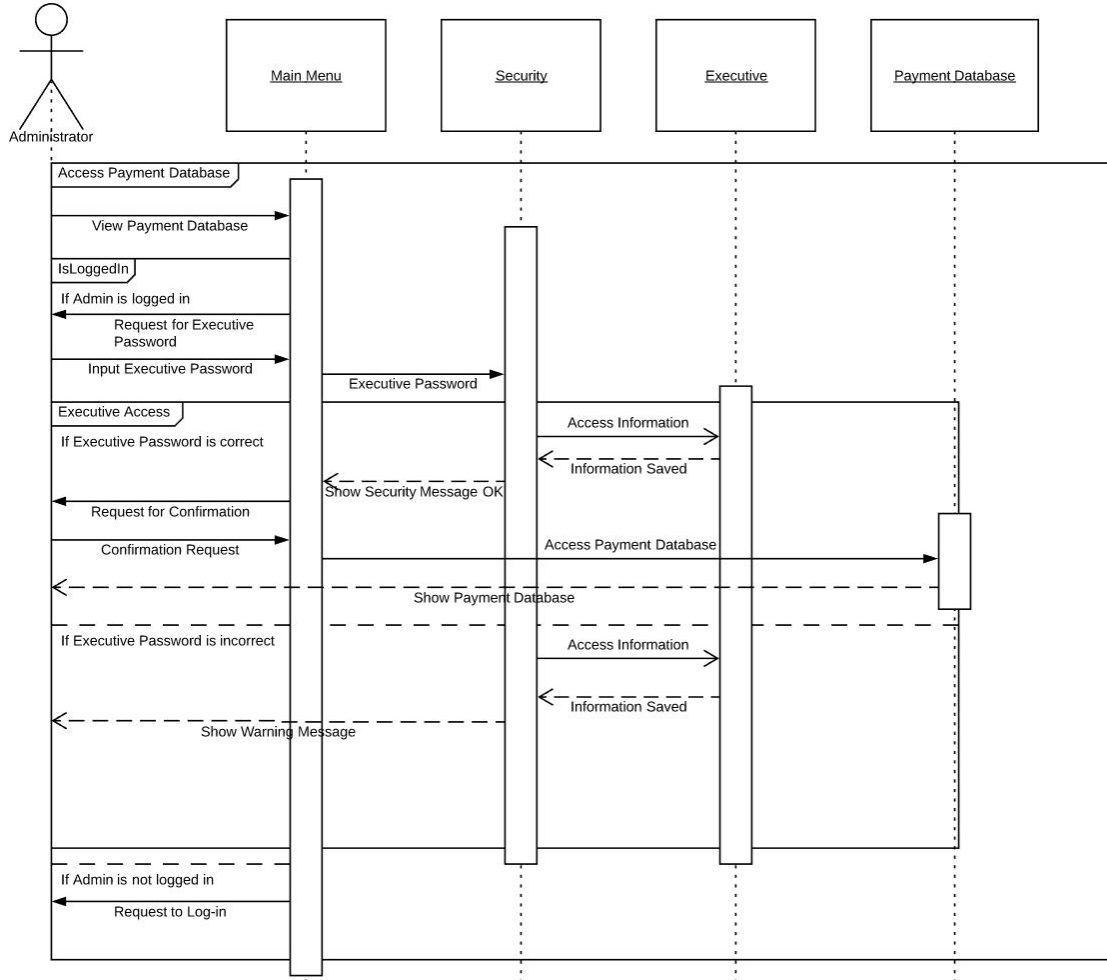
Sequence diagram (Travel Packages)



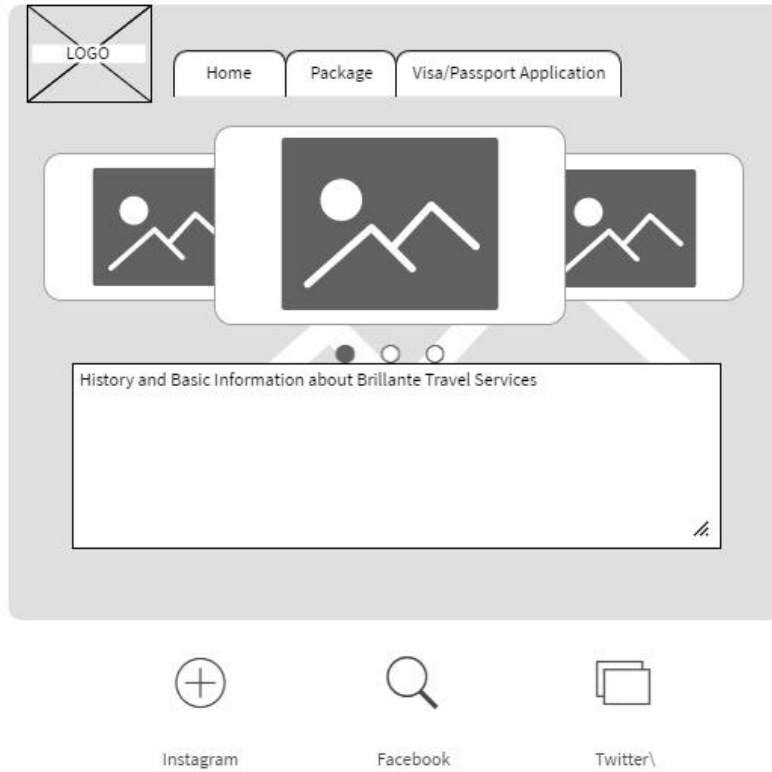
Sequence diagram (Payment)



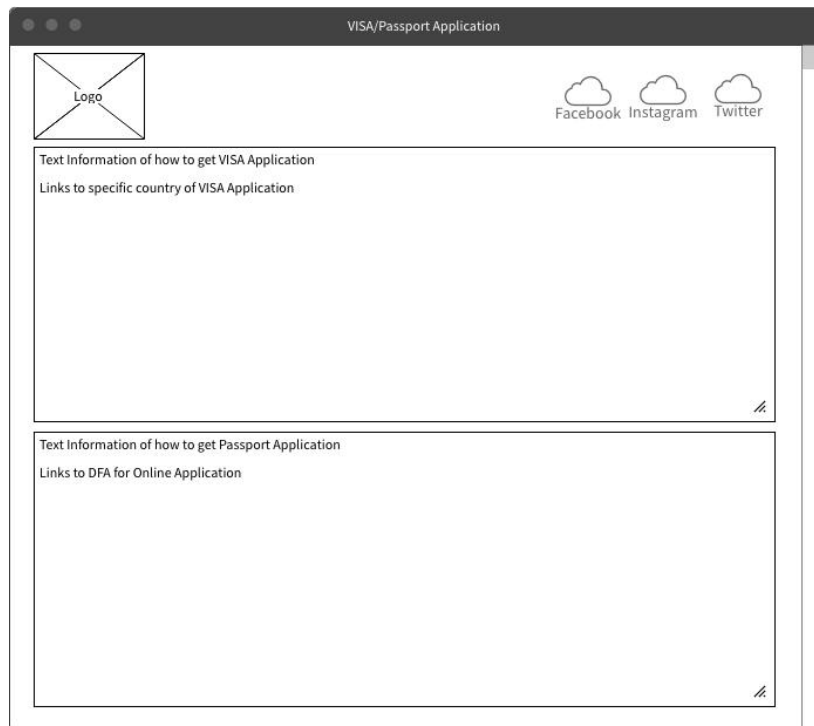
Sequence Diagram (Access Reservation Database)



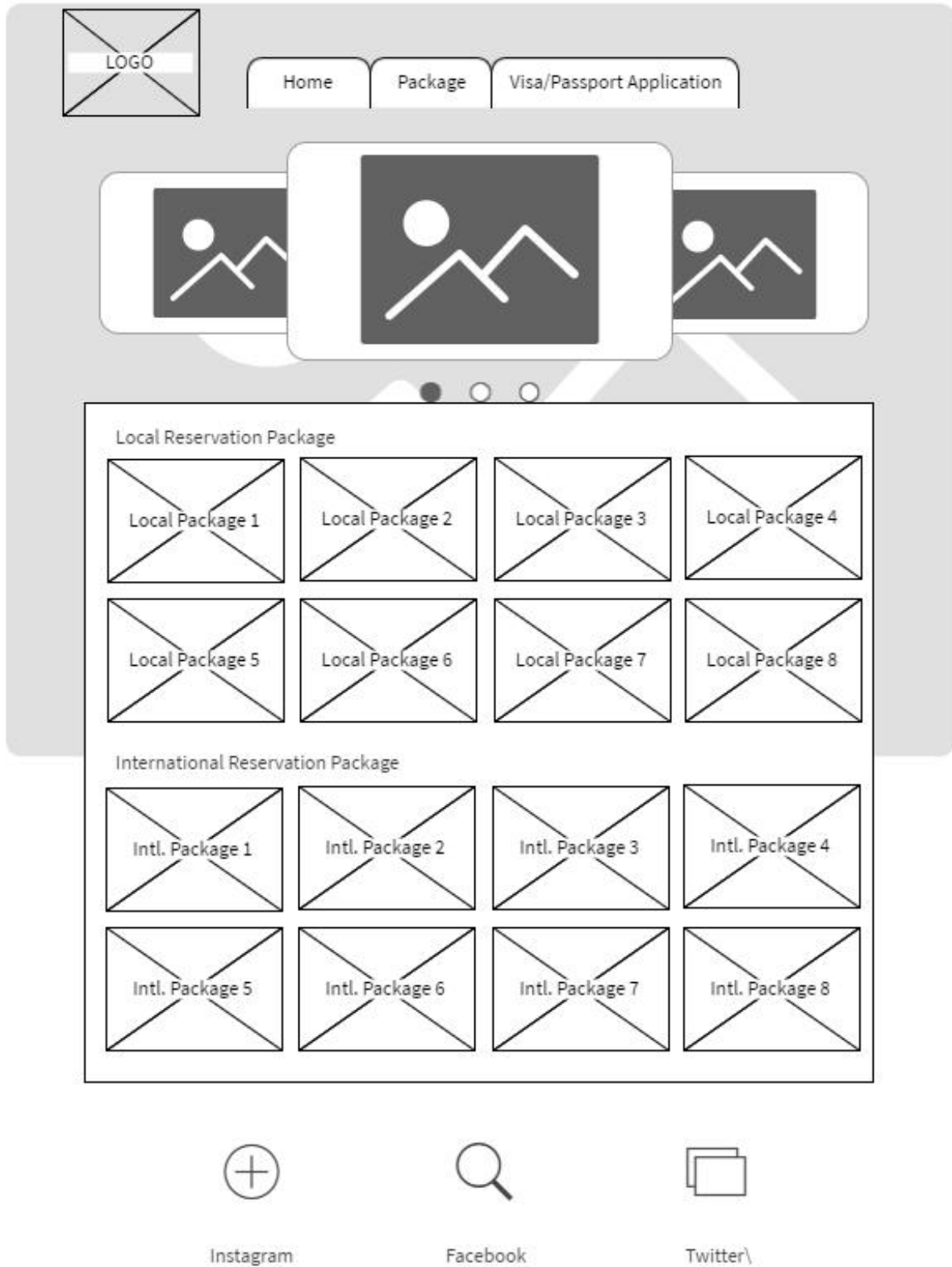
Sequence Diagram (Access Payment Database)



Wire-frame (Website Homepage)






Wire-frame (Visa Passport Assistance)



Wire-frame (Website Packages)

Reservation Details

Customer Information

First Name Last Name

Email Address

Billing Address

VISA Number

Passport Number


Contact Number

Date of Reservation Pax

< January 2017 >

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Contact Information of Brillante Travel Services



Wire-frame (International Reservation Sign-Up)

Reservation Details

Customer Information

First Name Last Name

Email Address

Billing Address

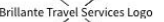
Contact Number

Date of Reservation Pax

< January 2017 >

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Contact Information of Brillante Travel Services



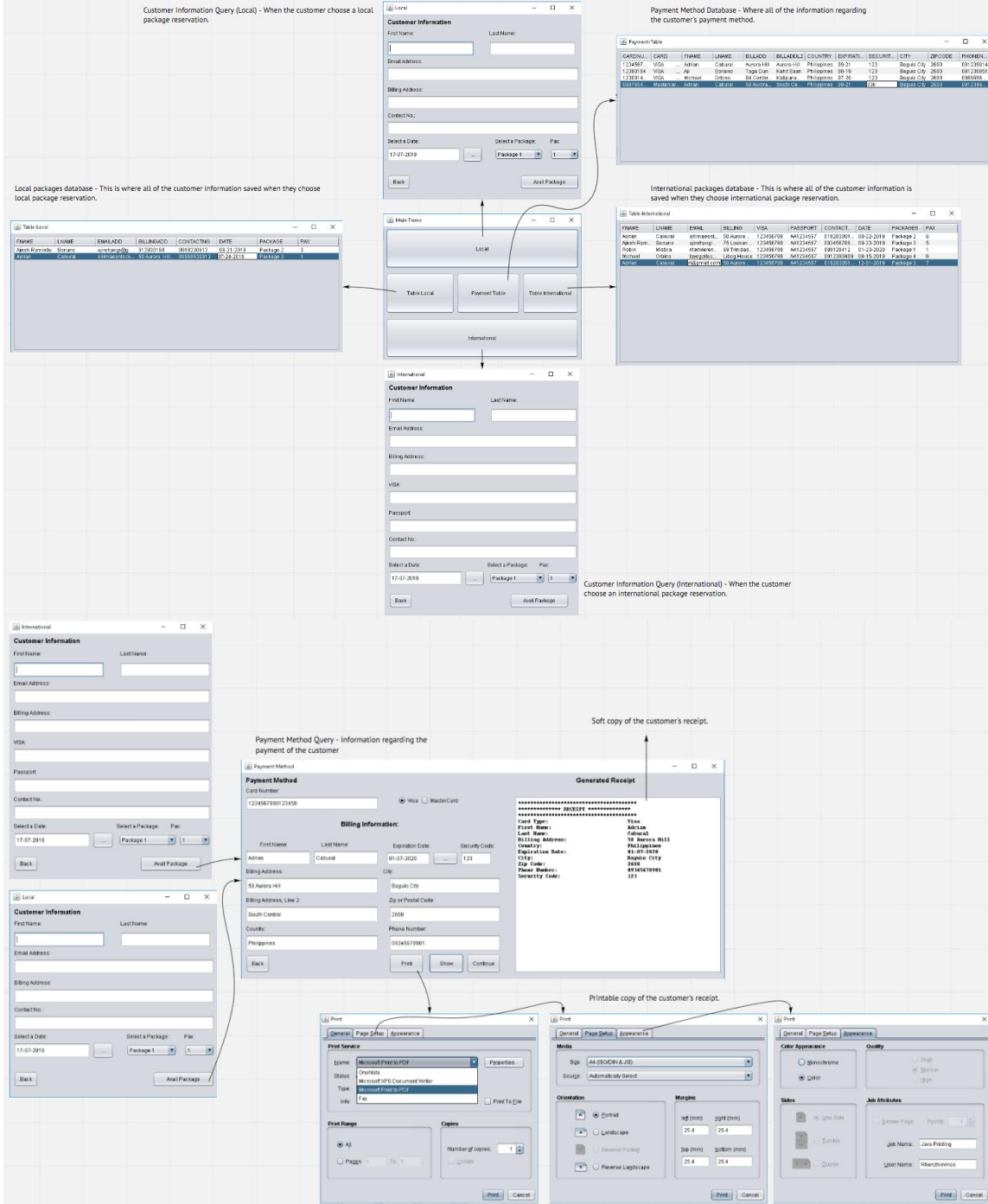
Wire-frame (Domestic Reservation Sign-Up)

Payment Method

Facebook Instagram Twitter

<p>Payment Information</p> <p><input type="radio"/> VISA <input type="radio"/> MasterCard</p> <p>First Name Last Name</p> <p>Card Number</p> <p>Expiration Date Security Code</p> <p>Billing Address, Line 1 Country</p> <p>Billing Address, Line 2 Zip or Postal Code</p> <p>Contact Number</p> <p>Proceed</p>	<p>Contact Information of Brillante Travel Services</p> <p>Brillante Travel Services Logo</p> <p>VISA/Passport Application</p>
--	--

Wire-frame (Payment Information)



UI Design (Netbeans.IDE)

Chapter IV

Conclusions and Recommendations

The proposed structure creates new business opportunities for Brillante Travel Services. The use of E-Tourism and Transaction Processing System specifically in managing the databases for customer information will make reservation and booking much faster. This is considered safer and convenient for the customers. The development of more specialized services and further consumer integration will lead to economic and cultural diversification. Therefore, we argue that appealing visualization of tourism products, packages and more information about the company, the consulting role of travel agents, the social interaction and information exchange between travelers, as well as the information richness of the internet are the key features for successful business in e-tourism. This new environment opens a new gateway for exciting research to examine the collaboration in mixed societies comprising both society and agents to study their relationship in e-Tourism. This can give easier and a clearer view of what to expect on the Company's services.

Increased Legitimacy, A discussion of company legitimacy involves issues of internal organization and management as well as of external expectations and criteria in society. Company legitimacy is important because modern companies in the global marketplace now wield great power in terms of resources and life chances.

Client Satisfaction, Customer satisfaction plays a vital role within almost any business. Not only is it a leading indicator used to measure customer loyalty and retention, it enables businesses to identify unhappy customers, reduce customer losses and negative word of mouth whilst increasing revenue.

Enhanced Security, Travel agency did not give guarantees on security of information. Customer trust is important such as people recommendation and their experience through transparent legislative infrastructure. Brillante Travel Services need to brand identity of their services. Electronic documents must be customized and should have the same legal validity standard as written signature.

Easier Advertising, Making Ads campaigns easy, spreading the word about the business around millions of potential Customer in few hours.

Increase in Sales, introduce new products or services, expand your market, increase your marketing activities or improve customer service. If you are a manufacturer, this could mean increasing your productivity to meet demand.

Encourage tourists to plan their trips electronically to create channels between and within countries. Finally the benefits directly goes to various type of stakeholders such as Travel & tourism agents, online tourism agents, advertising media, public relation companies, transportation, Arab and international e-tourism organize, bank, online payment companies, airlines and hotels and government etc.,

Brillante Travel Services will show its clients the pathway to World Opportunities.

Appendix A

Questions for the Personal Interview (CEO)

1. Coming from the CEO of this Company. What is Brillante Travel Services?

a. Digital Technology has created revolutionary changes in the tourism industry, personal services of travel agents is undeniable - arranging your travel services with ease financially and exploring all networks to render quality service.

Our QUEST is to provide brilliant, transparent & compassionate travel services to our clients through our experience, efficiency and values drawn from our Christian tradition, and be the best travel agency in Baguio City.

2. What exactly is the Primary Goal of your Company?

a. The primary goal of our company is to give assurance to our dear clients, such as Visa assistance, Booking their travel tickets, and Hotel reservation to their chosen location.

3. As the Highest-Ranking executive in the Company, what are your primary responsibilities?

a. Overall checker and controller of the operations of our company.

4. In one day, what is commonly the objective of your company?

a. Organize travel documents.

5. In one week, what is the common objective of your company?

a. To file 3-5 Visa applications of our clients.

6. What are your future plans in developing the Company's Work System?

a. To have high-end system to handle all of the process and operations.

7. We saw that the Company's Website is made with the domain of simplesite.com. Are you willing to invest in order to make your own website?

a. Yes, Of course.

8. We browsed the website and didn't seem to encounter a Background of the Company's History. Coming from the Head herself, why and how did these all start?

a. ECT - Brillante Travel Services (ECTBTS) was founded in 2000 with its vision to be a world-class one-stop business center for everyone's travel exploration.

Being a graduate of Foreign Service major in International Relations, travel documentation is not an easy one - it is a constant challenge for us. It is like playing chess with Case Officers just to win a travel permit. We always face a never-ending change of embassies' / consulates' policies and complying with regulations of different government authorities.

9. What are all of the requirements of any possible clients?

a. Travel Documents

- i. VISA
- ii. Passport

b. If none, we give assistance regarding these documents:

1. Application form DFA

2. Philippine Statistics Authority (PSA)

a. *Married Females (who are using their spouse's last name) must **also** submit Original copy of PSA Authenticated Marriage Contract on Security Paper or Report of Marriage.*

b. Local Civil Registrar Copy may be required if PSA Birth Certificate is not clear or cannot be read.

3. Valid ID

10. What are the applications that your company are using right now?

a. We do have a customized portal which is a combination of Microsoft Excel and Database, and we use online

websites to make reservations to our clients, such as Via.com.ph, Agoda.com and most of Embassy Websites.

Name: Minnie/Daisy

Yr(s) in Company: 2

Questions for the Survey/Questionnaire Interview?

- What is your Position in Brillante Travel Services? (If you have two or more you make right them as well)
 - Documentation Officer/Ticketing

- What is commonly your daily tasks?
 - Checking of papers, Airline Ticketing

- What specifically or in processed-form is your primary objective in accordance to your position in this company?
 - Documentation of every ticketing process in our company

- Why do you choose to work for this Company?
 - My interest.

- Why did you choose to work for Brillante Travel Services?

- o This is my first work
-

Name: Palmerasol Suten

Yr(s) in Company: 3 Months

Questions for the Survey/Questionnaire Interview?

- What is your Position in Brillante Travel Services? (If you have two or more you make right them as well)

- o PTE Reviewer

- What is commonly your daily task?

- o Prepare activities for the reviewees. We have scheduled Review - MWF and Saturday

- What specifically or in processed-form is your primary objective in accordance to your position in this company?

- o To assess and evaluate each students/reviewees performance.

- Why do you choose to work for this Company?

- Because of what I finished in college which is related to the Industry I am in now.

 - Why did you choose to work for Brillante Travel Services?
 - Because of its CORE VALUES.
-

Name: Arnasan, Mercesa

Yr(s) in Company: 1 ½ months

Questions for the Survey/Questionnaire Interview?

- What is your Position in Brillante Travel Services? (If you have two or more you make right them as well)
 - Accounting
 - Digital Marketing

- What is commonly your daily task?
 - Record daily transaction of company (Sales, Expenses, Etc.)
 - Make videos for marketing purposes.

- What specifically or in processed-form is your primary objective in accordance to your position in this company?
 - Evaluate cash inflows and outflows of company, auditing cashflow.

- To acquire customer in social media channels.

- Why do you choose to work for this Company?
 - Travel Industry is a new company for me, like I've never encounter this before.

- Why did you choose to work for Brillante Travel Services?
 - I wanted to help those personnels who wanted to travel.

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