

Framework Designing on E-Commerce Using Virtual Assistant System for E-Tourism

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Abstract — The significance of new advanced innovations for the travel and tourism operators has expanded gigantically in recent years. The tourism area is one of those enterprises which can increase enormous vitality impacts from the utilization of the Web. This business plan addresses the issues of value proposition, revenue model, market opportunity, competitive environment, competitive advantage, market strategy, business development plan, and management team. Therefore, we propose a framework 'Virtual Assistant System for e-Tourism' which shows how companies can adapt their business to gain competitive profits by using e-Tourism.

Keywords — Virtual Assistant System, e-Tourism, customers and Online system

I. INTRODUCTION

With the improvement of advanced technology, many activities are integrated to internet life's style "Internet to things" we propose a Virtual Assistant System for e-Tourism as effective solution to provides services for tourism based in a web technologies by booking several services provided by tourism operators through the smartphone and mobile devices for on-line modifications of trip plans via to the Platforms [1, 2]. Virtual Assistant System for e-Tourism is artificial intelligence for adapting the needs of different users [3].

Virtual Assistant System can help such people to find comfort and safety while at their homes. Also, there are certain locations that ecologically fragile or are heritage sites, large numbers of tourists would be detrimental to such locations [2]. Here virtual tourism can play an important role in providing sustainable tourism solutions. Through the Virtual Assistant System platform, the most evident purpose seems to be to enhance the tourism industry by utilizing information technology [4]. However, diverse applications for this technology are starting to emerge, the travel and tourism industry has been quick to recognize and embrace this. Through the system, it is possible to represent the tourism sites overview of different places online [2, 5]. Moreover promoting a common project through interlinked websites provides increased visibility [6].

Regardless of whether it's an excursion for work or recreation trips, there are frequently various separate substances that should be thought of and sorted out. For example, air terminal exchanges, flights, vehicle contract, convenience, eatery appointments, protection, exercises, and also inclination of seats, kind of vehicle employ, area of lodging, By giving all that association over to a Menial

helper Framework, you can unwind, continue ahead with your very own work, and essentially trust that the choices will fly into your inbox. Travel research requires significant investment [7]. To do it without anyone else's help, opened in among all your other day by day errands, will likely mean you'll get baffled rapidly and settle for anything to complete it over [8].

A. Contributions

The main objectives of this system is time-saving from searching and verifying independent platforms, gives out the net budget of the trip, easy feedback through comments to be collected in the portal, more flexible and reachable to use since all information of companies will be found, wide range of choices to pick from, evaluation can be performed more smoothly by prospect customer among companies enlisted, controlling of fraud and tracing of records on revenue collected. This business plan expects to explore the potentials available in mobile internet growth to benefit the tourism business. Surveys have been carried out to study this exponential rise in ownership and utilization of mobile devices, apps and from the various observations were obtained.

This business plan is designed to concur with the technologically-savvy; growing population's impact on the travel landscape which is already creating a more connected and personalized experience. It was then found ready to meet services to be provided by the proposed portal "Virtual Assistant System for e-tourism" to mentions categorically are as follows:- (1)Online trip planning, (2) Online Ticketing. (3) Online Marketing. Each of above functional requirements is feasible; and has been commercially discussed more in forth chapters in this business plan report.



Figure 1: The Conceptual Framework of the System

1.4 Functional Overview of the System



Figure 2: Functional Overview of the System

IV. THEORETICALLY MODEL

A. Value Proposition

The increase in internet use among people and the deployment of mobile apps for simpler interaction with the services has shifted the way people access services and interact with their hobbies. Full persuasion of visitation through online planning through mobile gadgets such as smartphones, tablets, personal computers, and apps may open avenue to an easy trip arrangement to tourists both in domestic and outside [9]. As indicated by Euro screen Worldwide, it is accepted that among the Center Eastern explorers who plan their outings online 48% have utilized a cell phone during the past a year to do travel-related exercises, and about 70% of them have utilized either tablets or cell phones to design their outing; In 2013, about 85% of business voyagers utilized portable applications, 62% utilized them on each excursion for work and about 90% asserted that versatile applications improved their

movement experience; this is to state online administrations entrance is vital and qualified to infuse the travel industry plan [10-12].

Consequences of the study directed by Seat Exploration Center a non-factional association in the US in 2013 universally on Cell phone Possession and Web Utilization has indicated fascinating figures for both created and developing economies. In 2013 a middle of 45% crosswise over 21 rising and creating nations revealed utilizing the web at any rate incidentally or owning a cell phone. In 2015 that figure rose to 54% with a lot of that expansion originating from huge rising economies, for example, Malaysia, Brazil, and China. By correlation, 87% middle use web crosswise over 11 propelled economies in 2015, including U.S and Canada, significant Western countries, created Pacific countries (Australia, Japan, and South Korea) and Israel. This speaks to a 33% point hole contrasted and rising and creating countries [11, 13, 14].

The above statistics present confidence in using digital ways to reach more customers. It is of no doubt a 'One Stop Tourism Portal' will pave away inconveniences.

B. Functional Services of the Portal

The portal will present a rich industry solution to stakeholders of tourism and travel businesses to tap potential - online access brought about by information technologies. Therefore "**Virtual Assistant System for e-tourism**" business plan review and proposes a model to utilize online visibility of prospect customers and maintain the competitive advantage of the shifting market [15-17].

This model analyzes a vibrant way to complete the required logistics for tourists to wholly arrange safari trips via the mobile gadget. The portal as intended will provide a selection of destinations to vacate, domestic and international ticketing arrangement and marketing platform; more details are provided here below to how operational and trustworthy the system will be:-

i. Variety of Tourist Hotspots.

Clients will get a chance to book a destination of interest and pay instantly on the same portal instead of struggling to do so on other sites in which they might be conned, the platform will identify all-around available destinations giving prospective customer wide understanding of the attractions available and heterogeneity of each.

ii. Marketing Avenue

The platform will simplify marketing and deal with closing since clients tend to forget empty talk. Marketing opportunity to every registered stakeholder; travel tour operator, tour guide operator, authoritative tourist body will all benefit from easy recognition, apart from tourist-oriented marketing other businesses may seek conducive window to advertise

iii. Online Ticketing Arrangement

It will be possible to have a reservation instantly. Travel tour operators will have direct and intact domestic and international tickets arrangements

iv. Choice of Tour Guides

A portal will have a variety of tour operators and their status if full or available so if an operator wishes to establish own portal that means customer will not have enough ground to make choices and maybe won't opt to check on individual established sites the reason being they are not sure of getting varieties; this a competitive advantage to the plan. Several tour operators will be available based on their areas of operations; it's an opportunity to instill trust in customers and integrity level experience [16].

V. REVENUE MODEL

A Virtual Assistant System for e- tourism will earn income, produce profits and generate a higher

than average return on investments by considering the structure for billing customers [18].

A. Source of Income

The plan proposes the following to be the sources of income of the portal;

- a. **Advertisement:** Contract with vendors like telecommunication companies, hotels are vulnerable to use marketing panels in the portal to reach their services closer to customers which in turn vendors will be charged. Looking at the hospitality and recreation industry is an important ingredient in the tourism sector, the plan utilizes this opportunity to generate income by inserting fees on ads.
- b. **Commissions:** From tour guides for advanced treatment in the portal per every tourist to be retained via the portal.
- c. **Membership:** Membership is classified into premium and normal subscriber categories as a source of revenue especially from premium members who will be charged for advanced treatment against normal subscriber but this does not guarantee registration for every applicant since criteria are to be established to protect portal's reliability. Membership will promote accountability on operators giving liability on the interaction with tourists, Apart from insisting integrity and reputation of the portal, proving legality and ability of tourism operators; Operators will be registered in the system with disclosure of necessary information about their legality, ability.

B. Finances Management and Distribution

Security procedure to be inserted making sure that all the earnings are not accessible unattended by the operators; customer pays directly the bank and payment disbursement to operators being done after check-in for hotels, reception for tour guides, and all these steps are to be carried online to avoid bureau curacy.

C. Market Opportunity

Virtual Assistant System for e- tourism is now very important in a real situation in which a product, service, that is potentially wanted or needed by tourism to ensure that are happy and enjoyed.

D. Market Strategy

It is proposed to manage potential customer's needs via a strategic customer relationship management strategy both online and offline to satisfy their expectations and make them advocates. The plan observes the necessity of branding to create awareness to potential customers and the public at large; to focuses on earning customer trust, repeat visitation and return investment [18]. Social media; to engage in social media and other online content marketing like such television stations, billboard ads.

Email marketing: notifications to communicate specific messages for specific audiences to ensure relevancy and increase brand engagement.

Relationship with other business partners: working with industry exchange accomplices to circulate items; effectively fabricating associations with other similarly invested the travel industry organizations to bundle items to build dissemination into new markets. Optimization of costs; reviewing and measuring marketing effectiveness regularly to ensure you are achieving a positive return on investment. Timely payment; to ensure the close and reputable relationship with operators stresses the importance of transparent distribution and disbursement of funds.

VI. BUSINESS MANAGEMENT TEAM

Management is an important ingredient in the business; how it develops is critical to business productivity. The management team is an essential part of every business [19, 20]. This team analyses and identifies the business' goals, objectives, and implements, and enforces the strategies the employees need to achieve success. In a business plan, the management team includes the Top management, Marketing department, Finance department, ICT department, Human Resource department.



Figure 3: Business Management Team

Based on figure 2 above each department will have share to support the business as follows:- Marketing Department is responsible for creating meaningful messages through words, ideas, images, and names that deliver upon the promises/benefits the Virtual System offers to its customers.

Financial Department responsibilities include financial accounting, preparation, reporting, analysis, and budgeting. Their key role will tend to focus on financial issues and management.

Information and Communication Technology Department will plan, operate and supports IT infrastructure, enabling

business users to carry out their roles efficiently, productively and securely.

Human Resources Department will manage payroll, hiring, and termination of employees, explaining and handling benefits, and making sure the business stays in compliance with all regulations requires by authorities.

A. Competitive Environment

Within our system, we make a Tourism Destination Management ensure that we maximize travel satisfaction for a successful business, the evaluation of the product through the system as well as the psychological interpretation of a destination product are necessary for the Virtual Assistant system [21]. This will result to get the benefits and to compete with the other Organization sectors by improving process effectiveness, increasing company growth in terms of income, increased learning by customers and enhancing value generation. Not only that but also via Virtual Assistant system brings many more techniques of satisfying clients into rivalry with each other by extending geographic markets and scaled-down passage obstructions, it can raise the contention inside the business and increment the weight for cost limiting [22].

In this manner why, Virtual Assistant system offers new potential outcomes and instruments to address client issues and offers new items and administrations, by diminishing the section obstructions and the expanding number of contenders the intensity of the providers will build, it's offers new conceivable outcomes and instruments to address client issues by offering new items and administrations, which could substitute existing ones.

The reduced switching costs of customers from the organization will increase also the power of getting more Tourism, The customer can easily compare different prices and gain knowledge about products, and thus the price becomes the most important decision criterion.

B. Security of the Portal

Policies should be established to guide operations of the in the portal and conducts of operators. A list of policies deemed significant for the portal's durability and stability. Reputation policy, security policy (insurance), cybersecurity policy

C. Survival in the Market

Since this kind of business will not be in monopoly nature, competition is expected; and to ensure the survival of its operations the following can be initiated to remain strong in the market:

D. Competitive Advantage

The "Virtual Assistant System" will merge distributed necessary requisites for trip making. It establishes a pool of information and offers vector of

transactions; online booking stands to be a marketing and communication strategy, direct communication will be created by the e-portal to tourism suppliers and tourists for purchasing services also requesting information. This is also an opportunity for other business people to link their operations [23].

By updating the website pages for usability and highlight's comfort; it will fabricate all the more acquiring choices of visitors. Offer access to its online substance on their gadgets when and where they hunger for it the most. Before going out traveling, a great many people explore the spot they are going to visit [24]. When they land at the goal the quest for the best places to visit proceeds and the intensity of Wi-Fi enables explorers to utilize their gadgets anyplace from the lodging to cafés and vacation destinations thus arranging any outing become as simple as visiting a survey site and picking the following goal point.

- i. Listing zones of tourism and available attractions
- ii. Mentioning of tour guide will increase market value of tour operators especially trust and comfort to customers.
- iii. Easy and enhanced interaction with tourism service providers.
- iv. Easy finding of immigration details for foreigners.

E. Organizational Development Plan

Staff individuals are inspired to handle the diligent work of the Authoritative Improvement Plan just when they are persuaded of the association between the accomplishments of crucial hierarchical advancement. They should comprehend the "why" of hierarchical advancement. They are guided in their Authoritative Advancement Plan work by a dream of a successful and well-working association that can more readily accomplish its strategic. The association advancement builds the capacity of association by expanding inspiration.

VII.CONCLUSION

Virtual Assistant System for e-Tourism provides a mechanism to connect application services regardless of their location. Commercial organizations can use those platform's systems to expose elements of their business. All in all, this is a good configuration for an e-commerce business. For the entrepreneur, Virtual Assistant.

System for e-Tourism to generate new business opportunities and for the customer, it makes comparative services possible. This project tries to address this issue by building two different applications that use different common combinations of operating systems, web servers, server-side languages, and databases. The applications are all used to create a generic e-commerce site that has a product display, services search. These functions are

common to most e-commerce web sites. These functions also include the most common functionalities a web site uses such as dynamic web pages, search function, and database interaction.

VIII. REFERENCE

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