ABSTRACT

DESIGN APPLICATION OF TRAVELKEY MODULE TRAVEL AGENT

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Traveling is a lifestyle today. Some people take advantage of traveling for vacation, trying the specialties of the area, and matters of education or work. In 2019, Indonesia's tourism competitiveness index has increased. This indicates that the interest of tourists to travel to Indonesia is increasing and there are opportunities for business people in the tourism sector. One of the business people in the tourism sector is a travel agent. A travel agent is a business entity engaged in the tourism sector. The birth of travel agents based on OTA applications (Online Travel Agents) such as traveloka, tiket.com and other parties has created increasingly fierce competition in the tourism sector between conventional travel agents and OTA and has turned off dead travel agents. Based on the above problems, we need an application that can help conventional travel agents in expanding application marketing, namely the TravelKey Travel Agent module.

Keywords : Travel Agent, Online Travel Agent, Iterative and Incremental, travel, Information System, website.