

ABSTRACT

This project has an objective to create the website www.advenjourney.com as an adventure tour packages online reservation website. It covers 4 parts that are very important for creating a general online reservation website as follows:

First is business concept. The project refers to the company background; the way the company can generate revenues from the website, project cost, project benefit and break-even point analysis.

The second part is the project's contents cover about marketing and strategy plans in promoting the website. The project describes how to compete with competitors by using SWOT analysis and marketing strategies such as 4P strategies. (Product, Price, Place and Promotion)

Besides, in the third part, this project also mentions about all the elements that are related to booking and transaction process such as database system, security system, booking and payment process and important policies that should be informed to customers, for example, booking and refund policies.

In the fourth part, the project presents the website prototype design and development such as site map, website content; identify content, logo, page mock up, layout grid and all prototypes of web pages together with reasons in designing the logo and the web page.