

Build a website to introduce and book tours for the travel company The Gioi Tre - Thanh Hoa.

Pham Thi Nhung

Abstract: In the context of strong tourism development, building a professional website to introduce and book tours is an urgent need for The World of Youth Travel Company - Thanh Hoa. This project aims to design and implement a website system to help the company enhance business efficiency by providing comprehensive, attractive travel information and enabling easy online tour booking for customers. The research method is based on a combination of tourism management theory with web interface design experimentation and application deployment. The expected result is a website that optimizes user experience and has strong e-commerce capabilities, making a significant contribution to the digitalization of the company's business operations.

Keywords: Travel website, web interface design, e-commerce, tourism management, online business