

SCOPE OF WORK

IK Tourism – Travel Website

Prepared by: Flexion Infotech Pvt. Ltd. | www.flexioninfotech.com

Prepared for: IK Tourism

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Classification: Confidential

1. Project Overview

IK Tourism is a full-service travel company headquartered in Surat, Gujarat, with branch offices in Ahmedabad and Bhavnagar. The organisation serves a diverse clientele ranging from corporate groups and honeymooners to families and budget-conscious travellers.

Project Summary

| Field | Details |
|------------------|---|
| Client Name | IK Tourism |
| Project Type | Travel Platform (Web Application) |
| Reference Sites | www.skylineholidays.co.in www.bestvoyage.in |
| Technology Stack | Next.js (React), Node.js, TailwindCSS, REST APIs |
| Platforms | Web Browsers (Desktop & Mobile Responsive) |
| Industry | Trips & Tourism |
| Target Audience | Corporate, Family, Honeymoon/Newly Married, Group Travellers |
| Project Duration | 3 Weeks (15 Business Days) |
| Maintenance | Yes – Post-Launch Support Included |
| Prepared By | Flexion Infotech Pvt. Ltd. |
| Document Version | v1.0 – March 2026 |

2. Project Objectives

The following objectives govern the scope, design, and development of this engagement:

- Consolidate and re-engineer both existing travel platforms (Skyline Holidays and Best Voyage) into a single, unified Next.js web application under the IK Tourism brand.
 - Deliver a premium, visually rich, and intuitive interface that is equally understandable to tech-savvy professionals and first-time internet users.
 - Achieve superior technical SEO through Next.js Server-Side Rendering (SSR) and Static Site Generation (SSG), enabling better organic search visibility.
 - Ensure best-in-class page performance with fast load times, optimised images, and responsive layouts across all screen sizes and devices.
 - Present the full portfolio of IK Tourism services – domestic and international tours, visa assistance, insurance, cruise bookings, and more – in a structured, easy-to-navigate format.
 - Integrate trust-building elements including Google Reviews, client testimonials, certificates, and partner group listings.
 - Provide frictionless lead generation through an Enquiry Form, WhatsApp floating popup, and clear CTAs on every page.
 - Create an SEO-driven Blogs section to attract organic traffic and establish brand authority in the travel domain.
 - Deliver a maintainable codebase with documentation enabling ongoing post-launch support by the Flexion Infotech team.
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3. In-Scope Features & Functional Requirements

3.1 Website Architecture & Pages

The following pages and sections shall be developed as part of this engagement:

- **Home Page**
 - Hero banner/slider with CTA
 - Quick-access services grid
 - Featured Domestic Tour packages carousel
 - Featured International Tour packages carousel
 - "Why Choose IK Tourism" section
 - Google Reviews widget / testimonials carousel
 - Certificates / Awards section
 - WhatsApp floating button
 - Enquiry / lead generation inline form

- **About Us Page**
 - Company overview and mission
 - 3 Partners section with profiles
 - Branch offices: Surat, Ahmedabad, Bhavnagar

 - **Why Travelling Section**
 - New People, New Culture, New Experience
 - Quality Time with Family
 - Stress-Free Life
 - Business Purpose

 - **Services Overview Page** covering:
 - Cruise Booking
 - Air & Train Tickets
 - Travel Insurance
 - Tourist & Business Visas
 - Passport Services
 - Hotel Bookings
 - MICE & Corporate Tours
 - Currency Exchange
 - Group & Customised Tours
 - Domestic Tours
 - International Tours

 - **Domestic Tours Listing & Detail Pages** (destination-wise with group listings)

 - **International Tours Listing & Detail Pages** (country-wise with group listings)

 - **Tour Package Detail Page** (see Section 3.3)

 - **Testimonials Page** (with embedded Google Reviews)

 - **Blogs Section** (SEO-optimised, category-wise, with individual post pages)

 - **Contact Us Page** (Enquiry form, branch addresses, phone/email, Google Map embed)

 - **Why Choose IK Tourism** (embedded on Home and relevant pages)
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3.2 Why Choose IK Tourism Section

This section shall be prominently featured on the Home page and relevant landing pages, showcasing the following six differentiators:

- All Travel Related Services Under One Roof
 - Budget Friendly and Stylish Itinerary
 - No Hidden Charges
 - Well Experienced Team
 - 24/7 Assistance
 - Best Service at Best Price
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3.3 Tour Package Detail Page Structure

Each individual tour package page shall include the following structured sections:

- **Package Title**, Duration & Place Names
 - **Highlights** – Key attractions and experiences
 - **Day-wise Itinerary** – Detailed travel schedule
 - **Gallery** – High-quality destination photos
 - **Visa Information** – Requirements and process (for international tours)
 - **Terms & Conditions** – Inclusions, exclusions, cancellation policy
 - **Enquiry / Booking CTA** button
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3.4 Satisfied Group Tour Clients

Domestic Tour Groups

- Gajera Group
- Sangini Group
- Piramyd Group
- Anthem Group
- Alok Group
- Shubham Group
- Infinity Group

International Tour Groups

- Varachha Doctor Association
- Amroli Doctor Association
- Katargam Doctor Association
- Mota Varachha Doctor Association
- Jodhani Brother
- Godhani Gems
- Mantra Group
- Shree Ramkrishna Group

3.5 Trust & Engagement Elements

- Google Reviews integration on Home Page and Testimonials Page
 - Certificate / Accreditation showcase section
 - WhatsApp floating popup button on every page for easy contact initiation
 - Social media links (Instagram, Facebook, YouTube) in header/footer
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3.6 SEO & Blog Module

- Blogs module with category tagging, SEO meta fields (title, description, OG tags), and sitemap generation
 - Each blog post page to include: featured image, author, publish date, category, content body, and related posts
 - Automatic XML sitemap generation via Next.js
 - Structured data (JSON-LD) for rich snippets on tour package and blog pages
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3.7 Lead Generation & Communication

- Enquiry Form on Contact Us page and individual package pages
 - Fields: Name, Mobile, Email, Tour Interest, Travel Date, Number of Travellers, Message
 - WhatsApp floating CTA button on all pages, pre-filled with a greeting message
 - Social media channel links displayed in header and footer
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4. Out of Scope

The following items are explicitly excluded from this engagement unless agreed upon through a formal change order:

- Online payment gateway integration (e.g., Razorpay, PayU, Stripe)
- Real-time flight, hotel, or bus booking engine / GDS API integration
- Customer login portal or user account management system
- Mobile application development (iOS / Android)
- Custom backend CRM or ERP system development
- Third-party travel API integrations (e.g., Amadeus, Sabre)
- Content creation, copywriting, or professional photography
- Logo design or brand identity creation
- Paid advertising campaigns or social media management services

Any requirement beyond this documented scope will be assessed and formalised through a written Change Request (CR) process.

5. Project Deliverables

Upon successful completion of this engagement, Flexion Infotech Pvt. Ltd. shall deliver the following:

- Fully functional, production-ready Next.js web application with all in-scope pages and features
 - Responsive design optimised for desktop, tablet, and mobile browsers
 - SEO-configured pages with meta tags, Open Graph, sitemap.xml, robots.txt, and structured data
 - Blogs module with content management capability
 - WhatsApp Click-to-Chat integration on all pages
 - Enquiry form with validation and basic notification mechanism
 - Google Reviews integration on Home and Testimonials pages
 - Google Maps embed for all three branch office locations
 - Certificates / Accreditations section with uploaded client assets
 - Tour Package detail pages for all domestic and international listings provided by the client
 - Deployed application on agreed hosting environment
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6. Client Responsibilities

To ensure on-time delivery, IK Tourism shall be responsible for providing the following inputs and approvals. All items must be submitted prior to or within the first **four (4) business days** of project commencement unless otherwise specified.

6.1 Content & Assets

- High-resolution brand logo (PNG/SVG format with transparent background)
- High-quality photographs for all domestic and international tour destinations
- Tour package details: itineraries, highlights, inclusions/exclusions, pricing (if applicable), visa notes, and T&C for each package
- Group tour listings with associated details (Domestic and International groups)
- Partner profiles and photographs (3 partners)
- Branch office details: full addresses, contact numbers, and email addresses
- Certificates and accreditation documents/images to be displayed on the website
- Testimonial content (in addition to Google Reviews)
- "About Us" company narrative / write-up
- Any existing brand guidelines (colours, fonts, preferred style references)

6.2 Technical Access

- Access credentials for existing websites (if content migration is required)
- Google Reviews Place ID or access to Google Business Profile
- Hosting / cPanel / FTP credentials for deployment (or confirmation of chosen hosting provider)
- Domain registrar access for DNS configuration during go-live
- WhatsApp business number to be linked in the floating CTA
- Google Analytics 4 Property ID (or authorisation to create a new one)

6.3 Approvals & Communication

- Design approval (wireframes and UI mockups) within **48 hours** of submission
 - Content review and approval within **24 hours** of each milestone review
 - Designated single point of contact (SPOC) from the client side for all project communications
 - Timely participation in scheduled review calls (minimum two calls: post-design and pre-launch UAT)
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