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MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF COMPUTING AND INFORMATICS
PROJECT PROPOSAL FOR THE DEGREE OF BACHELOR OF BUSINESS
COMPUTING

DEVELOPING A DIGITAL FAST TRAVEL AGENCY (SONDER AND SAGE TRAVEL)
FOR MODERN TRAVELERS

BY

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A Project Proposal Submitted to the Faculty of Computing & Informatics of Makerere University Business School in Partial Fulfilment for the Award of the Degree of Bachelor of Business Computing of Makerere University.

25th March 2025.

DECLARATION

We, the undersigned, declare that to the best of our knowledge, this proposal is our work and has never been published or submitted for any award in any other institution.

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APPROVAL

APPROVAL

This project proposal has been submitted with my approval as supervisor and my signature is here appended:

Signed: Shamim Kemigisha.....

Date: 24th / 9 / 2024..

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SECTION ONE

1. INTRODUCTION

1.1 Project Background

Digital methods are now common in the global travel sector, with many travelers using online tools to book trips and plan activities. But Africa is behind in this change; only about 15% of travel bookings there are done online, compared to roughly 45% in Europe. Uganda's tourism sector, which makes up about 7.7% of its GDP, still uses manual travel processes. This situation causes problems, such as a subpar experience for travelers. Many tourists say they are not happy with how planning is done; it's not connected, and they must use several platforms to book flights, places to stay, and tours. Tourists often end up arranging safaris through informal means like WhatsApp and dealing with inconsistent details from different websites.

Small and medium-sized tour operators often don't have the technical skills or resources to put their services online. Because of this, they have a hard time competing with already established platforms. For instance, many eco-lodges in Uganda still use manual record-keeping, which can cause overbookings and lost income.

The suggested digital travel platform, Sonder and Sage Travel, tackles these problems by concentrating on the market that is not well-served. It is for people with IT knowledge and local and foreign travelers looking for carefully planned experiences, like community-run gorilla treks and cultural tours in Karamojong. Currently, travelers spend more than 8 hours checking different sources to plan trips, and small companies don't have good visibility on large global platforms like TripAdvisor. By putting bookings in one place, automating plans, and adding AI-based personalization, the platform hopes to cut planning time by 70% and grow the country's attractions. This project aims to use tech to make Uganda's tourism system more accessible, so travelers and local businesses can reap the rewards of digital change.

1.2 Statement of Problem

Travelers today want simple, personalized, and immediate travel planning tools. These tools should combine flights, hotels, and local experiences on easy-to-use platforms (Statista, 2023). Yet, the tourism business is still facing problems with broken-up, manual steps. Seventy percent of tour operators use WhatsApp and phone calls for bookings. This leads to delays and overbookings ([UBOS], 2023). Big sites like Booking.com don't have Uganda-specific plans for places like Sipi Falls or local gorilla treks ([UTB], 2024). These old ways cause around 42% of possible travelers to drop their plans because the planning is a mess (Association of Uganda Tour Operators [AUTO], 2023). To fix this, we propose a single digital platform using AI to build itineraries. It would have real-time API connections with Ugandan airlines and hotels. Also, it would have a local recommendation system to make bookings automatic, cut planning time by 70%, and increase awareness for less known attractions.

1.3 Project Goal and Objectives

1.3.1 Project Goal

This project seeks to create a digital IT travel platform. The goal is to simplify travel planning, increase the visibility of Uganda's special attractions, and automate bookings to improve tourism efficiency.

1.3.2 Project Objectives

1. To study existing travel booking systems and find bad processes in Uganda's tourism sector by doing surveys
2. To learn user requirements for a travel platform through focus groups with millennials and small businesses
3. To design and make a test platform using programming languages
4. To test the platform's usability with about 50 users and make improvements based on feedback

1.3.3 Project Scope Summary

Key Deliverables:

- User Control Module. It will be a role-based access control to emphasize data security and appropriate permissions
- Trip Management Module. Functionality for clients to be able to browse for available trips
- Booking and Reservation Module. Including payment methods for secure online transactions

with generation of booking confirmations and digital receipts for the travelers

- Client Communication Module. Automated email notifications for booking confirmations, trip updates, and promotional offers
- Reporting and Analytics Module. Generation of reports on booking statistics, revenue, and client demographics.

Key Activities:

- Requirements Gathering and Analysis:
- System Design: Designing the system architecture, database schema, and user interface.
- System Development: Developing the platform using appropriate programming languages and frameworks.
- Testing and Quality Assurance: Identifying and resolving bugs and errors.
- Deployment and Training: Deploying the system on a production server.

Extent of Work:

- The project will mainly focus on the development of the core functionalities for the system to operate
- Adding external systems such as the airline reservation system, hotel booking system will be considered as well for future phases.
- The project will not include the development of a mobile application in this phase.
- The project will be limited to the travel agencies current operational geographical area.

1.4 Problem-Solving Impact

- Streamlined Travel Planning. The platform intends to reduce travel planning time to a very low percentage by automating itinerary creations, mixing bookings for flights, hotels and tours as well as eliminating the need to cross reference with many other platforms.
- Enhanced Operational Efficiency. API tools will be brought on board to reduce booking errors such as overbookings.
- Revenue Growth for SMEs. Automatic analytical dashboards will help in optimizing prices and inventory based on the current demand on the market

Benefits for the Travel Industry

A reduction in cost. Here automating the system will reduce operational costs for the travel agency through replacing manual processes like phone call coordination

Learning Outcomes for the Team

1. Technical Skills. API Ecosystems. Being able to build secure and scalable platform with aid of third party services such as APIs

2. Project Management:
 - a. Agile methodologies will be used for iterative development, stakeholder communication, and risk mitigation.
 - b. User Acceptance Testing (UAT) frameworks to validate platform usability.
3. Industry Insights. Logically understanding important aspects that are ignored in the global travel technological world that is to say from fragmented systems to data privacy compliance

1.5 Project Assumptions

To make sure that the platform is successfully executed, the following assumptions have been put in place:

- The team assumes that third party related APIs such as flight booking services will remain operational and provide accurate up to date throughout the project cycle
- It assumes that the platform will follow all relevant travel industry regulations, and that legal requirements for booking services will remain stable during the development period.
- It is assumed that the platform will be developed with standard security protocols e.g., encryption, authentication and that users will trust the system to handle personal and payment information securely.
- The team assumes that payment processing services e.g., Mobile Money will be available and functional for secure transactions without major disruptions.
- It is assumed that users will be able to access the platform across multiple devices, mobile, tablet, desktop without significant performance or compatibility issues.
- The project assumes that travel agencies, tour operators, and accommodation providers will be willing to collaborate and list their services on the platform.
- It is assumed that the platform will be scalable, allowing for future expansion of features such as AI-powered recommendations, multilingual support, and additional services.
- The team assumes that all development stages such as design, implementation, testing, and deployment will be completed as scheduled without major delays.

SECTION TWO

2. LITERATURE REVIEW

2.1 Introduction

Uganda's tourism sector generates about 7.7% to the GDP. A digital platform, like the one suggested for Sonder and Sage Travel, could fix some problems. This paper backs creating a website to make planning simpler, show off less popular attractions more easily, and computerize reservations. This matches the project goals: figuring out what's not working well, knowing what users want, making a test model with HTML, JavaScript, CSS, MySQL, and checking if it's easy to use so travelers can plan faster.

2.2 Digital Transformation in Our Country's Tourism Sector.

The tourism sector in the country is still working on including tech in its daily work. Around 15% of reservations happen online, and about 70% of businesses use WhatsApp and phone calls, which can cause delays and double bookings (Nankya & Tumwine, 2023). Places such as Bwindi need better infrastructure, pointing to the need for central online hubs. Ssempala and Mutebi (2024) note that attractions like Murchison Falls don't have joined-up systems, and the Uganda Tourism Board (2024) says that 65% of tourists have trouble planning their trips. These facts show that having one platform for tourism is a good idea.

2.3 User Requirements for Digital Travel Platforms in Uganda

This project also aims to meet user needs. Works by Mugume and Ssali (2024) suggest that millennials in Kampala want platforms that combine flights, hotels, and tours. Because of worries about payment safety, they propose block chain-protected reviews. Nsubuga and Kigozi's (2021) research shows that eco-lodge owners want exposure to compete globally, but the Uganda Tourism Board (2024) says that less than 10% of tourists visit Nyero Rock Paintings. These observations will shape our surveys and conversations, making sure the platform fits what travelers and operators want.

2.4 Development of Digital Travel Platforms in Uganda

The platform's technical development as per the project's third objective relies on studies about Uganda. Tumusiime and Kato (2023) endorse React.js and Node.js, citing an Entebbe site that cut booking time through Uganda Airlines' APIs, echoing the project's efficiency goals. Kizito and Namagembe (2022) highlight MongoDB's fit for dynamic itineraries, as seen in Kasese, supporting real-time updates. These tools underpin the prototype planned for Q4 2024.

2.5 Applications of Digital Travel Platforms in Uganda's Tourism Sector

Websites can help achieve project goals, as several examples show. Okot & Nuwagaba (2022) found that a Gulu platform increased revenue for small businesses by 30% using automation. Ssempala & Mutebi (2024) reported that a Queen Elizabeth website cut booking mistakes by 50% through APIs. The Uganda Tourism Board (2024) also points out that online promotion can bring more visitors to less-known places like Nyero. These examples support the project's aims to shorten planning, lower mistakes, and raise visibility. These cases show that a website can improve how well things work and who can use them, which fits with what the project wants to achieve for travelers and businesses in Uganda.

2.6 Designing Digital Travel Platforms

The website design should show an understanding of the local environment, as stated in the project description. Nankunda and Ochieng (2023) suggest that a user-centered design approach, tested through user feedback, is important. To support this, we plan to conduct usability tests with 50 users in the first quarter of 2025. Because of connectivity problems, offline features are very important. Tumusiime and Kato (2023) point out that booking tools that are easy to reach can make things work better, especially for people offering services in rural areas.

2.6.1 Implementation of Digital Travel Platforms

Implementing the website requires strategies consistent with the project's timeline. Ssempala and Mutebi (2024) describe phased rollouts starting in urban areas, training operators and guiding this project's testing. Kiggundu and Wasswa (2021) highlight API challenges with payment gateways like MTN Mobile Money, reinforcing assumptions on secure integration.

2.6.2 Importance of Digital Travel Platforms

Platforms have many useful sides. They can lower expenses and make things better for users. For example, web automation helped small companies cut costs by 30% in Kampala (Okot & Nuwagaba, 2022). Eco-lodges can use precise APIs to avoid taking too many bookings (Uganda Tourism Board, 2024). Nankya and Tumwine (2023) found that problems can cause 42% of travelers to cancel plans, which means a loss of \$120 million each year. More visibility can also grow demand, like how a site in Jinja raised Nile River bookings by 25% (Kizito & Namagembe, 2022). By using real-time APIs, a site can make sure its availability info is correct, which avoids the 50% mistake rate that happens with paper systems. This directly helps tourism grow in Uganda.

2.7 Challenges in Designing and Implementing Digital Travel Platforms

The country has some problems that limit digital progress. For example, in rural areas, only 40% of people can access the internet (Lubega & Nakku, 2023). Also, API licenses are costly (Nankya & Tumwine, 2023), and many people do not know how to use digital tools (Kiggundu & Wasswa, 2021). Power outages can also interrupt internet service (Ssempala & Mutebi, 2024). Lastly, strong cybersecurity is needed to deal with increasing online threats (Nsubuga & Kigozi, 2021).

2.7.1 Overcoming the Challenges

Some ways to deal with these problems are websites that work without internet access (Nankunda & Ochieng, 2023) and tech partnerships with the government to help put things into action (Nankya & Tumwine, 2023).

2.8 Conclusion

The existing research supports that our online platform can address tourism problems in Uganda, which is in line with what the project is trying to do. We can reach the project's goals by looking at what isn't working well, addressing user needs, and using certain online tools (but not AI). We can solve problems through careful planning.

SECTION THREE

3. PROJECT METHODS

This section details the research methods employed to create the Sonder and Sage Travel Company platform, which aims to improve the tourism industry in our country. It includes explanations of the research design, the people we studied, how we chose our sample, how the project was developed, how we gathered needs, project limits, and ethical concerns. All of this ensures the project meets its aims of making travel planning easier, making hidden attractions more well-known, and automating reservations for travelers in the country.

3.1 Research Design/Research Approach

This project uses a Design Science Approach (DSR) to build the website, aiming to create and test a tool that solves real world problems like manual bookings and poor site visibility. The website's design will use HTML, CSS, and JavaScript for what users see, PHP and MySQL for the behind-the-scenes work, and real-time data from airlines and eco-lodges.

The process involves six steps: identifying the problem, setting goals, designing and building, testing, and assessment. First, the team will study the inefficiencies by getting input from people involved. Second, they will create the website with features such as central booking and blockchain reviews. Third, the site will be tested and improved to reach objectives like cutting planning time by 60% and automating 80% of bookings. This approach was selected because it fits the project's aim of designing, building, and launching a digital travel platform for Uganda's tourism business. It tackles disorganized processes through ongoing improvements, making sure the solutions are technically sound and relevant to the situation.

Development of a Digital Travel Platform for Streamlining Tourism Processes in Uganda Using Design Science Research Method: A Case Study"

DSR Stage	Research Objective Addressed	Proposed Methods	Expected Results
1. Problem Identification	To analyze existing travel booking systems and identify inefficiencies in tourism sector by conducting surveys.	<ul style="list-style-type: none"> - Surveys with about 30-90 travelers - Interviews with 15 tour operators - Analysis of UBOS/AUTO reports 	- Detailed report on inefficiencies e.g. manual bookings, fragmented services,

2. Objective Definition	To identify user requirements for a personalized travel platform.	<ul style="list-style-type: none"> - Focus groups with millennials and SMEs - Workshops to prioritize features such as blockchain reviews 	<ul style="list-style-type: none"> - Prioritized list of platform features - User personas and use-case scenarios.
3. Design & Development	Design and develop a prototype platform.	<ul style="list-style-type: none"> - Frontend: HTML ,CSS, Java Script - Backend: PHP, My SQL - Database: My SQL - It will be embedded with an agile functionality. 	<ul style="list-style-type: none"> - Functional prototype with: - Real-time booking system - Role-based user Management.
4. Demonstration	Test the platform's usability and gather feedback.	<ul style="list-style-type: none"> - Usability testing with 50 users - Pilot runs with SMEs and tour operators 	<ul style="list-style-type: none"> - Usability feedback report
5. Evaluation	Refine functionalities based	<ul style="list-style-type: none"> -Quantitative analysis (e.g., 60% planning time 	<ul style="list-style-type: none"> - Validated KPIs (e.g., 80% booking
6. Communication	Dissemination of results (supports all objectives).	<ul style="list-style-type: none"> - Documentation of design decisions - Final deployment training 	<ul style="list-style-type: none"> - Deployed platform - Knowledge transfer to SMEs - Scalability roadmap for future

3.2 Project Organization

This project aims to create a digital travel platform named Sonder and Sage. It's designed to mirror Uganda's tourism sector, with the goal of improving travel planning and raising awareness of less common attractions. A simulated environment is used to define ownership, user base, and population data for testing.

Project owners are the five group members. Together, they form Sonder and Sage Travel, a mock digital travel agency. They are in charge of designing, building, and testing the platform. The team consists of Diouf Basajjantale, Suzan Amuge, Shallot Kangume, Martha Kisakye, and Molly Cherotich.

Actual Users of the System

- Travelers. Current travelers, both in Uganda and abroad, who are comfortable using technology and want well planned trips. These travelers, who include testers, students, and volunteers, will act out booking trips and making plans.
- Local Tour Businesses. Small and medium-sized local businesses that give safari and culture tours. Ten test accounts will stand in for these tour operators to see how visible they are and how well they can handle bookings.
- Airlines and Hotels. Two airlines (for example, Uganda Airlines and a made-up Uganda Air Connect) and three hotels or eco-lodges will be added using fake APIs so people can book flights and places to stay.
- Local People. People who live in tourist spots like Bwindi and Sipi Falls will gain indirectly from more attention and income from tourism. These communities are included in the test design as ideas.

Population Figure of Stakeholders

Sonder and Sage Travel Company consists of 5 individuals in the project group. Modern Travelers include 20 users from group members, classmates, and volunteers. Local tour operators number 10. Airlines and hotels are represented by 21 staff members (2 airlines with 6 staff, 3 hotels with 9 staff, from simulated info). Local communities are conceptually represented by 50 people.

3.2.1 Sampling Design/Sampling Technique

We have identified 86 stakeholders, including Sonder and Sage Travel Company, current travelers, nearby tour companies, airlines/hotels, and nearby communities. Thirty participants will be selected from key groups—

travelers, local operators, and airlines/hotels using purposive sampling. This will ensure good representation in gathering requirements and testing usability.

Purposive sampling is chosen for the following reasons:

- **Relevance.** Input is gathered from those who use the platform, like travelers and operators, to make sure it helps achieve the project's aims.
- **Practicality:** The test imitates a real setting, using a group of about 20 travelers made up of students and volunteers.
- *** **Cost-Efficiency:**** By focusing on city users in places like Kampala, where internet is good for testing, we cut down on logistical problems that could arise in the countryside.

3.3 Sources of Project Data

The project team will collect both primary and secondary data to understand inefficiencies in Uganda's tourism sector, identify their causes, and develop tailored solutions.

1. **Primary Data:** Primary data will focus on existing processes and challenges through direct engagement with stakeholders and project-created resources:
 - i. **Interviews with Stakeholders.** The team will conduct interviews with about 20 modern travelers and other stakeholders to capture experiences with travel planning, time spent on manual processes.
 - ii. **Observation of Processes;** Role-playing scenarios will be conducted, with group members acting as travelers to attempt bookings via current manual methods (phone calls, WhatsApp), documenting delays, overbookings, and other inefficiencies.
 - iii. **Focus Groups;** Focus groups with stakeholders, including the 20 travelers, will help prioritize platform features, such as blockchain-backed reviews, aligning with project objectives.
2. **Secondary Data:** Secondary data will complement primary data and provide broader context:
 - i. **Online Articles and Reports:** Sources like the Uganda Tourism Board (UTB, 2024) and Uganda Bureau of Statistics (UBOS, 2023) provide insights on tourism performance, digital adoption (15% online bookings), and tourist frustrations (65%), as noted in the literature review.
 - ii. **Academic Literature:** Studies such as Nankya and Tumwine (2023) highlight reliance on manual methods, supporting the need for a centralized booking system.

3.3.1 Requirement Elicitation Techniques

The project team will review current travel planning and booking procedures within Uganda's tourism sector to find areas for improvement and learn what users require. To gather data for designing the information system, the team will use observation, interviews, and collaborative data gathering methods. These are the ways they will collect data.

1. To find problems and understand what users want in Uganda's tourism, the project will use observation, interviews, focus groups, and mind mapping. This makes sure the digital travel platform meets user needs and is based on what stakeholders' experience.
2. The team will watch how travelers, tour operators, and airline/hotel staff plan and book travel now using phones, WhatsApp, and different platforms. For example, they will watch travelers in Kampala plan trips and note the time spent, repeated searches, and any conflicting info.
3. The team will conduct structured and semi-structured interviews with airlines, hotels, and eco-lodges to learn their technical and operational needs. For example, they will interview five staff from Uganda Airlines and two eco-lodges on challenges with manual work, the need for API links, and what they expect from easy bookings.
4. Focus groups will gather 8–10 travelers at a time (from the 200 surveyed) to talk about what they want in a digital travel platform. This helps people share ideas, confirms what was found in observations and interviews, and helps prioritize user-driven features.
5. Mind mapping will visually organize what was learned from interviews and focus groups into design elements that can be put into action. For example, a mind map for travelers may start with "Travel Planning Needs" and branch out into "Time Efficiency," "Personalized Itineraries," "Secure Payments," and "Real-Time Updates," with sub-branches for things like centralized bookings and API links. This makes sure stakeholder input is made into a clear system design.

3.4 System Analysis and Design Approaches

The project will use a structured system design approach, adopting the Prototyping Method within the System Development Life Cycle (SDLC).

Structured Design Approach

The structured design method separates the system into smaller, easier-to-handle parts and focuses on how data

moves and how processes are clear. For the platform, parts like user management, trip handling, bookings, client communication, and reports will be created on their own and then smoothly connected.

This approach is preferred over Object-Oriented Design (OOD) for three reasons:

1. This approach simplifies sequential tasks like centralized bookings and live API integrations.
2. It fits well with the project's focus on process-driven outputs, such as separate booking and reservation modules.
3. The team has more experience with tools like Data Flow Diagrams (DFDs) and Entity-Relationship Diagrams (ERDs).

Benefit of this approach:

The system supports modular growth. Each module, such as user, trip, booking, communication, and reporting, can be developed and tested alone. This ensures data flows well and meets user needs, like cutting down on planning time.

Prototyping Method within SDLC

The Prototyping Method will be applied during design and development. A prototype will be built using HTML, CSS, JavaScript, PHP, and MySQL, integrated with real-time APIs. Early versions will be tested with 50 users to gather feedback on usability and accessibility, then refined iteratively.

The Prototyping Method was chosen over alternatives such as Rapid Application Development (RAD) and Extreme Programming (XP) because:

- Enables ongoing feedback and iterative development.
- Supports the Design Science Research (DSR) method.
- Adapts to changing needs, such as blockchain-backed reviews.
- Suits student projects that have few resources.

Application of SDLC and Prototyping

This method will help achieve project goals by looking at what isn't working well, turning what stakeholders want into system features, designing and building the prototype step by step, and making improvements based on testing. In the end, it will bring down booking errors and make niche attractions easier to see.

3.4.1 Design Techniques

To implement the system effectively, the project will apply design techniques that align with its objectives of streamlining travel planning, enhancing visibility, and automating bookings, while ensuring a user-centric platform.

1. **Use Case Diagrams:** These diagrams model how users, such as travelers and tour operators, interact with the system. They define functional needs and support modular design for features such as booking.
2. **Entity-Relationship (ER) Diagrams:** These diagrams design the SQL database schema by showing how entities such as Traveler, Booking, and Payment relate. This assures structured and scalable data handling.
3. **Prototypes:** Early working models, focusing on parts such as booking with simple APIs, are created to show how the platform will work. Prototypes are improved to test usability and aims, like cutting planning time by 60%.
4. **User Journey Maps:** These maps show complete user experiences, for example, booking a gorilla trek. They pinpoint problems and guide interface design to assure easy navigation and user satisfaction.

3.5 Anticipated Project Constraints

The team found three main limits and suggested ways to lower their impact, keeping the project on schedule. Here are the limits and a fix for each:

- i. Internet access is limited in rural areas such as Karamoja and Sipi Falls, where only 40% of the population has access, and this may make deployment difficult. To address this, we plan to add offline features like cached itineraries, conduct most of our testing in Kampala, and train local operators for use in areas with weak connectivity.
- ii. The real-time airline and eco-lodge APIs are costly, especially for a student project. To deal with this, we intend to start with open-source or mock APIs and look for partnerships to lower or waive the fees.
- iii. The project timeline (Q2 2024–Q1 2025) is tight and may conflict with academic work. To handle this, we will use agile project management, divide tasks into sprints, and monitor our progress with milestones.

3.6 Ethical Considerations

Here are the ethical matters for this project, along with the team's plans to handle system usage and stick to research ethics as we build it.

1. User Privacy and Data Security

As the platform gathers personal and business info, it will use security steps to stop misuse. These steps include HTTPS encryption, safe sign-in methods, and limited data access (European Union, 2018; Taddeo & Floridi, 2016).

2. Informed Consent and Transparency

People taking part in surveys and tests will know the project's goals, how their data is used, and their right to quit. We will explain this via easy consent forms to suit different levels of tech skills (Kiggundu & Wasswa, 2021; Israel & Hay, 2020).

3. Inclusivity and Fair Representation

The system will be for many users, like global travelers, rural tour companies, and people near spots such as Bwindi and Sipi Falls. Thinking about these groups helps to be inclusive and stops design bias (Nankunda & Ochieng, 2023; Friedman & Hendry, 2019; Smith, 2019).

3.7 References

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Appendices

I. Proposed Project budget

The project is estimated to run at a cost as follows:

Category	Item/Activity	Estimated Cost (UGX)	Remarks
Software Development	Domain registration & hosting (1 year)	450,000	Essential for website & booking platform
	SSL Certificate (security)	200,000	Builds trust with travelers
	Web development & design tools	1,500,000	Includes coding, UI/UX design
Marketing & Promotion	Social media ads	800,000	To attract modern travelers
	Flyers, posters & branding	400,000	Local promotion
	Influencer collaborations	600,000	Builds credibility with travelers
Human Resources	Project manager (allowance)	1,200,000	Oversight of project execution
	Developer/Programmer (allowance)	1,500,000	Core system building
	Marketing officer (allowance)	800,000	Digital campaigns
	Research & Content creation	400,000	Travel guides, blogs
Operations & Logistics	Internet & utilities	300,000	Communication support
	Transport & field research	500,000	Travel agencies & partner visits
	Meetings & stakeholder engagements	300,000	Coordination expenses
	Miscellaneous & unforeseen costs	1,000,000	Risk buffer
Contingency (10%)			
Total		9,950,000	