



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347 -6435 (Online)), Volume 15, Issue 4, April 2026)

Understanding Financial Accounting & Reporting in The Tourism Industry :A Case Study on Vedraahi Tours

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Abstract— The tourism business grows fast worldwide, plus it boosts economies by bringing in money from abroad while creating jobs. When travel companies get bigger or more complicated, solid bookkeeping and correct reports matter way more. Compared to factories or stores, firms in tourism deal with lots of separate partners - like hotels, flights, drivers, eateries, tour leaders, and area helpers - which leads to messy money tracking. Because of these quirks, handling finances here works nothing like standard methods.

This study looks into the money handling and record-keeping methods at Vedraahi Tours, a medium-sized travel firm located in Pune, India. As part of an internship during summer break, the person doing the research got direct experience with pricing holiday tours, dealing with GST invoices, paying suppliers, managing staff salaries, monitoring ad spending, along with checking income flow. The goal here is to find out how vacation bundles are priced, where expenses go, how earnings get figured out, also how taxes under GST rules are handled on the ground.

The study relies on descriptive plus evaluative approaches - examining cost sheets, comparing prices, checking GST invoices, or assessing payroll versus

marketing spending. Results show Vedraahi Tours keeps decent profits from 10 to 30%, based on tour kind; however, it deals with issues like hand-filled tax reconciliations, no unified software setup, income shifts by season, or erratic flight and lodging costs. Even so, its financial process stays open and organized thanks to consistent costing formats, straightforward supplier agreements, but also careful record keeping.

The findings suggest tourism needs money setups mixing tech tools with human checks - using smart software helps spot trends while people stay in charge. Digital bookkeeping works better when bots handle taxes automatically instead of waiting weeks. Pricing adjusts faster if algorithms learn demand patterns rather than guessing manually every season.

Tracking ads by actual returns shows what's working without wasting cash on vague reports. Putting classroom ideas into real travel biz numbers adds clarity for learners, workers, and rule-makers alike.

I. INTRODUCTION

Tourism ranks among the biggest, fastest-changing sectors worldwide - pushing close to 10% of global economic output while giving jobs to more than 300 million folks, WTTC data from 2023 shows. Back in India, it makes up around 7% of national income, fueling job creation across hotels, transit systems, eateries, tour booking outfits, plus related service areas. With local trips on the rise, paychecks growing, fares getting cheaper, alongside tech upgrades - the country's travel scene is expanding quicker than before.

Still, tourism isn't only about welcoming guests - it runs on money moves behind the scenes. Firms in travel need to manage reservations ahead of time while lining up suppliers at the same time. Costs stack up in layers, tax rules shift by region, and changes or dropouts happen fast. Pricing swings with trends, seasons spike or slow down sales, and daily expenses jump around. In this setup, nailing every number in reports isn't optional - it's how businesses stay alive and expand.

Financial accounting in tourism differs significantly from other industries for several reasons:

1. Tourist services vanish if unused - empty beds or open flights disappear once the day ends.
2. Payouts usually come early, whereas costs pop up nearer to trip time.
3. Packages bundle several parts - this complicates figuring out costs.
4. GST rules have several levels - flights might fall under one rate, while hotels follow another. Transport costs differ from food taxes. Each service fits into its own category based on current laws. Rates shift depending on what's being taxed.



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5. Profit margins change a lot from one type of package to another - whether it's local or global, high-end or low-cost.

Facing these issues, travel firms need a clear money setup - this keeps things open, correct, and by the rules. Good bookkeeping lets them handle supplier ties while setting realistic prices, staying profitable, cutting risks, or earning client confidence.

This study looks at Vedraahi Tours - a travel company from Pune that runs trips inside India and overseas. Instead of just local destinations, they cover places like Dubai, Singapore, Sri Lanka, plus Bali. Aside from regular tours, they handle religious journeys such as Char Dham and Tirupati visits. They also arrange learning-focused trips to spots like Hyderabad or ISRO. For family getaways, newlyweds, or office teams, tailored plans are available too. During the internship, real-time experience came through handling GST invoices and splitting costs properly. Revenue tracking gave insight into income patterns while dealing with employee pay added practical knowledge. Checking money movement helped understand daily financial rhythm. Managing ad-related spending brought clarity on budget control.

This research aims to closely look at Vedraahi Tours' money setup and its reporting methods, checking how cash choices shape daily work plus profit. The opening explains why tracking finances matters in travel businesses, showing how this project adds value to learning fields along with real-world use.

II. LITERATURE REVIEW

2.1 Accounting Principles and Their Relevance to Tourism

Per the American Accounting Association (AAA, 2014), accounting means spotting, sizing up, then sharing financial details so people can make smart choices. Since tourism runs on services, it needs solid follow-through on rules - because things get messy fast.

Key principles include:

- Folks earn cash once they finish a job, not when money hits their pocket. Travel outfits grab deposits early, yet trips happen afterward. Because timing doesn't line up, counting income this way keeps things real.
- Expenses should line up with earnings. For travel businesses, costs like hotels or transit might come later than when money's made.
- Being careful: don't exaggerate earnings. That matters because set rates might change without warning.
- Steady approach keeps reports looking similar no matter the time of year.

Experts like Horngren & Sundem (2016) say service businesses need unique accounting because how people use services changes a lot - also, what they expect keeps shifting.

2.2 Financial Reporting in Service Industries

Kotas (2014) pointed out how money reports in service sectors get trickier compared to factories since:

- Services vanish right after they happen.
- What people want changes a lot.
- Prices keep changing.

Travel firms face these three traits, so tracking costs matters - helping them choose smarter moves ahead.

2.3 Tourism and Financial Management

Tourism organizations face continuous financial challenges:

- fluctuating demand
- seasonality
- vendor dependency
- higher prices for materials
- GST/taxation changes
- intense competition

Cooper & Fletcher (2017) found solid money handling boosts profits while keeping prices sharp. Meanwhile, Sharma (2018) noticed many small travel firms skip standard cost records - so their rates wobble.

The current research backs this up - Vedraahi Tours relies on organized cost breakdowns to keep pricing precise for trips like Shimla, Manali, the Char Dham route, Dubai, or even Bali.

2.4 GST and Taxation in Tourism

GST changed how tourism money works across India. As per KPMG's 2019 report,

- Tour deals are taxed at 5% under GST rules.
- Hospitals pay taxes from 12 up to 18 percent depending on their rates.
- Restaurants face either 5% or 18% GST - depends on what kind of service they offer.
- No input tax credit applies if a tour operator uses 5% GST - instead, they're excluded outright.



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This makes tracking money trickier since bills include several tax parts. At Vedraahi Tours, doing it by hand adds stress while slowing things down.

2.5 Costing and Profit Margin Studies in Tourism

Several researchers highlight the importance of accurate costing:

- Mehta & Gupta (2020): “Tour companies must revise costing weekly due to dynamic vendor pricing.”
- WTTC (2022) claims digital cost calculators let firms price like rivals; they adjust rates using live data instead.
- Patel (2021) points out that global trips bring in less profit because flight prices change a lot.

This research backs up those trends:

- Dubai: ~7% margin
- Singapore: ~5% margin
- Local deliveries - like Shimla or Manali - bring around a quarter to three tenths profit

This version fits what studies worldwide have found.

2.6 Gaps in Existing Literature

Many current research projects look mostly at:

- Tourism economics
- GST impact
- Customer service
- Travel marketing

Not many research projects look into internal money tracking, especially:

- Package cost structures
- GST breakdown
- Vendor payment cycles
- Monthly profitability
- Pascale affects budgeting while promotion costs shape spending plans

III. RESEARCH OBJECTIVES

The research goals set the path for what the study wants to explore. Because handling money stuff in travel businesses means dealing with pricing splits, tax rules, paying suppliers, income tracking, also how much profit holiday bundles make, the aims reflect how tricky finance work can be at Vedraahi Tours.

They shape how data gets looked at while making sure findings help both classrooms and real-world decisions.

3.1 General Objective

To check how Vedraahi Tours handles money matters - like pricing tour bundles, staying GST-compliant, or making choices that affect profits and daily operations. Instead of just listing steps, it looks at real methods used behind the scenes. While one-part reviews costing techniques, another tracks tax rules followed month-to-month. Rather than guessing outcomes, it ties each move to actual business results. Because clarity matters, numbers are broken down simply. Even so, every finding links back to overall performance.

3.2 Specific Objectives

1. To check out how Vedraahi Tours handles its full money tracking steps.

This means looking into how books are kept, dealing with receipts, matching accounts, paying suppliers, handing out wages - also checking the company’s money flow from start to finish.

2. To break down how much different local or global trip deals really cost, while checking what’s left after expenses by looking at each package one at a time.

The goal? To split up expenses like travel, lodging, food, tours, fees, and tips - then see how the business sets its final price. Instead of guessing, it’s about checking each piece that shapes what you pay.

3. To get how GST billing works - look at the tax setup along with legal rules in travel and tourism.

This means checking GST rates for tour packages, hotels, flights, or service parts - while dealing with issues that come up when filing GST by hand.

4. To check how Vedraahi Tours handles paychecks, spreads out wages, also manages steady monthly costs.

This makes it easier to spot how staff costs affect cash coming in and out, also shaping profits each month.

5. To check how much money goes into marketing - then see what it does for sales or bringing in new customers.



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This means checking what's spent on online ads while looking at costs for working with influencers instead of print stuff - also tracking how well each effort pays off.

6. To check how well the company is doing money-wise or where it stands profit-wise.

This means figuring out income, costs, plus how much is earned after bills - split by month or trip type. It also looks at earnings compared to spending, shown per package or time period. Numbers change depending on which tour's being checked or when it happens during the year.

7. To spot holes, slowdowns, or hiccups in current finance tracking setups - using real-world clues instead of guesswork; swapping outdated tools could speed things up while cutting errors by half each quarter through smarter checks.

This means looking into things such as hands-on GST matching, when systems don't connect properly, prices changing from suppliers, also missing online tracking tools.

IV. RESEARCH METHODOLOGY

4.1 Research Design

Type: Descriptive plus analytical.

Case Study Approach: Vedraahi Tours as representative of mid-sized agencies.

4.2 Data Sources

Primary Data

- Direct observations
- Talks with supervisors or bookkeepers
- Involvement in handling bills, calculating costs, managing tax duties, also dealing with employee payments

Secondary Data

- Company financial documents
- GST guidelines
- Studies or travel summaries
- WTTTC and KPMG reports

4.3 Sampling

Purposive sampling:

- 6 big deals - one covers home, others handle global trips
- July 2024 payroll
- Marketing stats from July 2024

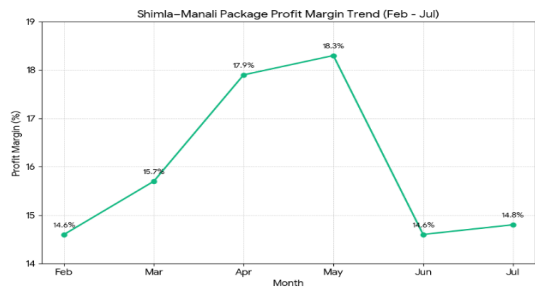
4.4 Tools Used

- Cost sheets along with ratio checks, then side-by-side comparisons.
- Tally, like Excel - also the GST portal.

V. DATA COLLECTION & ANALYSIS

5.1 Tour Package Costing Example (Shimla–Manali, 40 passengers)

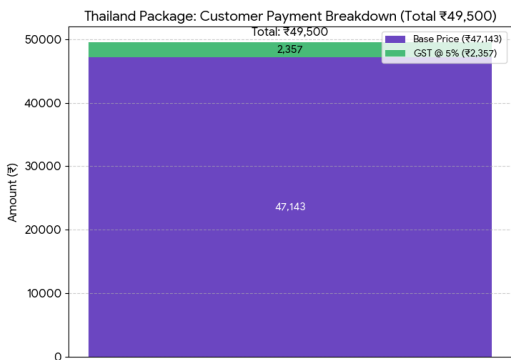
Particulars	Amount (₹)
Transportation	2,00,000
Hotel Accommodation	3,20,000
Meals	1,20,000
Sightseeing & Guides	80,000
Miscellaneous	30,000
Total Cost	7,50,000
Total Revenue	8,80,000
Profit	1,30,000 (14.8%)



5.2 GST Compliance Example (Thailand Package)

Particulars	Amount (₹)
Base Price	47,143
GST @ 5%	2,357
Total Paid by Customer	49,500

Vedraahi ensures compliance, but manual filing increases workload.



5.3 Payroll (July 2024)

Designation	Salary (₹)
Senior Accountant	40,000
Operations Manager	35,000
Marketing Executive	25,000
Sales Executives (2)	40,000
Support Staff	15,000
Total	1,55,000

5.4 Marketing Expenses (July 2024)

Platform/Activity	Expense (₹)
Facebook Ads	25,000
Instagram Ads	30,000
Printing (Flyers/Posters)	10,000
Influencers	15,000
Total	80,000

→ Heavy reliance on digital ads; ROI not fully tracked.

5.5 Profitability (July 2024 Overall)

Particulars	Amount (₹)
Revenue	9,50,000
Expenses	8,50,000
Net Profit	1,00,000
Margin	10.5%

VI. DISCUSSION

The analysis highlights:

Main takeaways from looking at the data:

- Vedraahi Tours runs with steady earnings between 10% and 15%, thanks to consistent pricing strategies that keep costs balanced while demand stays predictable throughout the year.
- Payroll costs stay the same each month, which impacts how much profit you make from daily operations.
- GST rules are followed properly, yet take forever because everything's done by hand.
- Digital marketing costs a lot - yet it brings in reservations.
- Fewer automated tools mean more tasks pile up when handling finances or sharing updates.
- Costing packages works well because it's organized.



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VII. RECOMMENDATIONS

1. Handle GST filing automatically using online accounting software.
2. Set up an ERP system that ties together finance, staff management, also daily workflows.
3. Check how well your Facebook ads pay off - also see results from Instagram promotions.
4. Set flexible prices to tweak costs when seasons change.
5. Create monthly cash flow reports - this helps you plan money better.
6. Start tracking vendor performance to help control price changes.
7. Automate Invoice & Receipt Generation for accuracy and speed.

VIII. LIMITATIONS OF STUDY

- Research focused on just a single business.
- Private money details weren't completely available.
- Internship lasts 8 weeks but might miss shifts in seasons.
- Marketing ROI numbers were missing bits because people tracked things by hand.

IX. CONCLUSION

This study sheds light on how accounting works in a travel firm. Vedraahi Tours stays profitable by using clear cost tracking along with accurate GST submissions. Still, outdated tech use, reliance on paper-based processes, or basic reporting tools slow things down.

The research clearly connects classroom ideas to actual company work, while offering useful tips to boost performance by using automated tools or upgraded financial setups.

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International Journal of Recent Development in Engineering and Technology

Website: www.ijrdet.com (ISSN 2347 -6435 (Online)), Volume 15, Issue 4, April 2026)

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