

CUSTOM BACK-END DEVELOPMENT FOR A HEALTH AND WELLNESS TOURISM COMPANY

Case Studies

Custom Back-End Development for a Health and Wellness Tourism Company



■ Industry:

Travel

■ Vertical:

Online Travel Agency

■ Solution:

- Booking Engine Software
- API Integration

■ Tech Stack:

.NET Framework 4.8, ASP.NET MVC, MSSQL, Amazon S3, .NET Core 3.0/.NET 5, ASP.NET MVC, MySQL

■ Scope (as of 2025):

37,450 hours

■ Approach:

Custom Development



Client Background

[Fit Reisen Group](#) is a global leader in health and wellness travel. The company has been operational since 1975 and since then has grown to cover seven brands — Fit Reisen, SpaDreams, Yoga Escapes, Aytour, Kurz-mal-weg.de, Tripz, and Lotus Travel — and four locations in Germany. Known for its commitment to quality and customer satisfaction, Fit Reisen Group offers travel products with a strong focus on health — Ayurveda, spa, yoga, detox, beauty, and anti-stress packages — as well as travel vouchers, short trips, city tours, or sports trips for individual travelers (FITs), couples, and families with children. Over the decades, the company has built a reputation for delivering rejuvenating experiences and a holistic approach to wellness that attracts customers worldwide.

These impressive numbers are a testament to the company’s broad reach and strong market position. The extensive network of hotel partners and travel agency distributors highlights Fit Reisen Group’s ability to collaborate on a global scale, delivering personalized travel experiences across diverse cultures and regions.

Fit Reisen
Group

400+
destinations

17,500
travel agency distributors

Over 125,000
customers a year

1,200
hotel partners

50
countries



Project Goals & Challenges

Initially, the client operated a primary website with very limited functionality, built using an outdated .NET tech stack. The major sales channel was phone calls, while the share of online sales was very low, with no automation in place. This led to slow response times, fragmented booking processes, and certain technological constraints for the company’s scalability.

For instance, when a customer wanted to buy a package tour, most arrangements were made via phone communication between a sales manager and a hotel/the customer. In addition, the entire multilingual content was added/updated by content managers, with no automation to speed up the process as well.

The client wanted to get a new ERP system by upgrading ([fitreisen.de](#)) to drive website conversions and online sales and get a fully functional online sales channel. Apart from that, Fit Reisen requested support and development of new features and applications, including a CMS portal. Addressing these challenges required a modern, agile solution that could streamline cumbersome manual processes, reduce errors, and ultimately improve the overall customer experience while laying the groundwork for future expansion.

As development progressed, our team was also assigned to additional projects of the same client ([tripz.de](#) and [lotus-travel.com](#)).

Project & Its Development

Our team had to develop the entire functionality for the client from the ground up. The solution had to be tailored to fit the client’s specific requirements and accommodate their rich travel product portfolio.

The project started back in 2016 with the redevelopment of the main website and covered almost a decade of fruitful collaboration. Over time, we extended the functionality of the main project ([fitreisen.de](#)), developed a content management portal from scratch, and took care of additional projects ([tripz.de](#), [lotus-travel.com](#)). This long-term partnership involved not only an initial overhaul but also continuous improvement cycles that responded to market trends and evolving customer expectations, incorporating user feedback to ensure every new feature added measurable value.

KEY DEVELOPMENT COMPONENTS

- Back-end development of the main website ([fitreisen.de](#))
- Full-stack development of a CMS for the main website
- Full-stack development of a content management portal
- Back-end development for [tripz.de](#)
- Back-end development for [lotus-travel.com](#)

Each component was built with scalability and performance in mind, ensuring that the digital ecosystem could handle increasing traffic and transaction volumes. We implemented the type of architecture to allow easy integration of future enhancements and third-party services, thus future-proofing the client’s online presence.

AUTOMATION & ADVANCED FEATURES

- On top of that, we handled the client’s requests for the introduction of automation into their processes and delivered the following features:
- Request Automation — A module devised to automate communication with a customer/hotel with no need for a sales manager’s intervention;
 - Content Automation — A ChatGPT-enabled module for full automation of content generation and translation into multiple languages. The introduction of this module into the client’s system resulted in significant reduction of content managers’ time and efforts.

These automation modules not only streamlined operations and reduced costs but also paved the way for reallocation of resources towards strategic initiatives and enhanced customer service improvements. By integrating AI-based tools, the system was able to update content quickly and accurately, setting a new benchmark for leveraging modern technologies within the travel industry.


INNOVATIVE APPROACH


To implement the content automation module, we integrated OpenAI’s ChatGPT to enable translation into multiple languages. The solution posed no technical challenges and was implemented hassle-free, yet the results exceeded our development efforts and led to a significant decrease of time and efforts for content management and updates.

This innovative approach not only improved operational efficiency but also demonstrated how modern technologies could be seamlessly embedded into existing systems, ensuring consistent brand messaging across different markets.


TEAM COMPOSITION


The project benefited from a diverse team composed of experts in both technical and business domains. Utilizing communication tools like Slack and Teams, the collaboration between GP Solutions and Fit Reisen included:






3 back-end developers







1 back-end developer
(recent years)



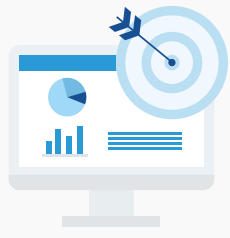
1 tech lead



3 front-end developers



2 business analysts



Results & Business Impact

Our cooperation brought to life three fully-operational and marketing websites — fitreisen.de, tripz.de, and lotus-travel.com.

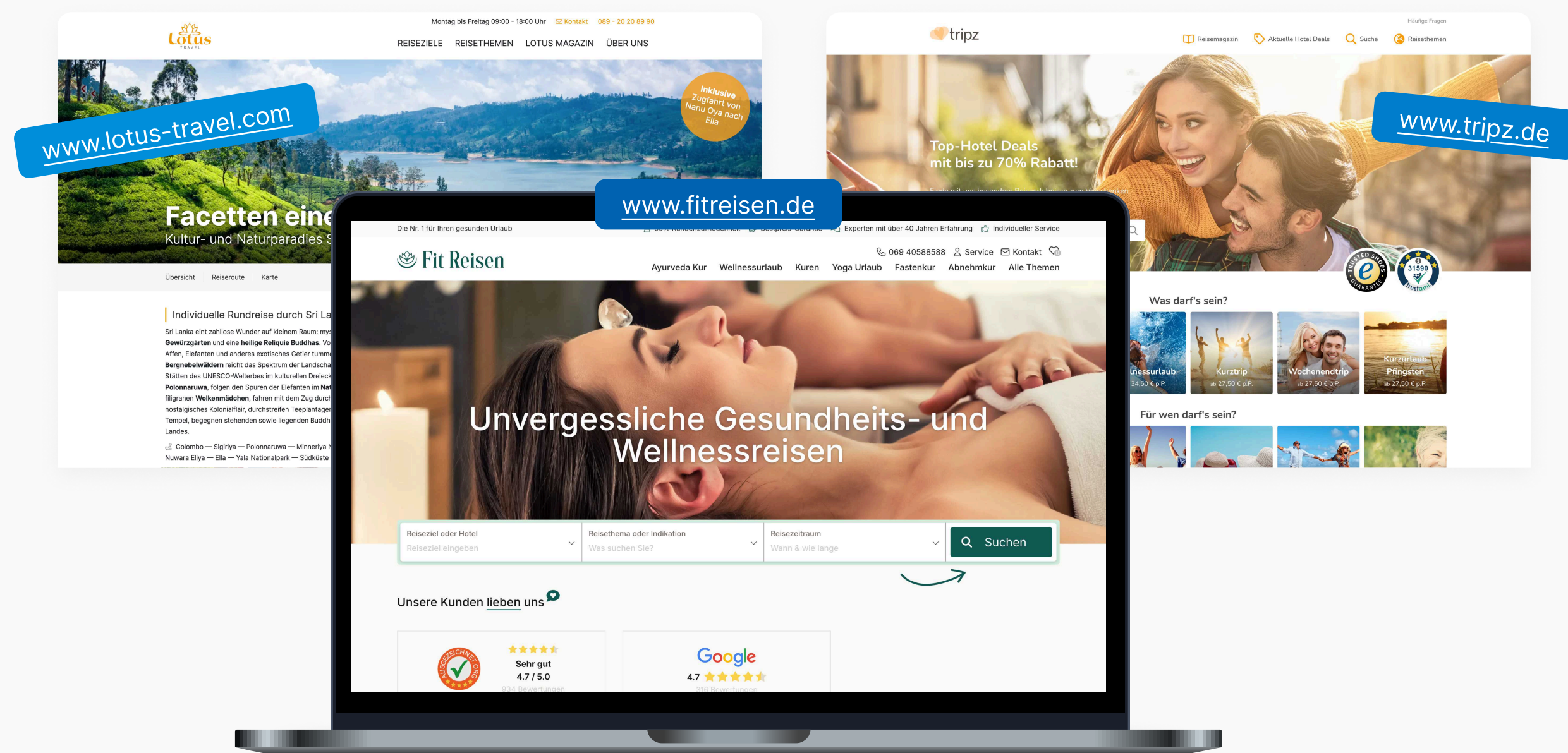
These transformative results were reflected not only in measurable metrics but also in positive customer feedback. The streamlined usability and improved service delivery led to higher customer satisfaction and repeat engagements. Operational efficiencies gained from automation allowed the client to focus on strategic growth initiatives, reinforcing their position as a market leader in wellness travel.

Business Results

- Fully-functional upgraded ERP system
- Online sales multiplied several times
- Increased effectiveness and transparency in request processing
- Faster response times
- Website traffic increased exponentially
- Operational costs reduced
- Enhanced user experience
- Strengthened brand awareness and customer loyalty
- More repeat business
- Lower workload for content and sales managers due to process automation

Current Updates

The project is still in active development, as our team is working on further upgrades to the functionality, ongoing support, and the integration of OpenGDS. Future enhancements include advanced analytics to better understand user behavior, personalized content delivery systems, and deeper integrations with emerging travel technologies. This proactive approach ensures that Fit Reisen Group continues to stay ahead of industry trends while consistently delivering exceptional customer experiences.



Sven Schiller, Director,
Information Technology



GP Solutions managed to meet and exceed our expectations. They developed a highly-functional custom ERP system for our company, and our CTO is totally satisfied with it. The team proved their technical expertise in building API connections to our clients and implementing endpoints for the admin frontend.



Let's Build the Future of Travel, Together.

[Schedule a Strategic Consultation](#)

[!\[\]\(666e09182d4cd268646ea700ea60dcdf_img.jpg\) Letstalk@Software.Travel](mailto:Letstalk@Software.Travel)

Offices worldwide. Service everywhere. • USA • Germany • UAE • Poland