"**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD**"

Dissertation submitted to

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirement for the

Degree of Bachelor of Business Administration

SUBMITTED BY

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

BHARATA MATA COLLEGE, THRIKKAKARA

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that the study report entitled "A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT. LTD" is a record of original work done by **ELIZABETH ANNA ANIL** (Registration no: 210021079999), in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **Dr. SHIBI. B, ASSISTANT PROFESSOR,** DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION. It is also certified that this report has not been submitted to any other institute/ University for the award of any Degree/Diploma.

Asst. Prof. MANJU MALATHY   Dr. SHIBI. B

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Department of BBA   Department of BBA

Place:

Date:

(External Examiner)

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DECLARATION

This is to declare that this Bonafede record of the project work done by me entitled **"A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD"** in partial fulfilment of the BBA Programme of Mahatma Gandhi University under the guidance of **Assistant Professor. Dr. SHIBI. B**, and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

Place: Thrikkakara

Date:

ELIZABETH ANNA ANIL

ACKNOWLEDGEMENT

First and foremost, I sincerely thank the God Almighty for his grace for the successful and timely completion of the project.

There are so many people who encouraged and supported me on this journey. I would like to thank the following individuals.

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Last but not the least, I would like to express my special thanks to my parents, friends and all other well-wishers who have helped me a lot in the preparation of the project report.

PLACE: THRIKKAKARA

DATE: ELIZABETH ANNA ANIL

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

The official title of the project is "The study on customer satisfaction," and Akbar Travels of India Pvt Ltd is referenced specifically in the project. The main intention of the study is to determine how satisfied customers are with the services offered by Akbar Travels of India.

"A measure of how happy customers feel when they do business with a company".

-   Cambridge University

Customer satisfaction, or CSAT, is a measurement used to evaluate how effectively the products and services of an organization live up to consumers' expectations. It indicates how well the products are being received by customers, which reflects to the overall wellness of the business you run. Surveys, ratings, and other techniques can be used to generate different kinds of information regarding how satisfied consumers are with products and services, which enables the organization to enhance its offerings and maximize customer satisfaction. Customer satisfaction is the most important objective of all enterprises, including industrial companies, retail and wholesale businesses, government agencies, providers of services, non-profit organizations, and other organizational subgroups. Knowing and fulfilling the requirements, preferences, and expectations of the customer is crucial for achieving their happiness. This includes pre-buy conversations, the actual purchase procedure, and post-purchase assistance, among other elements of the customer experience. Companies that put the needs of their customers first make investments in keeping open channels of communication, offering outstanding customer service, and producing goods or services of highest quality.

Customers - A customer is an individual who receives a good, product, service, or idea. As he keeps every firm floating, the customer is king. An organization is unable to remain in functioning, irrespective of the kind of product or service it offers, if it fails to find a consumer base. An internal customer is one that maintains a direct connection to the company. Internal customers typically include stakeholders, staff members, departments, and shareholders who are a part of the company. For instance, each product comes with a user guide or set of instructions. The packaging department must receive the material from the content development team or department in order to develop these. The content development team would now have the packaging department as an internal customer. A customer who is external to the organization is called an external customer. For example, anyone buying a refrigerator, designer suit or software is a customer of the company manufacturing it.

Customer Services - Customer service is the assistance you provide to your customers in order to make their interactions with you effortless and pleasurable, both before and after they purchase and utilize your goods or services. The communication that takes place between a product's consumer and the seller is known as customer service. One satisfied customer at a time, good customer service ensures customer loyalty, which is essential for business success. While automation of customer support systems has been the focus of recent developments, manual intervention is sometimes necessary. Customer service involves attending to a customer's needs and resolving their concerns. Customer service doesn't end when the requirements are satisfied; it starts as soon as you establish a connection with the customer and listen to his needs. The services may be needed before, during, or right after following a customer's purchase of a good or service. A customer service provider is any individual, division, or group that receives and handles requests from customers, handles their concerns, resolves problems and serves as an agent on the company's behalf. Customer care representatives could fall into these groups: In-house providers, third party providers and independent providers. These are some universal qualities that all customer service providers need to possess in order to deliver superior assistance, regardless of their specific type:

- A high standard of client service should be a part of the mission statement.
- Individuals needs to set quantifiable goals for their customer service.
- Customer feedback needs to be gathered on a regular basis, and suggestions should be implemented.
- If possible, any recurring customer issues should be discovered and resolved.

The three essential components of excellent customer service are professionalism, empathy, and promptness. It is important to respond quickly to customer concerns in order to avoid making them feel worse by making them wait. Being professional guarantees that customers receive friendly treatment and that the business presents a positive image to them. Empathy shows that one is responsive to and understands the customer's concern. The job of customer service is to pay attention to the needs of the customer by offering and delivering competent, supportive, excellent service and assistance prior to, during, and following the fulfilment of the client's needs. Meeting each customer's needs and wants is referred to as customer service. Companies nowadays are learning to put customer service initially, and those that don't will fail miserably. Moreover, a favourable encounter may encourage them to remain loyal to a brand, but a bad encounter could turn them away.

The habit of regularly choosing a company's goods and services over those of its competitors is known as customer loyalty. Customers who have developed a strong loyalty to one business are resistant to changes in availability or price. If they could get the same high-quality product and service that they are used to, they would rather pay even more. Being likeable and having confidence in the brand and product are the fundamental elements of loyalty. Consumers are more likely to make repeat purchases in the future if they have faith in the businesses they deal with. Maintaining customer satisfaction is the first and most evident benefit of having a customer service plan in place. It entails paying attention to worries, showing empathy, and resolving problems with product availability, payments, returns, and technical assistance. Retaining customers demonstrates a company's concern for them. Positive experiences are typically shared with others by happy customers, whether via social media, customer reviews, or word-of-mouth to acquaintances. This frequently assists companies in generating new sales. A company can differentiate itself from its competitors by having a strong customer service base. By demonstrating to customers as well as competitors that the company cherishes its connections with both new and current customers, it enhances the company's reputation and raises the value of its brand.

Customer Satisfaction - In marketing, the term "customer satisfaction" is frequently applied to assess the customer experience. It is an estimate of how well a company's goods and services meet or exceed the expectations of its customers. Customer happiness is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Businesses must prioritize improving customer satisfaction and customer loyalty because it is critical for maintaining a better balance between consumer attitudes before and after the consumption process. The degree to which needs and responses are coordinated and provided above and beyond what the customer expects is measured by customer satisfaction. It is merely possible to achieve if the manufacturer and the customer get along well overall. Customer satisfaction is a critical performance factor and a fundamental differentiator of business strategies in the competitive business environment of today. As a result, increased customer satisfaction leads to increased business and customer loyalty. The sum total of the customers' perceptions of the supplier is customer satisfaction. The impression that a customer has of a supplier is the conclusion of everything that the customer experiences, from interacting with the supplier before the marketing efforts to providing choices and amenities after delivery and handling any questions or concerns that may arise. The customer learns about the different departments'

working environments and the kinds of strategies used by the company during this process. This aids the customer in developing a strong opinion of the supplier, which ultimately determines whether they are satisfied or not. Customers select suppliers based on how well the delivered products meet all requirements and how much the customer believes the supplier is worth the money. The customer always wants high-value post-marketing services that can help them use and customize the delivered product more effectively, so the supplier's services never become less valuable after the delivery. If he is pleased with the post-marketing services, the supplier will have a good chance of keeping the customer, increasing the likelihood that they will make additional purchases, and growing their business. For an organization to improve customer satisfaction, regular interaction and communication with customers is a must. It is necessary to ascertain and identify each unique customer's needs during these exchanges and communications, then respond appropriately. Customer satisfaction yields high retention rates, even in cases where the products are identical in rival markets. To increase customer satisfaction, for instance, consumers and retailers engage in frequent shopping and credit card usage. Many luxurious stores also offer membership cards and discount benefits on those cards to encourage customers to stick with them. Customers are more sentimentally attached to a particular product brand and supplier when their level of satisfaction is higher. This promotes a solid and positive relationship between suppliers and customers. Due to this bonding, there is very little chance of the customer defecting from that specific supplier. Therefore, ensuring customer satisfaction is a critical aspect that all suppliers should prioritize in order to carve out a unique position for themselves in the global market and increase revenue.

Ways to measure customer satisfaction - One of the best ways to measure CSAT is through online surveys. They provide a quick and simple way to collect data. Using survey logic, choose your target audience and present pertinent questions. Multimedia files and images can also be added to the survey. Users can view the dashboard, generate reports, apply filters, and export results using the online survey tools. Annual or semi-annual CSAT surveys are carried out in large numbers. Emails are a great way to interact with your clients and get insightful feedback. It will please those who have signed up to receive updates to hear from you. By sending them questionnaires or including links in your newsletters, you can conduct a survey with them.

Consumers' opinions about your brand, its goods, services, and content are revealed through the things they share and discuss about you, whether in a good or negative way. Your users' feedback is now instantaneous, direct, and honest thanks to social media. They have the opportunity to respond to or remark on anything you post on your social media pages, including

Facebook, Instagram, LinkedIn, and Twitter. Surveys conducted over the phone or via social media cannot capture the spontaneity of those interactions. Make the most of these channels and their offerings to get the most out of them. Websites are used by companies in practically every industry to actively offer information about their goods and services, host case studies and whitepapers, and offer a variety of other resources. Website and app live chats are a great place to find out information. You learn what your visitors' or customers' expectations are, what they are searching for, etc. Instead of currently sending out surveys and obtaining priceless customer feedback, you can interact with them in real-time. Reviewing and learning from your entire conversation history is essential.

The percentage of customers lost over time is known as the churn rate. Ascertaining the quantity of users who departed without providing feedback is possible if you routinely administer surveys and keep track of the distinct responses. These dissatisfied consumers are unlikely to stick with your brand and could choose one of your rivals. Pay attention to these figures and make plans based on them.

IMPORTANCE OF CUSTOMER SATISFACTION:

1. **It promotes loyalty among customers -** Positive experiences are typically shared by happy customers with friends and family. However, the opposite is also true: Disgruntled customers tend to spread the word about their bad experiences more than satisfied ones do.

2. **Customer satisfaction benchmarks and metrics show the effectiveness of your support team -** These indicators tell you how well your team is performing in addition to assisting you in determining how satisfied your audience is. In addition to reducing customer annoyance, quicker response times from your support staff also let you gauge how quickly and effectively your team is working. It may be time to make adjustments to your internal procedures if it is taking your team hours to resolve problems that could be handled quickly.

3. **It promotes recurring purchases** - A happy customer is a devoted customer who will return year after year to your business. Loyalty programs and social media referral posts for your company allow you to monitor recurring purchases. You can also learn about customer satisfaction with your product or service by reading the discussions in your community forum.

4. **It raises the lifetime value of customers -** Customers that are happy with your service are not only more likely to stick around and be less likely to leave, but they are also more likely to spend more money with you.

5. **It increases acquiring new customers -** Customer service is crucial not only for maintaining relationships with current clients but also for attracting new ones and helping them when they need it. A potential customer is less likely to make a purchase if they have a bad experience interacting with your customer service representatives. The primary distinction between customer service now and ten years ago is that customers now expect premium service to be included from the outset of any sales or marketing interaction and to continue until they ask for assistance, even after making a purchase.

In fact, nearly half of clients want to speak with an empathetic customer support agent. In addition to hiring support representatives who are able to empathize with customers and convey that understanding to them, support leaders can offer empathy training. Companies may also think about enabling agents to deviate from certain rules when circumstances call for compassion.

INTRODUCTION TO THE INDUSTRY

The study mainly focuses on "Customer Satisfaction" specifically in the context of Akbar Travels of India Pvt Ltd which comes under the travel and tourism industry.

In a broad sense, tourism refers to visiting a new place for leisure or business. Its definition is rather narrow, though: visiting a different place for leisure or business for a minimum of 24 hours and a maximum of one year. Generally speaking, an individual is only considered a tourist if they spend the night in the place they are visiting. Tourism is in itself an ongoing activity as opposed to one-way travel. In accordance with this, the term "tourism industry" encompasses all aspects of the service sector that deal with travelers.

The movement from one place to another is referred to as travel. This can apply to domestic, international, short-distance, and a variety of other forms of interactions. In addition, travel includes a wide range of distinct travel purposes and encompasses both one-way and round-trip travel. Thus, the term "travel industry" refers to a variety of broader service sector activities that serve the requirements and preferences of individuals who have travelled across the globe.

The travel and tourism industry comprises the following sectors and companies:

1) **TRANSPORTATION -** One of the most evident industries that is related to both travel and tourism is transportation, which deals with people moving from one place to another. This covers a range of transportation modes, such as air, land, train, and aquatic. The airline industry, car rentals, water transportation, coach services, railways, and spacecraft are the subcategories of transportation.

2) **ACCOMMODATIONS -** Since different people need different lengths of overnight accommodations, the accommodation sector is also a part of the travel and tourism industries. The lodging sector provides a range of options to suit diverse tastes, financial constraints, and needs. Numerous businesses in the accommodation sector offer a wide range of additional services in addition to housing and a place to sleep, including hotels, hostels, shared accommodations, camping, bed and breakfasts, cruises, farm stay accommodations, agritourism, and timeshare accommodations.

3) **FOOD AND BEVERAGES -** The food and beverage industry fulfils the basic human need for food and drink among tourists and travelers. It is also important to keep in mind that the food and beverage sector offers chances for travelers and tourists to interact with friends or make new ones. Restaurants, catering, night clubs, bars and cafes are the subcategories.

4) **ENTERTAINMENT -** Once tourists or travelers arrive at their chosen destination, they will often need entertainment, even if that is not the primary purpose of their journey. However, businesses or companies that offer entertainment are frequently the main draws that attract visitors to a place in the first place. The travel and tourism industry's entertainment sector includes a number of subcategories, including casinos, traveler information, shopping, tour operators, and guides.

5) **CONNECTED INDUSTRIES -** Finally, a number of other industries have broader connections to the travel and tourism sectors, or to both. These include firms that advance the interests of the travel industry itself, companies that facilitate the connection between clients and travel-related goods, and establishments that offer travelers and tourists logistical or practical support. Some of them are financial services, travel agents, tour operators, online travel agencies, educational and tourism organisations.

Businesses in the tourism industry are service-oriented, as opposed to product-oriented. Most tourism-related services are intangible. Rather than bringing the product home, customers travel to the service provider's location and engage with them.

1.2 PROBLEM DEFINITION

The problem to be addressed in the study on customer satisfaction is to assess and understand the level of satisfaction and dissatisfaction among customers who have utilized the services offered by Akbar Tours and Travels. The purpose of this study is to gain insight into what influences customer satisfaction and establish any areas where the company's offerings might require to be improved. Customer dissatisfaction can have several negative consequences for a business such as loss of revenue, reputation damage, increased customer support costs, reduced customer loyalty, quality issues, lower employee morale, competitive disadvantage, etc which may affect the success of business. It identifies particular areas in which the agency must improve or make changes in order to raise customer satisfaction. Additionally, the study investigates whether customer satisfaction levels differ depending on customer demographics like age, location, and preferred mode of transportation. The study helps to understand how customer satisfaction or dissatisfaction impacts the business, including customer retention, brand reputation, and profitability.

In order to help Akbar Tours and Travels make data-driven decisions to enhance its offerings and overall customer experience, the objective of this research is to obtain insights into the variables influencing customer satisfaction.

1.3 OBJECTIVES OF THE STUDY

The following are the primary and secondary objectives of this study, respectively:

PRIMARY OBJECTIVE:

The primary goal of this study is to examine the levels of customer satisfaction with respect to Akbar Tours and Travels' and recommend the most effective strategies for raising those levels.

SECONDARY OBJECTIVES:

- To study the factors that influence customer satisfaction in the tourism sector.
- To understand the role that customer satisfaction plays in the development of the travel and tourism sector.
- To determine or ascertain the reasons behind customer preference for Akbar Tours and Travels.
- To examine what requirements need to be improved in order to enhance customer satisfaction.

1.4 SCOPE OF THE STUDY

The degree of customer satisfaction plays an essential role in the development and achievement of the travel and tourism sectors.

- The study identifies the target audience, which may include travelers who have utilized the agency's services within an established time frame.
- It offers insightful information about the travel industry, assisting in an understanding of the dynamics, trends, and difficulties unique to this field.
- The travel agency's specific challenges can be discovered and fixed, providing the business with helpful recommendations for development.
- The research can contribute to the body of knowledge in customer satisfaction within the travel agency sector.
- Higher rates of customer retention can result from increased customer satisfaction, which can lower the need for expensive customer acquisition.
- Positive outcomes and feedback from customers can enhance the trustworthiness and reputation of the travel agency.

1.5 LIMITATIONS OF THE STUDY

- A small sample size may restrict the extent to which the findings can be utilized.
- The study may not have access to all customer data, affecting the depth of analysis.
- Time consuming and expensive to collect primary data.
- The response from the customers may be biased.
- It is not possible to obtain some confidential data from the organisation.
- The informations provided by the respondents may not be accurate, because they may hide some informations at the time of filling up the questionnaires.

CHAPTER - 2

LITERATURE REVIEW

BROAD AREA – Customer satisfaction with special reference to Akbar Travels

1. **Hassan, M. K., İslam, M. T.,Ahmed, Z., & Sarker, J. İ. (2023)** studied that İn every aspect of their business, İslamic banks put the welfare of individuals, inclusive economic development, and equitable resource distribution first.

2. **Kiraci, K., Tanriverdi, G., & Akan, E. (2023)** studied that by contrasting the elements in thesuggested framework and how they relate to one another with their own values, airlinescan ascertain the strategic steps that will ensure their success by enhancing their adaptability throughout the crisis period of time.

3. **Cheng, X., Xue, T, Yang, B, & Ma, B (2023)** stated that the hospitality industry must adoptmore digital strategies and decisions that have a significant positive influence on how customers and staff perceive and act as they adapt to digital transformation, as well as pay close attention to the policy's effects.

4. **Khemiri, R., Naija, M., & Exposito, E. (2023)** stated that in general, standard quantitativemeasurements like travel time and waiting time are used to evaluate customer satisfaction. Quantitative measures alone, however, are insufficient for determining consumer preferences. İn order to ensure consumer satisfaction, the use of combined quantitative and qualitative analysis becomes crucial.

5. **OHOJİ, U. (2023)** studied that the absence of adequate communication infrastructure, technical know-how, and data handling are some of the key challenges keeping nationslike Nigeria from accessing the internet.

6. **Akbar, H., Al-Dajani, H., Ayub, N., & Adeinat, İ. (2023)** declared that in patriarchal contexts, which have been defined by masculine authority, women leaders come across difficulties. The knowledge-intensive, higher education institutions (HEİs), whichemploy an adequate number of women, face multiple challenges, such as gender obstacles for important managerial positions, the glass ceiling, and/or social inequalities that prioritise men over women.

7. **Akbar, Y. H., & Kisilowski, M. (2023)** stated that the theoretical and empirical focus of recent non-market strategy research has been largely on companies. However,

because bargaining is by definition a reciprocal action, researchers may need to start focusing more on the specific state organisations and agencies that businesses are trying to negotiate with.

8. **Chwialkowska, A., Bhatti, W. A., Arslan, A., & Glowik, M. (2023)** studied that the pressureon the healthcare system can be lessened when people actively participate in managing their health through, for example, collaborative care or patient-centered approaches, and these approaches have advantageous health results, according to recent research.

9. **Bradley, G. T., & Wang, W. (2022)** stated that there is plenty of evidence that casino undertakings have had a special and significant impact on the local and tourism economies.

10. **Li, D., Huang, Y., Sun, H., & Zhi, B. (2022)** stated that through business organisations usingonline platforms as well as non-profit organisations like book-lending libraries, which offer goods and services for free, the sharing economy may efficiently distribute resources to both the demand and supply sides.

11. **Lang, B., Kemper, J., Dolan, R., & Northey, G. (2022)** stated that the latest research examined into the internal and external factors that encourage people to switch from being consumers to being producers in the sharing economy.

12. **Alareeni, B., & Hamdan, A. (Eds.). (2022)** stated that although being taken into consideration by decision-makers and business owners, the consequences of artificial intelligence have been impacting organisations, institutions of higher education, and government agencies.

13. **Xiang, D., Jiao, G., Sun, B., Peng, C., & Ran, Y. (2022)** studied that consumers exhibitindividuality in service conduct, in contrast to individual service employees in a traditional organisation. İn the traditional business, there have typically been a numberof HR procedures for hiring, developing, and assisting personnel.

14. **Kinra, A., Siekmann, F., & Kotzab, H. (2022)** stated that operations and supply chain management (OSCM) is the control of the procedures used in the development, acquisition, production, and delivery of goods and services. İt consists of managing goods, money, people, and information as well as transformational measures to produce goodsand services.

15. **Sulimani, H., Sajjad, A. M., Alghamdi, W. Y., Kaiwartya, O., Jan, T., Simoff, S., &**

Prasad, M. (2022) stated that the development of İnternet of Things (İoT) applications has prompted interest in smart cities, wearable technology, electronic healthcare, and smart vehicle conditions.

16. **Thananusak, T., Zhu, R., & Punnakitikashem, P.(2022)** stated that medical tourism, or thetrend of people travelling abroad for medical care, has become more common over the last few decades. Medical tourism is defined by the European Travel Commission (ETC)and the World Tourism Organisation (WTO) of the United Nations as "tourism activities, involving the use of evidence-based medical healing resources and services, both invasiveand non-invasive, for diagnosis, treatment, cure, prevention, and rehabilitation."

17. **Ertz, M., & Sarigo llu, E. (2022)** declared that the phrase "collaborative economy platforms" (CEP) refers to web-mediated configurations of the "collaborative economy"(CE) that allow users to use and offer, temporarily or permanently, precious resources orservices either directly or through an intermediary.

18. **Khan, H. (2022)** stated that since the underlying mechanisms that increase the utility ofthe CBV have not been investigated in previous studies that have used it, this study included differentiation strategies as significant mediating mechanisms between the CBV and the marketing performance of resource-constrained emerging market exporting firms.

19. **Aron, R., & Abraham, A. (2022)** stated that the primary objective of cloud resource management systems is to communicate with the hardware that constitutes the infrastructure, manage the allocation and scheduling of the resources, and ensure that theapplication is successfully executed in accordance with the requirements of the user.

20. **Arwab, M., Adil, M., Nasir, M., & Ali, M. A. (2022)** studied that the tourism and hospitality enterprises is acknowledged as a core service sector that is entirely dependent on a skilled, knowledgeable, and capable workforce. Human capital is considered as the catalyst for organisational development and the engine that drives economic success.

21. **Patanjali, S., & Bhatta, N. M. K. (2022)** stated that in contrast to colleagues who worked inoffices, teleworkers who worked from home exhibited lower productivity, according to US research (Linos, 2020).

22. **Zhang, T. (2021)** stated that among industries that are most impacted by digital

development, are hospitality and tourism. The hospitality and tourist sector were one of the first to use internet advertising to draw in customers and ensure that travellers couldchoose their perfect holiday destination.

23. **Rahman, R., Redwan Shabab, K., Chandra Roy, K., Zaki, M. H., & Hasan, S. (2021)** stated thatusers of social networking sites are able to exchange brief messages or postings about their daily routines, travel schedules, opinions, and thoughts. While managing infrastructure, traffic flow, and demand, this information is significant.

24. **Sit, K. J., Pino, G., & Pichierri, M. (2021)** studied that both consumers and brands have aconsistent fundamental desire for authenticity. Customers in the market are able to satisfytheir desire for authenticity through the brands they interact with and the products theyuse.

25. **Javid, M. A., Ali, N., Hussain Shah, S. A., & Abdullah, M. (2021)** declared that technology advances and reductions in budgets for public transport have motivated local startups and offered them the chance to promote integrated accessibility that responds to demand.

26. **Xu, Y., Haze e, S., So, K. K. F., Li, K. D., & Malthouse, E. C. (2021)** studied that through indirect contacts with their users, platforms might try to establish interpersonal trust with them. By indirect communications, we mean those that take place in an atmosphere thatmight, for example, protect personal information, such as when an Airbnb host and guest communicate with one another via the Airbnb website rather than texting one another directly.

27. **Adel, A. M., Dai, X., Roshdy, R. S., & Yan, C. (2021)** studied that due to their respective İslamic values, Muslims will be affected when visiting non-İslamic countries. Muslims should adhere to İslamic principles in every part of their daily lives, including food consumption, economic dealings, and scheduling trips. This explains why the concept of halal is becoming more popular and why it's important forMuslim travellers.

28. **Bhatti, W.A., Glowik, M., & Arslan, A. (2021)** stated that to have a better understanding ofthe importance of co-creation in the atmosphere, it is crucial to analyse the knowledgesharing behaviour of customers with suppliers of services.

29. **Vakeel, K. A., Malthouse, E. C., & Yang, A. (2021)** stated that reciprocated degrees greatly increase future sales for service providers with low profile/low network

constraints, but unreciprocated out-degrees significantly reduce future sales.

30. **Sann, R., & Lai, P. C. (2021)** stated that the ratings provided by English- speaking travelers were higher than those provided by Chinese-speaking travelers for each element of hotel service (i.e., Service, Cleanliness, Rooms, Sleep Quality, Geographic location, Worth and Overall).

31. **Siddharth, T., Daultani, Y., & Rajesh, R. (2021)** stated that the establishment of outstanding customer service and continuous quality improvement is difficult in the cafe sector. As people's lifestyles change, they dine out more frequently.

32. **Gao, H., Duan, Y, Shao, L.,& Sun, X. (2021)** studied that it is evident that we are interested in combining existing web services—not develop a new one—in order to satisfy this functional request when a customer wants to purchase an airline ticket and make a hotel reservation for a specific spot in the İoT network and anticipates an exact time for a response.

33. **Gupta, S., Justy, T., Kamboj, S., Kumar, A., & Kristoffersen, E. (2021)** studied that the essential organisational functions, such as marketing, product planning, product development, procurement, manufacture, and distribution, have experienced significant revolutions during the past few decades.

34. **Haverila, M., Haverila, K., & Twyford, J. C. (2021)** studied that when compared to other service scenarios, the meaning and significance of the service quality and satisfaction concepts in wine tasting rooms varies because they also take account of aesthetic, experimental, and customer service variables in addition to the wine tasting itself.

35. **Lin, W. C., Lu, T. E., & Peng, M. Y. (2021)** stated that by consistently acquiring new consumers as well as maintaining hold of existing ones, airlines may rise to the top of the airline sector by 2030. To achieve this, they must deliver services that go above and beyond what their customers anticipate.

36. **Daowd, A., Kamal, M. M., Eldabi, T., Hasan, R., Missi, F., & Dey, B. L. (2021)** studied that social media continues offering academics with a singular opportunity to examine new sorts of data, interact and communicate with clients, and support enterprises in getting ready for the modern age of internet and smartphone applications.

37. **Selamat, M. A., & Windasari, N. A. (2021)** stated that businesses of all sizes

compete to provide the best possible online customer experience as more and more people purchase online. Examples of this include offering customised suggestion systems, seamless online shopping experiences, virtual buying assistants, and electronic services employees.

38. **Veloso, C. M., Magalha es, D., Sousa, B. B., Walter, C. E., & Valeri, M. (2021)** stated that the Association of Family Businesses estimates that more than 70% of all businesses in the Portuguese economy is family-owned and -structured, resulting in 50% of employment and 60% of GDP, developing wealth and significant business activity.

39. **Wang, K. Y., Ma, M. L., & Yu, J. (2021)** studied that hotel properties that meet specific hygienic requirements have been designated as quarantine hotels to accommodate foreign travellers throughout their 14-day quarantine period as advised by the World Health Organisation (WHO), so as to maintain operations, ensure profitability, and increase opportunities for employment.

40. **Yang, M., Maresova, P., Akbar, A., Bento, P., & Liu, W. (2021)** stated that Denmark'sgovernment introduced a plan for corporate social responsibility (CSR) for the first timein the Nordic region in 1993. The Ministry of Social Affairs initially created certain incentive programmes that encouraged businesses to hire immigrants, people with disabilities, and long-term jobless individuals.

CHAPTER – 3

THEORETICAL FRAMEWORK

3.1 INDUSTRY PROFILE

3.1.1 BRIEF HISTORY OF INDUSTRY

Travel the tourism industry have a long history that dates back to ancient. Initially, trade, exploration, and conquest were the main motives behind travel. For both military and commercial objectives, advanced transportation systems were a feature of civilizations such as the Roman and Greek cultures. Trade and cultural interchange between Asia and Europe were made easier by the Silk Road, which connected East and West. Religious pilgrimages gained popularity as a means of transportation during the Middle Ages. Holy locations like Santiago de Compostela, Mecca, and Jerusalem were visited by pilgrims. Along popular pilgrimage routes, these trips helped construct infrastructure such as hostels and inns.

The "Grand Tour" became a popular educational ceremony of passage for young European nobles in the 17th and 18th centuries. The royalty was to be introduced to European art, architecture, and classical legacy through this cultural tour. The Industrial Revolution in the 19th century revolutionized travel. Steamships and railways made long-distance travel more accessible, affordable, and efficient. This period saw the emergence of travel agencies and guidebooks, catering to the growing interest in leisure travel. In 1841, Thomas Cook organized the first recorded package tour, taking a group of temperance campaigners on a train journey. This marked the beginning of organized mass tourism, paving the way for travel agencies to offer pre-planned trips, including accommodation and transportation.

With the widespread availability of automobiles and the development of commercial flight, the 20th century saw even more improvements in transportation. These developments significantly lowered travel expenses and times, making travel and tourism more accessible to a wider range of people. After World War II, there was a significant tourism boom. Economic growth, increased leisure time, and the advent of jet travel led to a surge in international tourism. Popular destinations like the Mediterranean and the Caribbean became accessible to a growing number of tourists. The travel business experienced a transformation in the late 20th century with the development of the internet. Independent travel planning and booking has become simpler for travellers due to online booking platforms. Traditional travel agencies were impacted by this change in the industry's characteristics.

Today, travel and tourism continue to evolve with changing societal trends. Experiential travel, adventure tourism, and digital nomadism are gaining popularity. Additionally, challenges such as over-tourism and the impact of global events, like the COVID-19

pandemic, continue to shape the industry's trajectory. The history of travel and tourism reflects not only technological advancements but also societal shifts and changing values related to leisure and exploration. As we look to the future, space tourism has become a hot topic in the travel sector. Businesses like SpaceX and Blue Origin are attempting to open up space travel to the general public. **Space tourism** is still in its infancy, but it has the potential to offer a unique and incomparable space travel experience. The travel and tourism industry plays a crucial role in cultural exchange and globalization. As people from different parts of the world travel and interact, it fosters a greater understanding of diverse cultures, traditions, and perspectives. This interconnectedness has both positive and challenging implications on local cultures and identities.

Travelling abroad for medical procedures and treatments has become more common in recent years, leading to a rise in **medical tourism.** This segment within the tourism business is growing because of things like access to specialized medical care, reduced waiting times, and cost savings. Travelling is becoming more and more shaped by technology. Travellers now have access to a wide range of tech aids, including smart luggage, translation applications, and virtual reality travel experiences. Furthermore, social media has developed into an effective platform for exchanging travelogues and influencing location preferences. Although flexible, the travel and tourism sector is prone to natural disasters. Pandemics, political instability, and natural calamities can all have a big effect on the industry. By adjusting to new difficulties, putting safety precautions in place, and coming up with creative solutions to guarantee travel continuity, the sector has shown stability.

Ecotourism and Responsible Travel: The emergence of ecotourism and responsible travel practices can be attributed to the growing awareness of environmental issues. Destinations are supporting conservation initiatives to protect their natural and cultural inheritance, while travellers are looking for more environmentally friendly and sustainable travel options.

The advent of low-cost carriers and budget accommodation options has democratized travel further, enabling individuals with varying budgets to explore different parts of the world. This shift has contributed to the diversification of the travel demographic. Governments play a crucial role in shaping the travel and tourism industry through policies and regulations. Visa requirements, border controls, and safety measures are essential factors that influence the flow of tourists and the success of destinations in attracting visitors.

The history of travel and tourism is a dynamic narrative that continues to unfold with each passing year, reflecting the ever-changing nature of human exploration and leisure.

3.1.2 INDUSTRIAL PERFORMANCE – GLOBAL, NATIONAL AND REGIONAL LEVELS

GLOBAL LEVEL

The global travel and tourism industry has experienced a dynamic trajectory, marked by substantial growth before the onset of the COVID-19 pandemic. In the pre-pandemic era, the industry thrived on factors like rising incomes, an expanding middle class in emerging economies, and improved transportation infrastructure. Before the COVID-19 pandemic, the travel and tourism industry were experiencing robust growth. Global tourism had been on the rise for several years, driven by factors such as increasing disposable incomes, a growing middle class in emerging economies, and improved transportation infrastructure.

The travel and tourism industry were severely and unprecedentedly impacted by the COVID-19 pandemic. Travel, both domestically and internationally, has significantly decreased as a result of travel restrictions, lockdowns, and health and safety concerns. The sector experienced a severe decline in economic activity, the loss of a large number of employment opportunities, and closures of businesses. Governments, businesses, and international organizations have been implementing various measures to support the recovery of the travel and tourism industry. These include financial aid packages, vaccination campaigns, the development of health and safety protocols, and initiatives to restore consumer confidence.

Furthermore, the acceptance of technology has grown rapidly, leading to the creation of innovations such as digital health passports, contactless check-ins, and virtual travel experiences. Sustainability has taken the middle stage, and as the travel industry works to reduce its environmental impact and support local communities, responsible tourism practices are becoming more and more important. Global travel patterns are still shaped by geopolitical factors, such as shifts in trade and international relations, but there are still obstacles to overcome, such as unpredictability in vaccine distribution, virus variations, and persistent traveller worries. For a coordinated and successful recovery, cooperative efforts including governments, international organisations, and industry stakeholders are thought to be essential. Looking ahead, the flexibility and resilience of the travel and tourism sector will be essential to its success. In order to fulfil the changing needs and expectations of travellers, the sector must continue to be flexible in reaction to changing conditions, embracing innovation and sustainable practices. The fundamental human urge for connectivity and exploration, in

spite of the present obstacles, implies that eventually the sector can recover its vigour and once more contribute to international prosperity and cross-cultural interchange. Governments, organisations, and individuals working together will be crucial in determining how the travel and tourism industry develops in the years following the pandemic.

NATIONAL LEVEL

Several variables that contribute to the dynamics of the travel and tourism sector at the national level influence how well it performs. Many nations saw strong development in their tourism industries prior to the COVID-19 pandemic, which was fueled by things like higher consumer spending, better infrastructure, and successful marketing campaigns. The flood of foreign tourists boosted national economies by bringing in money, creating jobs, and promoting cross-cultural interaction. Additionally, there was a notable contraction as a result of lockdowns, travel restrictions, and health and safety worries. Nations that depended significantly on tourism, like those whose industries revolved around entertainment, hospitality, and cultural attractions, suffered significant economic difficulties. Governments were compelled to put policies in place to assist the sector, such as financial aid packages, stimulus plans, and campaigns to boost domestic travel. At the national level, the recovery process has been inconsistent due to a variety of factors, including the success of public health initiatives, vaccination rates, and the capacity to adjust to shifting consumer preferences. Nations that have implemented strong health and safety regulations and effective immunization campaigns have demonstrated tenacity in their attempts to revitalise the industry.

The flexibility of national tourism strategies will be crucial as the sector develops. Governments must continue to be adaptable, embracing new technology, encouraging domestic travel, and putting policies in place to guarantee the security and welfare of both tourists and residents. Long-term success for the country's travel and tourism business will depend on public-private sector collaboration and an emphasis on sustainability. A planned and cooperative strategy is necessary for recovery and future expansion, as the industrial performance of the travel and tourism sector at the national level is essentially a complex interaction of economic, health, and environmental issues. Before to the current global issues, the travel and tourism industry's national performance was distinguished by a variety of strategies and dynamic expansion. Rich cultural, historical, or natural tourist destinations saw a constant flow of foreign visitors, which boosted their economies greatly. National governments frequently put measures into place to promote tourism, such as marketing

campaigns, infrastructural development, and easier access to visas. The industry was crucial in supporting a number of associated industries, including hotels and transportation, and in creating jobs and promoting cross-cultural exchange. The use of sustainable tourism methods increased as countries realised how important it was to protect their natural and cultural assets.

REGIONAL LEVEL

At the regional level, the industrial performance of the travel and tourism sector is influenced by a combination of geographical, cultural, and economic factors. Regions with diverse attractions, historical significance, and natural beauty often experience vibrant tourism activities. Before the recent global challenges, regions such as Europe, Asia-Pacific, and the Americas had thriving tourism sectors, contributing substantially to their economies. Governments and regional organizations implemented strategies to enhance infrastructure, promote regional cooperation, and facilitate cross-border travel, fostering a positive environment for the industry.

At the regional level, sustainable and ethical tourism practices gained traction, demonstrating a rising consciousness of environmental preservation and cultural preservation. The creation of policies meant to strike a balance between the preservation of natural resources and economic progress benefited greatly from regional cooperation.

When this past pandemic didn't exist, inventiveness and adaptability defined regional tourist patterns. Advancements in technology, such virtual experiences and online booking platforms, have completely changed how travellers plan and enjoy their travels. Furthermore, special offers ranging from adventure travel to gastronomic encounters were frequently a part of regional tourism, which enhanced the allure of particular locations.

Looking forward, the post-pandemic recovery for regional travel and tourism industries involves leveraging these pre-existing strengths and addressing the new challenges. The resilience and adaptability demonstrated before the pandemic will likely play a crucial role in the industry's resurgence at the regional level, emphasizing the importance of collaborative efforts, sustainable practices, and a renewed focus on cultural and natural heritage. Despite the difficulties brought on by current global events, the travel and tourism sector's regional performance offers promising opportunities for expansion and recovery. Regional tourism boards are realising more and more how important diversification is to draw in a wider spectrum of travellers. This entails spotlighting lesser-known locations and stressing distinctive cultural experiences in addition to advertising well-known tourist places.

Moreover, flawless travel experiences might be produced via regional cooperation and the creation of integrated tourism circuits, which would entice travellers to visit a variety of locations within a region.

3.1.3 PROSPECTS AND CHALLENGES IN THE INDUSTRY

PROSPECTS:

1. **Pent-up Demand and Travel Resurgence:** There is a pent-up demand for travel experiences as a result of relaxed travel restrictions and rising immunization rates. There's a chance that increased travel may boost trust in health and safety protocols, which will boost the sector.

2. **Rise of sustainable and responsible tourism:** The growing awareness of environmental issues has fueled an interest in sustainable and responsible tourism practices. Travelers are seeking eco-friendly and community-oriented experiences, presenting an opportunity for destinations and businesses to adopt and promote sustainable practices.

3. **Technology-Driven Innovation:** As a result of the capacity to provide creative solutions for both businesses and travellers, technology is constantly changing the travel industry. Technology is being integrated into travel to improve the entire experience and streamline operations. Examples of this include contactless services, AI-driven personalised suggestions, and virtual reality travel experiences.

4. **Health and Wellness Tourism:** Attention in health and wellness tourism has grown as a result of the emphasis on health and well-being. Travellers are looking for locations that provide healthcare programmes, exercise activities, and spa retreats; this presents a niche market that the travel industry could investigate and grow into.

5. **Culinary and Cultural Experiences:** As tourists look for real, diverse dining experiences, culinary tourism is growing. Locations can promote local cuisine as a major attraction and profit from its distinctive culinary offers. In a similar vein, travellers are still drawn to cultural events including festivals, customs, and historical locations.

6. **Economic Stimulus and Job Creation:** The industry's recovery will support both the creation of jobs and the economy. Travel and tourism have the ability to revitalise local economies, particularly in areas where tourism is a major industry for businesses and governments.

7. **Advent of space tourism:** The emerging field of space tourism offers a futuristic prospect for the industry. Companies like SpaceX and Blue Origin are working towards making space travel accessible to private individuals, opening up a new frontier for those seeking unparalleled and extraordinary travel experiences.

8. **Educational tourism:** The integration of educational components into travel experiences, such as workshops, cultural immersion programs, and historical tours, offers opportunities for growth, especially among students and lifelong learners.

9. **Niche tourism markets:** Targeting niche markets like LGBTQ+ travel, accessible tourism for individuals with disabilities, and solo travel can open up new avenues for the industry to cater to diverse needs and preferences.

10. **Luxury travel:** The luxury travel sector continues to grow as affluent travelers seek exclusive and personalized experiences, creating opportunities for high-end accommodations, private tours, and luxury travel services.

11. **Sports tourism:** Major sporting events, sports-themed attractions, and adventure sports destinations attract sports enthusiasts, providing opportunities for regions to capitalize on the sports tourism market.

CHALLENGES:

1. **Pandemic impact:** The most immediate and profound challenge is the impact of global health crises, such as the COVID-19 pandemic. Travel restrictions, lockdowns, and concerns about safety have severely disrupted the industry.

2. **Economic downturn:** Economic recessions and uncertainties can lead to decreased consumer spending on travel and tourism, affecting the industry's financial stability and growth.

3. **Security concerns:** Political instability, terrorism, and geopolitical tensions can create security concerns, leading to a decline in tourist arrivals and deterring potential travelers from choosing certain destinations.

4. **Climate change and natural disasters:** The effects of climate change, including extreme weather events, can disrupt travel plans and damage infrastructure. Natural disasters, such as hurricanes and earthquakes, pose significant challenges to tourism-dependent regions.

5. **Over-tourism:** Popular destinations may face challenges related to over-tourism, leading to environmental degradation, strain on local resources, and a negative impact

on the quality of life for residents.

6. **Technology disruptions:** While technology offers opportunities, rapid technological advancements can also pose challenges, such as cybersecurity threats, job displacement due to automation, and the need for constant adaptation to digital trends.

7. **Shifts in consumer behavior:** Evolving consumer preferences, including a growing interest in sustainable and responsible tourism, demand for unique experiences, and changes in travel motivations, require the industry to adapt and diversify offerings.

8. **Airline industry volatility:** Fluctuations in fuel prices, airline bankruptcies, and disruptions in global air travel networks can impact the accessibility and affordability of air transportation, a critical component of the tourism industry.

9. **Competitive market dynamics:** Intense competition among destinations and travel service providers can lead to price wars, reduced profit margins, and challenges in differentiation, making it imperative for businesses to find innovative ways to stand out in the market.

10. **Regulatory changes:** Frequent changes in visa regulations, entry requirements, and other travel-related policies can create uncertainties for both travelers and businesses, affecting the ease of travel and destination choices.

11. **Global economic uncertainty:** Economic instability, currency fluctuations, trade disputes, and other macroeconomic factors can impact consumer confidence and discretionary spending on travel and tourism. Uncertain economic conditions can lead to reduced travel budgets, affecting both leisure and business travel segments, and influencing destination choices and travel behaviors. Economic uncertainty also poses challenges for businesses within the travel industry, including hoteliers, airlines, and tour operators, as they navigate fluctuating demand and market conditions.

3.2 COMPANY PROFILE

3.2.1 BRIEF HISTORY OF THE ORGANISATION

Akbar Travels of India Pvt. Ltd. has a history spanning 40 years. There are around 70 to 75 offices in India. It is a private limited company and have their on academy for students. They provide customized tour packages to the customers. Leading international online travel company Akbartravels.com offers a wide selection of top-notch, hassle-free online travel services. Booking domestic and international flights, customised and all-inclusive vacations, hotel reservations, visa assistance, car rentals, trains, cruises, tickets to overseas attractions, sightseeing, foreign exchange, travel insurance, and much more are among the services we offer. With ease, customers of their online platform can search for and reserve cheap airline tickets, vacation packages, visas, and other services from the comfort of their homes, offices, or smartphones. With offices in India, UK, US, Middle East, Europe and Malaysia, we have more than 150 branches worldwide that extends the company's reach to almost all major travel destinations of the world. In terms of the number of IATA-approved branches, workforce size, and annual revenue, Akbar Travels of India is the biggest travel agency in the country.

From modest beginnings in 1978 as a small agency specialising in Gulf traffic from India, to a well-diversified agency offering the whole range of travel services, the rise was truly outstanding. Kerala, a state in southern India, is where they started to flourish. There are currently over 35 branches in Kerala, covering practically every district of God's own country.

Using an online platform for all of a person's vacation and travel needs, Akbar Online Booking Company Private Limited has been helping travellers make wise selections and appropriate travel arrangements since 2007. For both local and foreign travel, passengers may get the lowest prices on airline, rail, and hotel reservations. The main accomplishment of Akbartravels.com is getting direct access to a large number of low-cost airlines that operate in and out of India. The most popular website for advertising all of the budget airlines offering domestic flights in India is now akbartravels.com. By getting access to low-cost airlines serving the Gulf Sector, including Air Arabia, Air India Express, Bahrain Air, and Flydubai, this success was expanded to the international market.

On August 15, 2006, Akbar Travels opened its first foreign branch office in Sharjah, United Arab Emirates. There are currently 15 fully furnished offices in the United Arab Emirates,

and more are being established. Akbar Travels in the Gulf has quickly risen to the top of the producing agents list for the majority of the airlines that operate in this region. They were able to make a significant entry into the corporate travel market in addition to maintaining a strong position in the retail sector.
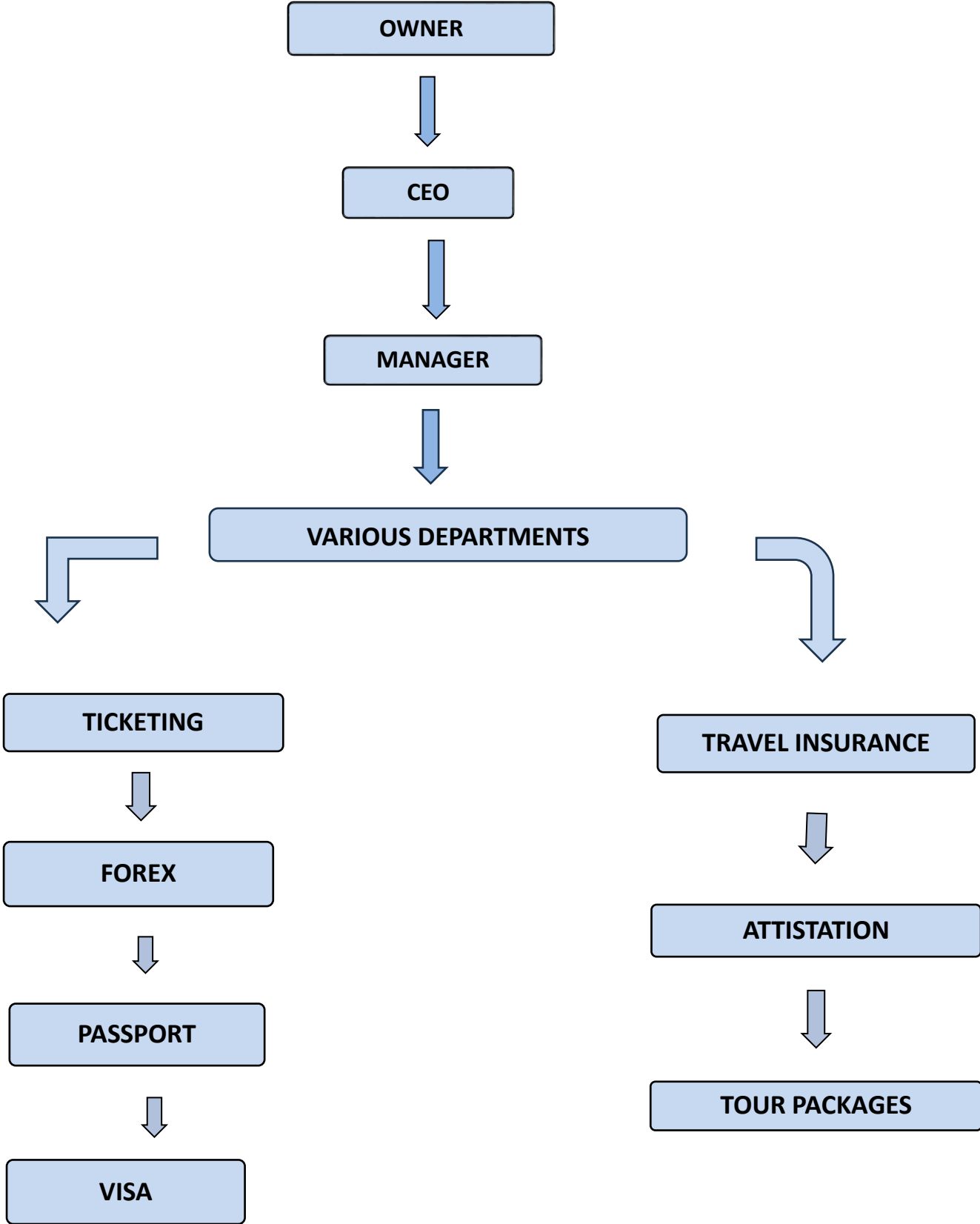
Additionally, Akbar Travels Online maintains an office in Sharjah. The UAE activities also rely heavily on Akbar's holiday section. In addition, branch offices for Akbar Travels have been established in Doha, Qatar; Muscat, Sultanate of Oman; and Jeddah, Riyadh, and Dammam, Saudi Arabia. They recently established a branch in Kuwait. With the opening of offices in Houston and New York, Akbar Travels expanded its operations to include the United States. The first Akbar Travels operation in the Far East was established, with opening of an office in Kuala Lumpur, Malaysia. Their head office is at Crawford market, Mumbai. The tagline of Akbar Travels of India **is "your reliable travel partner."**

As a result of the vision and guidance provided by the Founder/Chairman & Managing Director, Mr. K.V. Abdul Nazar, the travel agency has seen extraordinary success. The various departments in in Akbar Travels includes ticketing, forex, visa, Apostle, holidays or tour packages, passport, etc. ticketing include domestic and international ticketing. And they also provide domestic and international tour packages.

Being in business since 1978, Akbar Travels of India is a recognised industry leader in travel arrangements. The company's offerings have grown over time to include a wide range of travel-related solutions. With a focus on arranging accommodations, flights, and personalised vacation packages, Akbar Travels has established a reputation for dependability and effectiveness within the Indian travel industry. Travellers may easily plan and manage their journeys with the company's user-friendly online platform, demonstrating its commitment to client pleasure.

In addition to aiding in the company's expansion, its smart business approach has helped make travel affordable for a wide variety of customers. Akbar Travels of India has always kept ahead with the rapidly changing travel market, implementing new technology to improve the whole experience for clients.

ORGANISATION CHART

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3.2.2 MISSION, VISION STATEMENT AND QUALITY POLICY FOLLOWED

MISSION

A travel agency's mission statement summarizes the core values and objectives that specify its place in the travel and tourism sector. Travel agencies may have different goal statements, but they usually have some things in common. The mission of Akbar travels is to satisfy the various needs and interests of its customers by offering comprehensive and customised travel packages. This involves providing a variety of travel services, such as arranging for accommodation, flights, and other travel-related activities, as well as arranging for experiences that suit the particular interests of tourists. Furthermore, the mission statement frequently highlights the dedication to providing outstanding customer service, guaranteeing a smooth and delightful journey experience for customers. This could entail keeping up with market developments, utilising technology to provide services more effectively, and keeping a staff of competent, client-focused travel specialists.

A travel agency's mission statement may emphasize the company's commitment to sustainability, transparency, and moral business conduct. Certain travel companies might provide attention to eco-friendly travel by promoting environmentally conscious choices and aiding local communities. The agency's mission basically acts as a compass, directing both its daily operations and its strategic choices. It conveys the agency's principles, objectives, and commitment to providing high-quality travel services while adjusting to the changing demands of both its customer base and the larger travel sector.

VISION

Akbar Travels could effectively communicate their dedication to become a dominant player in the travel sector by offering creative, customer-focused solutions through a well-written vision statement. It might express their commitment to implementing cutting-edge technology, encouraging a culture of excellence within the employees, and establishing oneself as a trustworthy and well-known travel partner on a worldwide scale. In addition, Akbar Travels' vision statement might demonstrate a dedication to ethical and sustainable travel, enhancing the communities and destinations they visit. Initiatives that reduce the impact on the environment, boost regional economies, and encourage cultural preservation

may fall under this category.

Essentially, Akbar Travels of India Pvt Ltd.'s vision will operate as an inspiration of hope, describing their goals to mould the travel industry's future by emphasizing customer happiness, welcoming innovation, and adhering to ethical and environmentally friendly business practices. The vision might emphasize a commitment to leveraging the latest technologies to enhance customer experiences, streamline processes, and stay at the forefront of industry advancements. A vision for industry leadership, where Akbar Travels actively shapes and influences the travel sector's future through innovation, collaboration, and adherence to the highest industry standards.

The vision could express a dedication to making a positive impact on the communities they operate in, contributing to social causes, and being a responsible corporate citizen.

QUALITY POLICY FOLLOWED

In travel industries, quality policies typically involve a commitment to delivering excellent customer service, ensuring accuracy in bookings and information, maintaining high ethical standards, and complying with relevant regulations and industry best practices. These policies aim to ensure customer satisfaction, build trust, and uphold the reputation of the travel agency. The quality policies followed by Akbar Travels of India are:

1. **Customer satisfaction:** Ensuring customer satisfaction is a primary focus, with a commitment to meeting and exceeding customer expectations in terms of service quality, responsiveness, and overall travel experience.

2. **Accuracy and reliability:** Providing accurate and reliable information in all communications, including bookings, itineraries, and travel-related details, to build trust and confidence with customers.

3. **Ethical business practices:** Adhering to high ethical standards in all business dealings, including transparent pricing, honest communication, and fair practices in customer interactions.

4. **Compliance with regulations:** Ensuring compliance with local and international regulations governing the travel industry to guarantee the legality and legitimacy of services offered.

5. **Continuous improvement:** Committing to a culture of continuous improvement by regularly assessing and enhancing processes, services, and customer feedback to adapt

to changing needs and industry trends.

6. **Data security and privacy:** Implementing robust measures to safeguard customer information, ensuring the security and privacy of personal data in accordance with data protection laws.

7. **Employee training and development:** Investing in the training and development of employees to enhance their skills, knowledge, and customer service capabilities, contributing to the overall quality of service.

8. **Emergency preparedness:** Having contingency plans and emergency response protocols in place to address unforeseen events or disruptions, prioritizing customer safety and well-being.

9. **Supplier and partner relations:** Maintaining strong relationships with suppliers and partners, including airlines, hotels, and tour operators, to ensure the quality and reliability of services provided to customers.

10. **Feedback mechanisms:** Establishing effective mechanisms for collecting and analyzing customer feedback, actively using this information to identify areas for improvement and address any issues promptly.

3.2.3 BUSINESS PROCESS OF THE ORGANISATION

The business processes of a travel agency are multifaceted and involve various stages to provide travel services to customers. Some of the business processes involved are customer inquiry and consultation, destination and itinerary planning, booking and reservation, documentation and confirmation, payment processing, availing travel insurance, customer support and assistance, post-booking communication, feedback and evaluation, marketing and sales, supplier and partner relations, technology integration, compliance and regulation, and market research and trend analysis.

PRODUCT PROFILE

The product of a travel agency is not a physical good but a combination of services and arrangements that facilitate and enhance the travel experience for individuals or groups.

1) **Air Travel Services:**

- Booking and reservation of flights for domestic and international travel.

- Providing information on flight schedules, airlines, and fare options.

- Facilitating the issuance of airline tickets.

2) Accommodation Services:

- Reserving hotel rooms, resorts, and other types of accommodations.

- Offering a range of options based on customer preferences, budget, and destination.

3) Ground Transportation Services:

- Arranging transportation services, including car rentals, airport transfers, and local transportation at the destination.

4) Holiday Packages:

- Creating and offering pre-packaged holiday itineraries that include flights, accommodations, and activities.

- Tailoring packages for specific themes such as beach vacations, cultural tours, or adventure trips.

5) Cruise and Rail Travel:

- Booking cruises and luxury voyages for customers interested in sea travel.

- Facilitating bookings for scenic train journeys or railway travel experiences.

6) Travel Insurance:

- Offering travel insurance options to cover unforeseen events, cancellations, and emergencies during the trip.

7) Visa and Documentation Assistance:

- Providing guidance on visa requirements and assisting with the documentation process for international travel.

8) Corporate Travel Services:

- Catering to the travel needs of corporate clients, including business travel arrangements, conference bookings, and incentive trips.

9) Adventure and Specialty Travel:

- Arranging adventure travel experiences such as trekking, safaris, and other specialized activities.

- Catering to niche markets, including eco-tourism, wellness retreats, and cultural immersion programs.

10) Event and Group Travel:

- Handling travel arrangements for group events, conferences, weddings, and other special occasions.

- Coordinating logistics for group travel, including accommodations, transportation, and activities.

11) Educational Tours:

- Organizing educational and study tours for schools, colleges, and universities.

- Providing cultural exchange programs and field trips.

12) Technology-Based Services:

- Offering online booking platforms and mobile applications for customers to plan and manage their trips.

- Providing virtual or augmented reality experiences for destination previews.

13) Customer Support and Assistance:

- Offering 24/7 customer support for booking assistance, itinerary changes, and emergency support during travel.

14) Destination Expertise:

- Providing destination information, travel guides, and personalized recommendations to enhance the overall travel experience.

15) Travel Accessories and Essentials:

- Offering travel-related products such as luggage, travel accessories, and travel insurance.

3.2.4 STRATEGIES – BUSINESS, PRICING & MANAGEMENT

BUSINESS STRATEGIES

Travel agencies adopt various business strategies to stay competitive, attract customers, and ensure sustainable growth in the dynamic travel industry Some business strategies adopted by travel agency are online presence and booking platforms, multi-channel marketing, personalization and customization, partnerships and collaborations, customer loyalty programmes, technology integration, sustainable and responsible tourism, etc.

PRICING STRATEGIES

Travel agencies employ various pricing strategies to attract customers, remain competitive, and optimize revenue. The choice of pricing strategy depends on factors such as the target market, the type of travel agency, the nature of the services offered, and the competitive landscape. Some pricing strategies adopted by travel agency are dynamic pricing, bundling pricing, early booking discounts, last-minute deals, negotiated rates, seasonal pricing, group discounts, etc.

MANAGEMENT STRATEGIES

Effective management strategies are crucial for the success and sustainability of travel agencies. Some management strategies adopted by travel agency are customer relationship management, strategic partnerships, diversification of services, data security and privacy, cost management and efficiency, customer feedback and continuous improvement, risk management, etc.

3.2.5 SWOT ANALYSIS OF THE COMPANY

STRENGTHS	WEAKNESSES
➢ Accommodation services ➢ Economic growth ➢ Transportation options ➢ Diverse culture	➢ Lack of transparency ➢ High turnover rate ➢ Seasonality ➢ Limited customer feedback
OPPORTUNITIES	THREATS
➢ Personalization ➢ Smooth transactions ➢ Eco friendly approach ➢ Exciting locations	➢ Competitive market ➢ Visa restrictions ➢ Changing consumer behavior ➢ Environmental concerns

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 RESEARCH METHODOLOGY

Research methodology refers to the systematic process used by researchers to design, conduct, and analyse a study.

4.1.1 STATEMENT OF THE PROBLEM

This study is titled "A study on customer satisfaction with special reference to Akbar Travels of India Pvt Ltd." The study was carried out at Akbar Travels, Cochin. The main intentions of the study are to examine how satisfied customers are along with analysing the various services offered by Akbar Travels to attain customer satisfaction and retention.

4.1.2 RESEARCH DESIGN

A research design is the blueprint or plan that outlines the structure, process, and strategies used to conduct a research study. It provides a structure for collecting, analysing, and interpreting data in order to find answers to research questions or test hypotheses. The three types of research designs are Exploratory research design, Descriptive & diagnostic research design, and Experimental research design.

The type of research design used in this study is **Descriptive research design.** Descriptive research design is a research design which aims to get information to systematically describe a phenomenon, situation, or population. Under descriptive research design, data are collected through observation, interview or questionnaire method.

4.1.3 SAMPLE DESIGN

The method used to select the sample for this study is **Simple Random Sampling method.**

It is a sample selected from a population in such a way that every member of the population has an equal chance of being selected and selection of any individual does not influence the selection of any other.

POPULATION

A population refers to the entire group of individuals, objects, events, or other elements that have a characteristics or attribute of interest. Sample refers to the subset of a population selected to participate in a research study. The goal of research is to make inferences about the population based on a sample.

SAMPLING TECHNIQUE

The techniques used to select a sample from a population are referred to as sampling techniques. The topic being studied, the type of data being collected, the population size, and the resources available for the study are all factors influencing the sampling technique that is used. The sampling method used for the study is random sampling.

SAMPLE SIZE

The sample size refers to the number of elements that are selected from a population for the purpose of conducting research. The sample size is an important consideration in the research process, as it affects the precision and accuracy of the results obtained.

The sample size selected for the present study is 10% of 600 customers, that is 60.

4.1.4 DATA COLLECTION DESIGN

The preparation and implementation of data collection methods for a specific project or research endeavour is referred to as data collection design. It involves making decisions about the methods, tools, and procedures used to collect information from participants or sources. The goal is to ensure that the collected data is accurate, reliable, and relevant to the research questions or objectives.

Close – ended questions ask respondents to choose from a predefined set of responses, typically one – word answers such as "yes/no," "true/ false", or a set of multiple – choice questions.

Likert scale is a type of questions that uses a 5 or 7 – point scale, sometimes referred to as a satisfaction scale that ranges from one extreme attitude to another. The 5-point Likert scale is a global scale with 5 answer options which has two utmost poles and a neutral option linked with intermediate answer options. For example, strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.

DATA SOURCES

Both primary and secondary data was collected for achieving the main objectives of the study.

Primary data – It is the original data collected directly from the source for a specific research or investigation. This data was collected directly from the source and hasn't been published or examined by anybody else before. There are various methods of collecting primary data, including surveys, interviews, experiments, observations, and more.

Secondary data - It is data that already exists and has been previously gathered for a different research study, business purpose, government report, or any other non-research-related activity. Secondary data can be collected from various sources like books, magazines or internet.

DATA COLLECTION TOOLS

The data collection tools used for this study is **Questionnaire method** and **Observation method.** A questionnaire is a research tool that consists of a set of questions and possible responses printed or typed in a predefined order. A self – prepared questionnaire was prepared which includes both close- ended questions and 5-point Likert scale with 5 answer options.

DATA ANALYSIS TOOL

Tables and charts are created from the data collected. The percentages were calculated and analysis was done using straightforward **percentage method**. There includes analysis, a range of suggestions, and conclusions. With the aid of several tools like percentages, tabulation and charts, the data is analysed and interpreted.

4.2 ANALYSIS AND INTERPRETATION

The sample chosen consisted of 60 respondents. The survey was conducted in Akbar Travels of India Pvt Ltd. The questionnaire includes both demographic factors and independent variables.
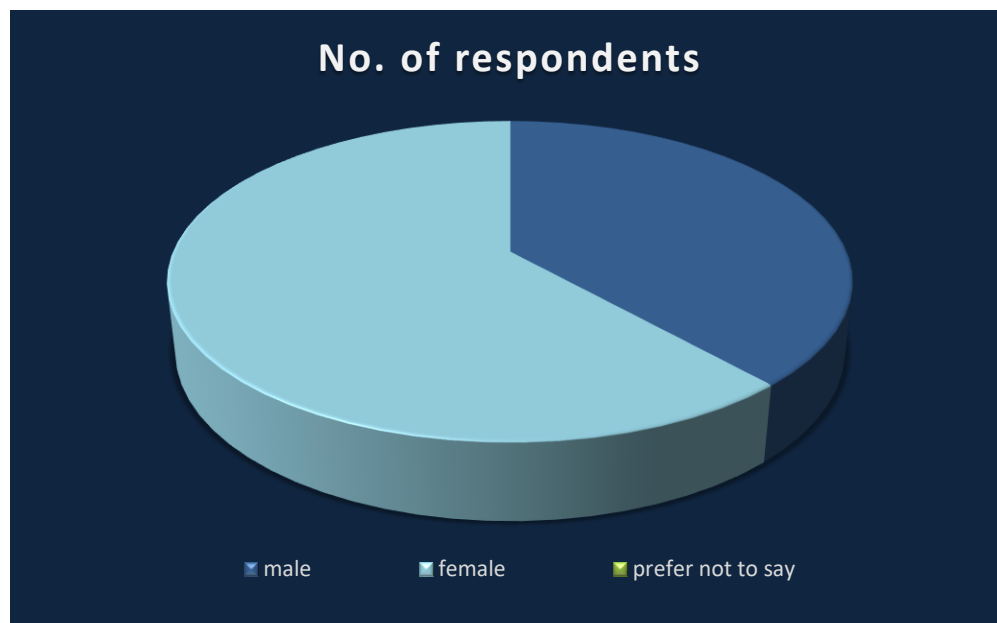
GENDER OF THE CUSTOMERS

TABLE NO. 1

The table showing gender of the customers of Akbar travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Male	23	38.3
Female	37	61.7
Prefer not to say	0	0
Total	**60**	**100**

CHART NO. 1

The chart showing gender of the customers of Akbar travels.

INTERPRETATION:

In Akbar Travels, 61.7% of respondents were females and 38.3% were male.
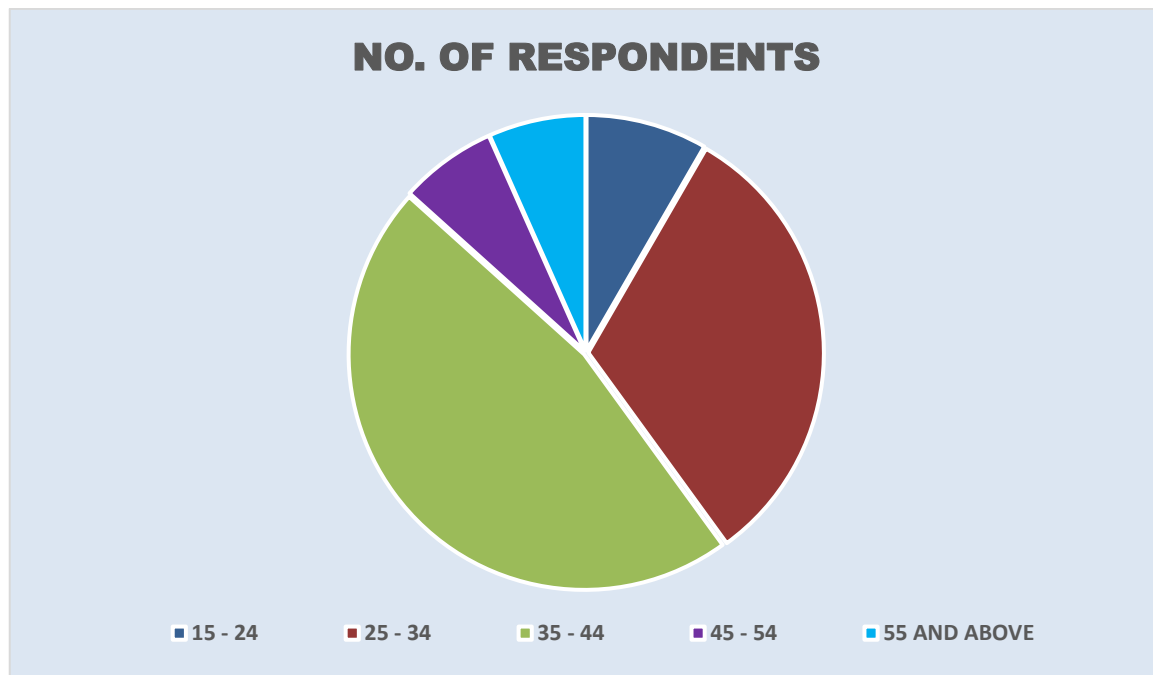
AGE OF THE CUSTOMERS

TABLE NO. 2

The table showing age of the customers of Akbar travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
15 - 24	5	8.3
25 - 34	19	31.6
35 - 44	28	46.6
45 - 54	4	6.6
55 and above	4	6.6
Total	**60**	**100**

CHART NO. 2

The chart showing age of the customers of Akbar travels.

INTERPRETATION:

The above data indicated that majority of respondents in Akbar Travels belong to age group of 35– 44 by constituting 46.6%. 31.6% of respondents were of the age group 25 – 34. 8.3% of respondents were of the age group 15 – 24. 6.6% of respondents were of the age group 45 – 54. The remaining respondents were of the age 55 and above.
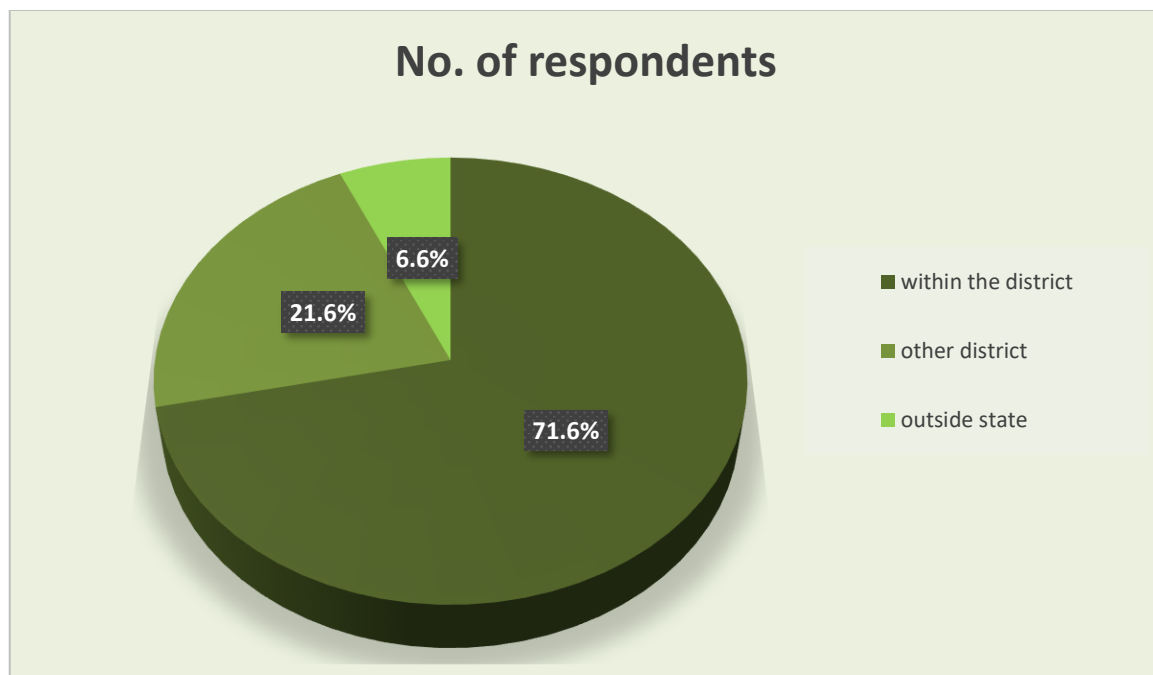
PLACE OF THE CUSTOMERS

TABLE NO. 3

The table showing place of the customers of Akbar travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Within the district	43	71.6
Other district	13	21.6
Outside state	4	6.6
Total	**60**	**100**

CHART NO. 3

The chart showing place of the customers of Akbar travels.

INTERPRETATION:

The above data indicated that majority of respondents in Akbar Travels are within the same district by constituting 71.6%. 21.6% of the respondents were from other districts. The remaining 6.6% were from outside the state.
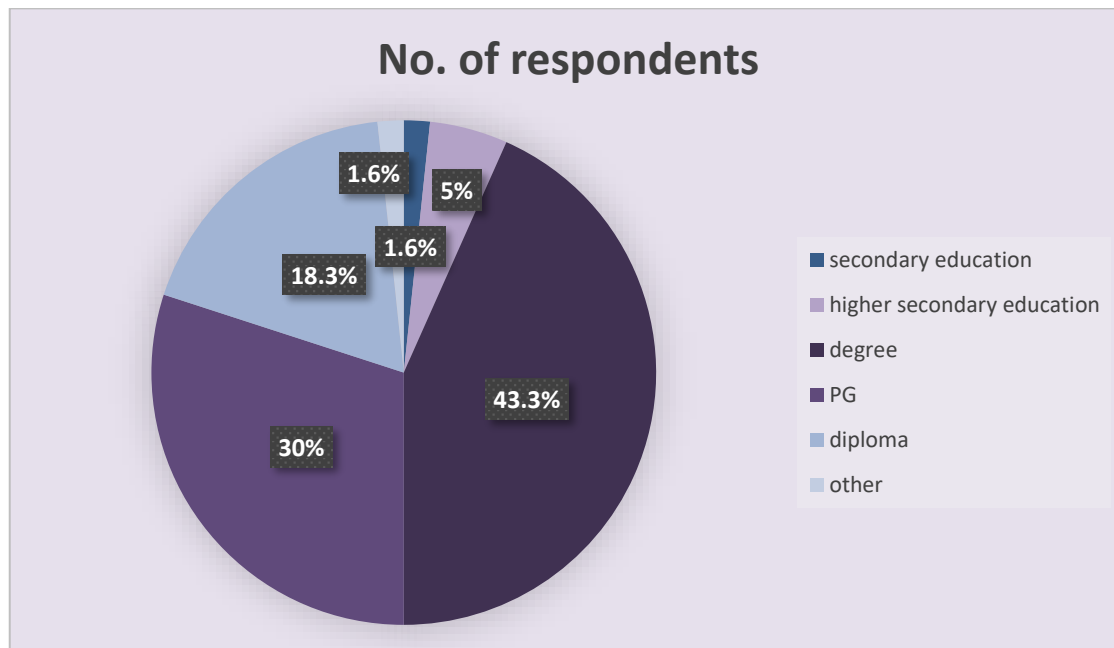
EDUCATION LEVEL OF THE CUSTOMERS

TABLE NO. 4

The table showing education level of the customers of Akbar travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Secondary education	1	1.6
Higher secondary education	3	5
Degree	26	43.3
PG	18	30
Diploma	11	18.3
Other	1	1.6
Total	**60**	**100**

CHART NO. 4

The chart showing education level of the customers of Akbar travels.

INTERPRETATION:

In Akbar Travels, 43.3% of respondents have Degree as their educational qualification. 30% of respondents have PG. 18.3% of respondents have Diploma. 5% of respondents have attained higher secondary education. 1.6% of respondents have secondary education. The remaining 1.6% of respondents have other certifications.

REASONS FOR CHOOSING AKBAR TRAVELS

TABLE NO. 5

The table showing the reasons for choosing Akbar Travels over other agencies:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Personal experience with agency	14	23.3
A recommendation	28	46.6
Advertisement	10	16.6
Prices offered	3	5
The reputation of agency	5	8.3
Other	0	0
Total	**60**	**100**

CHART NO. 5

The chart showing the reasons for choosing Akbar Travels over other agencies:
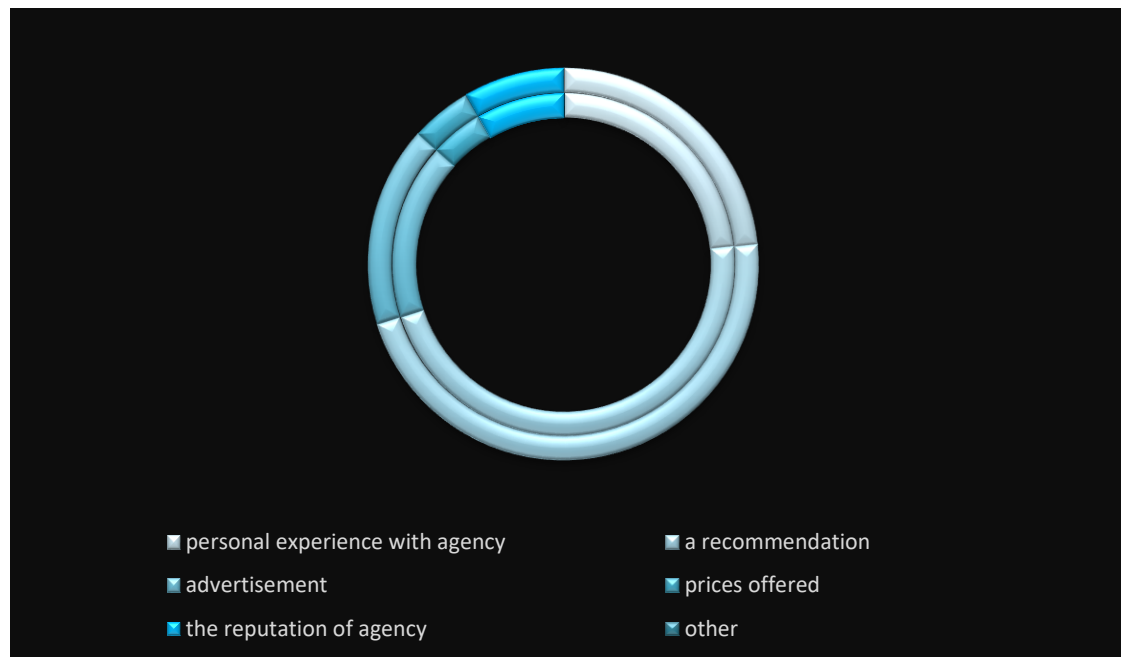
INTERPRETATION:

The above data indicates that 46.6% of respondents chose Akbar Travels due to recommendations from others. 23.3% of respondents chose Akbar travels from their own personal experience with the agency. 16.6% of respondents chose this agency due to advertisement. 8.3% of customers chose Akbar travels because of the reputation of agency. The remaining 5% chose this agency due to the prices offered.

METHODS USED WHEN ORDERING FROM AGENCY

TABLE NO. 6

The table showing the methods used by customers when ordering from Akbar Travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
In person	23	38.3
Online catalog	14	23.3
By telephone	15	25
Booked by someone else	8	13.3
other	0	0
Total	**60**	**100**

CHART NO. 6

The chart showing the methods used by customers when ordering from Akbar Travels:
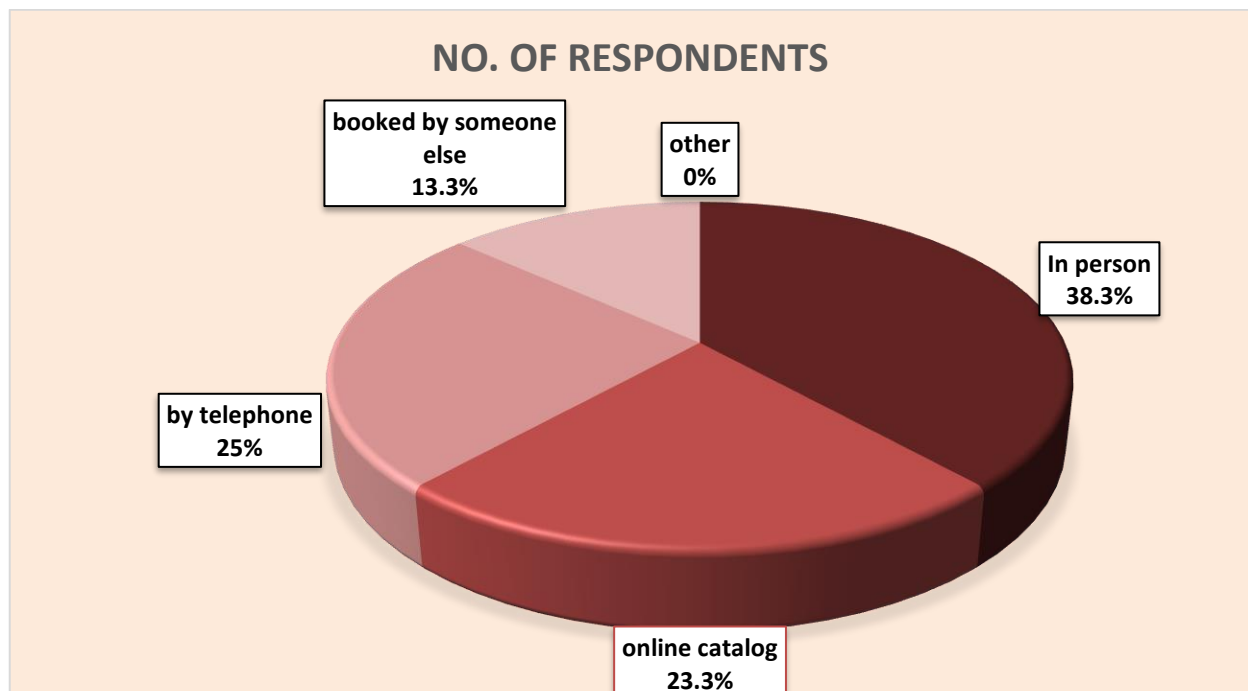
INTERPRETATION:

The above data indicates that 38.3% of respondents came in person for ordering from Akbar Travels. 23.3% of respondents used online catalog. 25% of respondents ordered by using telephones. And the remaining 13.3% of respondent's orders were booked by someone else.
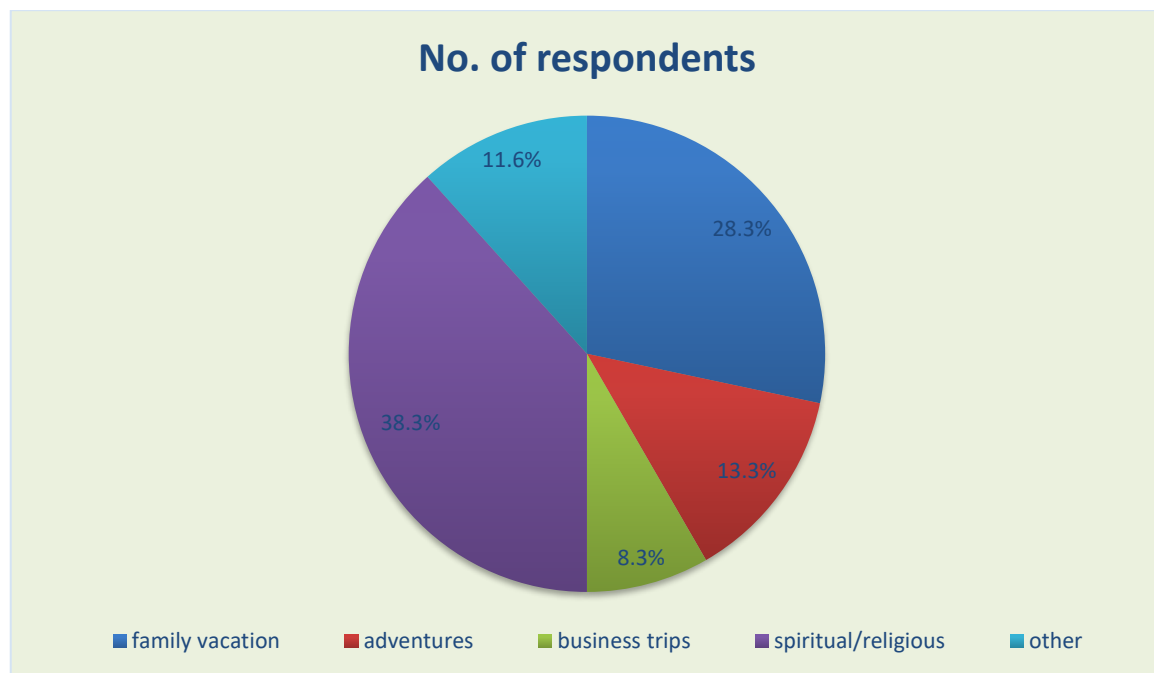
PURPOSE OF TRAVEL OF CUSTOMERS

TABLE NO. 7

The table showing the travel purpose of customers of Akbar Travels:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Family vacation	17	28.3
Adventures	8	13.3
Business trips	5	8.3
Spiritual/ religious	23	38.3
other	7	11.6
Total	**60**	**100**

CHART NO. 7

The chart showing the travel purpose of customers of Akbar Travels:

INTERPRETATION:

The above data indicates that the purpose of travel of 38.3% of respondents was spiritual/religious trip. 28.3% of respondent's travel purpose was family vacation. 13.3% of respondents chose Akbar travels for adventurous trips. 8.3% of respondents went for business trips. And the remaining 11.6% of respondents travelled for several other purposes.
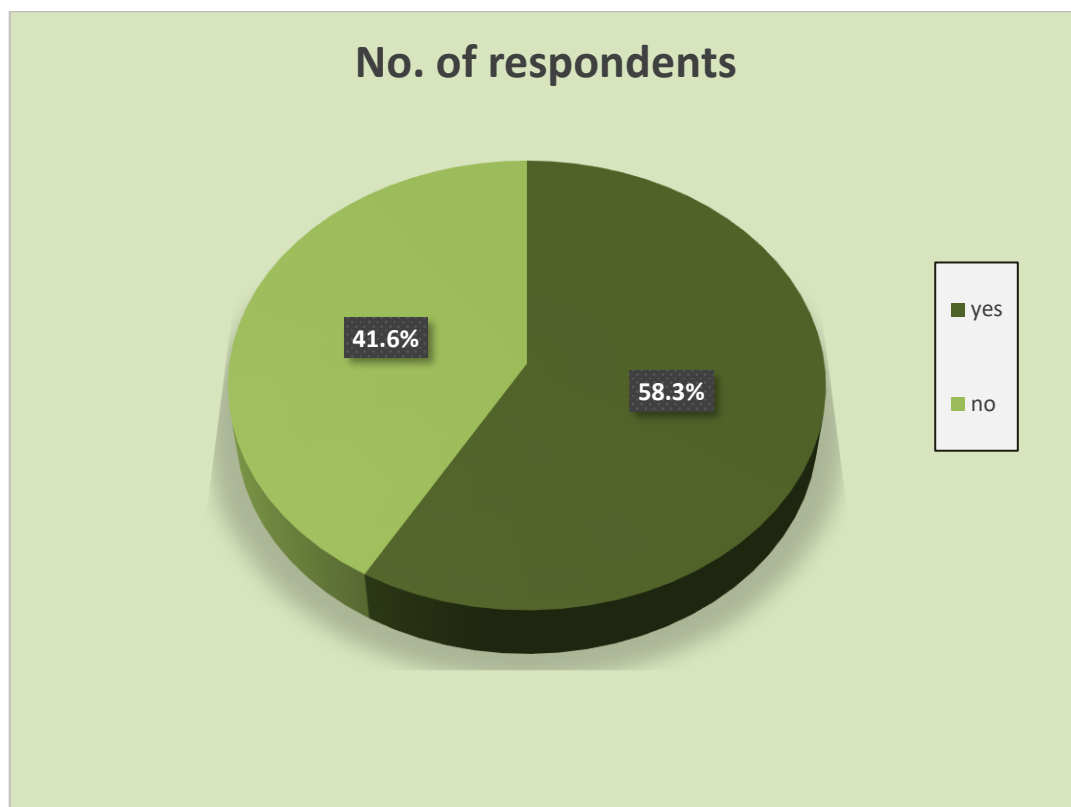
NATURE OF TRAVELLING OF CUSTOMERS

TABLE NO. 8

The table showing whether customers of Akbar travels have travelled internationally or not:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	35	58.3
No	25	41.6
Total	**60**	**100**

CHART NO. 8

The chart showing whether customers of Akbar travels have travelled internationally or not:

INTERPRETATION:

The above data indicates that in Akbar Travels, 58.3% of respondents have travelled internationally. And the remaining 41.6% of respondents have not travelled internationally.
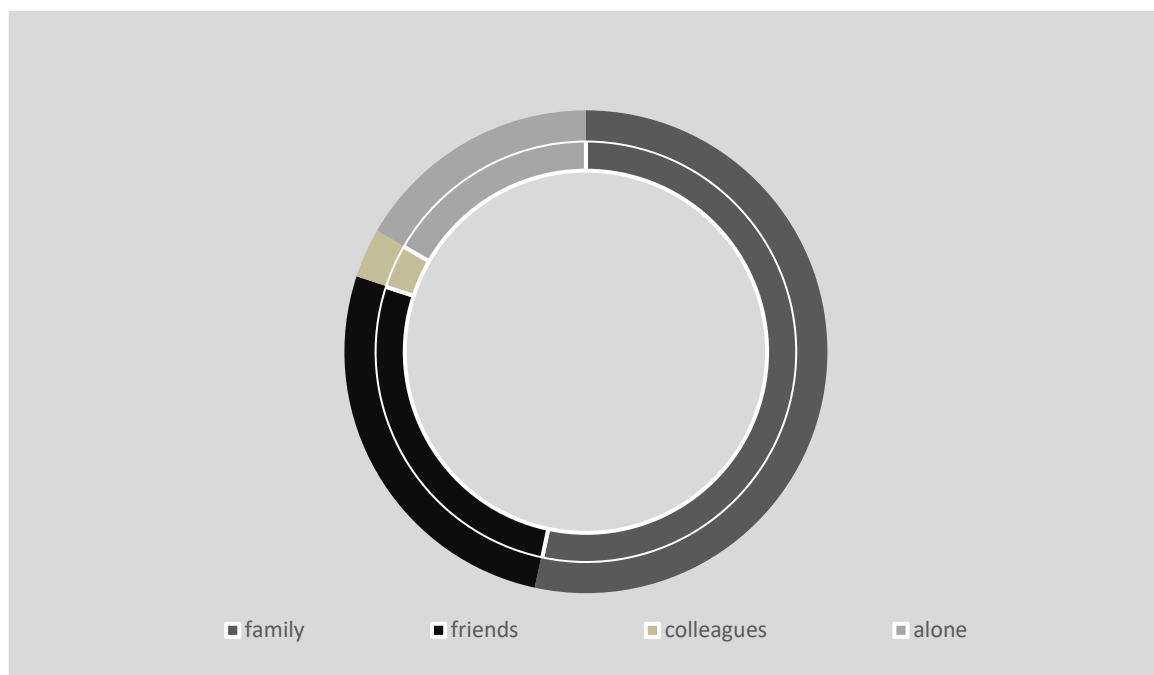
WITH WHOM DOES THE RESPONDENTS TRAVEL MOST OFTEN

TABLE NO. 9

The table showing with whom does respondents travel most often with:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Family	32	53.3
Friends	16	26.6
Colleagues	2	3.3
Alone	10	16.6
Total	**60**	**100**

CHART NO. 9

The chart showing with whom does respondents travel most often with:

■ family   ■ friends   □ colleagues   □ alone

INTERPRETATION:

The above data indicates that in Akbar Travels, majority of the respondents travel with their family often by constituting 53.3%. 26.6% of the respondents travel with their friends. 16.6% of the respondents travel alone, and the remaining 3.3% of respondents travel with their colleagues.

IMPORTANCE OF COST

TABLE NO. 10

The table showing the importance of cost when choosing a vacation destination:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Extremely important	23	38.3
Very important	18	30
Moderately important	14	23.3
Slightly important	2	3.3
Not at all important	3	5
Total	**60**	**100**

CHART NO. 10

The chart showing the importance of cost when choosing a vacation destination:
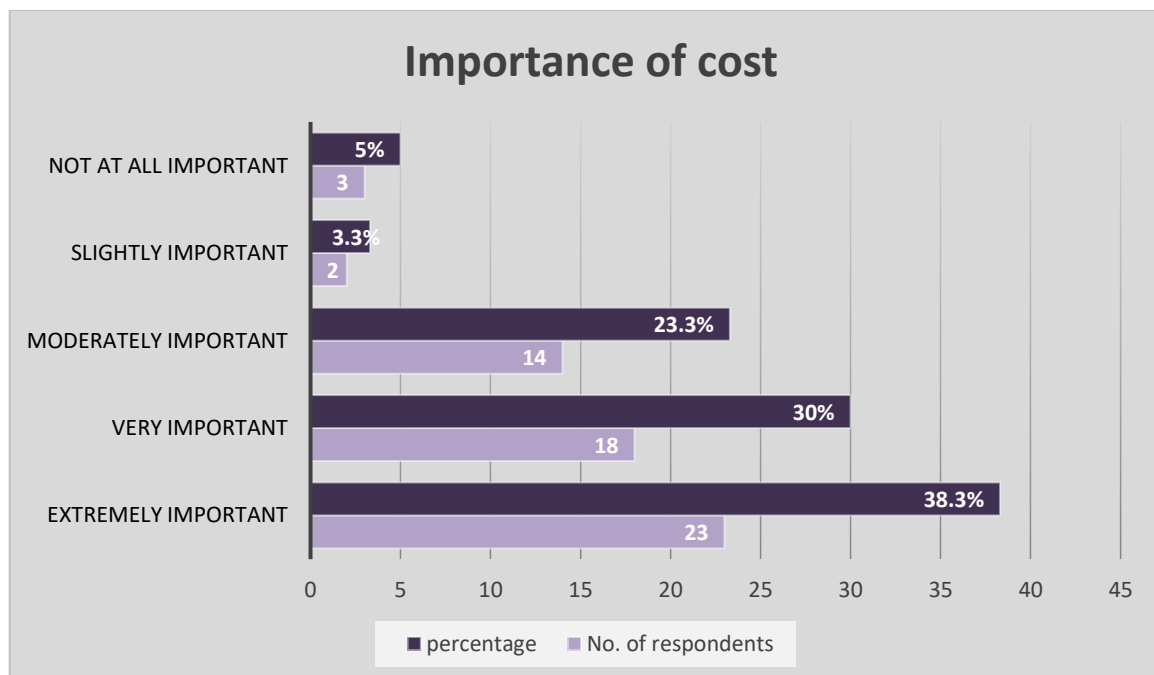
INTERPRETATION:

The above data indicates that in Akbar Travels, 38.3% of respondents consider cost as extremely important factor when choosing a tour destination. 30% of respondents consider cost as very important factor. 23.3% of respondents consider cost as moderately important factor. 3.3% of respondents consider cost as slightly important factor. The remaining 5% considers cost as not at all important factor.
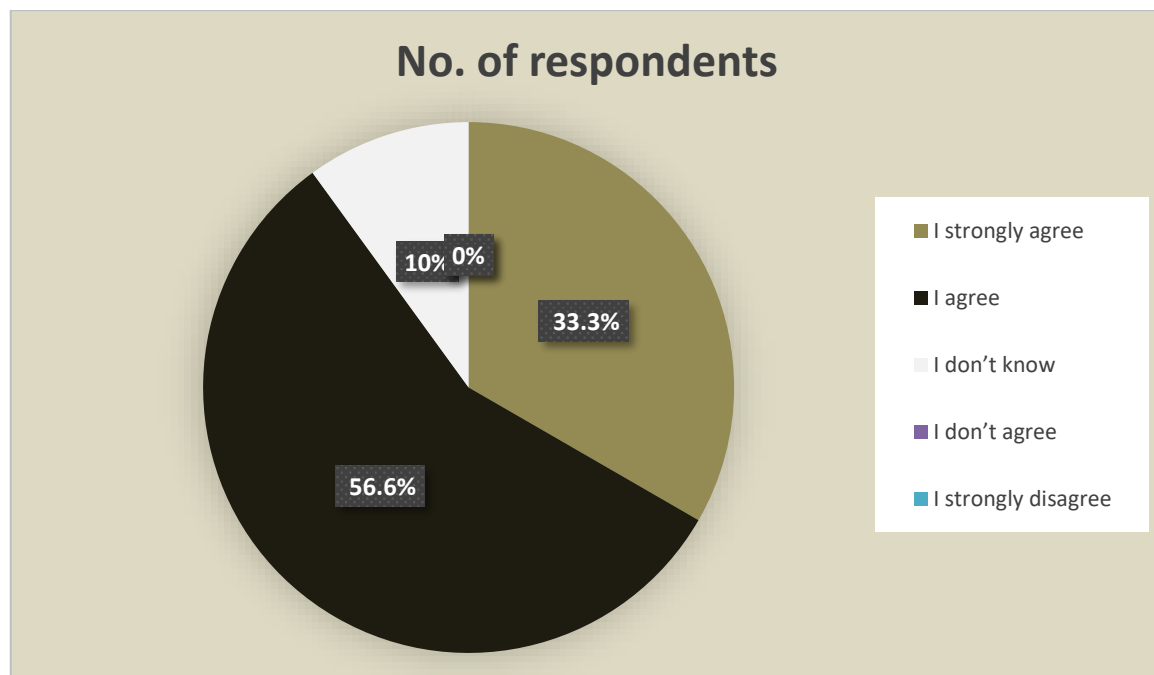
PROFESSIONALISM OF SALES AGENT

TABLE NO. 11

The table showing whether the sales agent was professional:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
I strongly agree	20	33.3
I agree	34	56.6
I don't know	6	10
I don't agree	0	0
I strongly disagree	0	0
Total	**60**	**100**

CHART NO. 11

The chart showing whether the sales agent was professional:

INTERPRETATION:

The above data indicates that in Akbar Travels, 33.3% of respondents strongly agree that sales agent was professional. 56.6% of respondents agree that sales agent was professional. 10% of respondents don't know whether the sales agent was professional or not.
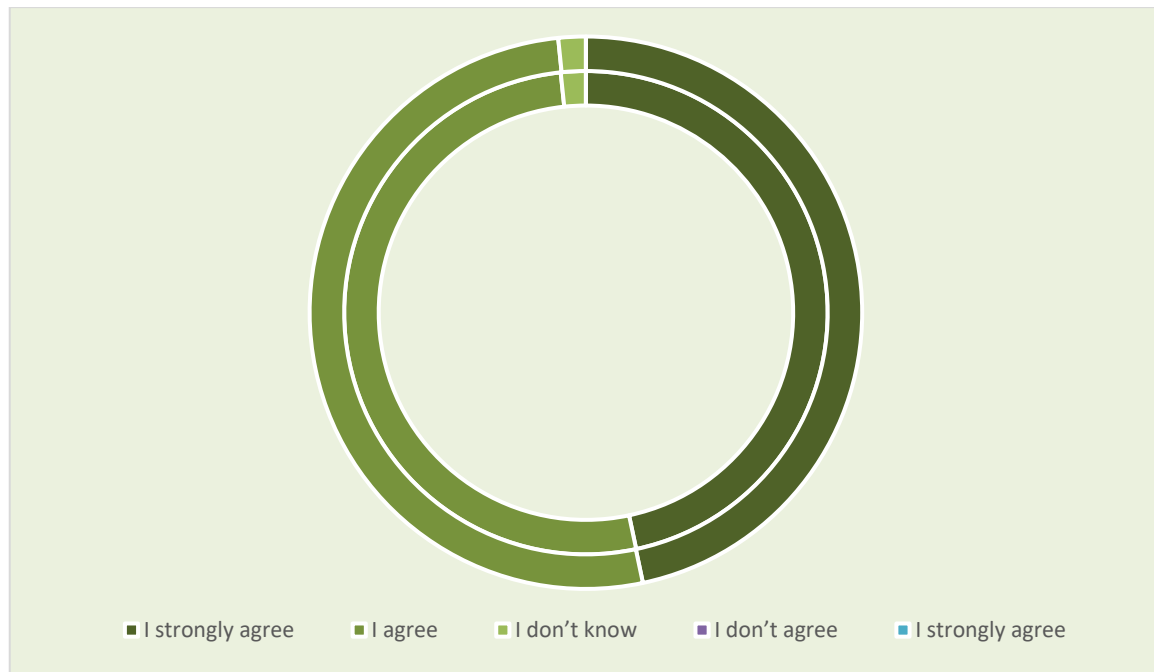
NATURE OF SALES AGENT

TABLE NO. 12

The table showing whether the sales agent was friendly and helpful:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
I strongly agree	28	46.6
I agree	31	51.6
I don't know	1	1.6
I don't agree	0	0
I strongly disagree	0	0
Total	**60**	**100**

CHART NO. 12

The chart showing whether the sales agent was friendly and helpful:

■ I strongly agree ■ I agree ■ I don't know ■ I don't agree ■ I strongly agree

INTERPRETATION:

The above data indicates that in Akbar Travels, 46.6% of respondents strongly agree that sales agent was friendly and helpful. 51.6% of respondents agree that sales agent was friendly and helpful. 1.6 % of respondents don't know whether the sales agent was friendly or not.
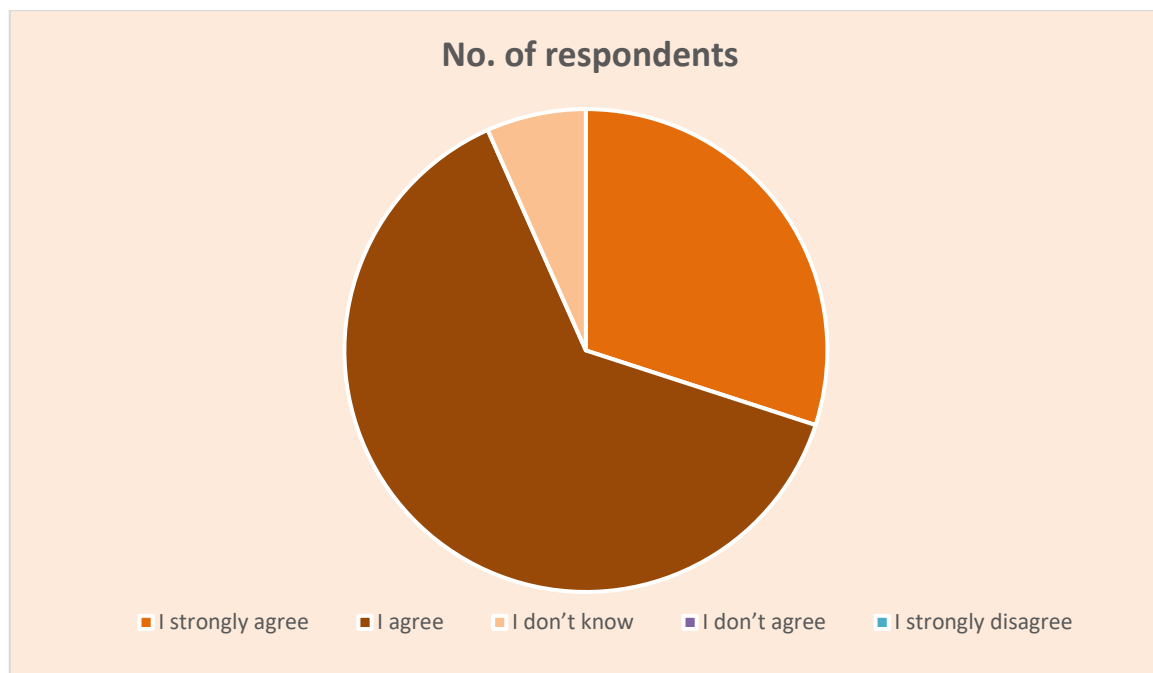
INFORMATIONS PROVIDED BY SALES AGENT

TABLE NO. 13

The table showing whether the sales agent provided necessary informational materials:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
I strongly agree	18	30
I agree	38	63.3
I don't know	4	6.6
I don't agree	0	0
I strongly disagree	0	0
Total	**60**	**100**

CHART NO. 13

The chart showing whether the sales agent provided necessary informational materials:

INTERPRETATION:

The above data indicates that in Akbar Travels, 30% of respondents strongly agree that sales agent provided necessary informational materials. 63.3% of respondents agree that sales agent provided necessary informational materials. 6.6 % of respondents don't know whether the sales agent provided necessary informational materials.
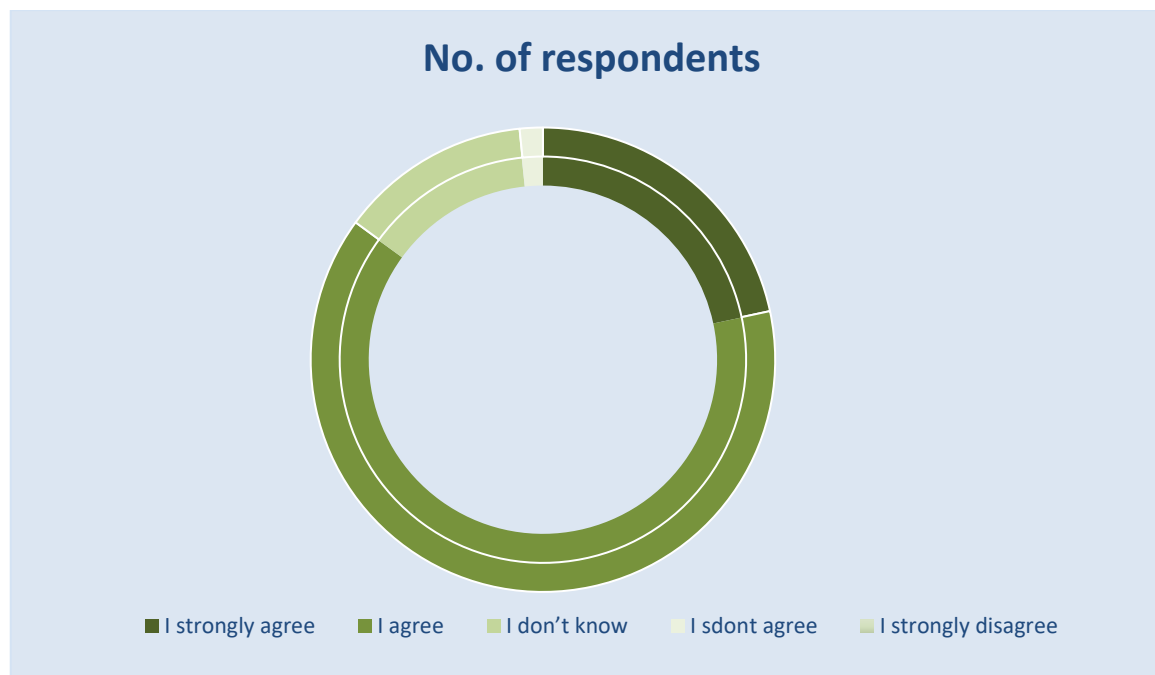
SALES AGENT CATERED INSTINCTIVELY TO THE NEEDS

TABLE NO. 14

The table showing whether the sales agent catered instinctively to the customer's needs:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
I strongly agree	13	21.6
I agree	38	63.3
I don't know	8	13.3
I don't agree	1	1.6
I strongly disagree	0	0
Total	**60**	**100**

CHART NO. 14

The chart showing whether the sales agent catered instinctively to the customer's needs:

No. of respondents

■ I strongly agree ■ I agree ■ I don't know ■ I sdont agree ■ I strongly disagree

INTERPRETATION:

The above data indicates that in Akbar Travels, 21.6% of respondents strongly agree that sales agent catered instinctively to their needs. 63.3% of respondents agree that sales agent catered instinctively to their needs. 13.3% of respondents don't know whether the sales agent catered instinctively.
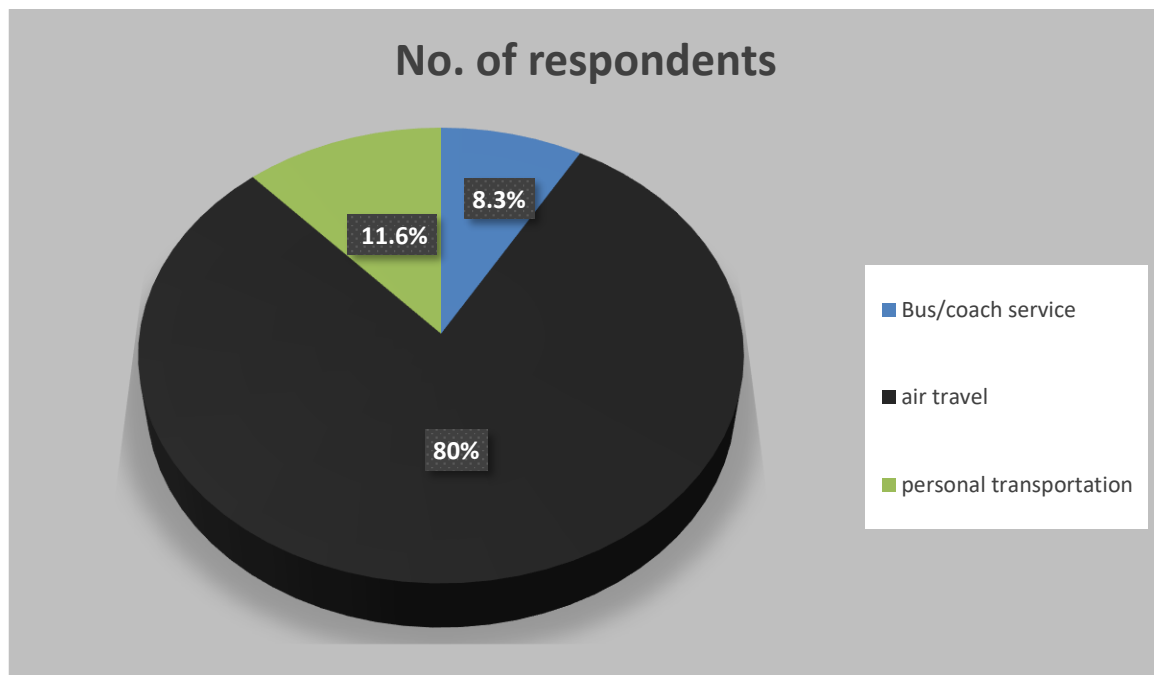
MODE OF TRAVEL

TABLE NO. 15

The table showing the mode of travel that the respondents chose:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Bus/ Coach service	5	8.3
Air travel	48	80
Personal transportation	7	11.6
Total	**60**	**100**

CHART NO. 15

The chart showing the mode of travel that the respondents chose:

INTERPRETATION:

The above data indicates that in Akbar Travels, 80% of respondents chose Air travel, 11.6% of respondents chose personal transportation (car, etc), and the remaining 8.3% of respondents chose bus/coach services.
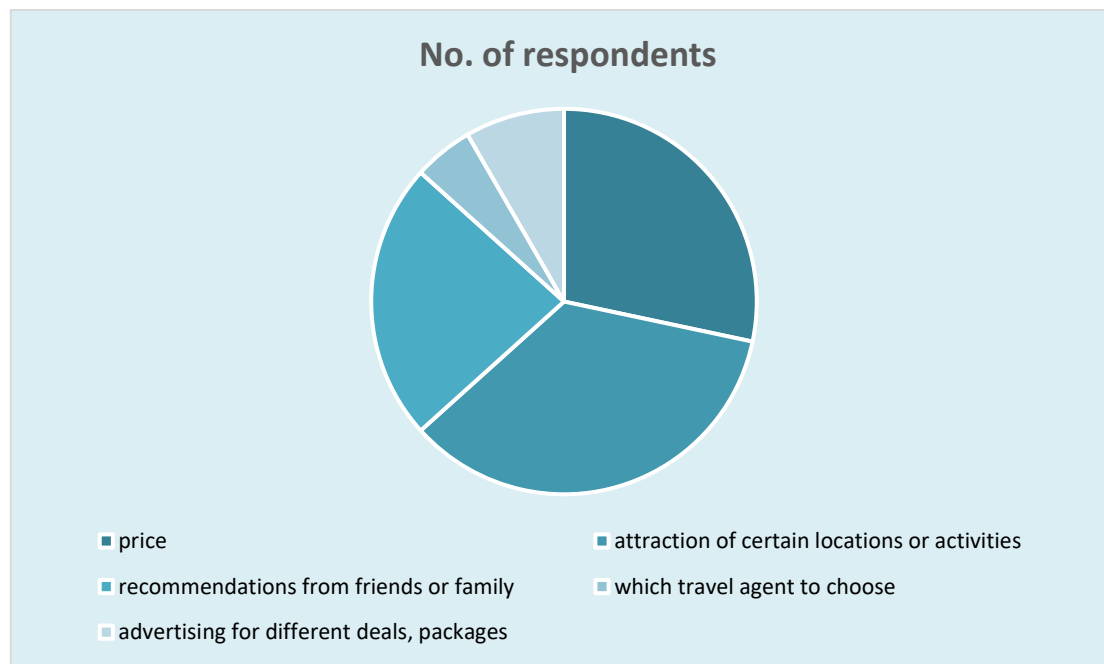
FIRST CONSIDERATION WHEN PURCHASING A HOLIDAY

TABLE NO. 16

The table showing the first consideration of customers when purchasing a holiday:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Price	17	28.3
Attraction of certain locations or activities	21	35
Recommendations from friends or family	14	23.3
Which travel agent to choose	3	5
Advertising for different deals, packages	5	8.3
Total	**60**	**100**

CHART NO. 16

The chart showing the first consideration of customers when purchasing a holiday:

INTERPRETATION:

The above data indicates that in Akbar Travels, 28.3% of respondent's first consideration when purchasing a holiday is price. 35% of respondents consider attraction of certain locations or activities as their first consideration. 23.3% of respondents consider recommendations from others. 5% of respondents consider which travel agent to choose. The remaining 8.3% of respondents consider advertisements of different deals, packages and offers.
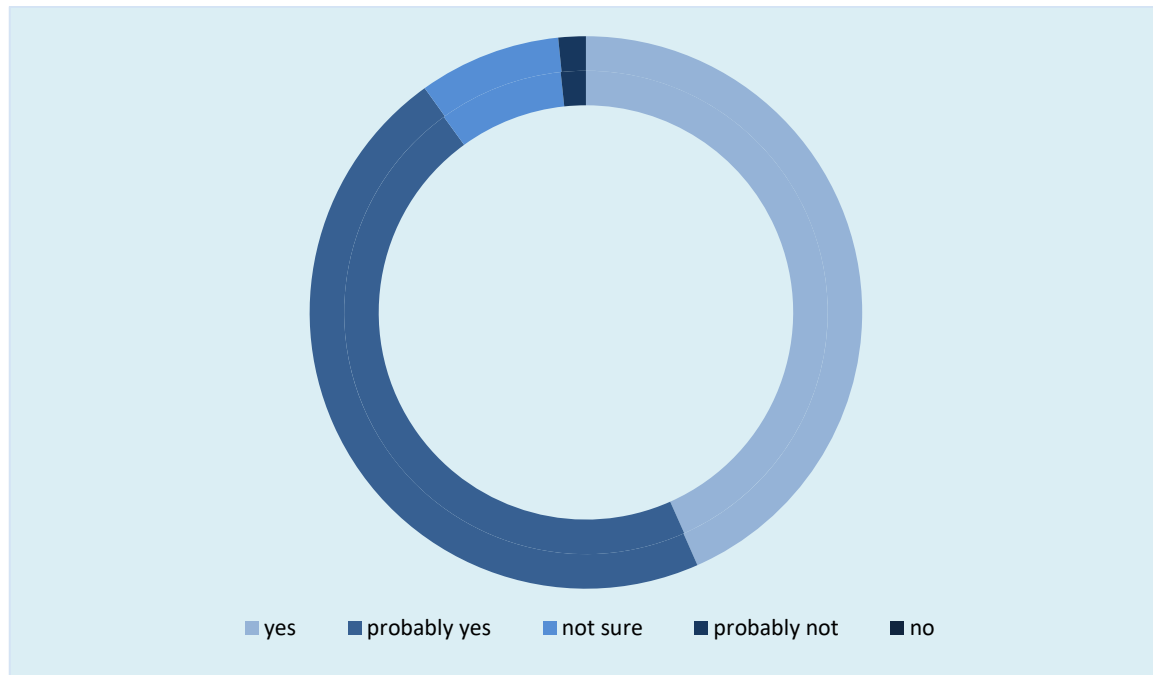
SATISFACTION WITH THE PACKAGE OFFERED

TABLE NO. 17

The table showing the satisfaction of customers with the package offered:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	26	43.3
Probably yes	28	46.6
Not sure	5	8.3
Probably Not	1	1.6
No	0	0
Total	**60**	**100**

CHART NO. 17

The chart showing the satisfaction of customers with the package offered:

yes   probably yes   not sure   probably not   no

INTERPRETATION:

The above data indicates that in Akbar Travels, 43.3% of respondents are satisfied with the package offered by the agency. 46.6% of respondents are probably satisfied. 8.3% of respondents are not sure about it. 1.6% of respondents are probably not satisfied with the package offered by the agency.
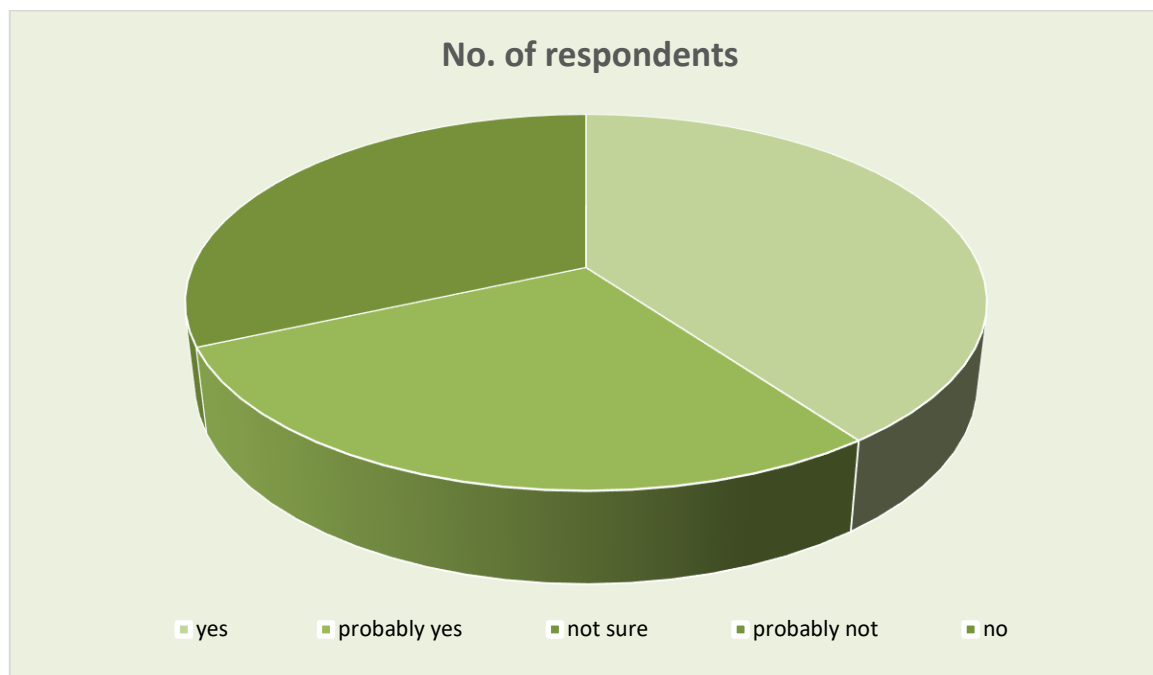
SATISFACTION WITH ONLINE WEBSITE

TABLE NO. 18

The table showing the satisfaction of customers with the online website:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	24	40
Probably yes	17	28.3
Not sure	19	31.6
Probably Not	0	0
No	0	0
Total	**60**	**100**

CHART NO. 18

The chart showing the satisfaction of customers with the online website:

INTERPRETATION:

The above data indicates that in Akbar Travels, 40% of respondents are satisfied with the online website of the agency. 28.3% of respondents are probably satisfied. 31.6% of respondents are not sure about it.

OPINIONS ON CHOOSING THE AGENCY IN FUTURE

TABLE NO. 19

The table showing the opinions of respondents on choosing Akbar travels in future:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	23	38.3
Probably yes	30	50
Not sure	7	11.6
Probably Not	0	0
No	0	0
Total	**60**	**100**

CHART NO. 19

The chart showing the opinions of respondents on choosing Akbar travels in future:
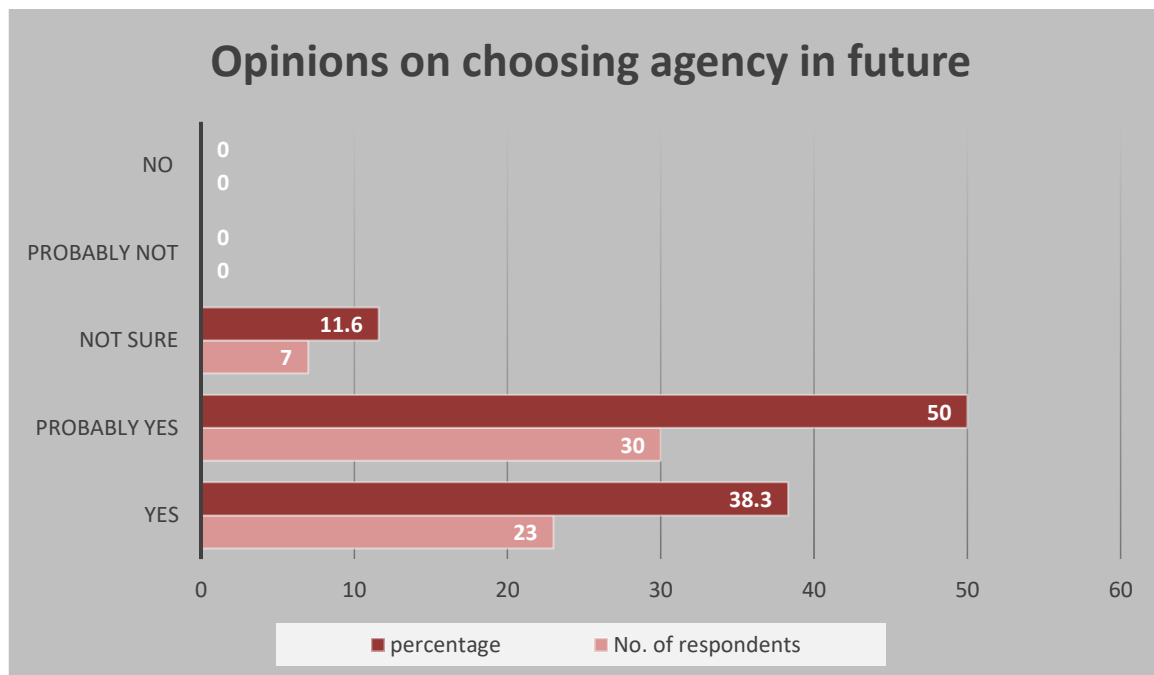
INTERPRETATION:

The above data indicates that in Akbar Travels, 38.3% of respondents will chose Akbar travels in the future. 50% of respondents may probably choose Akbar travels in future. 11.6% of respondents are not sure about it.

RATING THE OVERALL EXPERIENCE WITH THE AGENCY

TABLE NO. 20

The table showing the ratings of overall experience of respondents with the agency:

OPINIONS	NO. OF RESPONDENTS	PERCENTAGE
1 STAR	0	0
2 STAR	1	1.6
3 STAR	12	20
4 STAR	30	50
5 STAR	17	28.3
Total	**60**	**100**

CHART NO. 20

The chart showing the ratings of overall experience of respondents with the agency:
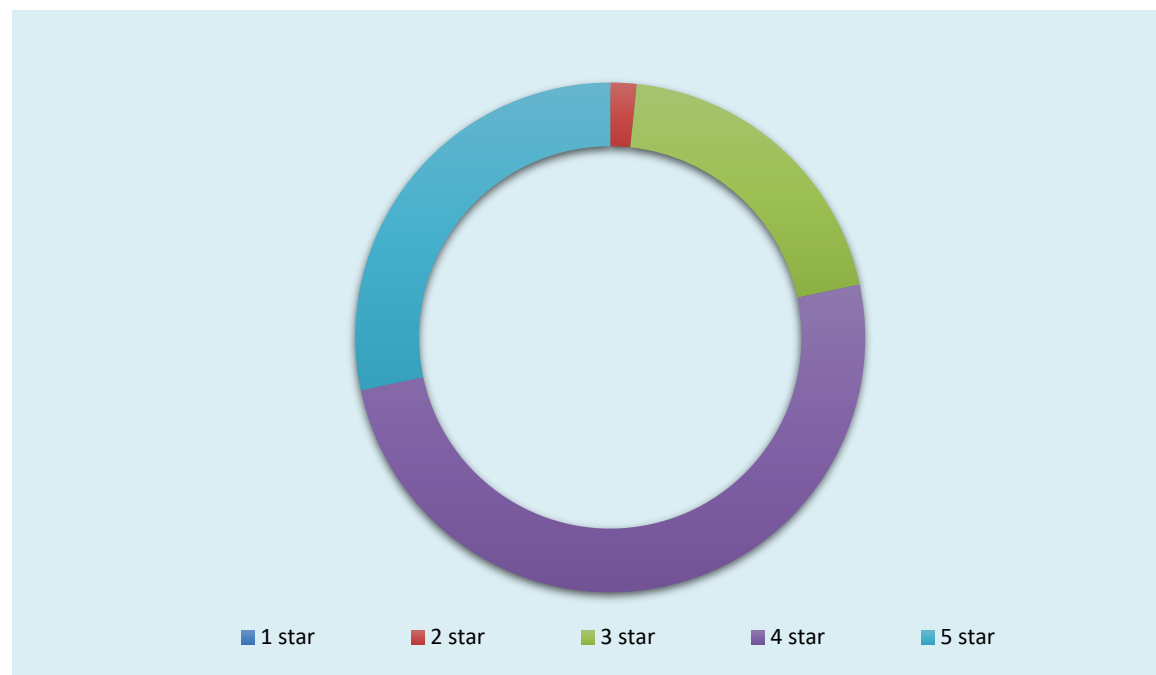
INTERPRETATION:

In Akbar Travels, 28.3% of respondents have rated 5 Star for their overall experience with the agency. 50% of respondents rated 4 Star. 20% of respondents rated 3 Star. The remaining 1.6% of respondents rated 2 Star.

CHAPTER – 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- Out of 60 respondents in Akbar Travels of India Pvt Ltd, 23 respondents were male constituting 38.3% and 37 respondents were female constituting 61.7%. Majority of the respondents in Akbar Travels were female.

- In Akbar Travels, out of 60 respondents, 8.3% of respondents were the age group of 15 – 24, 31.6% of respondents were the age group of 25 – 34. Majority of respondents, that is, 46.6% of respondents were the age group of 35 – 44. 6.6% of respondents were the age group of 45 – 54. The remaining respondents were of the age 55 and above.

- In Akbar Travels are within the same district by constituting 71.6%. 21.6% of the respondents were from other districts. The remaining 6.6% were from outside the state.

- In Akbar Travels, 43.3% of respondents have Degree as their educational qualification. 30% of respondents have PG. 18.3% of respondents have Diploma. 5% of respondents have attained higher secondary education. 1.6% of respondents have secondary education. The remaining 1.6% of respondents have other certifications.

- It is observed that 46.6% of respondents chose Akbar Travels due to recommendations from others. 23.3% of respondents chose Akbar travels from their own personal experience with the agency. 16.6% of respondents chose this agency due to advertisement. 8.3% of customers chose Akbar travels because of the reputation of agency. The remaining 5% chose this agency due to the prices offered.

- 38.3% of respondents came in person for ordering from Akbar Travels. 23.3% of respondents used online catalog. 25% of respondents ordered by using telephones. And the remaining 13.3% of respondent's orders were booked by someone else.

- The purpose of travel of 38.3% of respondents was spiritual/religious trip. 28.3% of respondent's travel purpose was family vacation. 13.3% of respondents chose Akbar travels for adventurous trips. 8.3% of respondents went for business trips. And the remaining 11.6% of respondents travelled for several other purposes.

- In Akbar Travels, 58.3% of respondents have travelled internationally. And the remaining 41.6% of respondents have not travelled internationally. Majority of respondents have travelled internationally.

- In Akbar Travels, majority of the respondents travel with their family often by constituting 53.3%. 26.6% of the respondents travel with their friends. 16.6% of the respondents travel alone, and the remaining 3.3% of respondents travel with their colleagues.

- In Akbar Travels, 38.3% of respondents consider cost as extremely important factor when choosing a tour destination. 30% of respondents consider cost as very important factor. 23.3% of respondents consider cost as moderately important factor. 3.3% of respondents consider cost as slightly important factor. The remaining 5% considers cost as not at all important factor.

- 33.3% of respondents strongly agree that sales agent was professional. 56.6% of respondents agree that sales agent was professional. 10% of respondents don't know whether the sales agent was professional or not.

- In Akbar Travels, 46.6% of respondents strongly agree that sales agent was friendly and helpful. 51.6% of respondents agree that sales agent was friendly and helpful. 1.6 % of respondents don't know whether the sales agent was friendly or not.

- 30% of respondents in Akbar Travels strongly agree that sales agent provided necessary informational materials. 63.3% of respondents agree that sales agent provided necessary informational materials. 6.6 % of respondents don't know whether the sales agent provided necessary informational materials.

- In Akbar Travels, 21.6% of respondents strongly agree that sales agent catered instinctively to their needs. 63.3% of respondents agree that sales agent catered instinctively to their needs. 13.3% of respondents don't know whether the sales agent catered instinctively.

- In Akbar Travels, 80% of respondents chose Air travel, 11.6% of respondents chose personal transportation (car, etc), and the remaining 8.3% of respondents chose bus/coach services.

- In the agency, 28.3% of respondent's first consideration when purchasing a holiday is price. 35% of respondents consider attraction of certain locations or activities as their first consideration. 23.3% of respondents consider recommendations from others. 5% of respondents consider which travel agent to choose. The remaining 8.3% of respondents consider advertisements of different deals, packages and offers.

- 43.3% of respondents are satisfied with the package offered by the agency. 46.6% of respondents are probably satisfied. 8.3% of respondents are not sure about it. 1.6% of respondents are probably not satisfied with the package offered by the agency.

- 40% of respondents are satisfied with the online website of the agency. 28.3% of respondents are probably satisfied. 31.6% of respondents are not sure about it.

- In Akbar Travels, 38.3% of respondents will chose Akbar travels in the future. 50% of respondents may probably choose Akbar travels in future. 11.6% of respondents are not sure about it.

- In Akbar Travels, 28.3% of respondents have rated 5 Star for their overall experience with the agency. 50% of respondents rated 4 Star. 20% of respondents rated 3 Star. The remaining 1.6% of respondents rated 2 Star.

SUGGESTIONS

- The agency's website can be updated with the latest travel and tourism trends so that the customers can get awareness about it.

- By hiring experienced employees, the organisation could expand its workforce.

- The agency could seek and promote customer feedback which helps the agency to improve it's functioning. Conduct regular surveys to gather feedback on services, identifying areas for improvement.

- The agency should promote budget friendly packages for best locations which can attract the customers.

- Overall customer satisfaction shall be measured in regular intervals.

- Make sure the website is easy to navigate and has clear bookings, policies, and contact information.

- Provide 24/7 customer service through various kinds of channels, such as phone, email, and chat.

- Provide a more personalised experience by customising services according to each customer's tastes and requirements.

- To earn customer's trust, clearly show all booking-related charges and eliminate any additional fees.

- Implement an annual loyalty programme that offers special discounts, free upgrades, or other benefits to regular customers.

- Invest in training programs for staff to enhance customer service skills and product knowledge.

- Establish partnerships with reputable airlines, hotels, and other travel service providers to ensure a high standard of service throughout the customer journey.

- Make it a priority to quickly resolve customer complaints and demonstrate that the agency is concerned about their satisfaction.

- Show gratitude to customers for choosing Akbar Travels through small gestures like thank-you emails or exclusive discounts for future bookings.

- Provide clear information and guidance on travel insurance options, helping customers make informed decisions to protect their trips.

- Provide knowledge and advice about the behaviours, culture, and customs of the travel destinations, enriching the overall travel experience.

- Establish online communities or forums where customers may exchange recommendations, ideas, and experiences about their travels, encouraging a sense of community among visitors.

CONCLUSION

Customer happiness is one of the main factors that any service provider monitors. It is essential that service providers reevaluate their approaches for both customer acquisition and retention on a regular basis. Sustaining consumer loyalty is critical in the fiercely competitive tourism market. A positive experience encourages travelers to choose the same destination or travel agency for future trips. Understanding the dynamic nature of the travel industry and the constantly fluctuating preferences of customers is crucial. The research findings can be utilised by Akbar Travels of India Pvt Ltd to meet present customer demands and anticipate and adjust to future developments in an active way. After performing the study, new discoveries were found and learned many new things, including how vital customer happiness is.

However, the primary and secondary goals of this study were accomplished. I had a completely fresh and fascinating experience with the knowledge and experience obtained over the entire endeavour. There may have been research on this subject before, but the circumstances in all these studies may have been different, including this one. Additional research is still required to support and validate the findings of this study.

ANNEXURE

ANNEXURE – 1 - QUESTIONNAIRE

1) **Name:** _____

2) **Gender:**

   O Male

   O Female

   O Prefer not to say

3) **Age:**

   O 15 – 24

   O 25 – 34

   O 35 – 44

   O 45 – 54

   O 55 and above

4) **Place:**

   O Within the district

   O Other district

   O Outside state

5) **Educational level:**

   O Secondary education

   O Higher secondary education

   O Degree

   O PG

   O Diploma

   O Other

6) **Why did you choose Akbar Travels over other travel agents?**

   O Personal experience with agency

   O A recommendation

   O Advertisement

   O Prices offered

   O The reputation of agency

    ⭘ Other

7) Which method did you use when ordering from agency?

    ⭘ In person

    ⭘ Online catalog

    ⭘ By telephone

    ⭘ Booked by someone else

    ⭘ Other

8) What is the most common type purpose of your travel?

    ⭘ Family vacation

    ⭘ Adventures

    ⭘ Business trips

    ⭘ Spiritual/ Religious

    ⭘ Other

9) Have you travelled Internationally?

    ⭘ Yes

    ⭘ No

10) With whom, do you travel most often?

    ⭘ Family

    ⭘ Friends

    ⭘ Colleagues

    ⭘ Alone

11) How important is cost when choosing a vacation destination?

    ⭘ Extremely important

    ⭘ Very important

    ⭘ Moderately important

    ⭘ Slightly important

    ⭘ Not at all important

12) The sales agent was professional.

    ⭘ I strongly agree

O I agree

O I don't know

O I don't agree

O I strongly agree

13) The sales agent was friendly and helpful.

O I strongly agree

O I agree

O I don't know

O I don't agree

O I strongly disagree

14) The sales agent provided the necessary informational materials.

O I strongly agree

O I agree

O I don't know

O I don't agree

O I strongly disagree

15) The sales agent catered instinctively to my needs.

O I strongly agree

O I agree

O I don't know

O I don't agree

O I strongly disagree

16) Which mode of travel did you choose?

O Bus/ Coach service

O Air travel

O Personal transportation (car, etc)

17) What is your first consideration when purchasing a holiday?

O Price

O Attraction of certain locations or activities

○ Recommendations from friends or family

○ Which travel agent to use

○ Advertising for different deals, packages and off...

18) Are you satisfied with the package offered?

○ Yes

○ Probably yes

○ Not sure

○ Probably not

○ No

19) Was the online website easy to use and navigate?

○ Yes

○ Probably yes

○ Not sure

○ Probably not

○ No

20) Will you use Akbar Travels in future?

○ Yes

○ Probably yes

○ Not sure

○ Probably not

○ No

21) How would you rate the overall experience with Akbar Travels?

○ 1 star

○ 2 star

○ 3 star

○ 4 star

○ 5 star

22) Give suggestions to improve the services offered, if any.

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