

**“A STUDY ON EMPLOYEE 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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**BHARATA MATA COLLEGE, THRIKKAKARA**

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**2021-2024**



BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

### **BONAFIDE CERTIFICATE**

This is to certify that the study report entitled "A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD" is a record of original work done by **JEWEL MARIYAM JOSHY** (Registration no: 210021080004), in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **MS. DRISHYA S RAJ. ASSISTANT PROFESSOR, DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION.** This work has not been submitted for the award of any other degree or titled of recognition earlier.

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## DECLARATION

This is to declare that this Bonafede record of the project work done by me entitled “**A STUDY ON EMPLOYEE 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. MS. Drishya S Raj**, 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:

Date:

JEWEL MARIYAM JOSHY

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PLACE: THRIKKAKARA

DATE:

**JEWEL MARIYAM JOSHY**

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# **CHAPTER-1**



## **INTRODUCTION TO THE TOPIC**

It is a typical procedure to evaluate the effects of numerous travel and tour-related factors on employee's job satisfaction while conducting "A STUDY ON EMPLOYEE SATISFACTION WITH A SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD".

Employees are people who labour for a company, employer, or organization in exchange for pay, such as wages or a salary. Usually, they are employed to carry out particular tasks and obligations inside the company. Workers are expected to support the employer's overall goals and objectives, abide by company policies, and obey instructions from superiors. Depending on the terms of their employment, they may work full-time, part-time, permanently, or temporarily. In addition to their pay, employees frequently receive benefits like health insurance, retirement plans, and paid time off.

An employment relationship is formed between an employee and their employer. A contract or employment agreement, which specifies the terms and circumstances of employment, including job tasks, working hours, remuneration, benefits, and other pertinent information, usually governs this connection. In the working relationship, there are rights and obligations for both employers and employees. Workers are entitled to a secure workplace, equitable compensation, and legal defenses against harassment and discrimination. They are in charge of adhering to corporate policies and doing their jobs as effectively as possible.

Workers are an essential component of every society's labour force, offering their knowledge, expertise, and time to support businesses in achieving their objectives and serving the public with goods and services. They are an essential part of every nation's social and economic structure. Satisfaction among employees is influenced by their overall work experience as well as travel logistics. The study should take into account the health of the workforce, work-life balance, and how well travel fits with the company's objectives and guiding principles. The dynamics of the workplace have undergone a significant transformation in an era of globalized business operations and increased connectivity. Travel and tours have become a crucial part of employee's lives, one of the many factors influencing the modern work experience. Travel for business has become a required component of many job descriptions, whether it be for a sales representative on the road, a consultant crossing international borders, or a manager attending conferences abroad.

This study explores the complex relationship between travel and tours and employee satisfaction, paying particular attention to how these experiences impact workers' general satisfaction and well-being. This intersection has profound consequences because pleased and inspired employees are more likely to perform at their peak levels and make significant contributions to the success of the organizations they work for. We want to examine the many facets of employee satisfaction with travel and tours in this study. We will analyze the critical elements that affect this satisfaction, from the practical considerations of travel to the psychological and emotional effects of frequently being away from one's home base. Understanding and improving employee travel experiences is crucial for maintaining a positive and productive work environment as businesses broaden their global reach.

The study's conclusions will be helpful for companies and HR specialists who want to improve worker satisfaction, optimize travel regulations, and establish a work atmosphere that supports both individual and professional development. The upcoming sections will delve into the subtle factors that contribute to employee satisfaction, specifically in relation to travel and tours. The nature of work has changed in the connected world of today, moving beyond the walls of the conventional office space. Workers are frequently obliged to travel beyond their daily commute, whether those travels are domestic or international. The world of business travel and tours has developed into a significant aspect of many professionals' lives, providing chances for development, involvement, and connectivity but also posing difficulties that may affect their level of job satisfaction.

In order to better understand how travel and tour experiences affect people's happiness and well-being at work, this study explores the complex relationship between employee satisfaction and these factors. As companies grow, it is more important than ever to investigate how employee's interests and preferences relate to work-related travel. Workplace conditions are only one aspect of employee satisfaction; and interactions encountered during the workday are all included in the total work experience.

This study's main objective is to analyze the various aspects that go into employee satisfaction, with a focus on the effects of travel and tours. Our goal is to examine not only the practical aspects of travel plans but also the psychological and emotional effects of constantly being on the go. By doing this, we can provide insight into how businesses can best handle travel and tours, which will ultimately help to create a workplace where the needs of a mobile workforce don't get in the way of employee satisfaction.

The goal of this research project is to offer knowledge that will help HR professionals and employers deal with the challenges of today's complex workplace. Organizations can design policies and practices that foster the professional and personal development of their workforce by comprehending the complex relationship between work-related travel and employee satisfaction. An organization's ability to satisfy its workforce is essential to its success. Employees that are fulfilled and involved are more likely to be creative, devoted, and productive, all of which support the expansion and stability of a company. We analyze employee satisfaction in this study in an effort to comprehend the thoughts, worries, and aspirations of the workforce.

It becomes crucial for organizations to monitor employee satisfaction as the business environment changes and employee's expectations shift. There are aspects to the importance of employee satisfaction. Contented workers typically exhibit increased dedication, decreased attrition, and enhanced teamwork. Moreover, their satisfaction frequently finds resonance with clients, improving service quality and, as a result, elevating client satisfaction.

Organizations should be very concerned about employee dissatisfaction because it can lead to lower productivity, higher turnover rates, and a bad effect on the working environment as a whole. In order to address these problems and enhance job satisfaction and, eventually, employee retention and performance, it is frequently necessary to provide open communication, equitable treatment, growth opportunities, and a positive workplace culture.

## **IMPORTANCE OF HUMAN RESOURCE MANAGEMENT**

Recruitment, development, and retention of a skilled workforce, adherence to the law, and matching human resources to the objectives and core values of the company all depend on human resource management. Human Resource Management is also in charge of employee development, planning training courses that enable individuals to grow in the company and learn new skills, which improves output and job satisfaction. Additionally, HRM creates performance evaluation systems to evaluate and honor worker contributions, inspiring them to succeed in their positions. HRM oversees employee relations, deftly handling conflicts at work and nurturing an enjoyable atmosphere that boosts morale and output. Furthermore, to these immediate duties, HRM reduces legal risk by ensuring that the company complies with labour

laws, rules, and employment standards. It is essential in determining benefit plans and pay scales that not only draw in but also keep top talent. HRM promotes innovation and adaptability by cultivating a diverse and inclusive workforce in an era of inclusion and diversity. It facilitates the seamless adoption of new tactics or technologies by helping the organization manage change. In order to ensure a healthier and more productive workforce, HRM is increasingly placing a focus on the well-being of both in terms of their mental and physical health.

## **IMPORTANCE OF EMPLOYEE SATISFACTION**

Since it has a significant effect on both individual employees and the companies they work for, employee satisfaction is crucial for a number of reasons. Employee satisfaction is positively correlated with motivation, engagement, and commitment to work. They are more prone to go above and beyond in order to succeed in their positions. Improved job performance and increased productivity are frequently correlated with higher job satisfaction. Retention of employees is directly correlated with high employee satisfaction. Employee turnover is lower in an environment where they are happy in their positions. For organisations to save money on hiring, onboarding, and training new hires, turnover must be minimized. It can be costly and time-consuming to replace a worker. High turnover rates raise the expense of hiring new employees and providing training. Contented staff members are less likely to quit, which saves the company money. Happy and contented workers are more probable to come up with fresh concepts, inventive solutions, and original ways to solve problems. They have a strong sense of commitment to the success of the organisation and ownership. Employee satisfaction frequently results in improved customer service. Positive interactions between contented staff members and customers increase client happiness and loyalty. Positive workplace cultures are a result of satisfied employees. Top talent can be drawn to and kept by an organisation with a positive culture, starting a winning cycle that makes the best workers want to be part of it. The psychological and physical well-being of employees is directly impacted by job satisfaction. Because happy workers are usually less anxious and more content, the company may experience a drop in absenteeism and a reduction in medical expenses. Employees who are happy with their jobs are less likely to argue or fight with their superiors or coworkers. More harmony at work promotes better collaboration and teamwork. Reputation for high staff

satisfaction increases a business's ability to draw in top talent and clients. An organization's brand and competitive position can be strengthened by a positive image. Contented workers are more likely to follow company guidelines and legal requirements, which lowers the risk of legal problems, labour disputes, or noncompliance. Employee engagement and satisfaction are closely related. Workers that are engaged are passionate about what they do, take responsibility, and are more inclined to go further than what is required of them. The collective happiness of an organization's workforce has a significant impact on its overall success. Contented workers are more inclined to collaborate effectively, accomplish organisational objectives, and support the long-term expansion and stability of the business. Businesses that place a high priority on employee satisfaction frequently observe improvements in their bottom line as well as in their capacity to innovate, adapt to change, and keep a competitive edge. Therefore, creating an environment at work that encourages employee satisfaction is crucial for everyone's success—individuals as well as the organisation as a whole.

## **INTRODUCTION TO THE INDUSTRY**

Travel, leisure, and hospitality-related businesses and services make up the broad and ever-expanding tourism and hospitality industry. This industry, which provides experiences and services for tourists and travellers is vital to the world economy.

### **Tourism Industry**

Tourism: Travelling for pleasure, business, or leisure is referred to as tourism. People are moved from their place of origin to locations other than their usual abode. Travellers take part in a variety of activities, including sightseeing, leisure, and exploring new locations.

Types of Tourism:

- **Leisure Tourism:** Leisure tourism, also known as "leisure travel," is a category of tourism in which individuals or groups of people travel mainly for amusement, leisure, and relaxation. This is in contrast to travel that is primarily associated with work, such as business travel. Leisure travellers usually want to relax, have fun, discover new locations, and partake in a variety of recreational activities.
- **Business Tourism:** Business tourism, sometimes referred to as "corporate travel" or "business travel," is the term used to describe travel that is made by individuals or

groups for business-related objectives as opposed to leisure or recreational ones. Within the larger travel and tourism sector, business tourism is a sizable and unique subset that fulfils a range of organisational, professional, and financial goals.

- **Eco-Tourism:** Ecotourism, sometimes referred to as "eco-tourism," is a kind of ethical and sustainable travel that emphasises discovering and enjoying the natural world and its fauna while preserving and safeguarding them. Promoting environmental preservation, helping out local communities, and giving tourists enriching and educational experiences are the main goals of ecotourism.
- **Cultural Tourism:** A form of tourism called cultural tourism, sometimes referred to as heritage tourism or cultural heritage tourism, is centred on experiencing and appreciating the historical, artistic, and cultural aspects of a place. In order to discover and comprehend the distinctive traditions, customs, history, creativity, architecture, and way of life of an area in particular, travellers participate in cultural tourism.
- **Adventure Tourism:** Adventure tourism is a niche segment of the travel industry that concentrates on providing tourists with exceptional, frequently physically demanding experiences in scenic or cultural settings. Exploration, thrills, and the pursuit of risk-taking and adventurous activities are what define this kind of tourism. Adventure travellers aim to venture beyond their comfort zones and partake in experiences that offer exhilaration, achievement, and frequently a more profound bond with the natural world and local cultures.
- **Medical Tourism:** Medical tourism, sometimes referred to as health tourism or medical travel, is a subset of tourism in which people visit other nations or areas for wellness, dental, or medical procedures. Recent years have seen a rise in the popularity of medical tourism for a number of reasons, including lower costs, better medical care, shorter wait times, and the chance to mix treatment with vacation and leisure.

**Tourism Infrastructure:** This includes lodging (hotels, resorts, hostels, etc.), attractions (museums, parks, landmarks), and other services (tour operators, travel agencies, tour guides). Transportation (airlines, railways, buses, etc.) is also included in this.

### **Hospitality Industry**

**Hospitality:** The primary goals of the hospitality sector are to offer visitors and guests amenities, lodging, and services. It includes a broad variety of companies, such as lodging facilities, dining establishments, catering services, and more.

## Types of Hospitality Businesses:

- **Hotels and Resorts:** Hotels and resorts are places that offer visitors and travellers lodging, meals, and a range of other facilities and services. Although they serve different functions and have unique qualities, hotels and resorts both offer lodging and other services to tourists. Resorts are made for leisure and vacationing, with an emphasis on outdoor experiences and recreational activities in scenic settings, while hotels cater to a wide range of travellers and are typically more practical and convenient. The preferences, requirements, and purpose of the traveller all influence the decision between a hotel and a resort.
- **Restaurants:** Restaurants are hubs for celebrations, socialising, and indulging in a variety of culinary delights. By providing a taste of a region's culture and flavours, they boost the local economy and tourism. The restaurant business is dynamic and ever-changing in response to shifting consumer demands and gastronomic inclinations.
- **Catering:** Catering offers customers convenience, culinary know-how, and an unforgettable dining experience, which is why it's essential to the success of many events and occasions. As caterers work to satisfy every requirement and desire of their clients, the catering business is renowned for its flexibility, inventiveness, and attention to detail.
- **Cruise Lines:** Cruise lines offer a convenient means for tourists to enjoy a variety of onboard amenities and activities while visiting multiple destinations in a single trip. It is crucial for prospective passengers to do their homework and select the cruise that best fits their interests and preferences because every cruise line has a distinct personality and style. The cruise business is always changing and adjusting to the demands of passengers and shifting travel trends.
- **Event Planning:** Excellent organisational abilities, meticulous attention to detail, and the capacity to handle several jobs and responsibilities at once are prerequisites for event planning. Aside from effective communication, event planners also need to be capable of handling pressure. The objective is to produce an event that meets or surpasses the client's expectations and is successful and memorable.
- **Travel Agencies:** Travel agencies, sometimes referred to as tour operators or travel agencies, are companies that offer a variety of travel-related services to individuals, families, and groups. Whether they are going on a vacation, business trip, or for another reason, these services are made to make travelling easier. Travel agencies are essential

in streamlining the trip planning process by providing travellers with convenience, knowledge, and peace of mind. They can save time and effort while assisting individuals and groups in making well-informed decisions and producing unforgettable travel experiences.

Travelling requires lodging, food, and other services, so hospitality and tourism go hand in hand. When taken as a whole, these sectors enhance the travel experience and are essential to the local economies of many areas. They also have to adapt to changing trends, such as the growing focus on eco-friendly travel and the use of technology to improve the visitor experience.

## **PROBLEM DEFINITION**

The experience that employees have with travel and tours, particularly when it is connected to their job, is a crucial component of employee satisfaction, which is a crucial factor that affects an organization's overall performance and productivity. The success of an organisation is greatly impacted by employee satisfaction, which also affects retention, productivity, and general morale at work. Given that travel and tours are frequently an essential component of an employee's job in today's globalized and mobile workforce, it is critical to look at the factors influencing employee satisfaction in this setting. For this reason, this study attempts to explore and comprehend the elements that either enhance or diminish employee satisfaction in the context of travel and tours. The results will assist companies in making well-informed decisions about their travel and tour policies and procedures, which will eventually boost worker happiness, boost output, and create a happier workplace.

Any type of grievance pertaining to organizational or personal matters has a greater impact on the workplace. It is said that a satisfied employee is an efficient employee. Thus, maintaining employee satisfaction is of utmost importance to all organizations, and this is achieved through a variety of facilities that both increase and decrease dissatisfaction. When it comes to making efforts and starting programs, entrepreneurs view job satisfaction as a critical issue. When an employee is dissatisfied with their work, they may be more likely to be absent from work, quit, be less productive, make mistakes, or focus their energies on other kinds of conflicts. All organizations are attempting to determine the areas where employee satisfaction needs to be raised in order to avoid the risks mentioned above, keeping this in mind.



## **OBJECTIVES OF THE STUDY**

- The primary objective of the study is to determine and assess the degree of employee satisfaction within the organization.

Determining and evaluating the level of employee satisfaction within the organisation is the study's main goal, and it is an important and fundamental one for both the organisation and the researchers. This goal entails assessing the general degree of satisfaction and well-being among workers in a particular company. Determining and evaluating employee satisfaction inside the company is essential to comprehending the state of the workforce, identifying problem areas, and cultivating a positive work environment. It is a crucial part of organisational development and talent management, increasing productivity, retention, and job satisfaction.

- To ascertain the opinions of the workforce regarding the company's working environment.

The main goal is to get employee opinions and insights about the surroundings, culture, and working conditions as a whole. Organisations frequently gather employee opinions and feedback through surveys, focus groups, one-on-one interviews, or suggestion boxes in order to accomplish this goal. Following collection, the data is examined and used to inform choices regarding procedures, investments, and policies pertaining to the workplace. It helps businesses create a more fulfilling and effective workplace by giving employees a voice in determining how their work environment is shaped.

- To research and evaluate the different elements influencing the degrees of job satisfaction.

This goal entails a thorough analysis of all the different elements and components that have an impact on workers' job satisfaction levels. This goal aims to identify the fundamental components that either enhance or decrease job satisfaction in a company. It is imperative for organisations to conduct research and evaluation on the various factors that impact job satisfaction levels in order to establish a workplace that promotes employee engagement, contentment, and productivity. Data-driven decision-making and workplace enhancements to improve overall job satisfaction are made possible by it.

- To contrast the satisfaction levels of employees of different departments, positions or tenure.

Examining how employee satisfaction differs among various groups within an organisation is the goal of this objective. Comparing these satisfaction scores can reveal important information about the ways in which different circumstances and roles affect workers' happiness and well-being. Organisations can better understand the complex dynamics of employee satisfaction and develop strategies to create a more equitable and satisfying workplace for all workers by comparing the satisfaction levels of employees from different departments, positions, or tenure.

## **SCOPE OF THE STUDY**

- Based on the findings of my survey, the organization can enhance the environment, working conditions, and other procedures to satisfy the workforce.
- The purpose of this study is to gain a deeper understanding of the organization's operations and the notion of job satisfaction.
- My insightful recommendations can be put into practice by the business to help it solve a number of its issues.
- Research in this area is both important and captivating.
- It includes both intrinsic and extrinsic elements and aids in retaining a workforce that is capable and willing. The degree of employee satisfaction within the company can be examined.

## **LIMITATIONS OF THE STUDY**

- This research is exclusive to Akbar Travels and Tours.
- To produce quality visuals respondents may provide answers that deviate from the truth.
- Employee satisfaction levels can vary depending on their roles or departments.
- Some of the respondent's responses might be biased.

## **CHAPTER-2**

# REVIEW OF LITERATURE

## **Broad area: A Study on Employee Satisfaction with special reference to Akbar travels and tours**

1. Polychronidou, P., & Chapsa, X. (2022) stated that the results show that employees are not satisfied with their pay, accept their evaluations without receiving any benefits, and are generally happy with their jobs and feel they will remain in them for the upcoming tourist season.
2. Syrek, C., Kühnel, J., Vahle-Hinz, T., & De Bloom, J. (2022) stated that the coronavirus pandemic and compulsory telework made it necessary for employees to use personal resources to manage demands from both work and home, emphasising the value of organisational support and guidance.
3. Purwanto, A. (2022) stated that This study aims to examine the relationship between innovative work behaviour and job performance, organisational citizenship behaviour and job performance through job satisfaction.
4. Kang, S. E., Park, C., Lee, C. K., & Lee, S. (2021) stated that Few studies have focused on the wellbeing of staff members associated with the tourism/hospitality industry and their worries at work, despite the fact that research has concentrated on the high levels of depression, anxiety, insomnia, and stress-related symptoms among healthcare workers during the current pandemic.
5. Choy, M. W., & Kamoche, K. (2021) stated that This study intends to examine and contrast managers' and front-line workers' congruent and inconsistent views on staff retention in Hong Kong travel companies.
6. Mao, Y., He, J., Morrison, A. M., & Andres Coca-Stefaniak, J. (2021) stated that Based on the conservation of resources theory (CoR), the major goal of this study was to show how businesses supported employee psychological capital in the tourism industry during the COVID-19 crisis.
7. Ng, L. P., Choong, Y. O., Kuar, L. S., Tan, C. E., & Teoh, S. Y. (2021) stated that It is essential for hospitals to have medical staff members who can do OCB in order to deliver services effectively and meet patients' rising expectations
8. Pathak, D., & Joshi, G. (2021) stated that the current research focuses on the relationship between owners and managers of low-cost hotels' psychological capital and life satisfaction, as well as how these factors contribute to organisational resilience.

9. Abbas, M., Malik, M., & Sarwat, N. (2021) stated that additionally, the study looked at social support as a protective factor against the negative impacts of employment uncertainty.
10. Cheung, C., Takashima, M., Choi, H., Yang, H., & Tung, V. (2021) stated that In three phases (i.e., before, during, and perceived afterwards) of the COVID-19 epidemic, this study will investigate the psychological requirements and satisfaction of Chinese, Japanese, and Korean visitors.
11. Karatepe, O. M., Saydam, M. B., & Okumus, F. (2021) stated that the existing literature is devoid of evidence about the negative effects of the COVID-19 pandemic on the mental health (MH), outcomes at work and outside of work, and results for hotel employees.
12. Chi, X., & Han, H. (2021) stated that In order to understand how rural tourist destination performance affects destination image and forecasts satisfaction and loyalty, this research used Anji County as a case study.
13. An, S., Choi, Y., & Lee, C. K. (2021) stated that These investigations demonstrate that the stripe enhancer, just beyond the first border defined by Bicoid, is essential for creating the definitive border of the anterior Hb expression pattern.
14. Lee, J. S., & Choi, M. (2020) stated that Shopping tourism features are categorised in this study as must-have, hybrid, and value-added attributes, and they are then prioritised.
15. Tajeddini, K., Martin, E., & Altinay, L. (2020) stated that While the findings suggest that committed front-line staff and leadership are the main drivers of service innovation, knowledge management and encouraging creativity throughout the organisation are equally crucial.
16. Prentice, C., Dominique Lopes, S., & Wang, X. (2020) stated that This study analyses how AI and personnel service quality affect customer happiness and loyalty from the viewpoint of the customers.
17. Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2020) stated that - The outcome showed that the marketing mix has a considerable positive impact on customer loyalty through both direct and indirect increases in customer satisfaction.
18. Padma, P., & Ahn, J. (2020) stated that This study makes a contribution by providing an empirical examination of specific textual context characteristics. Discussion of the idea of luxury service in developing nations has hitherto received little attention.
19. Chatterjee, K., Chng, S., Clark, B., Davis, A., De Vos, J., Ettema, D., ... & Reardon, L. (2020) stated that the evidence indicates that commuters typically succeed in balancing the negative effects of longer and more difficult commutes against the positive effects they bring to overall life satisfaction, but additional research is needed to fully understand the decision-making process.
20. Ampofo, E. T. (2020) states that the current study further verified that affective commitment and organisational embeddedness, as well as several of their characteristics, are mediated to some extent by job satisfaction and work engagement.

21. Akbar, F. H., Rivai, F., Abdullah, A. Z., Awang, A. H., Faizah, N., Pasinringi, S. A., & Saleh, L. M. (2020) states that the methodology revealed a positive correlation between information access and dental tourists' levels of satisfaction and loyalty. Insufficient and unsubstantiated information availability will impact patients' contentment with their care. Patients who travel for dental care may not be as satisfied if they cannot obtain information. Poor and unsupported information availability will impact the degree to which patients are satisfied with the dental tourism services they will receive.
22. Khuong, M., & Linh, U. (2020) stated that when an employee's job needs a lot of time and they may not have as much time for their daily lives, there is a high level of occupational stress.
23. Vo-Thanh, T., Vu, T. V., Nguyen, N. P., Nguyen, D. V., Zaman, M., & Chi, H. (2020) stated that in order to reduce their perceived job insecurity (PJI) and preserve their work performance (JP), hotel employees' satisfaction with their organization's COVID-19 replies is examined in this study.
24. Su, D. N., Nguyen, N. A. N., Nguyen, Q. N. T., & Tran, T. P. (2020) stated that With the inclusion of experience-related characteristics and destination image, the current study created an integrated motivation-satisfaction model for a heritage destination.
25. Naghizadeh, R. (2019) expressed that the findings showed that visitor satisfaction is positively and significantly impacted by Ardabil County's tourism service quality. Additionally, this study presents how investors, attendees, and marketers have changed their planning strategies for raising the level of satisfaction among visitors to Ardabil County
26. Stamolampros, P., Korfiatis, N., Chalvatzis, K., & Buhalis, D. (2019) stated that Employees' electronic word-of-mouth regarding their current and prior employers is a unique instance of this information.
27. Appiah, J. K. (2019) stated that According to the findings, hotel industry leaders may profit from establishing a cooperative relationship with their stakeholders in order to promote CSR initiatives and employee job satisfaction within a hotel organisation.
28. Uysal, M., & Sirgy, M. J. (2019) stated that This essay offers a case for the idea that indicators of quality of life (QOL) can be used in tourism as performance indicators, either separately or in nested forms with traditional performance indicators.
29. Joseph Sirgy, M. (2019) expressed that by reviewing seven major theories of quality of life and well-being (and their application in hospitality and tourism based on research that I and my colleagues have conducted over the years), this paper aims to further promote the development and use of quality-of-life/well-being concepts in the discipline. It also suggests future research directions.
30. Ingvardson, J. B., & Nielsen, O. A. (2019) stated that specifically, this study contributes by studying the impact of social norms on travel by examining the primary factors of satisfaction

with public transportation and their link with travel frequency and willingness to advocate public transportation to others.

31. De Vos, J. (2019) stated that Through attitudes towards travel and preferred travel modes, people's choice of home location may be related to their level of travel happiness.
32. Al-Romeedy, B. S. (2019) stated that Because of obstacles to its application, the study found that the category (A) of Egyptian travel agencies did not fully adopt GHRM practises.
33. Froese, F. J., Peltokorpi, V., Varma, A., & Hitotsuyanagi-Hansel, A. (2019) stated that Our research revealed that merit-based incentives raise work satisfaction, which in turn lowers voluntary turnover.
34. Hwang, J., & Lee, J. (2019) stated that This study made the claim that the development of a relationship with the tour guide is significantly influenced by senior visitors' opinions of tour guides' professional competencies.
35. Handy, S., & Thigpen, C. (2019) stated that By analysing the relationships between transport mode, location, and other personal traits and perceived commute quality, as well as the consequences for commute pleasure, we hope to contribute to the sparse body of work on this subject.
36. Jung, Y., & Suh, Y. (2019) stated that The findings of this study will give business managers substantial insights into how to decide how to manage the many facets of their employees' job happiness.
37. Lee, L., & Madera, J. M. (2019) stated that By outlining the theories, the causes and effects of emotional labour, as well as the underlying mechanisms (i.e., mediators and moderators), this paper aims to provide an exhaustive review of emotional labour research from the hospitality and tourism literature.
38. Mouratidis, K., Ettema, D., & Næss, P. (2019) stated that This study uses survey and interview data from the Oslo metropolitan area to look at how urban shape influences travel pleasure. This is a strong case for the study because both compact and spread urban forms may be found to a great extent in the same city region.
39. Gerdt, S. O., Wagner, E., & Schewe, G. (2019) stated that This study looks into how much eWOM is affected by sustainability-related factors and how both a general sustainability approach and specific sustainability measures are related to customer satisfaction.
40. İrigüler, F. (2015) stated that after all theories have been examined, it might be stated that the literature was created through an examination of workers who abided by stringent display guidelines and were under close monitoring in the workplace.

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**CHAPTER-3**  
**INDUSTRY AND COMPANY PROFILE**

## **BRIEF HISTORY OF THE INDUSTRY**

Travel, leisure, and hospitality-related businesses and services make up the broad and ever-expanding tourism and hospitality industry. This industry, which provides experiences and services for tourists and traveler's is vital to the world economy.

### **Tourism Industry**

Tourism: Travelling for pleasure, business, or leisure is referred to as tourism. People are moved from their place of origin to locations other than their usual abode. Travellers take part in a variety of activities, including sightseeing, leisure, and exploring new locations. The tourism industry encompasses activities related to travelling for leisure, recreation, or business purposes. It includes various sectors such a transportation, accommodation, attractions, entertainment, and hospitality services. Tourism plays a significant role in the global economy, contributing to employment, economic growth, and cultural exchange. It encompasses a wide range of activities, from visiting historical landmarks and natural wonders to participating in adventure sports and cultural events. The industry is influenced by factors like economic conditions, technological advancements, environmental sustainability, and governmental policies. Additionally, it often involves collaboration between public and private sectors to promote destinations, enhance infrastructure, and ensure visitor satisfaction.

### Types of Tourism:

- **Leisure Tourism:** Leisure tourism, also known as "leisure travel," is a category of tourism in which individuals or groups of people travel mainly for amusement, leisure, and relaxation. This is in contrast to travel that is primarily associated with work, such as business travel. Leisure travellers usually want to relax, have fun, discover new locations, and partake in a variety of recreational activities.
- **Business Tourism:** Business tourism, sometimes referred to as "corporate travel" or "business travel," is the term used to describe travel that is made by individuals or groups for business-related objectives as opposed to leisure or recreational ones. Within the larger travel and tourism sector, business tourism is a sizable and unique subset that fulfils a range of organisational, professional, and financial goals.
- **Eco-Tourism:** Ecotourism, sometimes referred to as "eco-tourism," is a kind of ethical and sustainable travel that emphasises discovering and enjoying the natural world and its fauna while preserving and safeguarding them. Promoting environmental

preservation, helping out local communities, and giving tourists enriching and educational experiences are the main goals of ecotourism.

- **Cultural Tourism:** A form of tourism called cultural tourism, sometimes referred to as heritage tourism or cultural heritage tourism, is centred on experiencing and appreciating the historical, artistic, and cultural aspects of a place. In order to discover and comprehend the distinctive traditions, customs, history, creativity, architecture, and way of life of an area in particular, travellers participate in cultural tourism.
- **Adventure Tourism:** Adventure tourism is a niche segment of the travel industry that concentrates on providing tourists with exceptional, frequently physically demanding experiences in scenic or cultural settings. Exploration, thrills, and the pursuit of risk-taking and adventurous activities are what define this kind of tourism. Adventure travellers aim to venture beyond their comfort zones and partake in experiences that offer exhilaration, achievement, and frequently a more profound bond with the natural world and local cultures.
- **Medical Tourism:** Medical tourism, sometimes referred to as health tourism or medical travel, is a subset of tourism in which people visit other nations or areas for wellness, dental, or medical procedures. Recent years have seen a rise in the popularity of medical tourism for a number of reasons, including lower costs, better medical care, shorter wait times, and the chance to mix treatment with vacation and leisure.

**Tourism Infrastructure:** This includes lodging (hotels, resorts, hostels, etc.), attractions (museums, parks, landmarks), and other services (tour operators, travel agencies, tour guides). Transportation (airlines, railways, buses, etc.) is also included in this.

## **Hospitality Industry**

**Hospitality:** The primary goals of the hospitality sector are to offer visitors and guests amenities, lodging, and services. It includes a broad variety of companies, such as lodging facilities, dining establishments, catering services, and more.

**Types of Hospitality Businesses:**

- **Hotels and Resorts:** Hotels and resorts are places that offer visitors and travellers lodging, meals, and a range of other facilities and services. Although they serve different functions and have unique qualities, hotels and resorts both offer lodging and other services to tourists. Resorts are made for leisure and vacationing, with an

emphasis on outdoor experiences and recreational activities in scenic settings, while hotels cater to a wide range of travellers and are typically more practical and convenient. The preferences, requirements, and purpose of the traveller all influence the decision between a hotel and a resort.

- **Restaurants:** Restaurants are hubs for celebrations, socialising, and indulging in a variety of culinary delights. By providing a taste of a region's culture and flavours, they boost the local economy and tourism. The restaurant business is dynamic and ever-changing in response to shifting consumer demands and gastronomic inclinations.
- **Catering:** Catering offers customers convenience, culinary know-how, and an unforgettable dining experience, which is why it's essential to the success of many events and occasions. As caterers work to satisfy every requirement and desire of their clients, the catering business is renowned for its flexibility, inventiveness, and attention to detail.
- **Cruise Lines:** Cruise lines offer a convenient means for tourists to enjoy a variety of onboard amenities and activities while visiting multiple destinations in a single trip. It is crucial for prospective passengers to do their homework and select the cruise that best fits their interests and preferences because every cruise line has a distinct personality and style. The cruise business is always changing and adjusting to the demands of passengers and shifting travel trends.
- **Event Planning:** Excellent organisational abilities, meticulous attention to detail, and the capacity to handle several jobs and responsibilities at once are prerequisites for event planning. Aside from effective communication, event planners also need to be capable of handling pressure. The objective is to produce an event that meets or surpasses the client's expectations and is successful and memorable.
- **Travel Agencies:** Travel agencies, sometimes referred to as tour operators or travel agencies, are companies that offer a variety of travel-related services to individuals, families, and groups. Whether they are going on a vacation, business trip, or for another reason, these services are made to make travelling easier. Travel agencies are essential in streamlining the trip planning process by providing travellers with convenience, knowledge, and peace of mind. They can save time and effort while assisting individuals and groups in making well-informed decisions and producing unforgettable travel experiences.

Travelling requires lodging, food, and other services, so hospitality and tourism go hand in hand. When taken as a whole, these sectors enhance the travel experience and are essential to the local economies of many areas. They also have to adapt to changing trends, such as the growing focus on eco-friendly travel and the use of technology to improve the visitor experience.

## NATURE OF THE INDUSTRY

The nature of the tourism industry is multifaceted, dynamic, and influenced by various factors. Some key aspects of its nature are;

- **Diverse Segments:** The tourism industry comprises diverse segments, including leisure tourism, business travel, adventure tourism, cultural tourism, eco-tourism, medical tourism, and more. Each segment has its characteristics, target audience, and economic implications.
- **Seasonality:** Tourism experiences fluctuations in demand due to seasonal variations, weather conditions, holidays, and special events. Popular destinations may experience peak seasons with high demand and prices, while off-peak periods may see reduced activity.
- **Interconnected Sectors:** Tourism is closely interconnected with other industries such as transportation, accommodation, food and beverage, entertainment, retail, and infrastructure development. The performance of one sector can impact others within the tourism value chain.
- **Globalization:** Advances in transportation and communication have facilitated the globalization of tourism, making it easier for people to travel across borders and explore new destinations. This globalization has led to cultural exchange, international collaboration, and the spread of tourism trends.
- **Sustainability Concerns:** The tourism industry faces sustainability challenges related to environmental impact, cultural preservation, community involvement, and economic sustainability. Sustainable tourism practices aim to minimize negative impacts while maximizing benefits for local communities and ecosystems.
- **Technological Advancements:** Technology has transformed various aspects of the tourism industry, including online booking platforms, mobile apps for travel assistance,



virtual reality experiences, and data analytics for personalized marketing and customer service.

- **Government Regulations and Policies:** Tourism is heavily influenced by government regulations, policies, and infrastructure investments. Governments play a crucial role in promoting tourism, ensuring safety and security, managing natural resources, and regulating industry standards.
- **Customer-Centric Approach:** With increasing competition, the tourism industry has shifted towards a more customer-centric approach, focusing on providing personalized experiences, quality service, and unique offerings to meet the diverse needs and preferences of travelers.

Overall, the nature of the tourism industry is characterized by its complexity, adaptability, and impact on economies, societies, and environments worldwide.

## **GLOBAL LEVEL**

The industrial performance of the tourism industry globally involves examining various key indicators, trends, and factors that impact its growth, revenue generation, employment, and overall economic contribution. The tourism industry is a significant contributor to global GDP and revenue generation. According to the World Travel & Tourism Council (WTTC), the global travel and tourism sector's direct contribution to GDP was approximately 3.4 trillion U.S. dollars in 2019, accounting for 3.3% of total GDP. This figure includes direct contributions from accommodation, transportation, entertainment, attractions, and other tourism-related services. Tourism is a major source of employment worldwide, providing millions of jobs across various sectors such as hospitality, transportation, retail, entertainment, and travel services. The industry employs a diverse workforce, including hotel staff, tour guides, travel agents, restaurant workers, drivers, and souvenir vendors. According to the WTTC, the tourism industry supported over 330 million jobs globally in 2019, representing 10% of total global employment. The number of international tourist arrivals is a key indicator of the tourism industry's performance. Before the COVID-19 pandemic, international tourist arrivals had been steadily increasing, with the United Nations World Tourism Organization (UNWTO) reporting over 1.4 billion international tourist arrivals in 2019. However, the pandemic led to a sharp decline in international travel in 2020 and 2021, significantly impacting the industry's performance. Domestic tourism plays a crucial role in many countries' tourism industries, contributing to overall visitor numbers, revenue, and economic resilience. During the COVID-19 pandemic, domestic tourism became particularly important as international travel

restrictions and health concerns limited international travel. Many countries promoted domestic tourism to support local businesses and tourism recovery efforts. Technological advancements and innovation have transformed the tourism industry, influencing how travelers research, plan, book, and experience their trips. Digital platforms, online booking systems, mobile applications, virtual reality, and augmented reality have become integral parts of the travel experience, enhancing convenience, accessibility, and personalization for travelers. There is growing awareness and emphasis on sustainability and responsible tourism practices within the industry. Stakeholders are increasingly adopting measures to minimize negative environmental impacts, conserve natural resources, support local communities, and promote cultural heritage preservation. Sustainable tourism initiatives aim to balance economic, social, and environmental considerations for long-term industry growth and resilience. Governments, international organizations, and industry associations play a crucial role in shaping the regulatory framework and policies that govern the tourism industry. Regulations related to visa policies, border controls, safety standards, environmental protections, taxation, and quality assurance impact the industry's performance and competitiveness. The tourism industry has demonstrated resilience and adaptability in response to various challenges and crises, including natural disasters, health pandemics, economic downturns, and geopolitical instability. Despite temporary setbacks, the industry has shown the capacity to recover and rebound, supported by innovation, collaboration, and concerted efforts from stakeholders.

In summary, the tourism industry's industrial performance globally is influenced by factors such as revenue generation, employment, international and domestic tourism trends, technological innovation, sustainability practices, policy and regulation, and resilience to external shocks. Monitoring these indicators and trends helps assess the industry's health, challenges, and opportunities for sustainable growth and development.

## **NATIONAL LEVEL**

The industrial performance of the tourism industry varies from one country to another due to differences in geographical characteristics, cultural attractions, infrastructure development, government policies, economic conditions, and other factors. Here's an overview of how the tourism industry's performance is evaluated at the national level:

The tourism industry's contribution to a country's Gross Domestic Product (GDP) is a key indicator of its economic significance. This includes direct contributions from tourism-related activities such as accommodation, transportation, food and beverage services, recreation, and

entertainment, as well as indirect contributions from related sectors like retail, construction, and manufacturing. National statistical agencies typically track and report the tourism industry's GDP contribution to assess its economic impact. Tourism is a major source of employment in many countries, providing jobs across various sectors such as hospitality, transportation, retail, tour guiding, and cultural heritage preservation. National labor market surveys and statistics measure the number of jobs supported by the tourism industry, including both direct employment within tourism-related businesses and indirect employment in supporting industries. Monitoring international and domestic visitor arrivals and expenditure provides insights into the tourism industry's performance. National tourism organizations, border agencies, and immigration authorities track the number of tourists entering the country, their length of stay, spending patterns, and travel motivations. Data on visitor demographics, preferences, and behaviors help identify trends, target markets, and opportunities for tourism development. The quality and adequacy of tourism infrastructure, including transportation networks, accommodation facilities, attractions, amenities, and visitor services, impact the tourism industry's performance. Governments invest in infrastructure development and improvement projects to enhance the tourism experience, attract more visitors, and support industry growth. Assessing infrastructure capacity, accessibility, and connectivity is essential for sustaining tourism development.

National tourism boards and destination marketing organizations play a crucial role in promoting the country as a tourism destination and attracting visitors from domestic and international markets. Marketing campaigns, advertising initiatives, digital media strategies, and participation in trade fairs and events help raise awareness, build brand reputation, and drive visitor demand. Evaluating the effectiveness of marketing and promotion efforts involves measuring reach, engagement, conversion rates, and return on investment (ROI). Government policies, regulations, incentives, and support mechanisms influence the tourism industry's performance and competitiveness. National tourism strategies, development plans, legislation, and regulatory frameworks shape industry dynamics, investment decisions, business operations, and visitor experiences. Policy areas such as visa regulations, border controls, safety standards, environmental protections, taxation, and industry standards impact tourism development and sustainability. Collaboration among government agencies, industry stakeholders, local communities, and civil society organizations is essential for driving tourism development, managing destination resources, and addressing socio-economic and environmental challenges. Engaging local communities in tourism planning, decision-making,

and benefits-sharing fosters sustainable tourism development, cultural preservation, and community empowerment. The tourism industry's resilience to external shocks, crises, and disruptions is crucial for ensuring continuity and recovery. National tourism authorities implement crisis management plans, risk assessment strategies, and emergency response mechanisms to mitigate the impacts of natural disasters, health pandemics, security threats, and other crises. Building resilience through diversification, innovation, and preparedness measures helps minimize vulnerabilities and safeguard the tourism industry's long-term viability.

Assessing the industrial performance of the tourism industry nationally requires comprehensive data collection, analysis, monitoring, and evaluation across multiple dimensions, including economic, social, environmental, and institutional aspects. This enables policymakers, industry stakeholders, and researchers to identify trends, challenges, opportunities, and best practices for sustainable tourism development and growth.

## **REGIONAL LEVEL**

Assessing the industrial performance of the tourism industry at the regional level involves analyzing various factors that influence tourism activity and its economic, social, and environmental impacts within a specific geographic area. Here's an overview of how the tourism industry's performance is evaluated at the regional level:

Regional tourism authorities and organizations track visitor arrivals, length of stay, spending patterns, and travel motivations to understand tourism demand and behavior within the region. Data on international and domestic tourist arrivals, as well as their expenditure on accommodation, transportation, food and beverage, recreation, and shopping, provide insights into the region's tourism performance and economic contribution. Tourism revenue generated within the region, including direct spending by visitors and indirect contributions from related sectors, contributes to regional GDP and economic development. Economic impact studies and tourism satellite accounts estimate the tourism industry's GDP contribution, employment creation, tax revenues, and multiplier effects on the regional economy. Tourism is a significant source of employment in many regions, providing jobs across various sectors such as hospitality, transportation, retail, entertainment, and cultural heritage preservation. Regional labor market surveys and statistics measure the number of jobs supported by the tourism industry, including both direct employment within tourism-related businesses and indirect

employment in supporting industries. The quality and adequacy of tourism infrastructure, including transportation networks, accommodation facilities, attractions, amenities, and visitor services, influence the region's attractiveness as a tourism destination. Regional development plans, investment projects, and public-private partnerships aim to enhance tourism infrastructure, improve accessibility, and diversify tourism offerings to meet visitor demand and support industry growth. Regional tourism boards, destination marketing organizations, and industry associations play a crucial role in promoting the region as a tourism destination and attracting visitors from domestic and international markets. Marketing campaigns, branding initiatives, digital media strategies, and participation in trade fairs and events help raise awareness, stimulate demand, and increase visitor arrivals and spending within the region. Regional tourism stakeholders collaborate to develop and diversify tourism products, experiences, and attractions that appeal to different market segments and visitor interests. This may involve cultural heritage preservation, ecotourism initiatives, adventure tourism activities, culinary tourism promotions, and events and festivals that showcase the region's unique identity, culture, and natural beauty. Sustainable tourism practices are increasingly important at the regional level to balance economic growth with environmental conservation, social inclusion, and cultural heritage preservation. Collaboration among regional governments, tourism authorities, industry stakeholders, local communities, and civil society organizations is essential for driving tourism development, managing destination resources, and addressing socio-economic and environmental challenges. Regional tourism partnerships, destination management forums, and public-private dialogues facilitate coordination, cooperation, and shared decision-making to promote sustainable tourism growth and resilience.

Assessing the industrial performance of the tourism industry at the regional level requires comprehensive data collection, analysis, monitoring, and evaluation across various dimensions, including economic, social, environmental, and institutional aspects. This enables regional policymakers, industry stakeholders, and researchers to identify trends, challenges, opportunities, and best practices for sustainable tourism development and growth within the region.

## PROSPECTUS AND CHALLENGES IN THE INDUSTRY

### PROSPECTS

The prospects of the tourism industry are influenced by various factors such as market trends, technological advancements, demographic shifts, economic conditions, policy developments, and global events. Here's an overview of the prospects of the tourism industry:

- **Growing Demand:** Despite short-term setbacks due to events like the COVID-19 pandemic, long-term prospects for the tourism industry remain positive. Increasing disposable incomes, rising middle-class populations in emerging economies, and growing interest in travel experiences contribute to a sustained demand for tourism services.
- **Emerging Markets:** Emerging markets in Asia, Latin America, and Africa present significant growth opportunities for the tourism industry. Rising affluence, improved infrastructure, and government support for tourism development in these regions attract both domestic and international travelers seeking new destinations and experiences.
- **Digital Transformation:** Technology plays a critical role in shaping the future of the tourism industry. Digital platforms, online booking systems, mobile applications, virtual reality, and augmented reality enhance the travel planning and booking process, improve customer engagement, and provide personalized experiences for travelers.
- **Sustainable Tourism:** There is a growing emphasis on sustainability and responsible tourism practices within the industry. Travelers increasingly prioritize destinations and businesses that demonstrate environmental stewardship, social responsibility, and cultural authenticity. Sustainable tourism initiatives and certifications contribute to destination competitiveness and attractiveness.
- **Experiential Travel:** Travelers seek authentic and immersive experiences that allow them to connect with local cultures, communities, and landscapes. Experiential travel trends include culinary tourism, adventure tourism, wellness tourism, eco-tourism, cultural tourism, and voluntourism, offering diverse opportunities for destination differentiation and niche market targeting.
- **Collaboration and Partnerships:** Collaboration among governments, tourism authorities, industry stakeholders, and local communities is essential for driving tourism growth and sustainability. Public-private partnerships, destination management

organizations (DMOs), and community-based tourism initiatives foster cooperation, innovation, and shared benefits for all stakeholders.

- **Health and Safety:** Health and safety considerations have become paramount in the wake of the COVID-19 pandemic. Enhanced hygiene protocols, health screening measures, contactless technologies, and crisis management plans are essential for rebuilding traveler confidence and ensuring a safe and secure tourism experience.
- **Cultural Exchange and Diversity:** Tourism promotes cultural exchange, intercultural dialogue, and mutual understanding among people from different backgrounds and perspectives. Cultural heritage preservation, indigenous tourism, and community-based tourism initiatives celebrate diversity, promote inclusivity, and enrich the travel experience for visitors and hosts alike.
- **Policy and Regulatory Environment:** Governments play a crucial role in shaping the regulatory framework and policies that govern the tourism industry. Supportive policies, infrastructure investments, visa facilitation, marketing incentives, and regulatory reforms contribute to destination competitiveness, investment attractiveness, and sustainable tourism development.
- **Resilience and Adaptability:** The tourism industry demonstrates resilience and adaptability in response to external shocks, crises, and disruptions. Effective crisis management, risk mitigation strategies, and contingency planning help minimize the impacts of natural disasters, health pandemics, security threats, and economic downturns, ensuring the industry's long-term viability and recovery.

Overall, the prospects of the tourism industry are promising, driven by increasing global connectivity, changing consumer preferences, technological innovation, sustainability imperatives, and collaborative efforts to create meaningful and memorable travel experiences for travelers while maximizing socio-economic benefits for destinations and communities.

## CHALLENGES

The tourism industry faces various challenges that impact its sustainability, resilience, and ability to deliver positive socio-economic and environmental outcomes. Here are some of the key challenges:

- **Over-tourism:** Over-tourism occurs when destinations experience excessive visitor numbers beyond their carrying capacity, leading to congestion, environmental degradation, strain on infrastructure, and negative impacts on local communities and

cultures. Popular tourist destinations such as Venice, Barcelona, and Bali have grappled with over-tourism, prompting calls for sustainable tourism management strategies.

- **Environmental Degradation:** Tourism activities can contribute to environmental degradation through pollution, habitat destruction, deforestation, water depletion, and carbon emissions. Activities such as transportation, accommodation, and recreational activities can have adverse impacts on ecosystems, biodiversity, and natural resources, threatening fragile environments and exacerbating climate change.
- **Climate Change:** Climate change poses significant challenges to the tourism industry, affecting weather patterns, natural disasters, sea-level rise, and extreme weather events. Coastal destinations are particularly vulnerable to the impacts of climate change, including beach erosion, coral bleaching, and increased storm intensity, which threaten tourism infrastructure, livelihoods, and cultural heritage.
- **Community Displacement and Displacement:** Tourism development can lead to social and economic inequalities, displacement of local residents, loss of cultural identity, and gentrification of neighborhoods. Large-scale tourism projects, such as resort developments and infrastructure expansion, may displace indigenous communities, traditional livelihoods, and small businesses, exacerbating socio-economic disparities and cultural homogenization.
- **Seasonality and Dependency:** Many tourism destinations are highly dependent on seasonal fluctuations in visitor arrivals, resulting in uneven economic benefits and employment opportunities throughout the year. Seasonal overcrowding during peak periods may strain infrastructure and services, while off-peak seasons can lead to business closures, job losses, and economic instability for tourism-dependent communities.
- **Safety and Security Concerns:** Safety and security concerns, including crime, terrorism, political instability, natural disasters, and health pandemics, can deter travelers and disrupt tourism activities. High-profile incidents such as terrorist attacks, disease outbreaks, and natural disasters have significant implications for destination reputation, visitor confidence, and tourism recovery efforts.
- **Over-tourism:** Over-tourism occurs when destinations experience unsustainable levels of visitor numbers, resulting in negative impacts on local residents, environments, and cultural heritage sites. Key issues associated with over-tourism include congestion, environmental degradation, loss of authenticity, and social tensions, prompting calls for



destination management strategies to address carrying capacity limits and visitor dispersion.

- **Cultural Commodification:** Tourism can lead to the commodification of culture, heritage, and traditions, reducing authentic experiences to commercialized products and spectacles for mass consumption. Cultural appropriation, stereotyping, and exploitation of indigenous cultures and traditions for tourism purposes can erode cultural authenticity, identity, and social cohesion, undermining the integrity of host communities and their cultural heritage.
- **Technological Disruption:** While technology has transformed the tourism industry by enhancing connectivity, accessibility, and convenience for travelers, it also poses challenges such as digital divides, privacy concerns, and job displacement. Online booking platforms, sharing economy services, and digital marketing strategies have reshaped tourism distribution channels, business models, and market dynamics, requiring adaptation and innovation from industry stakeholders.
- **Regulatory Challenges:** Regulatory challenges such as inconsistent policies, outdated regulations, bureaucratic barriers, and corruption can hinder tourism development and investment, stifling innovation and competitiveness. Transparent, coherent, and supportive regulatory frameworks are essential for facilitating sustainable tourism growth, protecting visitor rights, and promoting responsible business practices.

Addressing these challenges requires collaborative efforts from governments, industry stakeholders, local communities, and civil society organizations to implement sustainable tourism management practices, enhance destination resilience, and maximize the benefits of tourism while minimizing its negative impacts on the environment, society, and culture.

## **BRIEF HISTORY OF THE COMPANY**

Akbar Travels of India Pvt Ltd was established on 1978. The phenomenal success of the travel agency is on account of the vision and direction of our Founder/Chairman and Managing Director Mr. K.V. Abdul Nazar. The services provided by Akbar travels includes Airline tickets with competitive prices, visa services, foreign exchange, hotels, travel insurance, car-pick-up and drops, passport proceedings, attestation. A small travel agency specializing in Gulf traffic from India to a well-diversified agency providing the entire gamut of travel services was indeed spectacular. Our growth began in the southern Indian State of Kerala. Presently there are nearly 35 branches in Kerala, spanning almost all the districts of God's own country. We also have

branch offices in all metro cities of India. In-roads were made into the Northern and Eastern States of India recently, and the response from the travelling community was overwhelming. Currently, Akbar Travels have total of 57 IATA approved Branches and 40 non- IATA offices all over India serving the customers. Since 2007 Akbar Online Booking Company Private Limited has been assisting the passengers to make wise decisions and smart travel plans using the one stop shopping place for their vacation and travel needs. Passengers can get the cheapest Air, Rail tickets and Hotel bookings for both domestic and international destinations. Biggest success of Akbartravels.com is in gaining direct access to many of the low-cost carriers operating in and out of India. Excellent holiday packages priced at most affordable rates are available for all tourism hot spots in India and abroad. Corporate Travel demands promptness and efficiency. In order to provide all travel related services to this sophisticated travel segment, understanding the requirements of the corporate traveller is of prime importance. The aim is to provide personalized service through highly trained teams at optimum cost. Akbar travels provide all services, viz. airline tickets with competitive prices, visa services, foreign exchange, hotels, travel insurance, car pick-up and drops. Foreign Exchange is an integral part of international travel. All the offices of Akbar Travels are authorized to buy and sell foreign currencies. They have also established foreign exchange counters at many Airports in India for the convenience of the travellers. Being a top producing agent for almost all the airlines operating in India, Akbar Travels has been the recipients of various awards and recognition from the airlines and other suppliers. Over the years we have built up a reputation as a reliable and professional agency and our efforts have been appreciated thanks to the excellent support from our principal.

## **CURRENT BOARD OF DIRECTORS**

Owner of Akbar Travels- K.V. Abdul Nazar

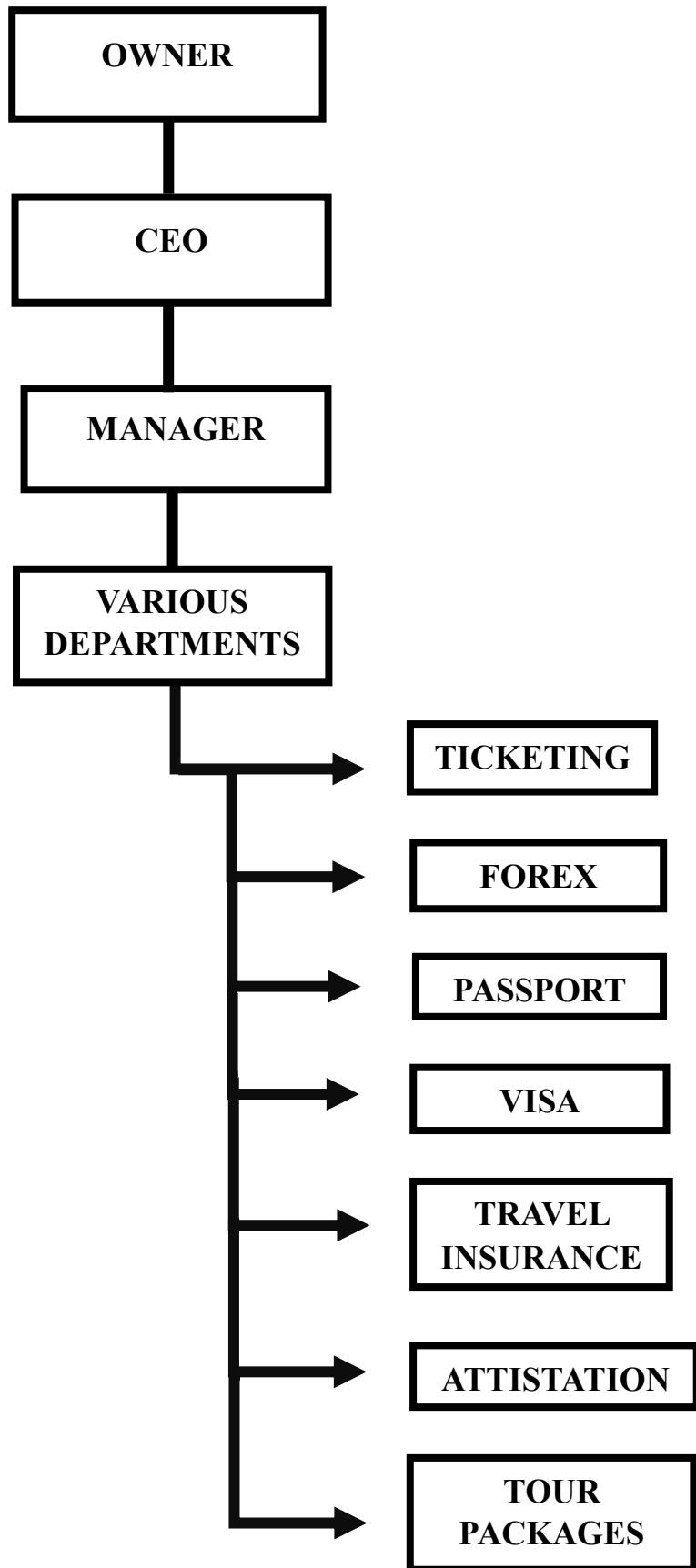
Chief Executive Officer- Hidayathulla

Manager- Jicky Scariah

Various Department Directors

- Passport-
- Visa-
- Ticketing-
- Forex-
- Attestation-
- Travel Insurance-
- Tour Packages-

# ORGANIZATIONAL CHART



### **3.2.2 MISSION, VISION STATEMENT AND QUALITY POLICY FOLLOWED**

#### **MISSION**

The mission of the tourism industry can vary depending on the specific goals and objectives of different stakeholders within the industry. However, there are several common overarching missions that guide the efforts of the tourism sector such as Promoting Economic Growth and Development, Enhancing Quality of Life, Fostering Cultural Exchange and Understanding, Conserving Natural and Cultural Heritage, Facilitating Travel and Exploration, Promoting Peace and Understanding. Overall, the mission of the tourism industry is multifaceted, encompassing economic, social, cultural, and environmental objectives.

#### **VISION**

The vision of the tourism industry encompasses a long-term perspective on the desired future state of the industry and the broader societal impacts it aims to achieve. While specific visions may vary among stakeholders, there are several common themes that shape the industry's aspirations such as Sustainable Development, Responsible and Ethical Practices, Enhanced Visitor Experiences, Innovation and Technology Integration, Global Connectivity and Collaboration, Cultural Exchange and Understanding. Overall, the vision of the tourism industry is rooted in principles of sustainability, responsibility, innovation, collaboration, and cultural exchange. By embracing this vision and working towards its realization, the industry can contribute to positive economic, social, cultural, and environmental outcomes for destinations and communities worldwide.

#### **QUALITY POLICY FOLLOWED**

Quality policies followed by travel agencies typically revolve around ensuring customer satisfaction, maintaining high standards of service delivery, adhering to regulatory requirements, and continuously improving processes. The key elements often included in the quality policies of travel agencies are:

- **Customer Satisfaction:** Travel agencies prioritize meeting or exceeding customer expectations by providing personalized services, addressing customer needs promptly, and ensuring a seamless booking and travel experience.

- **Compliance and Safety:** Adherence to regulatory requirements and safety standards is paramount. This includes compliance with travel regulations, licensing requirements, data protection laws, and ensuring the safety and security of travelers during their journey.
- **Accuracy and Reliability:** Travel agencies commit to providing accurate information regarding bookings, itineraries, pricing, and travel-related documentation. Reliability in delivering on promises made to customers is essential for building trust and loyalty.
- **Continuous Improvement:** Travel agencies strive for continuous improvement in their operations, services, and customer satisfaction levels. This involves regularly evaluating processes, soliciting feedback from customers, and implementing measures to enhance efficiency and quality.
- **Employee Training and Development:** Ensuring that staff members are well-trained, knowledgeable, and equipped with the necessary skills to assist customers is crucial. Travel agencies invest in employee training and development programs to maintain high service standards.
- **Ethical and Responsible Practices:** Upholding ethical standards and promoting responsible travel practices are integral parts of quality policies. This includes promoting sustainable tourism, respecting local cultures and environments, and advocating for fair treatment of all stakeholders involved in the travel industry.
- **Emergency Preparedness:** Travel agencies establish protocols and procedures to handle emergencies and unforeseen circumstances such as natural disasters, political unrest, or health crises. This includes providing assistance and support to travelers affected by such events.
- **Feedback and Complaint Resolution:** Travel agencies encourage feedback from customers and have mechanisms in place to address complaints promptly and effectively. They use customer feedback to identify areas for improvement and make necessary changes to enhance service quality.

Overall, the quality policy of a travel agency serves as a guiding framework for maintaining high standards of service delivery, ensuring customer satisfaction, and driving continuous improvement in all aspects of the business.

### **3.2.3 BUSINESS PROCESS OF THE ORGANISATION**

#### **PRODUCT PROILE**

Akbar Travels aims to provide a seamless and convenient travel experience of their customers.

### **3.2.4 STRATEGIES**

Akbar Travels of India employs several strategies to ensure customer satisfaction and maintain its position as a leading agency. Some of the key strategies they focus on are:

Customer-Centric Approach, Extensive Network, Technology Integration, Strong customer support, Transparency and trust.

### **3.2.5 SWOT ANALYSIS OF THE COMPANY**

SWOT analysis is a strategic planning tool used to assess the Strengths, Weaknesses, Opportunities, and Threats involved in a business venture.

- **Strengths:** These are internal factors that give a business or organization an advantage over others in the industry. When conducting a SWOT analysis for a travel agency, strengths could include:
  - Established brand reputation
  - Strong network of partnerships with airlines, hotels, and other travel service providers
  - Experienced and knowledgeable staff
  - Innovative technology platforms for bookings and customer service
  - Unique selling propositions (USPs) such as specialized tour packages or exclusive deals
- **Weaknesses:** These are internal factors that place the business at a disadvantage relative to others. Weaknesses in a travel agency context might include:
  - Limited geographical reach or market presence
  - Lack of diversification in services offered
  - Dependence on specific suppliers or destinations
  - Inefficient or outdated booking systems
  - High employee turnover rates or skill gaps
- **Opportunities:** These are external factors that could be advantageous to the business if properly leveraged. Opportunities for a travel agency may include:

- Growing demand for travel services due to increasing disposable incomes and globalization
- Emerging markets or untapped demographics
- Technological advancements enabling new distribution channels or customer engagement strategies
- Strategic partnerships or alliances with complementary businesses
- Trends such as eco-tourism or experiential travel
- Threats: These are external factors that could potentially cause trouble for the business. Threats to a travel agency could include:
  - Intense competition from online travel agencies (OTAs) or other traditional agencies
  - Economic downturns impacting consumer spending on travel
  - Political instability, terrorism, or natural disasters affecting travel destinations
  - Changes in government regulations or visa requirements
  - Disruptive technologies or shifts in consumer preferences

By conducting a SWOT analysis, a travel agency can identify areas where it excels, pinpoint areas for improvement, capitalize on opportunities, and mitigate potential threats. This analysis serves as a foundation for strategic decision-making and planning to enhance the agency's competitiveness and sustainability in the dynamic travel industry.



**STRENGTHS**

- Convenient Transportation
- Economic Progress
- Comfortable Accommodation
- Safe and Secure Environment

**OPPORTUNITIES**

- Expansion of services
- Targeting Niche Markets
- Embracing Sustainable Travel
- Leveraging Technology

**WEAKNESSESS**

- Lack of Transparency
- Limited Customer Feedback
- Limited Offline Presence
- Potential Communication Issues

**THREATS**

- Intense Competition
- Economic Factors
- Geopolitical Instability
- Changing Consumer preference

**CHAPTER-4**  
**DATA INTERPRETATION AND ANALYSIS**

## **4.1 RESEARCH METHODOLOGY**

### **4.1.1 STATEMENT OF PROBLEM**

The purpose of the study is to determine and assess the level of employee job satisfaction within the organization. A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD is the project's full title, is carried out to see whether the employees in AKBAR TRAVELS are satisfied within the organization.

### **4.1.2 RESEARCH DESIGN**

A proposed research project's strategy is called a research design. The research design refers to the overall strategy that you choose to integrate the different components of the study in coherent and logical way, thereby, ensuring you will effectively address the research problem. It constitutes the blueprint for the collection, measurement, and analysis.

- The research design used in this study is Descriptive and Analytical research.
  - Descriptive Research aims to describe a situation, problem, or phenomenon accurately.
  - Analytical Research goes beyond description to analyses and interpret data to unearth insights, understand underlying relationships, or solve problems.

### **4.1.3 SAMPLE DESIGN**

Simple Random Sampling method is used to select the sample.

Simple random sampling is a statistical technique used to select a subset of individuals or items from a larger population in such a way that every individual or item has an equal chance of being chosen.

### **POPULATION**

A population refers to the entire group of individuals, objects, events, or other elements that have a characteristics or attribute of interest.

Understanding the population is crucial for selecting appropriate sampling methods, designing the study, and drawing valid conclusions from the collected data.

## **SAMPLING TECHNIQUE**

Sampling techniques refer to the methods used to select a sample from a population.

The choice of a sampling technique depends on the research question, the type of data being collected, the size of population, and the resources available for conducting the research.

- The sampling method used for the study is random sampling.

## **SAMPLE SIZE**

Sample size refers to the number of individuals, items, or observations included in a sample selected from a larger population for the purpose of conducting a study, experiment, or survey. Determining the appropriate sample size for a study is a crucial aspect of research design, as it directly impacts the reliability and generalizability of the findings.

- The sample size is 60

## **4.1.4 DATA COLLECTION DESIGN**

The term "data collection design" describes how techniques and processes are systematically planned and organised in order to collect data for a project or research study. It entails making decisions regarding the methods of data collection, the instruments or tools to be used, and the execution of the data collection procedure. Ensuring the validity, quality, and reliability of the data collected requires a well-thought-out plan for data collection.

### **DATA SOURCES**

To achieve the goals of the study, both primary and secondary data were gathered.

#### **PRIMARY SOURCES**

Primary data is information that the researcher attempts to gather himself from the sources accessible for his specific purpose. It is original data that has not been previously collected, processed, or analysed by anyone else. Primary data is specifically gathered for the purpose of addressing the research objectives or questions at hand.

#### **SECONDARY SOURCES**

Secondary data refers to data that has been collected, processed, and analysed by someone else for a purpose other than the one at hand. Secondary data is information that has already been gathered and is available for use by researchers or analysts for their own purposes.

## **DATA COLLECTION TOOLS**

Data collection tools are instruments or methods used to gather information or collect data for research, analysis, or monitoring purposes.

Data collection tool used for research is questionnaire.

Surveys: A survey is a research method used to collect data from a sample of individuals or groups regarding their opinions, behaviours, characteristics, or experiences. Surveys typically involve asking respondents a series of questions in a structured format, either through interviews, questionnaires, or online forms. The primary goal of a survey is to gather information that can be used to understand attitudes, preferences, trends, or patterns within a population.

Observation: The observation method is a research technique used to systematically observe and record behaviours, events, or phenomena in their natural settings. Instead of relying on self-reports or surveys, researchers directly observe and document behaviours or events as they occur in real-time.

## 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 EMPLOYEES

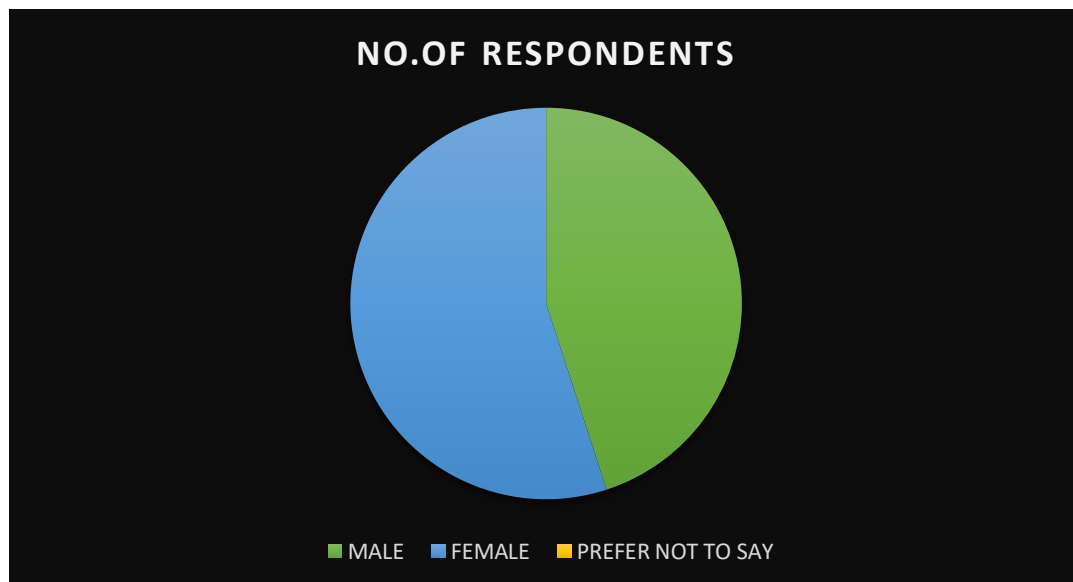
**TABLE NO. 1**

The table showing gender of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
MALE	27	46.7
FEMALE	33	53.3
PREFER NOT TO SAY	0	0
TOTAL	60	100

**CHART NO. 1**

The chart showing gender of the employees in the organization.



### INTERPRETATION

According to the above data 46.7% of the employees are male and 53.3% of the employees are female.

## AGE OF THE EMPLOYEES

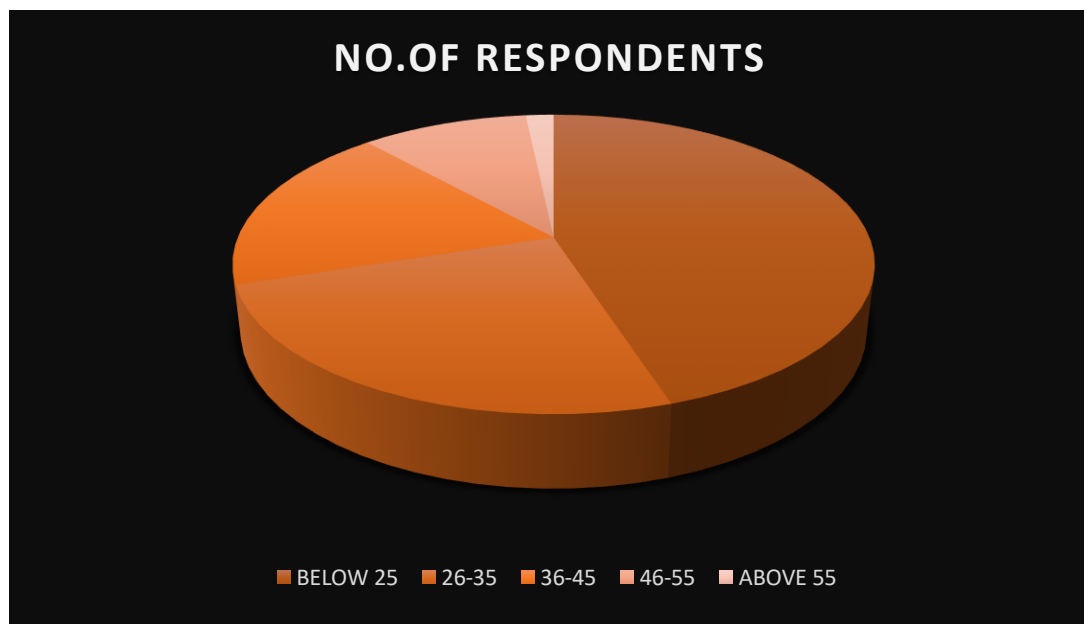
**TABLE NO. 2**

The table showing age of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
BELOW 25	27	45
26-35	15	25
36-45	11	18.3
46-55	6	10
ABOVE 55	1	1.7
TOTAL	60	100

**CHART NO. 2**

The chart showing age of the employees in the organization.



### INTERPRETATION

According to the above data, 45% of employees are in the age group of Below 25, 25% employees are in the age group of 26-35, 18.3% are in 36-45, 10% are in 46-55 and remaining 1.7% are above 55 age group.

## MARITAL STATUS

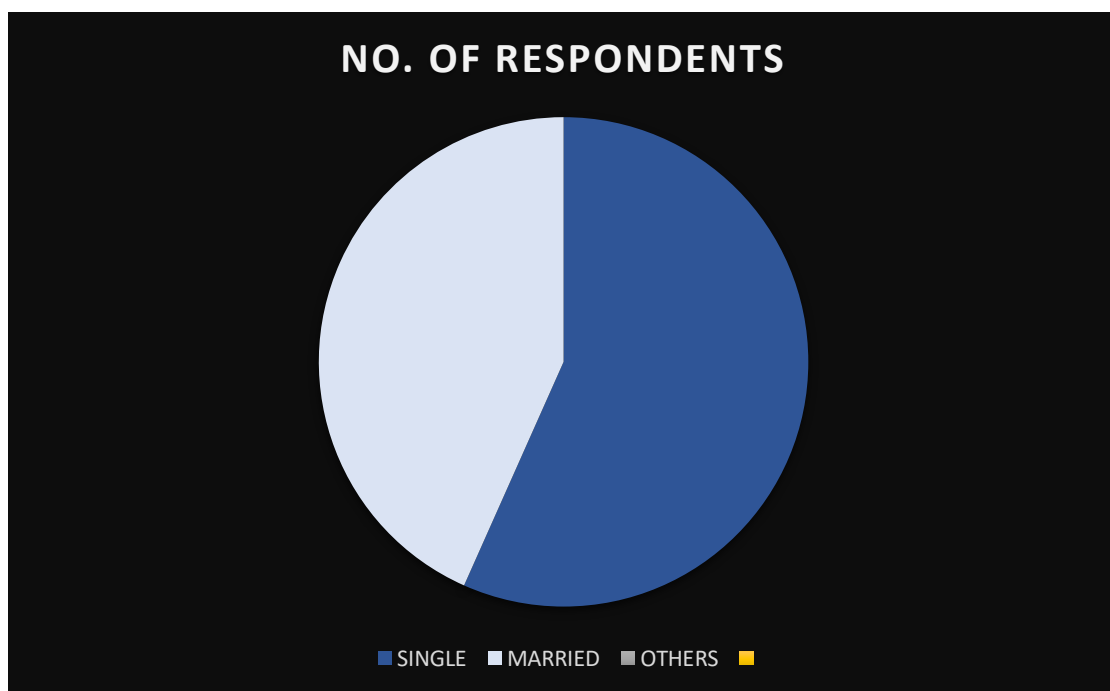
**TABLE NO.3**

The table showing marital status of the employees in the organization.

OPTIONS	NO. RESPONDENTS	PERCENTAGE
SINGLE	34	56.7
MARRIED	26	43.3
OTHERS	0	0
TOTAL	60	100

**CHART NO.3**

The chart showing marital status of the employees in the organization



## INTERPRETATION

According to the above data, 56.7% of the employees are single and 43.3% of employees are married.



## EDUCATIONAL QUALIFICATION

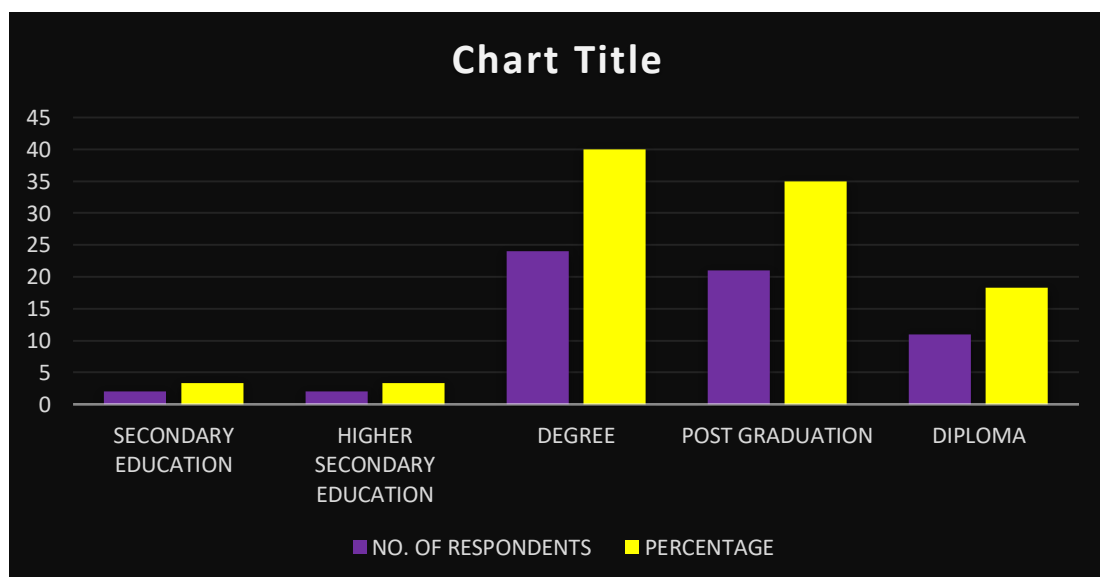
**TABLE NO.4**

The table showing educational qualification of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
SECONDARY EDUCATION	2	3.3
HIGHER SECONDARY EDUCATION	2	3.3
DEGREE	24	40
POST GRADUATION	21	35
DIPLOMA	11	18.3
TOTAL	60	100

**CHART NO.4**

The chart showing educational qualification of the employees in the organization.



## INTERPRETATION

According to the above data, 40% of the employees are under graduated, 35% of the employees are post graduated, 18.3% of employees are having diploma, 3.3% of employees are having higher secondary education and again 3.3% of employees are having secondary education.

## YEARS OF EXPERIENCE

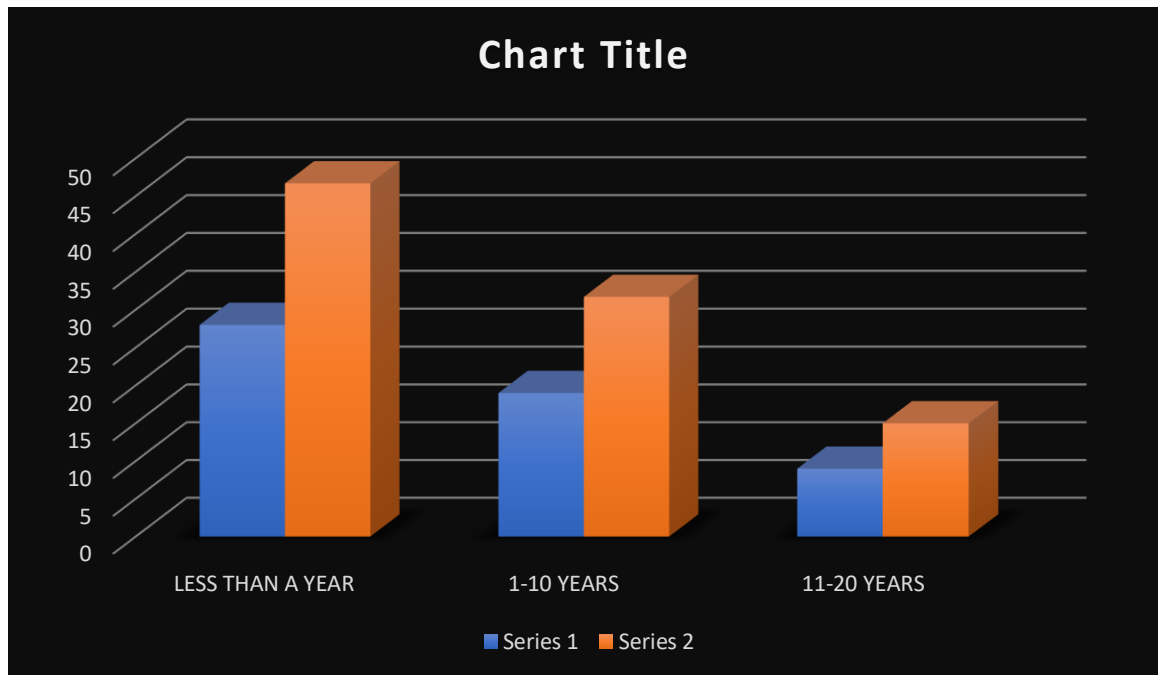
**TABLE NO.5**

The table showing the employee's year of experience in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN A YEAR	28	46.7
1-10 YEARS	19	31.7
11-20 YEARS	9	15
21-30 YEARS	4	6.7
ABOVE 30 YEARS	0	0
TOTAL	60	100

**CHART NO. 5**

Chart showing the employee's year of experience in the organization.



## INTERPRETATION

According to the above data, 46.7% employees are of less than one year experience, 31.7% of employees are working in the company for 1-10 years, 15% of employees are working for 11-20 years and 6.7% of employees are working for 21-30 years.

## ADVANCEMENT THROUGHOUT PROFESSIONAL LIVES

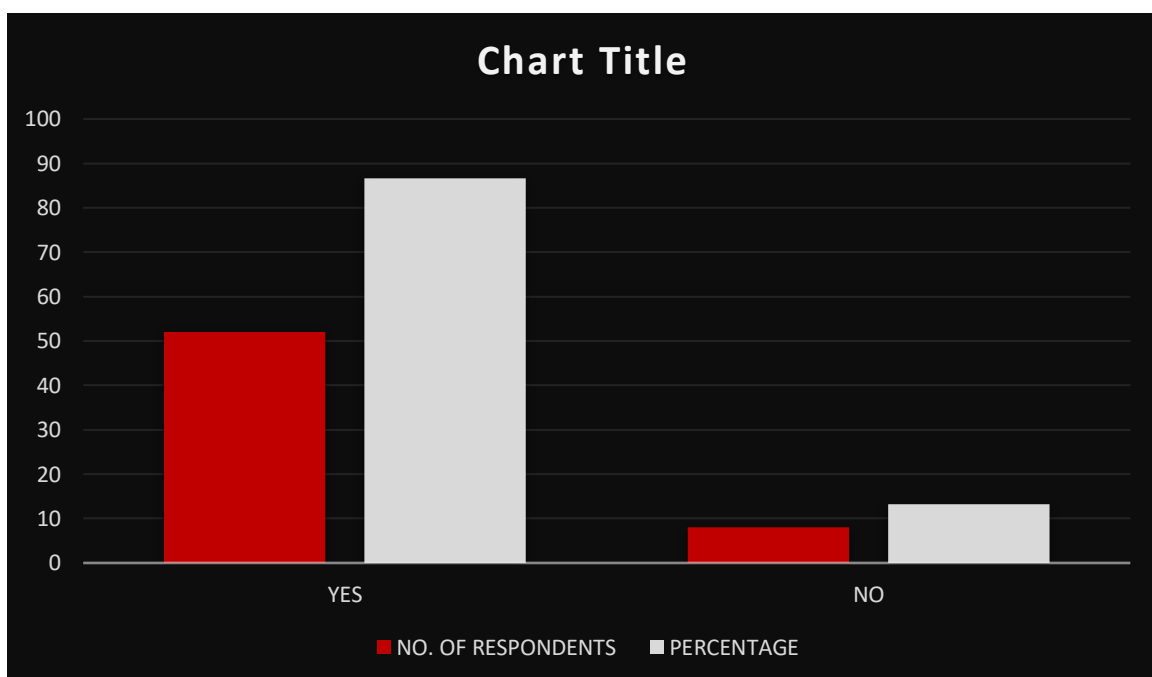
**TABLE NO.6**

The table showing opportunities for the advancement throughout professional lives of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	52	86.7
NO	8	13.3
TOTAL	60	100

**CHART NO.6**

The chart showing opportunities for the advancement throughout professional lives of the employees in the organization.



### INTERPRETATION

According to the above data, 86.7% of the employees believe that the organization offers opportunities for the advancement throughout their professional lives and 13.3% employees doesn't believe in it.

## WORKING HOURS

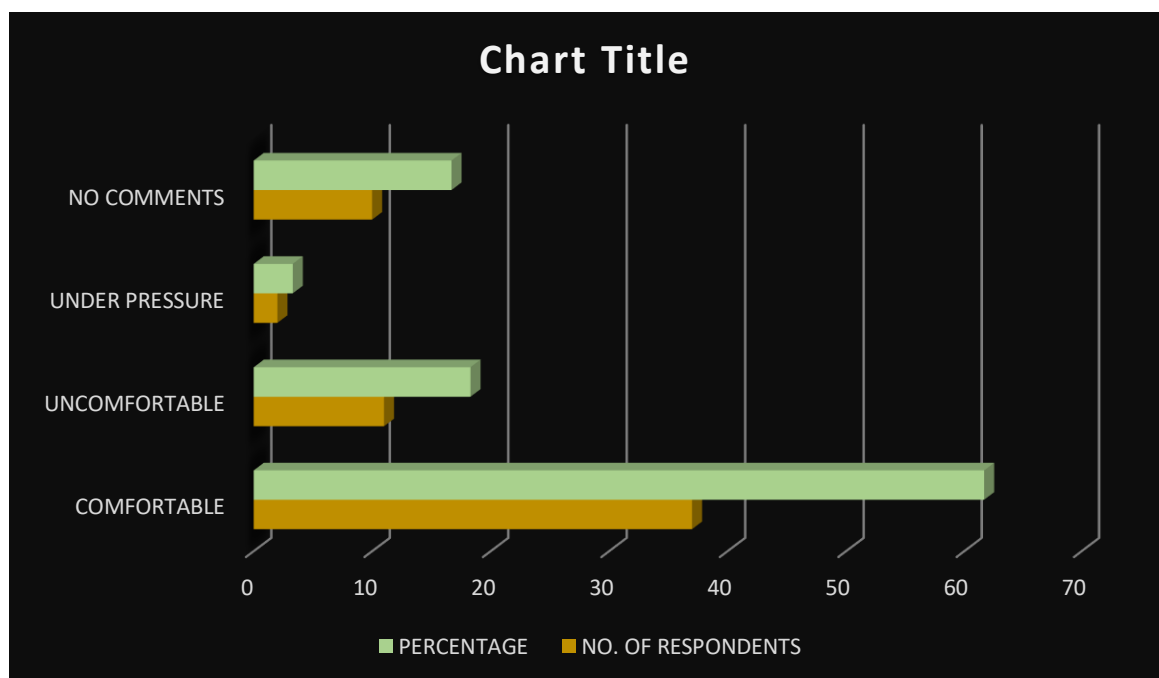
**TABLE NO.7**

The table showing the working hours of employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
COMFORTABLE	37	61.7
UNCOMFORTABLE	11	18.3
UNDER PRESSURE	2	3.3
NO COMMENTS	10	16.7
TOTAL	60	100

**CHART NO.7**

The chart showing the working hours of the employees.



## INTERPRETATION

According to the above data, 61.7% of employees are comfortable with the working hours of the organization, 18.3% employees are uncomfortable, 3.3% employees are under pressure and 16.7% employees have no comments.

## REMUNERATION OFFERED

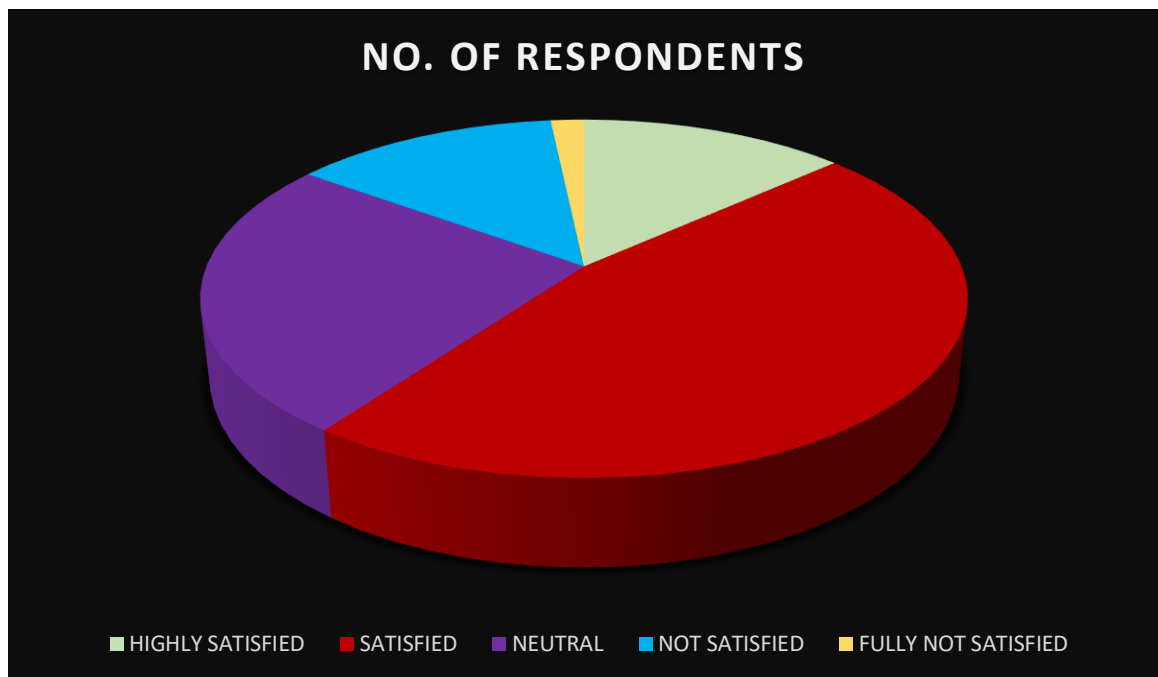
**TABLE NO.8**

The table showing remuneration of the employees.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	8	13.3
SATISFIED	28	46.7
NEUTRAL	15	25
NOT SATISFIED	8	13.3
FULLY NOT SATISFIED	1	1.7
TOTAL	60	100

**CHART NO.8**

The chart showing the remuneration paid to the employees in the organization.



### INTERPRETATION

According to the above data, 46.7% of the employees are satisfied with the remuneration offered to them, 25% employees are neutral, 13.3% employees are highly satisfied, 13.3% employees are not satisfied and remaining 1.7% employees are fully not satisfied.

## RESPECT

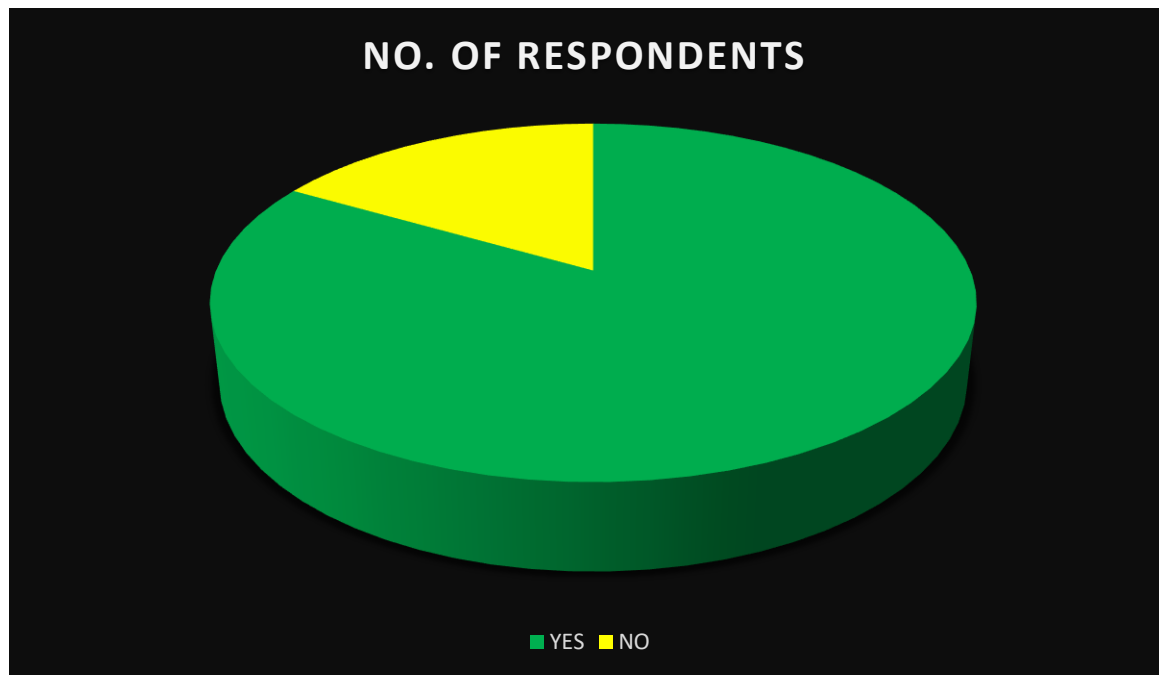
**TABLE NO.9**

The table showing respect of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	50	83.3
NO	10	16.7
TOTAL	60	100

**CHART NO.9**

The chart showing the respect by the manager to the employees in the organization.



## INTERPRETATION

According to the above data, 83.3% of employees feel respected by their manager and 16.7% employees doesn't feel respected by their manager.

## PERSONAL SPACE

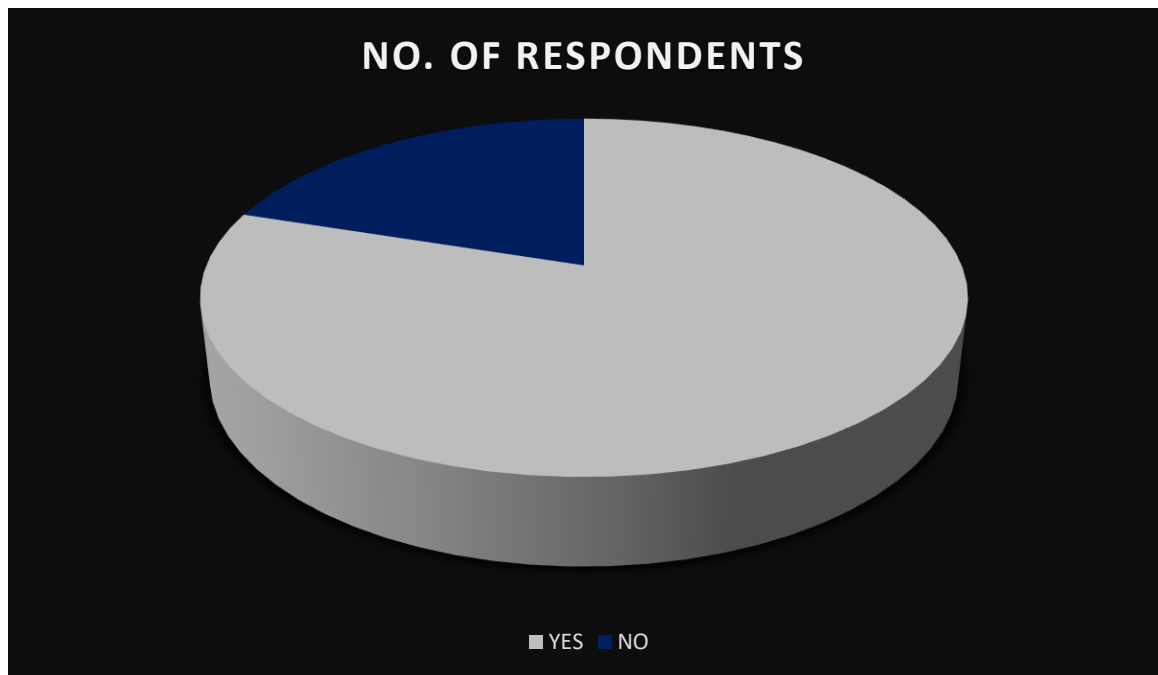
**TABLE NO.10**

The table showing personal space of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	48	80
NO	12	20
TOTAL	60	100

**CHART NO.10**

The chart showing the personal space provided for the employees in the organization.



## INTERPRETATION

According to the above data, 80% of the employees agrees that work place provide them with enough personal space and 20% employees disagrees that work place provide them with enough personal space.

## SATISFYING ATMOSPHERE

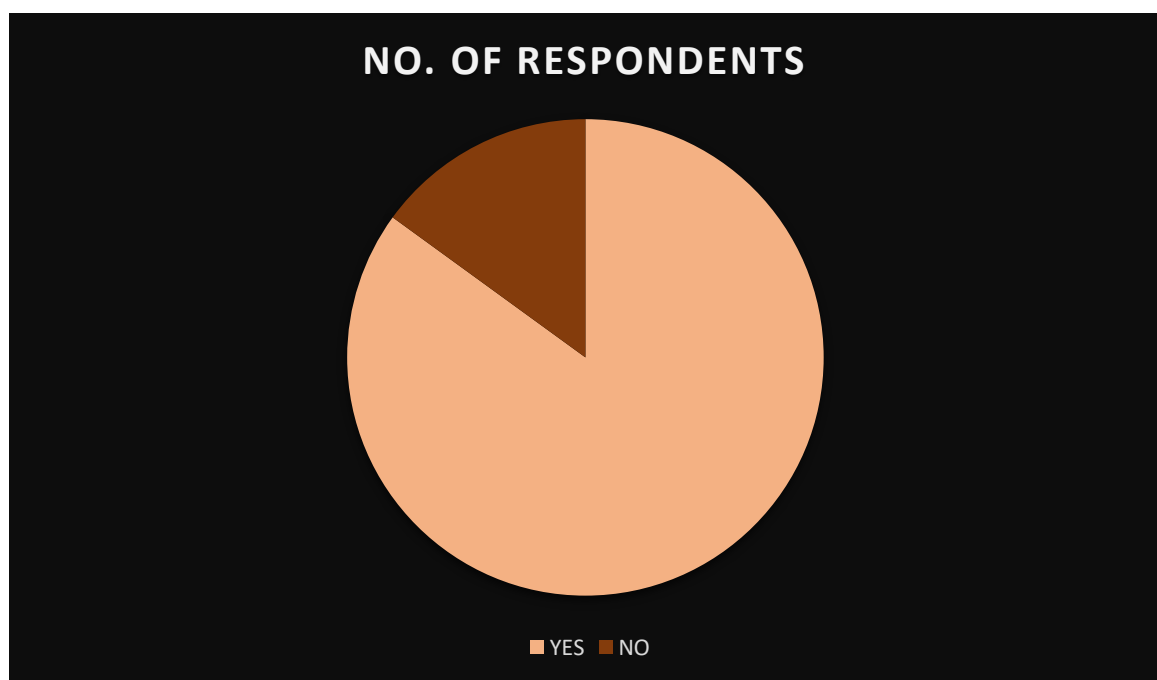
**TABLE NO.11**

The table showing the satisfying atmosphere offered to the employees.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	51	85
NO	9	15
TOTAL	60	100

**CHART NO.11**

The chart showing the satisfying atmosphere of the employees in the organization.



### INTERPRETATION

According to the above data, 85% of the employees believe that work environment offers a satisfying atmosphere in the organization and the remaining 15% of the employees does not believe it.



## FEEDBACK ON PERFORMANCE

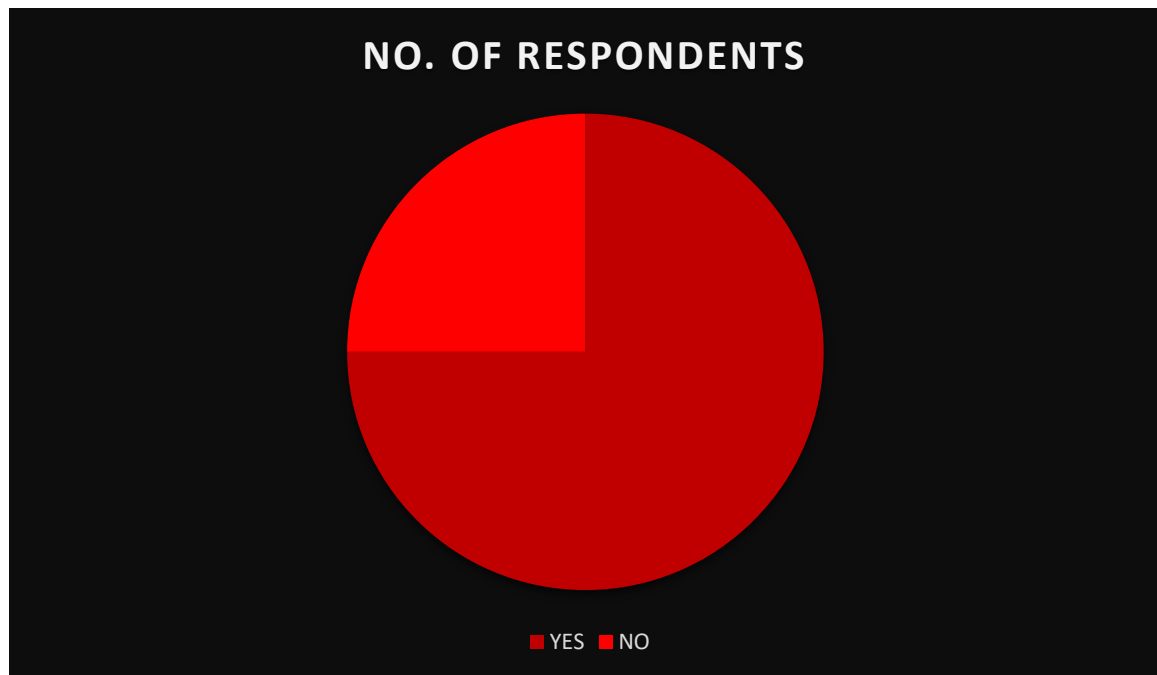
**TABLE NO.12**

The table showing feedback on performance of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	45	75
NO	15	25
TOTAL	60	100

**CHART NO.12**

The chart showing the feedback on performance of the employees in the organization.



### INTERPRETATION

According to the above data, 75% of the employees agrees that they receive feedback on their performance and 25% of the employees doesn't agree.

## INVOLVEMENT IN DECISION MAKING PROCESS

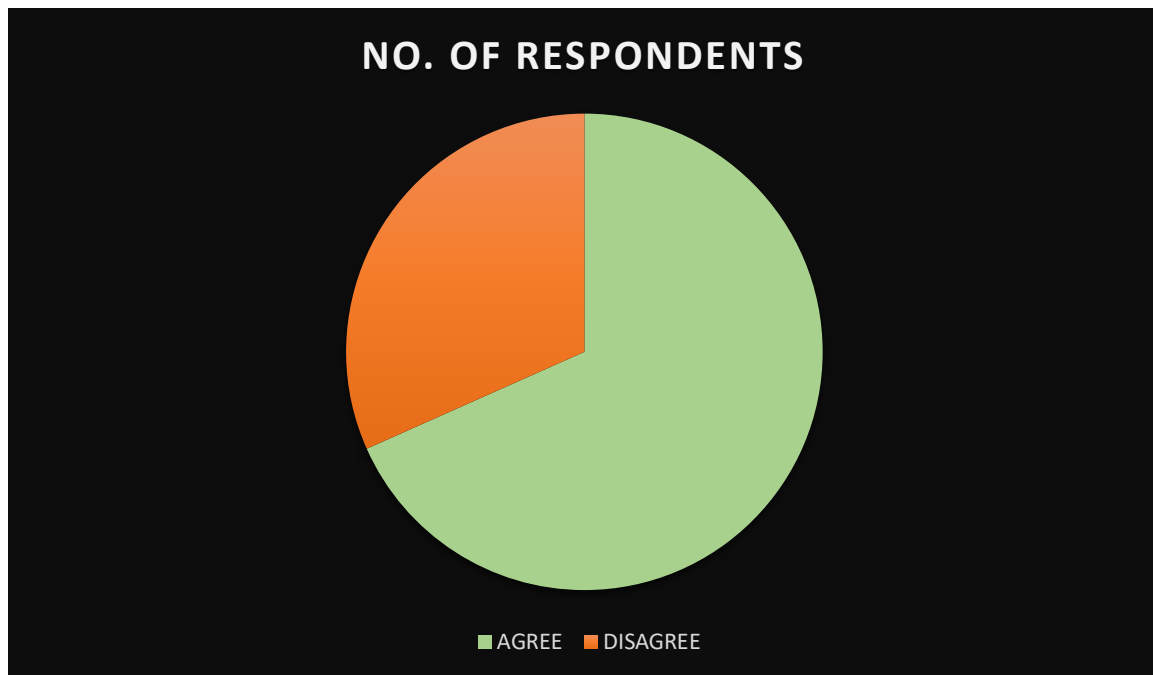
**TABLE NO.13**

The table showing the involvement of employees in the decision-making process.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
AGREE	41	68.3
DISAGREE	19	31.7
TOTAL	60	100

**CHART NO.13**

The chart showing the involvement in decision making process by employees.



### INTERPRETATION

According to the above data, 68.3% of employees are allowed by the manager to involve in the decision-making process of the organization and 31.7% of employees are not allowed in the decision-making process.

## OPINIONS

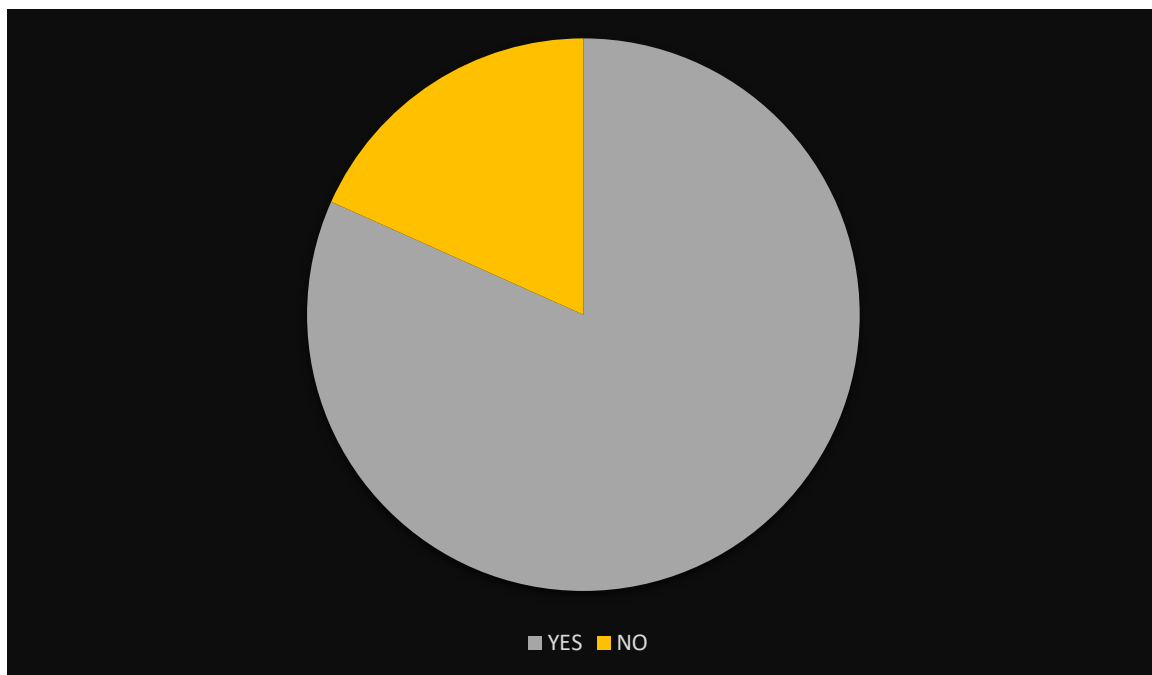
**TABLE NO.14**

The table showing opinions of employees heard and valued by manager in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	49	81.7
NO	11	18.3
TOTAL	60	100

**CHART NO.14**

The chart showing the opinions of employees heard and valued by the manager.



## INTERPRETATION

According to the above data, 81.7% of employees agrees that their opinions are heard and valued by the manager in the organization and 18.3% of employees doesn't agree that their opinions are heard and valued by the manager.

## ENCOURAGEMENT FOR BEST EFFORTS

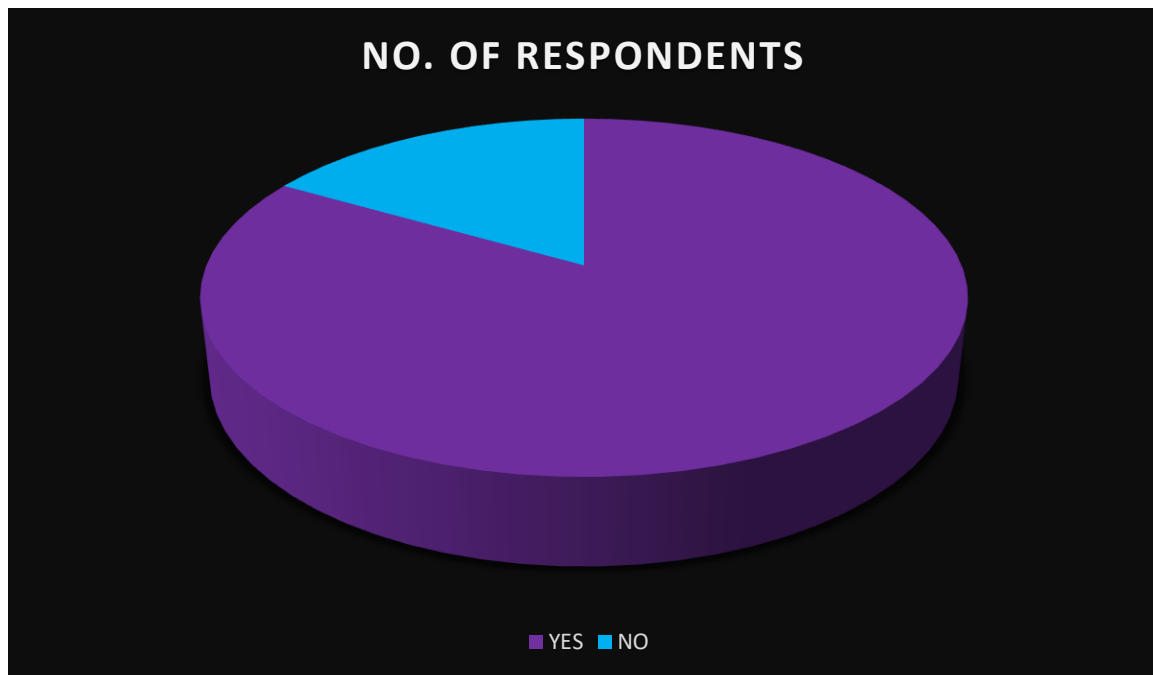
**TABLE NO.15**

The table showing encouragement of employees by the manager.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	50	83.3
NO	10	16.7
TOTAL	60	100

**CHART NO.15**

The chart showing encouragement of employees by the manager.



### INTERPRETATION

According to the above data, 83.3% of employees agrees that the manager encourages them for giving their best efforts and 16.7% of employees doesn't agree with it.

## WORK LIFE BALANCE

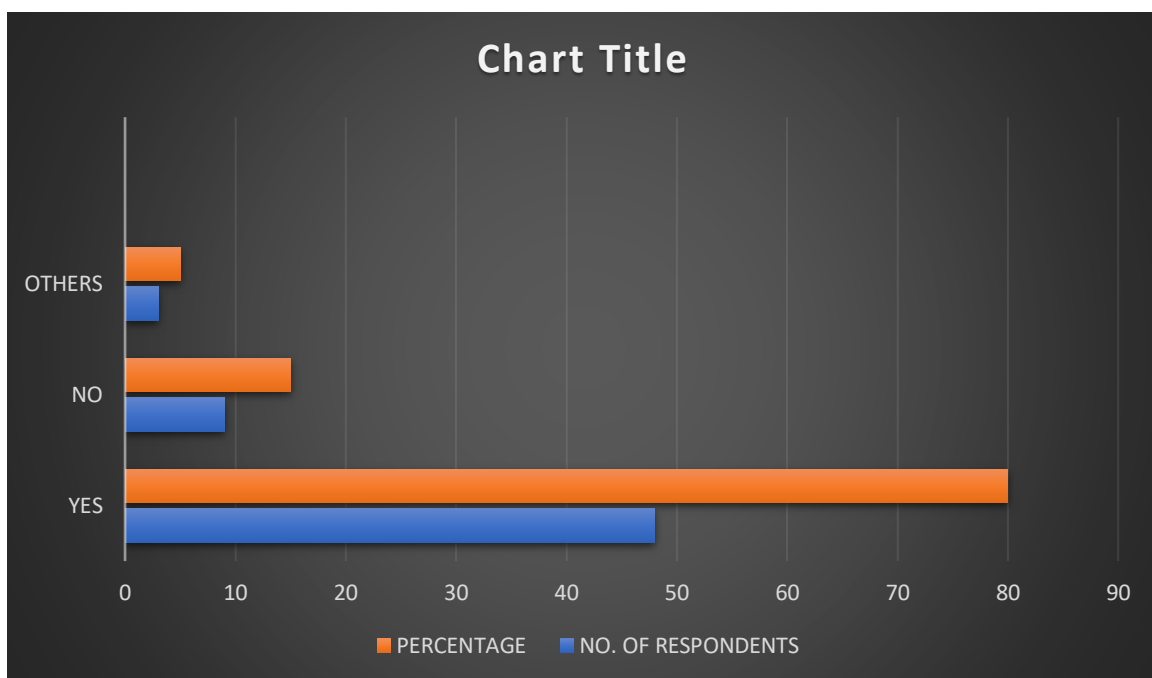
**TABLE NO.16**

The table showing the right work life balance of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	48	80
NO	9	15
OTHERS	3	5
TOTAL	60	100

**CHART NO.16**

The chart showing the right work life balance of the employees.



## INTERPRETATION

According to the above data, 80% of the employees agrees that work environment helps to strike the right work-life balance, 15% of employees doesn't agree and the remaining 5% of the employees have no opinions.

## EMPLOYEE SATISFACTION FACTOR

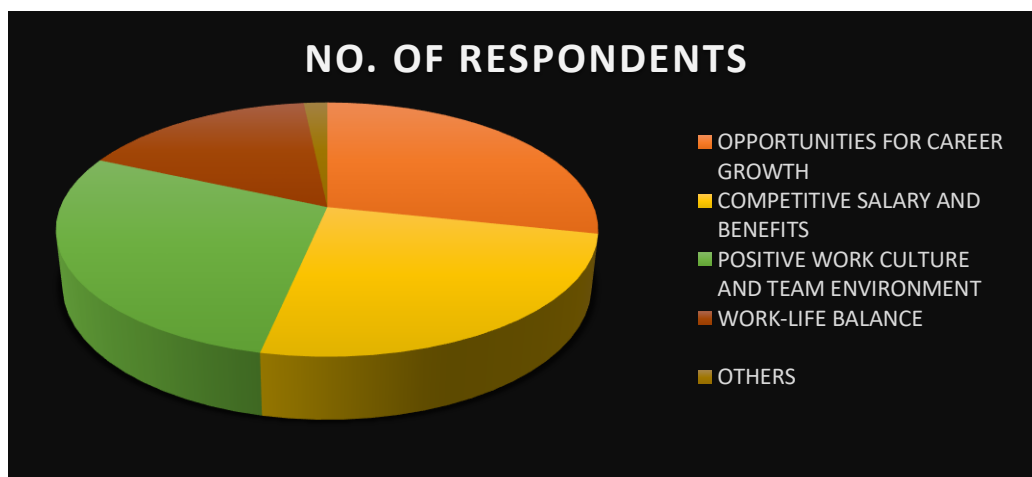
**TABLE NO.17**

The table showing important factor for employee satisfaction at a travel agency.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
OPPORTUNITIES FOR CAREER GROWTH	17	28.3
COMPETITIVE SALARY AND BENEFITS	15	25
POSITIVE WORK CULTURE AND TEAM ENVIRONMENT	17	28.3
WORK-LIFE BALANCE	10	16.7
OTHERS	1	1.7
TOTAL	60	100

**CHART NO.17**

The chart showing important factor for employee satisfaction at a travel agency.



### INTERPRETATION

According to the above data, 28.3% of the employees suggest opportunities for career growth as an important factor for employee satisfaction at a travel agency, 25% of employees suggest competitive salary and benefits, 28.3% employees suggest positive work culture and team environment, 16.7% of employees suggest work-life balance and the remaining 1.7% suggest other factors like travel far enough.

## RELATIONSHIP WITH COLLEAGUES

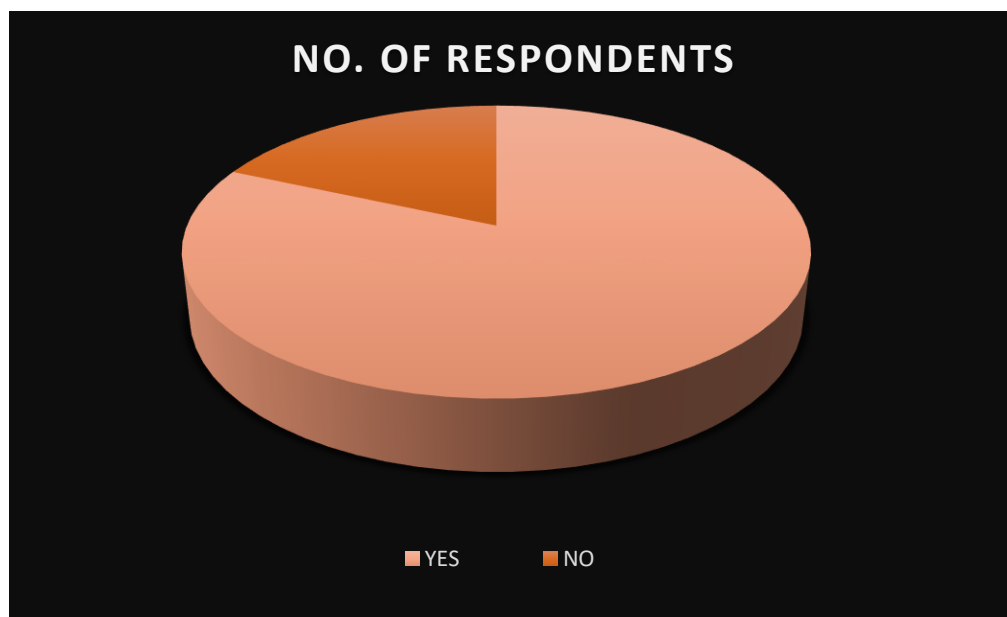
**TABLE NO.18**

The table showing employees relationship with colleagues in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	49	81.7
NO	11	18.3
TOTAL	60	100

**CHART NO.18**

The chart showing employees relationship with colleagues in the organization.



### INTERPRETATION

From the above data, 81.7% of the employees have good relationship with the colleagues in the organization and 18.3% of the employees have no good relation with their colleagues.

## RECOMMENDATION OF TRAVEL AGENCY

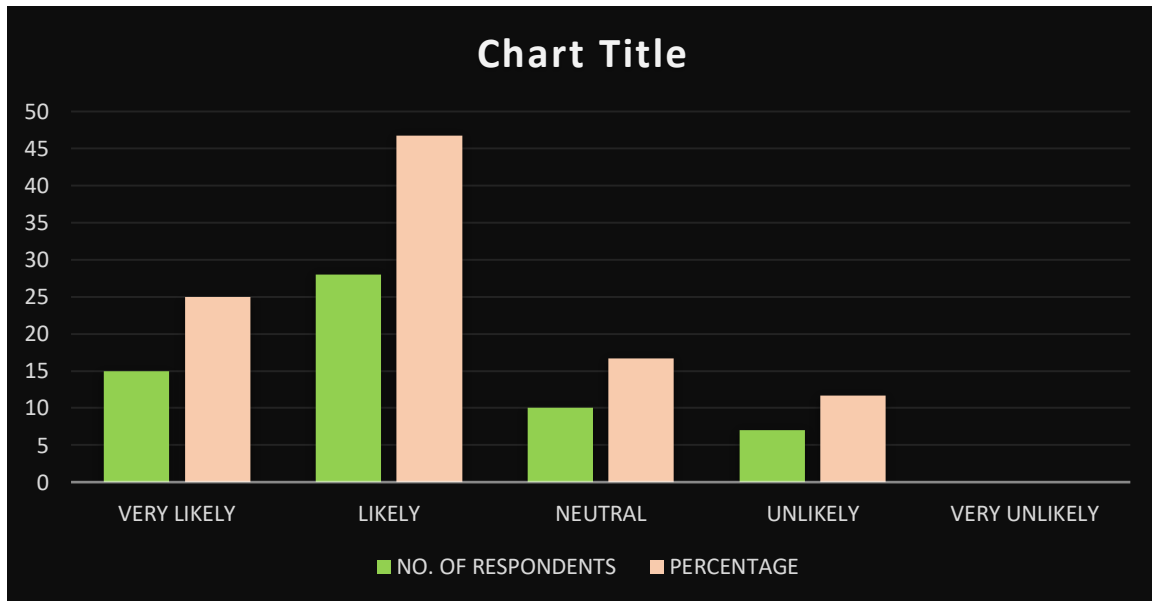
**TABLE NO.19**

The table showing recommendation of travel agency by the employees.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
VERY LIKELY	15	25
LIKELY	28	46.7
NEUTRAL	10	16.7
UNLIKELY	7	11.7
VERY UNLIKELY	0	0
TOTAL	60	100

**CHART NO.19**

The chart showing recommendation of travel agency by the employees.



### INTERPRETATION

According to the above data, 25% of employees are very likely to recommend travel agency as a great place to work, 46.7% employees are likely to recommend, 16.7% of employees are neutral, 11.7% of employees are unlikely to recommend travel agency.



## OVERALL SATISFACTION

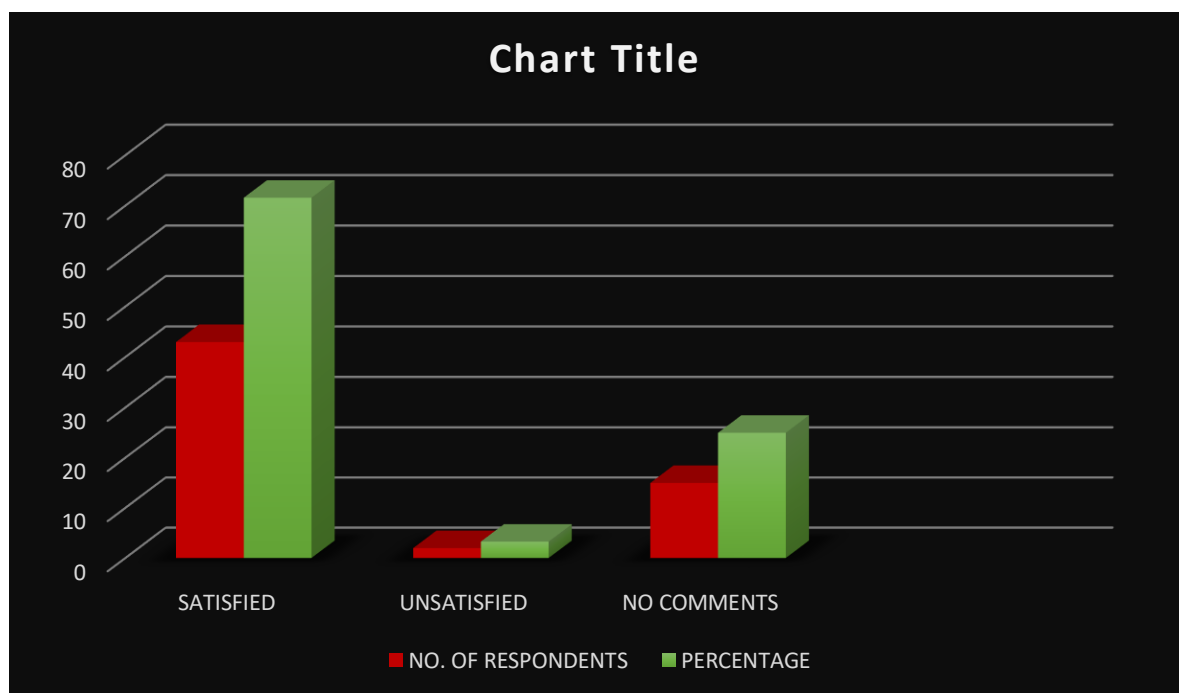
**TABLE NO.20**

The table showing overall satisfaction of the employees in the organization.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
SATISFIED	43	71.6
UNSATISFIED	2	3.3
NO COMMENTS	15	25
TOTAL	60	100

**CHART NO.20**

The showing overall satisfaction of the employees in the organization.



## INTERPRETATION

From the above data, 71.6% of employees are overall satisfied with the job, 3.3% of employees are unsatisfied and the remaining 25% of employees have no comments.

## **CHAPTER-5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

## FINDINGS

- 46.7% of the employees are male and 53.3% of the employees are female.
- 45% of employees are in the age group of Below 25, 25% employees are in the age group of 26-35, 18.3% are in 36-45, 10% are in 46-55 and remaining 1.7% are above 55 age group.
- 56.7% of the employees are single and 43.3% of employees are married.
- 40% of the employees are under graduated, 35% of the employees are post graduated, 18.3% of employees are having diploma, 3.3% of employees are having higher secondary education and again 3.3% of employees are having secondary education.
- 46.7% employees are of less than one year experience, 31.7% of employees are working in the company for 1-10 years, 15% of employees are working for 11-20 years and 6.7% of employees are working for 21-30 years.
- 86.7% of the employees believe that the organization offers opportunities for the advancement throughout their professional lives and 13.3% employees doesn't believe in it.
- 61.7% of employees are comfortable with the working hours of the organization, 18.3% employees are uncomfortable, 3.3% employees are under pressure and 16.7% employees have no comments.
- 46.7% of the employees are satisfied with the remuneration offered to them, 25% employees are neutral, 13.3% employees are highly satisfied, 13.3% employees are not satisfied and remaining 1.7% employees are fully not satisfied.
- 83.3% of employees feel respected by their manager and 16.7% employees doesn't feel respected by their manager.
- 80% of the employees agrees that work place provide them with enough personal space and 20% employees disagrees that work place provide them with enough personal space.
- 85% of the employees believe that work environment offers a satisfying atmosphere in the organization and the remaining 15% of the employees does not believe it.
- 75% of the employees agrees that they receive feedback on their performance and 25% of the employees doesn't agree.

- 68.3% of employees are allowed by the manager to involve in the decision-making process of the organization and 31.7% of employees are not allowed in the decision-making process.
- 81.7% of employees agrees that their opinions are heard and valued by the manager in the organization and 18.3% of employees doesn't agrees that their opinions are heard and valued by the manager.
- 83.3% of employees agrees that the manager encourages them for giving their best efforts and 16.7% of employees doesn't agrees with it.
- 80% of the employees agrees that work environment helps to strike the right work-life balance, 15% of employees doesn't agree and the remaining 5% of the employees have no opinions.
- 28.3% of the employees suggest opportunities for career growth as an important factor for employee satisfaction at a travel agency, 25% of employees suggest competitive salary and benefits, 28.3% employees suggest positive work culture and team environment, 16.7% of employees suggest work-life balance and the remaining 1.7% suggest other factors like travel far enough.
- 81.7% of the employees have good relationship with the colleagues in the organization and 18.3% of the employees have no good relation with their colleagues.
- 25% of employees are very likely to recommend travel agency as a great place to work, 46.7% employees are likely to recommend, 16.7% of employees are neutral, 11.7% of employees are unlikely to recommend travel agency.
- 71.6% of employees are overall satisfied with the job, 3.3% of employees are unsatisfied and the remaining 25% of employees have no comments.

## **SUGGESTIONS**

- Implement flexible scheduling options to accommodate the seasonal nature of tourism and allow employees to maintain a work-life balance.
- Provide opportunities for cross-training and career advancement within the tourism sector to empower employees and promote job satisfaction.
- Offer competitive compensation packages and performance-based incentives to recognize and reward employees for their contributions.

- Foster a supportive work culture by encouraging open communication, teamwork, and collaboration among staff members.
- Provide comprehensive training programs to equip employees with the skills and knowledge needed to excel in their roles within the tourism industry.
- Create opportunities for employee recognition and appreciation through awards, ceremonies, or employee of the month programs.
- Offer flexible benefits packages that cater to the diverse needs of employees, such as health insurance, wellness programs, and retirement savings plans.
- Implement regular performance evaluations and feedback sessions to provide employees with constructive guidance and support for their professional development.
- Encourage work-life balance by offering paid time off, flexible scheduling, and remote work options when feasible.
- Foster a culture of inclusivity and diversity by promoting equal opportunities for all employees regardless of their background or identity.
- Provide access to resources and support services to help employees manage stress and maintain mental well-being, especially during peak tourism seasons.
- Organize team-building activities, retreats, or social events to strengthen relationships among employees and foster a sense of camaraderie.
- Offer opportunities for professional growth and skill development through workshops, seminars, and educational reimbursements.
- Implement transparent communication channels to keep employees informed about company updates, policies, and industry developments.
- Create a positive work environment by prioritizing safety, cleanliness, and comfort in the workplace.
- Encourage a culture of innovation and creativity by soliciting ideas and feedback from employees on ways to improve processes and enhance the customer experience.
- Provide opportunities for employees to participate in community outreach or volunteer activities related to the tourism industry.
- Recognize and celebrate milestones, achievements, and anniversaries to show appreciation.

## CONCLUSION

In conclusion, this project has shed light on the crucial aspect of employee satisfaction within the tourism industry. Through a comprehensive analysis of various factors influencing employee satisfaction, valuable insights have been gained. The research revealed several key findings. Firstly, it was found that factors such as workplace environment, job autonomy, recognition, and opportunities for career advancement significantly impact employee satisfaction in the tourism sector. Additionally, the importance of effective communication, supportive management, and work-life balance emerged as crucial contributors to overall employee well-being and job satisfaction.

The implications of these findings are profound for both tourism businesses and employees alike. For employers, understanding and addressing the factors that influence employee satisfaction can lead to increased productivity, reduced turnover rates, and ultimately, enhanced customer satisfaction. Moreover, in an industry heavily reliant on customer service and positive experiences, satisfied employees are more likely to deliver exceptional service, thereby contributing to the overall success and reputation of the business.

Based on the findings of this study, several recommendations can be proposed to improve employee satisfaction within the tourism industry. Firstly, businesses should prioritize creating a positive work environment by fostering a culture of respect, trust, and collaboration. Providing opportunities for professional development and career growth can also boost employee morale and job satisfaction. Additionally, implementing regular feedback mechanisms and actively listening to employee concerns can help address issues promptly and demonstrate a commitment to employee well-being.

Furthermore, recognizing and rewarding employee contributions, whether through monetary incentives, awards, or simple gestures of appreciation, can go a long way in enhancing job satisfaction and fostering a sense of belonging within the organization.

In conclusion, the findings of this project underscore the significance of prioritizing employee satisfaction in the tourism industry. By investing in the well-being and happiness of employees, businesses can not only improve their bottom line but also create a positive workplace culture conducive to long-term success and sustainability.

This conclusion effectively summarizes the project's findings, discusses their implications, and provides actionable recommendations for stakeholders in the tourism industry.

## ANNEXURE- QUESTIONNAIRE

### 1) Gender

- Male
- Female
- Prefer not to say

### 2) Age

- Below 25
- 26-35
- 36-45
- 46-55
- Above 55

### 3) Marital status

- Single
- Married
- Others

### 4) Educational Qualification

- Secondary Education
- Higher Secondary Education
- Degree
- Post Graduation
- Diploma
- Others

### 5) How long have you been working for the organisation?

- Less than a year
- 1-10
- 11-20
- 21-30
- Above 30 years

### 6) Do you believe the organisation offers opportunities for people to advance throughout their professional lives?

- Yes
- No

### 7) What do you think about this organisation's working hours?

- **Comfortable**
- **Uncomfortable**
- **Under Pressure**
- **No Comments**

8) **Are you satisfied with the remuneration that you have been offered?**

- **Highly Satisfied**
- **Satisfied**
- **Neutral**
- **Unsatisfied**
- **Fully not Satisfied**

9) **Do you feel respected by your manager?**

- **Yes**
- **No**

10) **Does your workplace provide you with enough personal space?**

- **Yes**
- **No**

11) **Do believe that your work environment offers a very satisfying atmosphere?**

- **Yes**
- **No**

12) **Does your manager provide you with essential feedback?**

- **Yes**
- **No**

13) **Does the manager allow you to be involved in decision making process?**

- **Agree**
- **Disagree**

14) **Do you feel that your opinions are heard and valued by your manager?**

- **Yes**
- **No**

15) **Does your manager encourage you to give your best efforts?**

- **Yes**
- **No**

16) **Do you think the environment at work helps you strike the right work life balance?**

- **Yes**



- No
- Other

17) What factor is most important for employee satisfaction at a travel agency?

- Opportunities for career growth
- Competitive Salary and Benefits
- Positive Work Culture and Team Environment
- Work life Balance
- Other

18) Do you have good relationship with colleagues?

- Yes
- No

19) How likely are you to recommend the travel agency as a great place to work?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

20) Are you satisfied with your job overall?

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