

**“A STUDY ON THE MARKETING STRATEGIES WITH SPECIAL
REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD”**

Dissertation submitted to

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Submitted by

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BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that the study report entitled “**A STUDY ON THE MARKETING STRATEGIES WITH SPECIAL REFERENCE TO AKBAR TRAVELS OF INDIA PVT LTD**” is a record of original work done by **AKSHAYA DEV S (Registration no.21002107992)** in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **Ms. MANJU MALATHY 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 bonafide record of the project work done by me entitled **“A STUDY ON THE MARKETING STRATEGIES 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 **MS.MANJU MALATHY ASSISTANT PROFESSOR**, 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.

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TABLE OF CONTENTS

Sl. No.	CHAPTERS	Page No.
I	INTRODUCTION	1-9
	1.1 Introduction	1
	1.2 Problem Definition	6
	1.3 Objectives of the Study	7
	1.4 Scope of the Study	7
	1.5 Limitations of the Study	8
II	LITERATURE REVIEW	10-17
III	INDUSTRY PROFILE	18-19
	3.1 Brief History of the Industry	18
	3.2 Industrial Performance- Global, National & Regional	22
	3.3 Prospects & Challenges in the Industry	27
IV	COMPANY PROFILE	33-
	4.1 Brief History of the Organization & Current Board of Directors/Organization Chart	33
	4.2 Mission, Vision Statement & Quality Policy Followed	35
	4.3 Business Process of the Organization – Product Profile	37
	4.5 SWOT Analysis of the Organization	37
V	RESEARCH METHODOLOGY	38-43
	5.1 Statement of the problem	40
	5.2 Research Design	40
	5.3 Sample Design	40
	5.3.1 Population	40
	5.3.2 Sampling Technique	40
	5.3.3 Sample Size	41
	5.4 Data Collection Design	41
	5.4.1 Data Source	42
	5.4.2 Data Collection Tools	42
	5.4.3 Data Analysis Tool	43
	DATA INTERPRETATION & ANALYSIS	44-57
	FINDINGS, SUGGESTIONS & CONCLUSION	58-61
	Findings	58
	Suggestions	60

	Conclusion	61
	ANNEXURE	
	Annexure 1 – Questionnaire	62
	Annexure 2 – Bibliography	64

LIST OF TABLES

Sl. No.	List Of Tables	Page no.
6.1	Table showing the age distribution of the customers	44
6.2	Table showing the gender distribution of the customers	45
6.3	Table showing the educational level of the respondents	46
6.4	Table showing weather the respondent travel for leisure or business trip in a year	47
6.5	Table showing weather the respondent use the service of Akbar Tours and Travels for booking tickets	48
6.6	Table showing form where the respondents know about the Akbar tours and travels	49
6.7	Table showing the service availed by the customers in the given month	50
6.8	Table showing the overall booking experience of the respondents	51
6.9	Table showing the factors influencing the customers for choosing Akbar tours and travels	52
6.10	Table showing how likely they are to be recommend Akbar tours and travels to others	54
6.11	Table showing the satisfaction level of customers on the clarity and relevance of Akbar travels marketing messages	55
6.12	Table showing weather the respondents engaged with the Akbar tours and travels offers or promotions	56
6.13	Table showing the effectiveness of Akbar tours and travels marketing campaign	57

LIST OF CHARTS

Sl. No.	List Of Charts	Page No.
6.1	Figure showing the age distribution of the respondents	44
6.2	Figure showing the gender distribution of the employees	45
6.3	Figure showing the educational level of the respondents	46
6.4	Figure showing the frequency travelling for leisure or business purposes in a year by the respondent	47
6.5	Figure showing percentage of respondents use the service of akbar tour and travels for booking tickets	48
6.6	Figure showing from where they know about Akbar tours and travels	49
6.7	Figure showing the service availed by the respondents	50
6.8	Figure showing the overall booking experience of the respondents	51
6.9	Figure showing the factors which influence the customers for choosing Akbar tours and travels	52
6.10	Figure showing the recommendation level of the respondents to others	54
6.11	Figure showing the satisfaction level of customers on the marketing message of Akbar tours and travels	55
6.12	Figure showing weather the customer engaged with the Akbar travels' promotions or special offers	56
6.13	Figure showing the effectiveness of Akbar tours and travels marketing campaign	57

1.1 INTRODUCTION

A market is a meeting place for parties to help in the trade of products and services. Usually, buyers and sellers are the parties actively involved. The market can be virtual such as an online market, where there is no physical presence or interaction between buyers and sellers, or physical, such as a retail location where people meet in person. Any location where two or more people can get together to do business, even if it involves no legal cash, is considered a market. Products, services, money, information, or any combination of these that are transferred from one party to another can all be included in a market transaction. Put simply, markets are places where vendors and buyers can congregate and conduct business. Generally, a trade requires two participants. To balance the market and bring in competition, a third party is necessary. As a result, among other things, a market in a perfect competition state is distinguished by a large number of active buyers and sellers. The term "marketing" describes the actions a business takes to encourage the purchase or sale of a good or service. Selling, delivering, and advertising goods to customers or other companies are all included in marketing. Affiliates market a corporation on its behalf in certain situations. Through advertising, professionals in a company's marketing and promotion departments aim to capture the interest of important target audiences. Promotions might include memorable packaging or graphic designs, celebrity endorsements, memorable phrases or slogans, and general media exposure. They are aimed toward specific populations. Marketing's main goal is to constantly investigate and assess your target audience using focus groups, questionnaires, internet buying patterns, and an overarching inquiry: "Where, when, and how does our consumer want to communicate with our business?" This time, let's examine the goals of marketing, as well as its various forms, the four Ps of marketing, and the distinction between marketing and advertising. We can help you if you're a novice trying to comprehend what marketing is all about or an experienced marketer wanting to review your terminology. The goal of marketing is to generate interest in the goods or services that your business offers. This is accomplished by studying the interests of your potential client and conducting market research and analysis. All facets of a firm, such as sales, advertising, distribution strategies, and product creation, are included in marketing. When consumers began endorsing products through media other than print in the 1950s, modern marketing had its start. With the introduction of TV and the internet into homes, marketers were able to run

complete campaigns on a variety of media. And as one might anticipate, in the past 70 years, marketers have played a bigger role in optimizing a company's success by fine-tuning how it offers products to customers. Actually, drawing customers to your brand Page 3 of 12 through messaging is the core goal of marketing. Your messaging should ideally be instructive and beneficial to your target audience in order to turn them into leads

Types of marketing

Where your clients spend their time determines where your marketing ads will run. It is your responsibility to carry out market research to ascertain which marketing strategies—and the combination of instruments within each strategy—are most effective in establishing your brand.

The following are a few forms of marketing that are still important today, some of which have endured over time:

- **Internet marketing:** The concept of being online for business purposes is a form of marketing in and of itself, and it was sparked by an online Excedrin product campaign Search engine optimization, also known as “SEO,” is the process of making website content more visible in search engine results. Marketers use it to draw in users who conduct searches that suggest they're curious about a specific industry.
- **Blog marketing:** Individual writers are no longer the only ones with blogs. Nowadays, brands use blogs to write about their sector and pique the curiosity of prospective clients who are information-surfers on the internet.
- **Social media marketing:** Companies can gradually leave an impression on their audience by using Facebook, Instagram, Twitter, LinkedIn, and other comparable social networks.
- **Print marketing:** Businesses continue to sponsor articles, photographs, and related content in the publications their customers read as newspapers and magazines get better at identifying who subscribes to their print material.
- **Search engine marketing:** This kind of advertising differs slightly from SEO, as previously mentioned. These days, companies can pay a search engine to

put links on pages in its index that are highly visible to their target market. The term for this is “payper-click”; I’ll give you an illustration of it in the section that follows.

- **Video marketing:** Previously limited to commercials, marketers are now investing in producing and disseminating a wide range of educational and entertaining videos to their target audience.

MARKETING STRATEGY

A marketing strategy is an organization’s fundamental plan for attracting potential customers and converting them to buyers of its goods or services. A marketing strategy includes high-level elements such as the target customer demographics, the company’s value proposition, and key brand messaging. The 4Ps of marketing—**product, price, place, and promotion**—are all included in a comprehensive marketing plan.

PRODUCT

A “product” is defined as “anything of value,” including goods and services, that is put up for sale. As demonstrated in the aforementioned examples, the notion of a product encompasses not only the tangible product but additionally the advantages it provides from customer’s perspective, for instance one purchases toothpaste to whiten teeth. Gums , bolstering teeth, etc.). The idea of the product also comprises what is the expanded product provided to the clients in a manner of postpurchase services , managing complaints and replacement part availability and so forth. These elements are crucial. Especially in the promotion of Consumer durable goods, such as Vehicles, freezers, and so forth). The crucial choices made for products include selecting the features, calibre, labelling, branding, and packaging of the merchandise

PRICE

The price is the sum of money that buyers must pay in order to purchase the item. For the majority of products, the price point has an impact on the degree of demand. In addition to deciding on the goals of price setting, marketers also need

to analyse the variables that affect price and set for the company's goods. Decisions must also be made regarding credit terms, traders, and discounts to customers in order for them to believe that the price is reasonable given the value of the goods.

PLACE

Place or Physical Distribution refers to the actions that enable the target to obtain the company's products. Client- tale. Key areas for decision-making In this regard, consist of choosing Dealers or middlemen to get to the clients, offering assistance to the Intermediaries (through rebates, Marketing initiatives, etc.). The Intermediaries continue to maintain inventory. Of the company's offerings, illustrate Them to possible purchasers, bargain quote purchasers, complete sales, and Further maintain the products following the Sale, with respect to the other decision areas To controlling stock, storage, and Transportation and storage of products from the location of production to the location where the buyers require it.

PROMOTION

Activities that convey information about a product or service's availability, features, advantages, etc., of the goods to the target clients and convince them to purchase it. The majority of marketing agencies, Carry out diverse promotional activities and invest a significant amount of money The financial outlay for the promotion of their products by utilizing a number of instruments like advertisements, personal Strategies for selling and promoting sales (such as free samples, price breaks, etc.). A great deal of choices are to be conducted in every area mentioned earlier. To illustrate, in the with regard to advertising, it's crucial to choose the media and the message. To be employed (print media, for instance Periodicals, newspapers, and the objections of clients, etc.) How successfully these components are combined to produce better value for the consumer will determine whether a market offer is successful. The clients and concurrently fulfil their goals for sales and profit. Let's imagine a company wants to accomplish required sales volume at a price that will enable the intended degree of profit.

However, a lot of different mixes can Be Page 6 of 12 used by a company to accomplish this Goals. The problem a company faces then is determining what would be the greatest efficient fusion of components to Fulfil the stated goals.

INTRODUCTION TO INDUSTRY

One of the most beneficial and quickly growing sectors of the economy is tourism. Extensive global experience suggests that tourism activities exhibit elevated levels of social and economic efficacy. Furthermore, because of its synthesis and interference qualities, tourism has a significant snowball effect that stimulates production in other areas of activity. Prior research has confirmed that, in most cases, but not always, tourism has a positive economic impact. Compared to their more developed counterparts, the tourism industry in developing nations is expanding more quickly. The components of the tourism industry, as outlined by Eurostat, can be combined into five primary sectors: travel agencies, lodging establishments, transportation providers, leisure facilities, and tourism authorities. Moreover, other economic sectors that serve purposes unrelated to tourism development also contribute to the growth of the tourism industry. In addition, other economic sectors that serve purposes unrelated to tourism development are involved in the growth of the tourism industry. Building and continuously improving the technical and material tourism specific base, diversifying agribusiness products and consumer goods, and establishing a strong and viable infrastructure (transport and communications) all increase a region's potential for tourism and are crucial components in the creation of tourism products. Determining the manner in which travel agencies, regardless of size, apply sales promotion strategies is imperative. Tourism-specific characteristics such as rigidity and over perishability, compounded by demand variability, compel providers of tourism services to employ a specific suite of marketing tools to maintain supply and demand equilibrium. Officials report that reservations for travel have Page 7 of 12 virtually stopped and that people no longer make plans for vacations or day trips Because it enables tourism operators to correctly identify the most effective techniques and increase them in the direction of customer demand, our analysis regarding the effectiveness of tourism marketing in the form of sales promotion techniques is therefore more important than ever during this period of low demand. Travel agencies will now

need to boost the quantity and frequency of the most sought-after kind of tourism offerings in order to draw travellers.

1.2 PROBLEM DEFINITION

A project named “A Study on Marketing Strategy with Reference to Travel and Tours” might have the following problem definition: “The problem to be addressed in this project is to investigate and analyse the effectiveness of marketing strategies in the travel and tours industry, identifying challenges and opportunities faced by businesses in this sector, and providing recommendations for optimizing marketing approaches to enhance the competitiveness and profitability of travel and tour companies.” This project’s main goal is to investigate the marketing tactics used by tour and travel companies and assess how they affect company performance. In addition to offering insights and suggestions to improve the marketing efficacy and general competitiveness of companies in this sector, this study attempts to pinpoint critical elements influencing the success of marketing campaigns in the travel and tour industry.” The project “A Study on Marketing Strategy with Reference to Travel and Tours” defines the problem as the particular issue or challenge that the project seeks to solve. In this instance, the following elements are usually included in the problem definition: Research Focus indicates the primary area of interest for the study, which is marketing strategy in relation to the travel and tour sector. Objective section outlines the main purpose of the project, Page 8 of 12 which is to comprehend, assess, or enhance the marketing tactics employed by companies in this sector. The problem definition might include information about the project’s parameters, like the region, companies involved, or time frame. Goal makes clear why this study is significant, frequently emphasizing the need for improved marketing tactics to raise the travel and tour industry’s level of profitability and competitiveness. Important Elements can draw attention to important elements that need further research, like competitive analysis, industry trends, customer segmentation, and marketing strategies. Challenges and Opportunities may imply that the project’s goal is to pinpoint the opportunities as well as the challenges present in the marketing environment of the sector. The goal to offer suggestions or solutions based on the study’s findings may be stated in the problem definition. The problem definition functions as a guide for your investigation, assisting

both you and your readers in comprehending the specific focus and goals of your study concerning marketing tactics in the travel and tour sector.

1.3 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

The primary objective of the study “A study on marketing strategy with special reference to travels and tours” is that to Examining the marketing strategies that travel and tour operators currently employee.

SECONDARY OBJECTIVE

Secondary objective of the study are:

- Determining the main elements affecting consumer decisions in the travel and tour sector.
- Evaluating the industry's use of digital marketing tools and strategies.
- Analysing how branding and client loyalty function in the travel and tour industry.
- Examining how internet reviews and social media influence travellers' decision-making.
- Examining market trends and the competitive environment within the travel and tour sector.
- Making suggestions for improving industry marketing tactics
- To evaluate the ethical and sustainable aspects of travel and tour marketing

These goals can aid in directing your investigation and offer an organized method for examining marketing tactics used by the travel and tour sector.

1.4 SCOPE OF THE STUDY

A project titled “A study on marketing strategy with special reference to travel and tours” may have a broad important scope. Here are some things to think about:

- **Industry Relevance:** A large portion of many economies is devoted to the travel and tourism sector. It is beneficial for businesses to understand the marketing tactics used in this sector since it keeps them competitive.

- **Consumer Behaviour:** Researching marketing tactics in this particular setting can provide insight into the preferences, behaviour, and decision-making processes of travellers and tour operators. Marketing campaigns can be customized with the help of this data
- **Market Trends:** The tourism and travel sector is dynamic, with constantly shifting consumer preferences. Finding these trends and modifying marketing strategy in line with them can be aided by research.
- **Competitive Analysis:** It can be extremely important for businesses to comprehend the tactics used by rivals in the travel and tour industry. An analysis of competitors can be conducted with the aid of this project.
- **Global View:** The travel business frequently operates on a worldwide scale. International marketing strategies may benefit from research in this field.
- **Sustainability:** Responsible and sustainable travel is becoming more and more important. How marketing strategies fit with these ideas can be investigated in the study

In conclusion, research on marketing strategy in the travel and tour sector is important from an academic, business, and economic standpoint. The results of such studies can be used to inform researchers, businesses, and policymakers in a variety of ways.

1.5 LIMITATION OF THE STUDY

All research activities have limitations. A study on "Marketing Strategy with Special Reference to Travel and Tours" may have the following limitations:

- Data pertaining to the travel and tourism industry may not be easily accessible. Access to data unique to a given industry can be a major impediment.
- The accuracy and dependability of data can be a limitation, especially when it comes to self-reported marketing strategies by companies. Businesses might give inaccurate or biased information, or they might withhold confidential information.

- The travel and tourism sector encompasses a wide range of businesses, from independent tour guides to major global hotel chains. A study might find it difficult to fully capture this diversity.
- The study's depth and scope may be limited by a lack of funds and/or time. Performing in-depth research might not always be possible.
- Depending on a given region, marketing strategies may or may not be very effective. It is possible that a study will not fully capture these local variations.

2.1 REVIEW OF LITERATURE

- ❖ **Akbar, S., & Sharp, A. (2023).** The growth of Aboriginal tourism in remote Australia: Indigenist method for an operator perspective. *Tourism Recreation Research*, 1-14. Overall, this research demonstrates that rural Aboriginal tourism operators confront a number of difficulties that force them to work harder while giving them less ability to learn which aspects of their marketing initiatives and tactics are successfully attracting tourists and why
- ❖ **Ghazal, T. M., Hasan, M. K., Alzoubi, H. M., Alshurideh, M., Ahmad, M., & Akbar, S. S. (2023).** Internet of Things Connected Wireless Sensor Networks for Smart Cities. In *The Effect of Information Technology on Business and Marketing Intelligence Systems* (pp. 1953-1968). Cham: Springer International Publishing. The Smart City is the most comprehensive and well-rounded framework for addressing the needs of many smart city project elements.
- ❖ **Akbar, Y. (2023).** Time to call time on emerging markets: a critique and a new agenda. *Critical Perspectives on International Business*, 19(3), 341-354. The concept of emerging markets, which was first introduced in the 1980s, has long been considered one of the most important concepts in international business study. Empirical studies conducted since the turn of the twenty-first century have demonstrated that there is no obvious relationship between long-term real growth in the gross domestic product and real stock returns in companies operating in emerging markets.
- ❖ **Xu, C., Park, J., & Lee, J. C. (2022).** The effect of shopping channel (online vs offline) on consumer decision process and firm's marketing strategy. *Internet Research*, 32(3). This study looks into the fresh issues of whether and how particular buying channels (online vs. offline) affect consumers' choices.
- ❖ **Zaenuri, M., Rahayu, K. Y., Iqbal, M., Elianda, Y., & Akbar, A. (2022).** Implementation of Development Strategy for Halal Tourism Destinations. *Journal of Indonesian Tourism & Development Studies*, 10(1). This article sought to illustrate how the Tourism Department's strategy for creating halal tourist sites in West Lombok Regency was put into practise and analyse the variables that affected its execution.

- ❖ **Dai, Z., Zhu, H., & Zhang, X. (2022).** Dynamic spillover effects and portfolio strategies between crude oil, gold and Chinese stock markets related to new energy vehicle. *Energy Economics*. This study applies the methodology of Diebold and Yilmaz (2012) and Diebold and Yilmaz (2014) based on TVP-VAR model to examine the volatility spillover effects and the dynamic relationships among WTI crude oil, gold, and the Chinese stock markets of new energy vehicle, environmental protection, new energy, coal & consumable fuels, high and new technology.
- ❖ **Akbar, P., & Hoffmann, S. (2022).** Collaborative space: framework for collaborative consumption and the sharing economy. *Journal of Services Marketing*, 37(4), 496-509. The paper uses an explicating conceptualization method, relying on an exhaustive review of prior research and previous conceptual work.
- ❖ **Kalogiannidis, S., Kontsas, S., & Papaevangelou, O. (2022).** Influence of Strategic Marketing Approaches in Business Communication. *Business Management and Strategy*, 13(1), 48-63. It is clear from the discussion above that distinct strategic marketing elements were necessary for the organisations since they help with business communication.
- ❖ **Zamil, A., Ali, S., Poulouva, P., & Akbar, M. (2022).** An ounce of prevention or a pound of cure? Multi-level modelling on the antecedents of mobile-wallet adoption and the moderating role of eWoM during COVID-19. *Frontiers in psychology*, 13, 1002958. This study used a deconstructed TAM model that is moderated by eWOM to understand the elements that lead to the intention to adopt e-wallets during the COVID-19 epidemic.
- ❖ **Akbar, M. (2022).** Temporariness and the production of policy categories in Canada. *Journal of Ethnic and Migration Studies*, 48(16), 3929-3946. To address local workforce shortages and expanding labour market needs, Canada has been accepting an increasing number of foreign employees with various temporary work permits since the late 2000s.
- ❖ **Adel, A. M., Dai, X., Roshdy, R. S., & Yan, C. (2021).** Muslims' travel decision-making to nonIslamic destinations: perspectives from information-seeking models and theory of planned behavior. *Journal of Islamic Marketing*,

12(4), 918-940. The present research extends the existing literature of halal tourism and Muslims' travel decision-making by applying information-seeking models and the planned behavior theory to identify the process of decision-making to travel to non-Islamic destinations

- ❖ **Siripipatthanakul, S., & Vui, C. N. (2021).** A conceptual review on the mediating effect of patient satisfaction towards patient loyalty in the dental practice in Thailand. *International Journal of Behavioral Analytics*. According to a review, this research supports the idea that patient satisfaction acts as a mediator between factors linked to dental practises and patient loyalty in the dental healthcare industry
- ❖ **Ahmad, B., Da, L., Asif, M. H., Irfan, M., Ali, S., & Akbar, M. I. U. D. (2021).** Understanding the antecedents and consequences of service-sales ambidexterity: a motivation-opportunity-ability (MOA) framework. *Sustainability*. Using motivation, opportunity, and capacity to engage in service-sales ambidexterity as moderating variables, the study evaluated the causes and effects of service-sales ambidexterity.
- ❖ **Akbar, A. (2021).** Factors influencing the usage of Instagram for business and its effect on financial performance and non-financial performance. *Journal of Digitovation and information system*, 1(1), 43-55. This article's goal is to examine the variables that influence small and medium-sized businesses' (SMEs) use of Instagram for business and how such usage affects both their financial and non-financial performance.
- ❖ **Pratminingsih, S. A., Hayati, N., Sukandi, P., Rahmayanti, R., Drajat Aji Sujai, R. A., & Akbar, Y. K. (2021).** The Influence Of Lifestyle, Hedonic Motivation, And Sales Promotion On Impulse Buying. *Review of International Geographical Education Online*, 11(6). The purpose of this study is to look into how shopping habits, sales promotions, and hedonic incentive affect impulsive purchases.
- ❖ **Castellano, M. I., Bittar, O., Caridad, M., & de Antioquia, I. U. T. (2021).** Strengthening the Quality of Service Oriented to Medical Tourists: A Strategy for The Sustainability of The Hotel Sector in Barraquilla. *IBIMA Business Review*, 2021. Many health tourism destinations continue to place Colombia, and

Barranquilla in particular, on their radar. There are many factors that make it an alluring location in this industry, including the simplicity of connectivity, cutting-edge technology in a variety of disciplines, the proven and internationally renowned calibre of its physicians and medical facilities, the top-notch hotel infrastructure, the affordability of surgeries and less complex treatments, etc.

- ❖ **Liu, C. H., Chang, A. Y. P., Horng, J. S., Chou, S. F., & Huang, Y. C. (2020).** Co-competition, learning, and business strategy for new service development. *The Service Industries Journal*, 40(7-8), 585-609. The survival and expansion of tourism organisations are determined by co-competition and commercial strategy
- ❖ **Fensel, A., Akbar, Z., Kärle, E., Blank, C., Pixner, P., & Gruber, A. (2020).** Knowledge graphs for online marketing and sales of touristic services. *Information*, 11(5). We have outlined a method for distributing tourism-related marketing materials, particularly service packages, based on Knowledge Graphs as a tool for both travellers and travel agencies. Businesses can be successful by offering fresh experiences and identifying fresh direct distribution channels. while utilising their own current touristic contents, booking channels, and resources.
- ❖ **Akbar, R. A., Priyambodo, T. K., Kusworo, H. A., & Fandeli, C. (2020).** Digital tourism marketing collaborative strategy for Banggai brothers area, central Sulawesi, Indonesia. *Journal of Education, Society and Behavioural Science*, 33(11). The constraint of human resources in the tourist office, tourism site managers, and tourism drivers from the communities around the tourism environment, impacting tourism management operations as a whole, is concluded to be the main issue in the Banggai area's tourism marketing.
- ❖ **Khalid, J., Abbas, A., Akbar, R., Mahmood, M. Q., Tariq, A., Khatoon, M., ... & Din, M. J. U. (2020).** Significance of electronic word of mouth (e-WOM) in opinion formation. *International Journal of Advanced Computer Science and Applications*, 11(2). In a nutshell, technological innovation has led to the emergence of a new marketing phenomenon known as online product review platforms, which are crucial to consumer purchasing decisions.
- ❖ **Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020).** Linking emotional brand attachment and sales promotion to post-purchase cognitive dissonance: The mediating role of impulse buying behavior. *The Journal of Asian*

Finance, Economics and Business, 7(11). Investigating the impact of sales promotion and emotional brand attachment on post-purchase cognitive dissonance is the major goal of this study, which also takes into account the mediating role of impulse buying behaviour.

- ❖ **Aulia, S. A., Sukati, I., & Sulaiman, Z. (2016).** A review: Customer perceived value and its Dimension. *Asian Journal of Social Sciences and Management Studies*, 3(2). By offering a review of the components of perceived value, the current study aims to advance our understanding of perceived value.
- ❖ **Yousaf, S., & Xiucheng, F. (2018).** Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68. Through a content analytic method of inquiry of the national tourism bureaus of China, South Korea, Japan, and Thailand on their official websites, the use of the internet to promote Halal cuisines and culinary tourism is compared and contrasted in the current study.
- ❖ **Akbar, S., & Hallak, R. (2019).** Identifying business practices promoting sustainability in aboriginal tourism enterprises in remote Australia. *Sustainability*, 11(17). In order to build sustainable businesses in this region, this article examines important traits of successful remote Aboriginal tourism entrepreneurs working on Country in Australia. It also emphasises the significance of connections to community and culture.
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3.1 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 traveller 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 on board 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.

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

3.2 INDUSTRIAL PERFORMANCE GLOBAL, NATIONAL AND REGIONAL LEVEL

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 COVID19 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 travellers 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 travellers. 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 labour 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 behaviours 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 analysing 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 behaviour 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 labour 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.

3.3 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 travellers 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 travellers.
- **Sustainable Tourism:** There is a growing emphasis on sustainability and responsible tourism practices within the industry. Travellers 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:** Travellers 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 volunteer tourism, 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 traveller 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 travellers 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 neighbourhoods. Large-scale tourism projects, such as resort developments and infrastructure expansion, may displace indigenous communities, traditional livelihoods, and small businesses, exacerbating socioeconomic 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 travellers 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.
- **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 travellers, 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, out dated 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

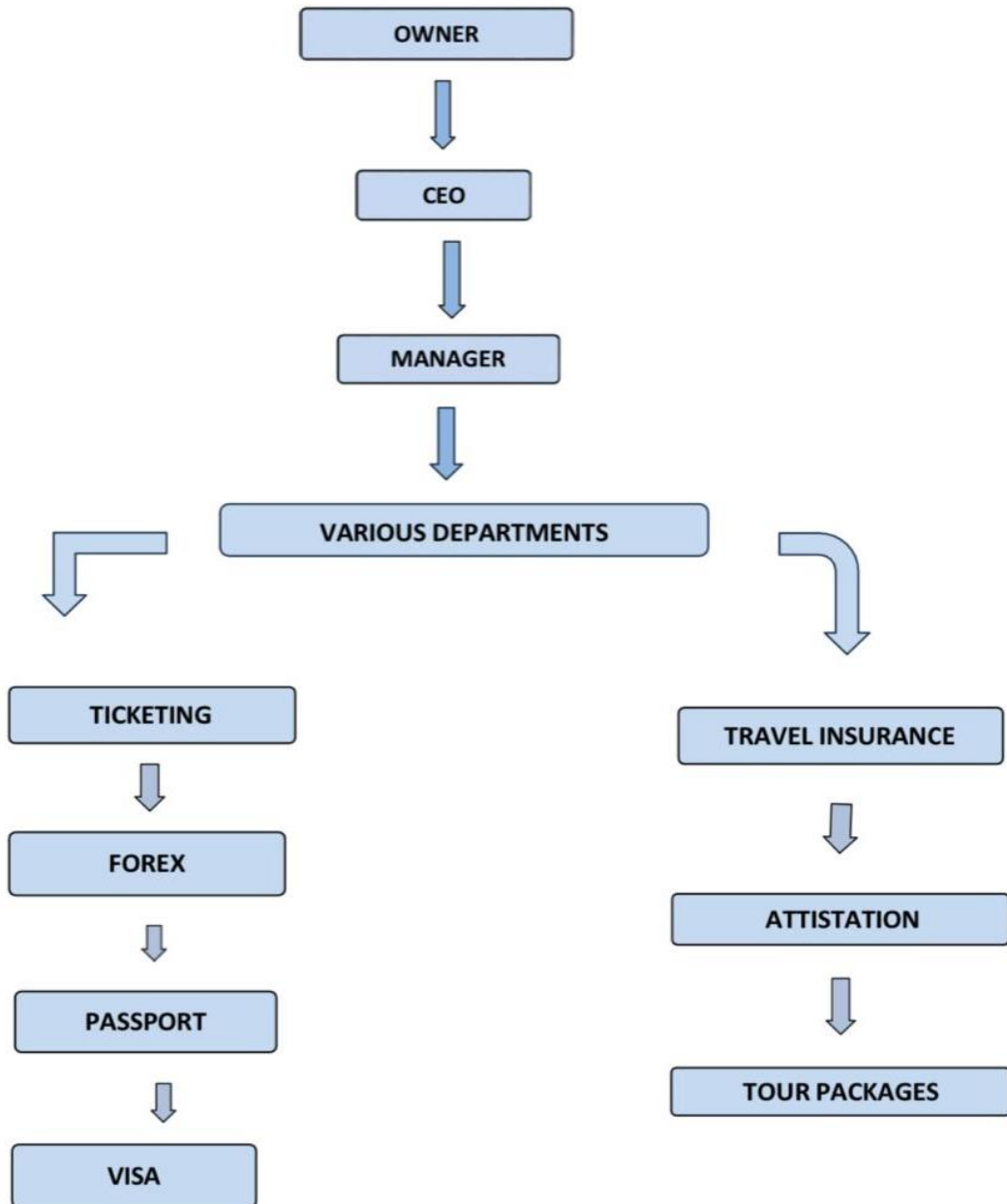
benefits of tourism while minimizing its negative impacts on the environment, society, and culture.

4.1 BRIEF HISTORY OF THE ORGANISATION AND CURRENT BOARD OF DIRECTORS

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

ORGANISATION CHART



4.2 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 travellers 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 travellers 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

4.3 BUSINESS PROCESS OF THE ORGANISATION PRODUCT PROILE

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

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.

4.4 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 out dated 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 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

5.1 STATEMENT OF THE PROBLEM

This study is titled "A Study On The Marketing Strategy With Special Reference To Akbar Tours And Travels". This study was carried out at Akbar Tours And Travels. The study aims to analysing the Marketing Strategy and also understanding the different marketing tools which is used by the Akbar Tours And Travels for promotion of their business

5.2 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 type of research design used in this study is. Quantitative and qualitative research design refers to Qualitative research uses techniques including structured and unstructured interviews, focus groups, and participant observation to not only help generate hypotheses which can be more rigorously tested with quantitative research but also to help researchers delve deeper into the quantitative research numbers, ...

5.3 SAMPLE DESIGN

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

5.3.1 POPULATION

A population refers to the entire group of individuals, objects, events, or other elements that have a characteristics or attribute of interest. The population is the target of study, and the goal of research is to make inferences about the population based on a sample. A Study On The Marketing Strategy With Special Reference To Akbar Tours And Travels

5.3.2 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 and convenience sampling

5.3.3 SAMPLE SIZE

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

- The sample size is 50.

Under the given population, the sample size was selected for the study is 50 in the MCS hospital

5.4 DATA COLLECTION DESIGN

Data collection design refers to the process of planning and implementing methods for gathering data for a particular research study or project. The design process involves defining the research question or problem, determining the type of data needed to answer the question, selecting the most appropriate data collection methods, and planning how the data will be collected, stored, and analysed .Close-ended questions ask respondents to choose from a predefined set of responses, typically one-word answers such as “yes/no”, “true/false”, or a set of multiple-choice questions.

Liker scale is a type of questions that uses a 5 or 7-point scale, sometimes referred to as a satisfaction scale that ranges from one extreme attitude to another. The 5-point Liker scale is a global scale that is used to assess attitudes and views. It is a scale with 5 answer options which has two utmost poles and a neutral option linked with intermediate answer options. For example, agree, fully agree, neither agree nor disagree, disagree, and fully disagree. A Study On The Marketing Strategy With Special Reference To Akbar Tours And Travels A self-prepared questionnaire was prepared to collect data. The questions

were closed ended questions and 5-point Liker scale with 5 answer options (Highly Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied).

5.4.1 DATA SOURCES

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

PRIMARY SOURCE OF DATA

Information are those that are gathered from scratch and for the first time, making them wholly unique in nature. A questionnaire has been used to obtain primary data.

SECONDARY SOURCES

Information that has already been gathered and processed statistically by another party. The internet, organizational records, and other papers kept by the organisation were used to gather secondary data.

Source of data was collected by preparing a self-prepared questionnaire which was filled by the employees or participants of this survey.

5.4.2 DATA COLLECTION TOOLS

Surveys: Surveys can be conducted online, via email, or in person, and are used to gather Information from many people.

- Data collection tool used for research is questionnaire.
- Surveys: Surveys are a common data collection tool used to gather information on Marketing strategy. They can be administered online, by mail, or in person and can be designed to collect both quantitative and qualitative data.
- Interviews: Interviews can be conducted in person or over the phone, and can be used to collect detailed information on patient satisfaction.
- A self-prepared questionnaire was prepared to collect data. The questions were closed ended questions and 5-point Likert scale with

5 answer options (Highly Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied). A Study On The Marketing Strategy With Special Reference To Akbar Tours And Travels

5.4.3 DATA ANALYSIS TOOL

Tables are created from the collected data. The percentages were calculated, and the analysis was done using the straightforward percentage approach. There is analysis, as well as varied conclusions and recommendations. With the aid of several tools, including percentages, tabulation, and charts, the data is evaluated and interpreted

6.1 AGE

Table showing the age of the respondents

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
18-25	19	38%
26-35	23	46%
36-45	7	14%
46-55	1	2%
56 and above	0	0%
TOTAL	50	100%

TABLE 6.1

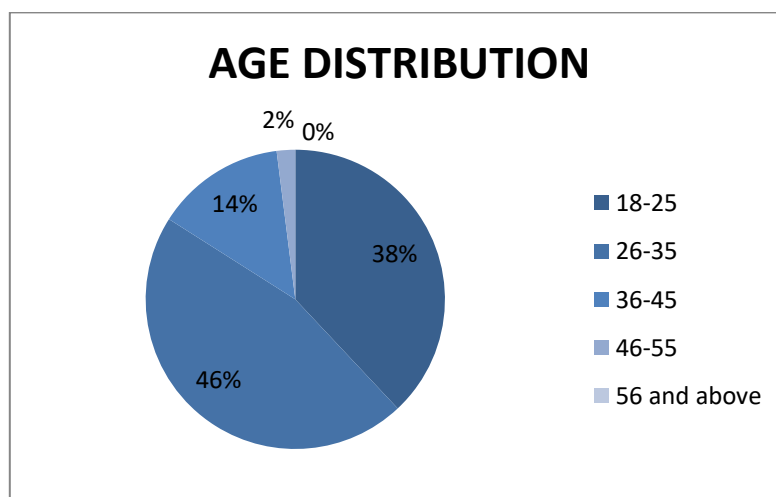


FIGURE 6.1

Figure showing the age distribution of the respondents

INTERPRETATION

According to above data 43% of respondents are from the age group between 26-35 and 38% are between 18-25

6.2 GENDER

Table showing the gender distribution of the respondents

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
Male	13	26%
Female	37	74%
TOTAL	50	100%

TABLE 6.2

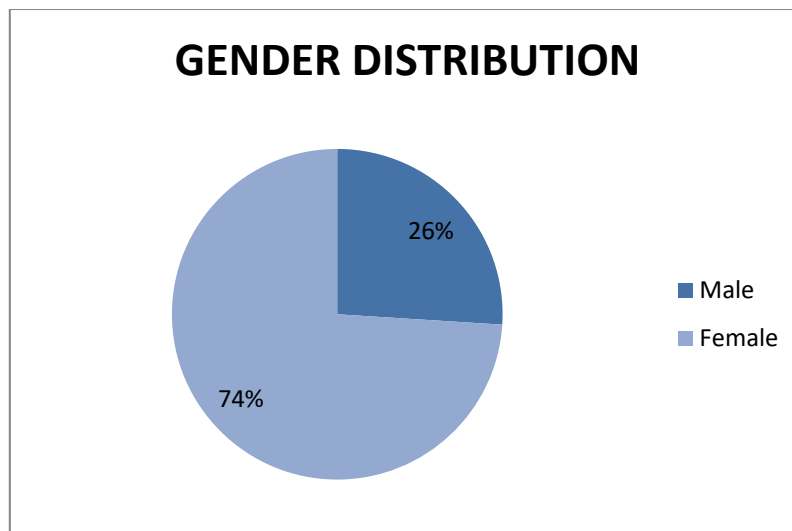


FIGURE 6.2

Figure showing the gender distribution of the employees

INTERPRETATION

According to above data out of 50 respondents 74% of respondents are female

6.3 EDUCATIONAL LEVEL

Table showing the educational level of the respondents

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
secondary education	1	2%
higher secondary education	3	6%
degree	35	69%
pg	10	19%
diploma	2	4%
TOTAL	50	100%

TABLE 6.3

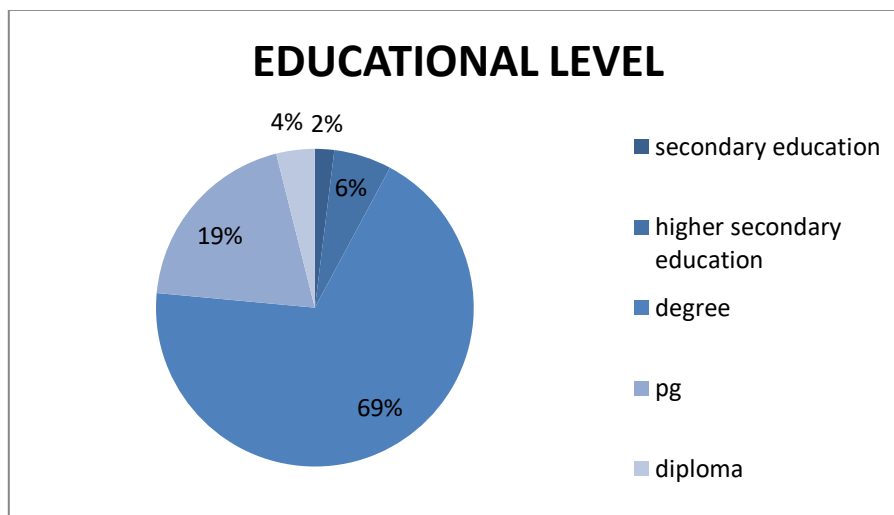


FIGURE 6.3

Figure showing the educational level of the respondents

INTERPRETATION

According to above data out of 50, 69% of respondents completed their ug degree and 19% of respondents completed their pg degree

6.4 HOW OFTEN DO YOU TRAVEL FOR LEISURE OR BUSINESS PURPOSES IN A YEAR

Table showing weather the respondent travel for leisure or business trip in a year

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONCE
Frequently (6+ times)	9	18%
Occasionally (3-5 times)	34	68%
Rarely (1-2 times)	2	4%
Never	5	10%
TOTAL	50	100%

TABLE 6.4

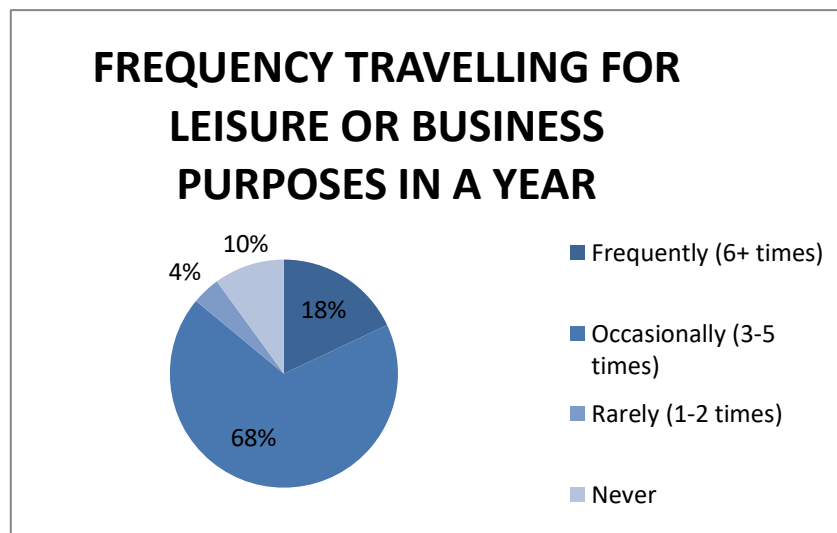


FIGURE 6.4

Figure showing the frequency travelling for leisure or business purposes in a year by the respondent

INTERPRETATION

According to above data 68% of respondents do travelling for leisure or business purpose in occasionally 3 to 5 times in an year

6.5 HAVE YOU EVER USED THE SERVICES OF AKBAR TRAVELS OF INDIA PVT LTD FOR BOOKING TRAVEL TICKETS OR PACKAGES

Table showing weather the respondent use the service of Akbar Tours and Travels for booking tickets

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONCE
Yes	50	100%
No	0	%
TOTAL	50	100%

TABLE 6.5

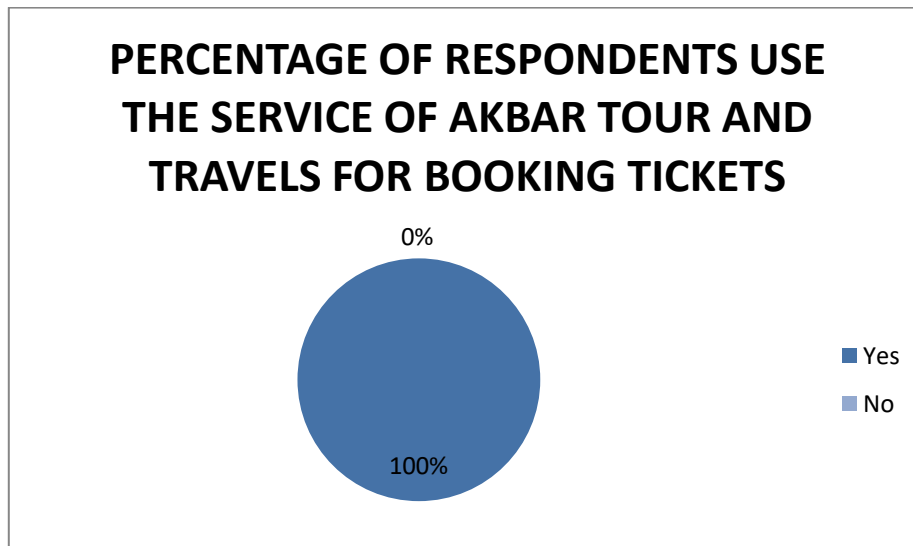


FIGURE 6.5

Figure showing percentage of respondents use the service of akbar tour and travels for booking tickets

INTERPRETATION

According to above data 100% of respondents used the service of Akbar tours and travels for booking tickets and travel packages

6.6 HOW DID YOU FIRST LEARN ABOUT AKBAR TRAVELS OF INDIA PVT LTD

Table showing form where the respondents know about the Akbar tours and travels

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
Online advertisement	14	28%
Social media	28	56%
Word of mouth	3	6%
Television advertisement	0	0%
Others	5	10%
TOTAL	50	100%

TABLE 6.6

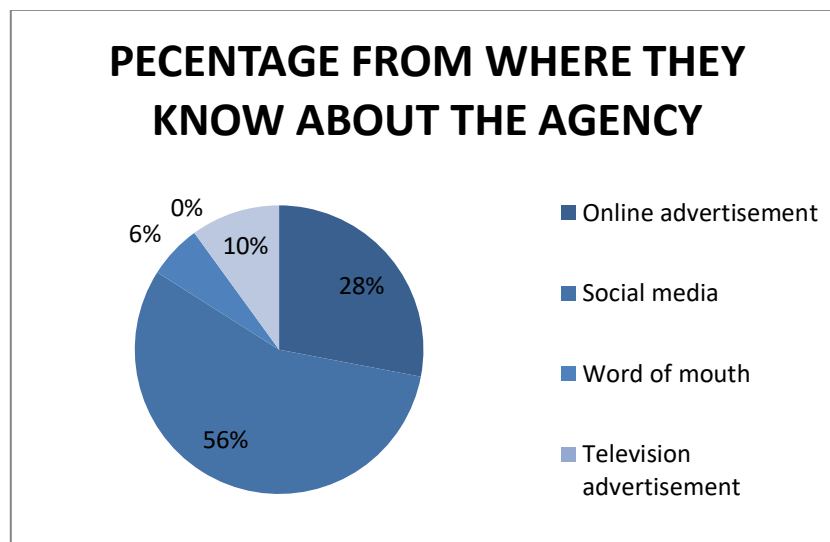


FIGURE 6.6

Figure showing from where they know about Akbar tours and travels

INTERPRETATION

According to above data about 56% of respondents know about Akbar tours and travel through social media advertisement it shows that the influence of Akbar tours and travels on social media is very high and also 28% of respondents known about the agency through online advertisement

6.7 WHICH OF THE FOLLOWING SERVICES HAVE YOU USED FROM AKBAR TRAVELS OF INDIA PVT LTD

Table showing the service availed by the customers in the given month

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
Flight ticket booking	12	24%
Hotel reservation	2	4%
Holiday package booking	14	28%
Travel insurance	4	8%
Visa assistance	5	10%
Transportation ticket booking	13	26%
TOTAL	50	100%

TABLE 6.7

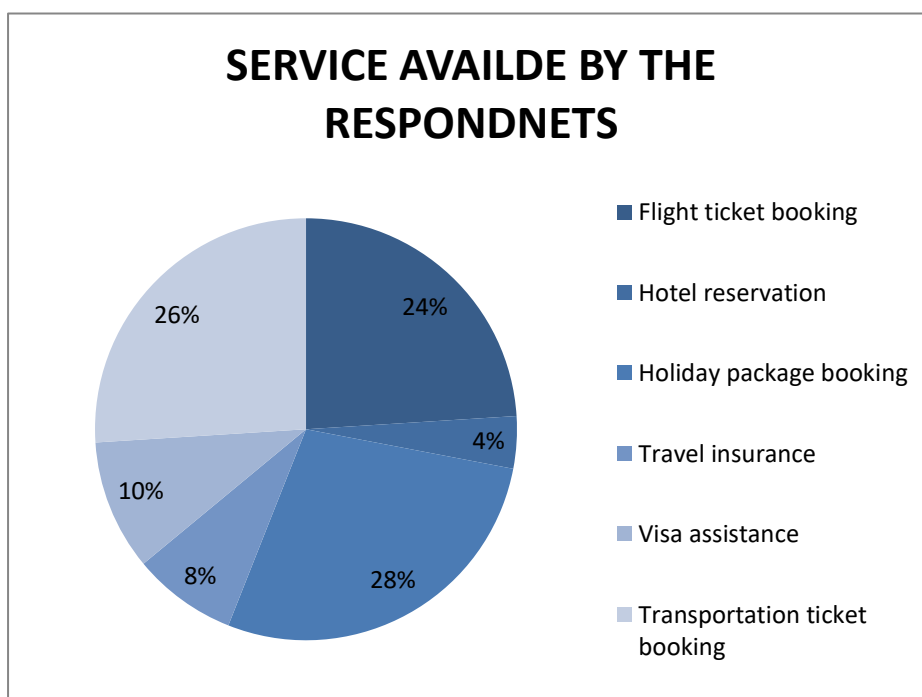


FIGURE 6.7

Figure showing the service availed by the respondents

INTERPRETATION

According to above data most of the 28% of respondents are using Akbar tours and travels for booking holiday trips 26% of respondents are for booking transportation tickets

6.8 HOW SATISFIED ARE YOU WITH THE OVERALL BOOKING EXPERIENCE WITH AKBAR TRAVELS OF INDIA PVT LTD

Table showing the overall booking experience of the respondents

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONCE
Very satisfied	13	%
Satisfied	22	%
Neutral	13	%
Dissatisfied	2	%
Very dissatisfied	0	%
TOTAL	50	100%

TABLE 6.8

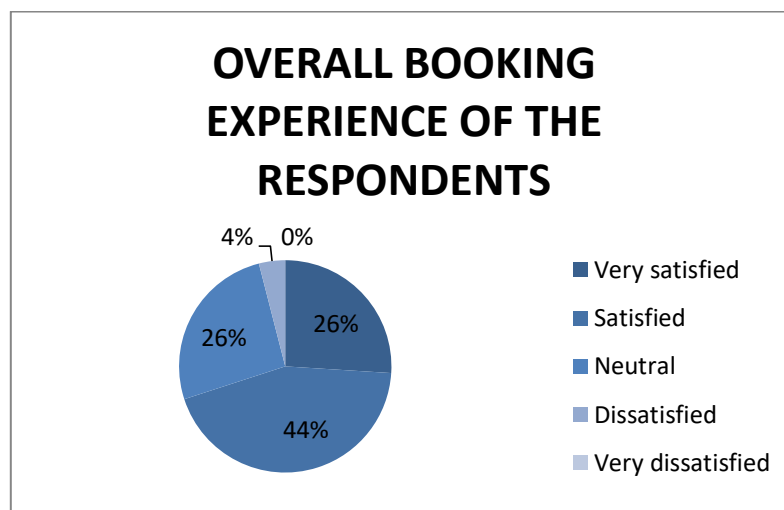


FIGURE 6.8

Figure showing the overall booking experience of the respondents

INTERPRETATION

According to above data 44% of the respondents are satisfied with booking experience of Akbar tours and travel. It shows their quality of service provided to the customers

6.9 WHAT FACTORS INFLUENCED YOUR DECISION TO CHOOSE AKBAR TRAVELS OF INDIA PVT LTD FOR BOOKING YOUR TRAVEL

Table showing the factors influencing the customers for choosing Akbar tours and travels

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
Price competitiveness	6	12%
Range of services offered	29	58%
User-friendly website/mobile app	0	0%
Reputation and brand trust	3	6%
Customer service quality	12	24%
TOTAL	50	100%

TABLE 6.9

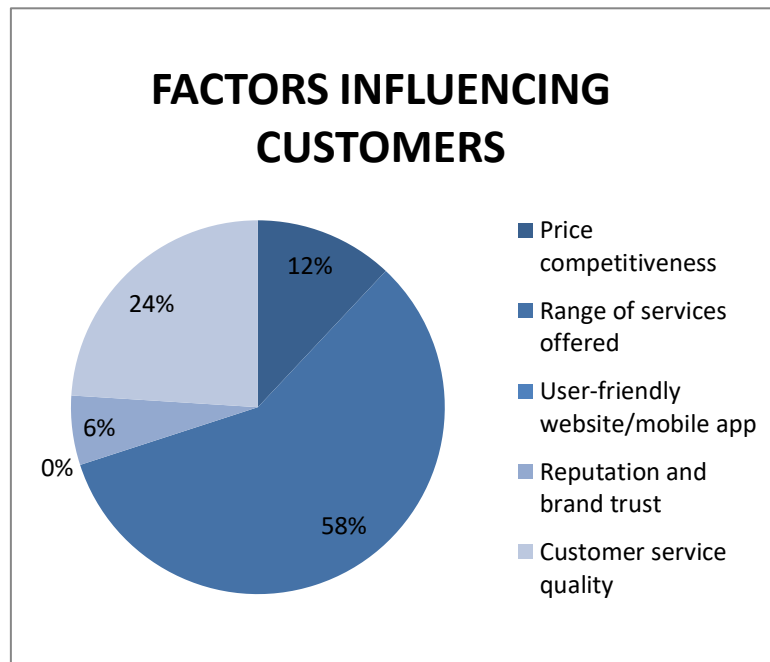


FIGURE 6.9

Figure showing the factors which influence the customers for choosing Akbar tours and travels

INTERPRETATION

According to above data most of the customers choosing Akbar tours and travels because of their customer service quality and also wide range of services provided by the agency

6.10 HOW LIKELY ARE YOU TO RECOMMEND AKBAR TRAVELS OF INDIA PVT LTD TO A FRIEND OR COLLEAGUE

Table showing how likely they are to be recommend Akbar tours and travels to others

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
very likely	45	90%
likely	5	10%
neutral	0	0%
unlikely	0	0%
TOTAL	50	100%

TABLE 6.10

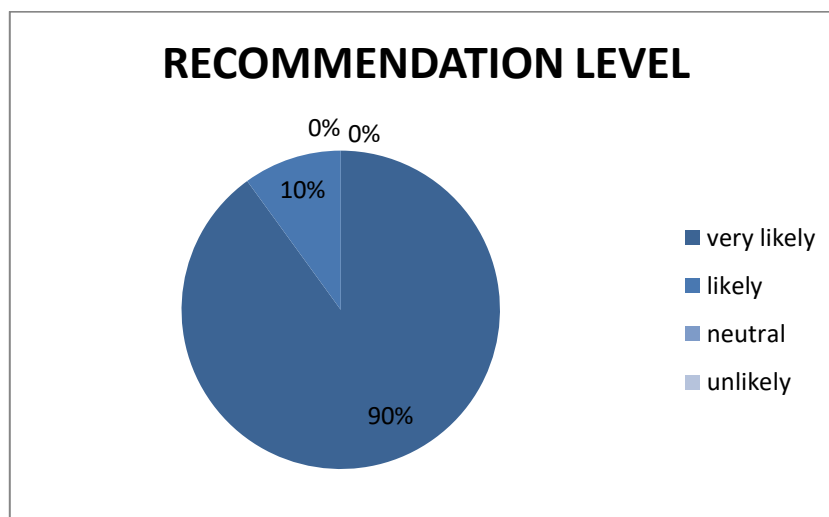


FIGURE 6.10

Figure showing the recommendation level of the respondents to others

INTERPRETATION

According to above data 90% of the respondents were recommend Akbar tours and travels to others it shows theirs dominance in the mind of customers due to theirs high marketing strategy

6.11 HOW SATISFIED ARE YOU WITH THE CLARITY AND RELEVANCE OF AKBAR TRAVELS' MARKETING MESSAGES

Table showing the satisfaction level of customers on the clarity and relevance of Akbar travels marketing messages

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONSE
very satisfied	38	76%
satisfied	4	8%
neutral	8	16%
dissatisfied	0	0%
very dissatisfied	0	0%
TOTAL	50	100%

TABLE 6.11

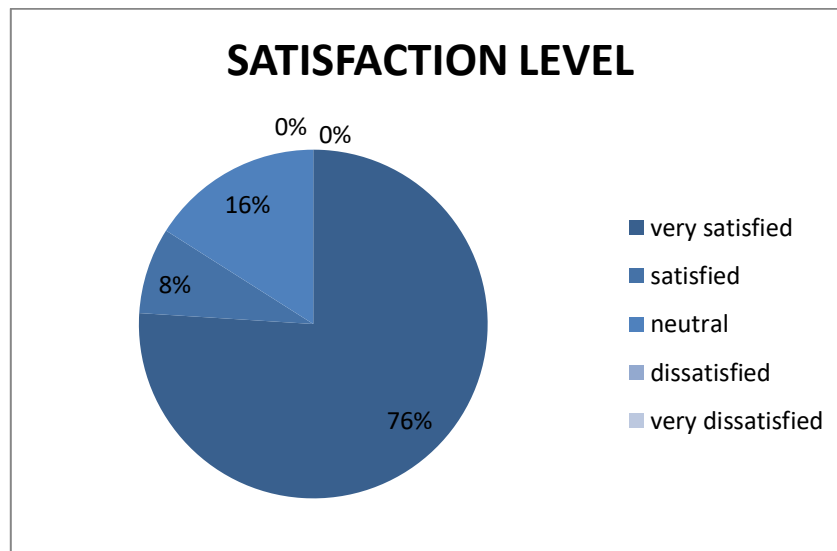


FIGURE 6.11

Figure showing the satisfaction level of customers on the marketing message of Akbar tours and travels

INTERPRETATION

According to above data almost all the respondents were satisfied with the marketing message provided by the Akbar tours and travels 76%

6.12 HAVE YOU EVER ENGAGED WITH AKBAR TRAVELS' PROMOTIONS OR SPECIAL OFFERS

Table showing weather the respondents engaged with the Akbar tours and travels offers or promotions

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONCE
Yes	100	100%
No	0	0%
TOTAL	50	100%

TABLE 6.12



FIGURE 6.12

Figure showing weather the customer engaged with the Akbar travels' promotions or special offers

INTERPRETATION

According to above data all the respondents were engaged with the special offers and promotions that put forwarded by the Akbar travels'

6.13 HOW WOULD YOU RATE THE EFFECTIVENESS OF AKBAR TRAVELS' MARKETING CAMPAIGNS IN INFORMING YOU ABOUT THEIR SERVICE

Table showing the effectiveness of akbar tours and travels marketing campaign

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONCE
very effective	12	%
somewhat effective	36	%
neutral	2	%
TOTAL	50	100%

TABLE 6.13

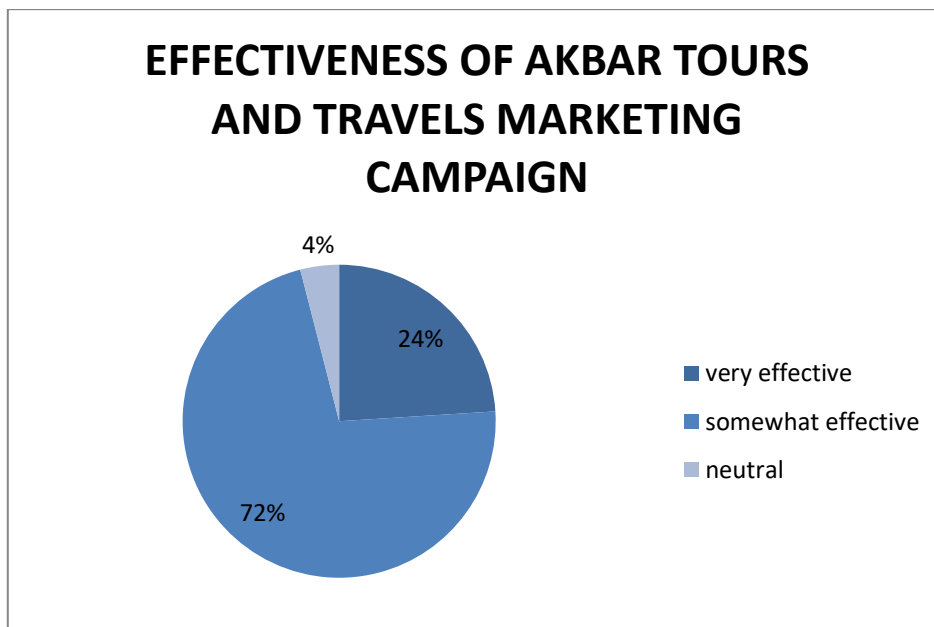


FIGURE 6.13

Figure showing the effectiveness of Akbar tours and travels marketing campaign

INTERPRETATION

According to above data the marketing campaign of the Akbar tours and travels is somewhat effective 72% in informing about their services to the customers

7.1 FINDINGS

- According to above data 43% of respondents are from the age group between 26-35 and 38% are between 18-25
- According to above data out of 50 respondents 74% of respondents are female
- According to above data out of 50, 69% of respondents completed their ug degree and 19% of respondents completed their pg degree
- According to above data 68% of respondents do travelling for leisure or business purpose in occasionally 3 to 5 times in an year
- According to above data 100% of respondents used the service of Akbar tours and travels for booking tickets and travel packages
- According to above data about 56% of respondents know about Akbar tours and travel through social media advertisement it shows that the influence of Akbar tours and travels on social media is very high and also 28% of respondents known about the agency through online advertisement
- According to above data most of the 28% of respondents are using Akbar tours and travels for booking holiday trips 26% of respondents are for booking transportation tickets
- According to above data most of the customers choosing Akbar tours and travels because of their customer service quality and also wide range of services provided by the agency
- According to above data 90% of the respondents were recommend Akbar tours and travels to others it shows theirs dominance in the mind of customers due to theirs high marketing strategy
- According to above data almost all the respondents were satisfied with the marketing message provided by the Akbar tours and travels 76%
- According to above data all the respondents were engaged with the special offers and promotions that put forwarded by the Akbar travels'
- According to above data the marketing campaign of the Akbar tours and travels is somewhat effective 72% in informing about their services to the customers

7.2 SUGGESTIONS

- Collaborate with travel influencers and bloggers who have a large following and are relevant to Akbar Tours and Travels' target audience. Partnering with influencers can help increase brand visibility and credibility among potential customers.
- Showcase positive customer reviews and testimonials on the company website and social media channels. Encourage satisfied customers to leave reviews and share their experiences on platforms like Trip Advisor, Google Reviews,
- Create high-quality, informative content such as travel guides, destination spotlights, and packing tips. Publish this content on the company blog and share it across social media channels to attract and engage potential customers
- Participate in local events, trade shows, and travel expos to increase brand visibility and connect with potential customers face-to-face. Sponsor community events or sports teams to demonstrate corporate social responsibility and support local initiatives.
- Highlight environmentally friendly practices and sustainability initiatives undertaken by Akbar Tours and Travels. This can appeal to eco-conscious travelers and differentiate the company from competitors.
- Sponsor relevant events or conferences related to travel, tourism, or culture. This can help raise brand awareness among attendees and establish Akbar Tours and Travels as a reputable and involved member of the travel community.

7.3 CONCLUSION

In the dynamic landscape of the travel and tourism industry, a robust marketing strategy is imperative for companies like Akbar Tours and Travels to thrive and stay ahead of the competition. This study has delved into various aspects of marketing, providing insights into how Akbar Tours and Travels can refine its approach to attract and retain customers.

Throughout the examination, it became evident that a multifaceted marketing approach is essential. Targeted advertising emerged as a key tactic, enabling the company to reach specific demographics most likely to engage with its services. Moreover, the power of social media engagement cannot be overstated. Platforms like Facebook, Instagram, and Twitter offer unparalleled opportunities to connect with customers, share compelling content, and build brand loyalty.

Influencer partnerships present another avenue for Akbar Tours and Travels to amplify its reach and credibility. By collaborating with influential figures in the travel space, the company can leverage their audience and tap into new markets. Additionally, customer reviews and testimonials serve as powerful tools for building trust and encouraging potential customers to book with confidence.

Email marketing campaigns offer a direct line of communication with customers, allowing Akbar Tours and Travels to deliver personalized offers and incentives. Furthermore, search engine optimization (SEO) and content marketing are essential for enhancing online visibility and establishing thought leadership in the industry.

Localized marketing efforts, such as tailoring messaging to specific geographic regions and cultural preferences, can further resonate with target audiences. Moreover, initiatives like event sponsorship and community engagement help Akbar Tours and Travels foster meaningful connections and demonstrate its commitment to the communities it serves.

As the study concludes, it is clear that Akbar Tours and Travels has a wealth of opportunities to strengthen its marketing strategy. By embracing innovation, leveraging

technology, and staying attuned to evolving consumer trends, the company can position itself for sustained success in the competitive travel market.

In essence, this study serves as a roadmap for Akbar Tours and Travels to navigate the complexities of marketing in the travel industry, providing actionable insights to drive growth, enhance brand equity, and deliver exceptional experiences to travelers around the globe.