

A study on traveler satisfaction towards sale and services of travel Company

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ABSTRACT

The purpose of this research study is to examine the traveller satisfaction towards sale and service of ABC travels. A survey with the help of questionnaire was carried out among 200 walk-in as well as corporate travellers of ABC Travels Aurangabad India.

The data collected was analysed using MS-Excel and SPSS to get a clearer understanding and the interpretation of the data has the insight been done with the help of charts and diagrams. Descriptive Research Methodology have been used to prepare this report.

The report contributes to knowledge by studying traveller satisfaction toward sale and services of ABC travels from the perspective of responses and by delivering an effective approach to focus on the important dimensions for sale and service process.

In conclusion, knowing factors affecting sale and service process can benefit the industry and also the organization as it would be able to maintain and monitor standardized process of traveller satisfaction.

1. Introduction

Tourism has turned out to be an economic immunisation contributing to the economic development of many countries over the last few last century. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

- Travelling is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling. Tourism is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

2. Objective of study

1. To study the services offered by ABC travels
2. To study the traveller expectation about the services.
3. To study the traveller satisfaction towards the service provided by ABC travels.

Sample Size: The sample size of the study is 200 respondents Convenient Sampling method is used in the study

3. Analysis of study

To convert the available data into useful information the analysis is done with respect to different aspects.

Table 1 : Most preferred services of the travellers provided by ABC Travels

Services	No. Of Tourist	Percentage
Car Rental	40	20%
Ticket Booking	25	13%
Package tourism	100	50%
Forex	15	7%
Passport services	20	10%
Total	200	100%

Source : Data Calculation

Interpretation:

From the above pie chart it is found that 50% of respondent prefers package tourism at ABC Travels, 20% car rentals, 13% ticket booking, 10% passport services & only 7% people avail forex services.

Table 2: Ratings for travel management and consulting services

Ratings of Tourist	No. of Tourist	Percentage
Highly satisfied	130	65%
Satisfied	37	18.50%
Neither satisfied nor dissatisfied	12	6%
Dissatisfied	15	7.50%
Highly dissatisfied	06	3%
Total	200	100%

Source : Data Calculation

Interpretation:

65% of the people rate the travel management and consulting services of ABC travels as highly satisfied, 18.5% people rate it as satisfied and only 3% of the people rate it as highly dissatisfied.

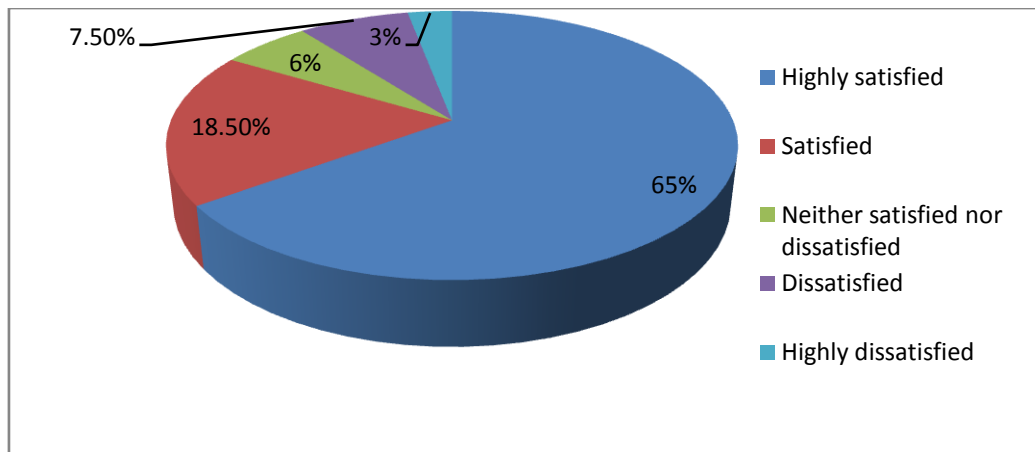
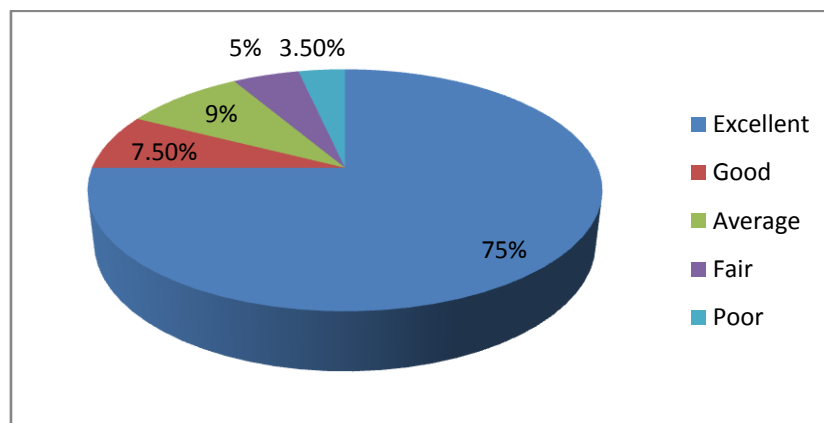


Table 3: Sales and services Experience with ABC Travels

Particular	No. of Tourist	Percentage
Excellent	150	75%
Good	15	7.5%
Average	18	09%
Fair	10	5%
Poor	7	3.5%
Total	200	100%

Source : Data Calculation



Interpretation:

About 75% of respondents are satisfied with their experience with ABC Travels, over 7.5% respondents feel satisfied with ABC Travels, 9% of respondent feels neutral towards their experience, again 5% respondents are dissatisfied with their experience and 3.5% respondents feel highly dissatisfied .

4. Findings

Research analysis found that: Package tourism is the most preferred service offered by ABC Travels. More than 50% of respondents feels the fare being charged by ABC Travels is economical. Most of the traveller found the service quality good but there are always scope to improve. Traveller are satisfied with the management and consulting services offered by ABC Travels. As ABC Travels is in the market from last 26 years their personal relation is strong, majority of traveller knows them because of friends or because of mouth publicity. Information provide by staff towards offers and discounts is

quite transparent. They should improve their Ideas, packages Itineraries an attractive offers according as per traveller demand to build a better image in the tourism market They should improve their infrastructure for meetings in their own office They should publish their itineraries new packages on internet to get more business from new travellers They should improve their advertisement style and try to publish their products in market in a new style The company should provide high incentives to its employees to motivate them. They should modify their website, their packages on website information regarding tourism time to time with new innovative ideas The company should also make hindrance free arrangement for consumers to make any feedback or suggestion as and when they feel. They should provide a lot more variety in the tour packages.

5. Conclusion

ABC travels is the specialist corporate travel management brand . It provides seamless travel management services,

customized to suit the global and local travel programs of corporates. ABC travels understands the corporate travel needs and provides a complete suite of services ranging from ticketing and travel related services, travel management consulting, vendor contracting services, technology and reporting tools, MICE management services and a comprehensive account management approach. The ABC travels network across India and overseas allows us to reach

globally and respond locally to provide traveller specific solutions for managing your business travel needs where, when, and how you require it. ABC travels has a huge potential market. It has attracted many travellers both international and domestic due to its presence in the market. They have been contributing significantly to the tourism industry, through their attractive and excellent tour packages.

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