

CONTENT

CHAPTER NO.	TITLE	PAGE NO.
I	INTRODUCTION	1-5
II	REVIEW OF LITERATURE	6-8
III	PROFILE OF THE STUDY	9-22
IV	DATA ANALYSIS AND INTERPRETATION	23-45
V	FINDINGS, SUGGESTIONS AND CONCLUSIONS	46-49
	BIBLIOGRAPHY	
	ANNEXURE	

1.1 INTRODUCTION

Tourism is one of the most vibrant, large and fastest growing industry, which is economically useful, having wide cultural and social impacts. In its modern form, since the end of the Second World War, tourism has grown into one of the world's largest industries with a growth rate in excess of 5% per annum over the past twenty years. It is accepted that tourism is the major contributor towards the economy of the world, an activity of global importance and significance. It is reported that Travel & Tourism can be part of the solution to world problems, such as bridging the gap between the 'have's and 'have — not's, between the countries. As an economic activity it can help contribute to the alleviation of poverty in almost all the areas of the globe. But at the same time, beyond this significance tourism generates some negative impacts also. Tourism gives opportunities for cultural exchange and better international understanding.

India is a country with multicultural experiences, natural beauty, and rich heritage and has always been an attractive tourist destination. Mountains, beaches, forests, deserts, deltas, and architectural marvels give the country a distinct geographical entity. Yoga, Ayurveda, and natural health resorts also attract tourists. In India total of 38 world heritage sites were recognized by UNESCO as of August 2019, which is the sixth-highest in the world. Apart from all these, the medical tourism industry has great potential due to the low cost of treatment. The Indian tourism industry is one of the significant and vital contributors to the economy of the country. As per United Nation World Tourism Organization (UNWTO), international tourism receipts of the world in 2018 was US\$ 1451 billion, of which India contributes 6.6% in the Asia Pacific and 1.97% in the world. India ranked ten among 185 countries in terms of travel and tourism's total contribution to GDP in 2019, which was almost US\$ 194.30 billion. About generating employment and income, the tourism industry seems to be more effective than other sectors. International tourism is an invisible export that creates foreign exchange as other export industries create.

Tourism creates a new channel for young people to provide a large number of employment opportunities. Also, the Government yields high tax revenue. In every ten jobs, travel and tourism industries support one position. Travel and tourism worldwide support 330 million jobs and keep 182.2 million jobs in the Asia Pacific, of which 5.56% under direct employment and 7.19% under indirect employment. During the year 2014 to 2019, India gets the first position in terms of creating tourism jobs.

In this period Indian travel and transport industry created 6.36 million jobs (Report WTTC 2019). Tourism is a sector that uses minimum natural resources and optimum use of workforce and expertise. The travel and tourism industry is a sector that strengthens the country's economy to help other sectors like transportation, food, beverage, culture, sports, and more. Tourism helps promote cultural diplomacy, connects the people, and promotes friendship and cooperation between India and other countries. As per the 2019-20 annual report of the Ministry of Tourism of India, more than 87 million people were employed in the tourism industry in 2018-19, which is 12.75% of the country's total employment. In India, tourism is also important from an economic point of view, as during the year 2019 total of 17.42 million international tourists came to visit India and contributing a substantial amount of US\$ 29.962 billion in foreign exchange (Annual Report 2019). India ranked 34 out of 140 countries as per the Travel and Tourism competitiveness report 2019. India is a place for every kind of traveler and has something for everyone. Domestic tourism is also an essential contributor to the sector. During the year 2018 total of 1854.93 million domestic tourist visits all over the country (Annual Report 2019-20).

1.2 STATEMENT OF THE PROBLEM

Marketing shows its importance in every kind of tourist and hotel industry, since it presents itself as a tool that contributes to better management of hotel operations also help in defining appropriate strategies for their development, with the main objective, the increase in financial results. Thus, the thought of marketing and promotion strategy should be developed in a planned, staffed and structured to provide the enabling hospitality company to move the market in better condition that can ensure greater market share, making it possible to take the product or service to customers and potential customers. Marketing and promotion should define a set of actions for internal and external communication that can be put into practice by allowing hotel companies diversified forward messages with the aim of showing and raising awareness of the company, its products and services with ultimate goal of causing consumers consumer desire. To understand how marketing and promotion can take on this vital role for the hotel units, we did an exhaustive search to get collect information about: tourism, hospitality, hotel management, marketing and promotion

1.3 OBJECTIVES OF THE STUDY

To study the importance of sales promotion strategy in travel agencies.

- To study about Sales promotion of Thomas Cook
- To study the influence of sales promotion techniques of Thomas Cook on customers.

1.4 SCOPE OF THE STUDY

In every company, the preparation of a marketing plan is vital for monitoring and tracking of the company's marketing strategies for a certain product or service. The marketing plan helps to monitor the progress of marketing strategy that is being implemented. Analysis of marketing strategy helps to find out major competitors, which would enable the firm to offer its appropriately designed marketing mix and thereby achieving firm's objective. A well-defined marketing strategy can clearly describe which market segments to serve and which to exclude, what product to serve and what not to serve. So the marketing strategy has a vital role in the success of an organization. Thomas Cook has a significant role in the growth of Kerala tourism industry by formulating effective marketing strategies. This study will evaluate the marketing strategies implemented in THOMAS COOK, to find out the various marketing policies used by them, to know its effectiveness and to suggest suitable policy for the company.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, "the best practices" can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it they study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods or techniques but also the methodology. Research is common parlance a scientific investigation for knowledge. It can be defined as a systematic effort to collect the valuable information's. A research can be carried out by different methodologies, which have their own pros and cons.

Research Design:

Research design is a conceptual structure with in which the research is to be conducted. It is a constitutes the blue print for all collection, measurement and the analysis of data. The research design specifies the method of data. Research design is made after formulating the research problem. This study uses descriptive survey design. The advantage of this type of design is that it enables to assess the situation within the study area at the time of study.

Data Collection

There are two types of data collection:

- a) Primary data
- b) Secondary data
- a) Primary data

Primary data is the data that"s been collected for the first time. It can be obtained through observation or direct communication. In this sample, sample survey was used for collecting the primary data. The primary data is collected by using structured non-disguised questionnaire and direct personal interview.

- b) Secondary data

Secondary data means the data that has already been collected by someone and has already been passed through the statistical processes. In this project work the researcher has taken textbook, journals, magazines, websites as sources of secondary data.

Sampling Design:

It is mainly defined as the total population available for the study. It includes sample size of 50

Research Instruments:

Research instruments are the testing devices used in research work. It includes questionnaires, interview, observation and reading.

LIMITATIONS OF THE STUDY:

- The time allowed for the study is very limited .
- Accuracy of information only based on secondary data source and a portion of primary data
- Collection of the data and study was limited to 50 respondents
- Study on user behavior and prediction is not easy as it seems